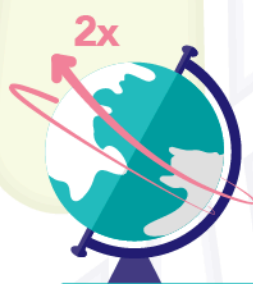


ROADMAP TO A HEALTHY HEART

The heart and blood vessels work together as the circulatory system to deliver oxygen and essential nutrients to our muscles, skin and other vital parts of the body.



The circulatory system is like a map, with more than **60,000 miles worth of highways**. That's enough to circle the world – twice!¹



Healthy circulation is like having **no traffic, no construction zones, and no detours** which means our heart isn't stressed and can work at its best.

At the center of a healthy circulatory system is a healthy heart, which keeps our blood pumping and our energy flowing.

Every day, the heart creates **enough energy to drive a truck 20 miles**.²



Eating the right foods and being physically active can support healthy circulation by making more nitric oxide.

Nitric oxide relaxes the blood vessels, causing them to expand and keep our blood flowing more freely.³



Research suggests that certain foods - like dark purple **Concord grapes** - may **stimulate nitric oxide production** to support healthy circulation.⁴⁻⁶

A new study in healthy adults found that regularly drinking 100% grape juice made with **Concord grapes can help support heart health by contributing to healthy blood vessels and healthy circulation**.⁷

This builds on nearly 20 years of research which shows that, **thanks to the Concord grape, 100% grape juice helps support a healthy heart**.⁴⁻⁹



Visit welchs.com/health to learn more about 100% grape juice made with Concord grapes as part of a heart-healthy diet.

Daily Tips for Healthy Circulation

- 1. Make a Move:**
Strive for at least 30 minutes of exercise
- 2. Snub the Shaker:**
Limit salty snacks and avoid using salt at the table
- 3. Power up on Purple:**
Enjoy 100% grape juice in a glass or as part of a heart-healthy recipe

Sources:

¹ <http://my.clevelandclinic.org/services/heart/heart-blood-vessels/heart-facts>
² <http://facts.randomhistory.com/human-heart-facts.html>
³ <http://www.grapescience.com/grape-nutrition-resources/grape-glossary.aspx>
⁴ Alhosin M et al. Redox-sensitive up-regulation of eNOS by purple grape juice in endothelial cells: role of PI3-kinase/Akt, p38 MAPK, JNK, FoxO1 and FoxO3a. PLoS ONE. 2013. 8(3):e57883
⁵ Anselm E et al. Grape juice causes endothelium-dependent relaxation via a redox-sensitive Src- and Akt-dependent activation of eNOS. Cardiovasc Res. 2007. 73(2):404-413
⁶ Freedman JE et al. Select flavonoids and whole juice from purple grapes inhibit platelet function and enhance nitric oxide release. Circulation. 2001. 103(23):2792-2798
⁷ Dorsey PG et al. Concord grape juice improves endothelial function in overweight, older adults. Presented at the 55th Annual Conference of the American College of Nutrition. San Antonio, TX. October 15-18, 2014.
⁸ Chou EJ et al. Effect of ingestion of purple grape juice on endothelial function in patients with coronary heart disease. Am J Cardiol. 2001. 88(5):553-555.
⁹ Stein JH et al. Purple grape juice improves endothelial function and reduces the susceptibility of LDL cholesterol to oxidation in patients with coronary artery disease. Circulation. 1999. 100(10):1050-1055.