

# Daily Dosing On A Budget: The Next Big Health Trend In 2009

Submitted by: Mile High Drinks

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Press Release

<http://www.milehighdrinks.com>

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--Your daily dose of antioxidants in just one bottle of Mile High--

As the credit crunch continues in 2009, consumers will increasingly turn to more budget-friendly, natural and convenient ways to improve their health and nutrition. Just one bottle of Mile High's all-natural Red Grape and Cherry Juice provides more than the recommended daily dose of antioxidants, which can boost the immune system, help to beat fatigue and better prepare people for the stresses and strains of daily life.

Mile High is now available to purchase online in response to rising demand from health-conscious consumers around the world for honest, healthy and delicious products that won't break the bank.

Mile High Drinks have just been made available at the widely respected Victoria Health online store <http://www.victoriahealth.com>. Victoria Health was co-founded by Gill Sinclair and Shabir Daya, who is a qualified pharmacist. Following requests for Mile High in Europe and as far afield as Melbourne and New York, the Mile High team is proud to announce its relationship with Victoria Health. The not-from-concentrate drink is available for order online with free postage and packing.

Identified as one of the most highly antioxidant-packed juice drinks in the UK today, Mile High is also available in the chilled drinks cabinet in selected Waitrose stores nationwide (1). For everyone on the go, whether jetting off for some winter sunshine, travelling on business trips, or simply running around ahead of the Christmas week, Mile High's high and mighty ingredients work together to provide the ultimate feel-good factor.

Mile High is crammed with natural ingredients that combine to provide one of the highest levels of antioxidants on the UK market today. Red Grape and Cherry Mile High is packed with powerful antioxidants that are ideal for fighting free radicals, which are responsible for lowering our immune system defences causing fatigue, skin dehydration and that 'under the weather' feeling. Made with red grapes, cherries, aloe vera and ginger, Mile High has been specially formulated to provide a healthy boost for everyone.

A scientific study conducted on behalf of Mile High Drinks in November 2008 found that there are around 3,660 ORAC units per 250ml bottle of Mile High (2), which provides more than the recommended daily amount of antioxidants. Research suggests that people need to consume 3,000 to 5,000 ORAC units a day to have an impact on their health.

Antioxidant strength is measured in Oxygen Radical Absorbance Capacity (ORAC) units. ORAC measures how many oxygen radicals a specific food can absorb and deactivate. The more oxygen radicals a food absorbs, the higher its ORAC score, and the better a food is at helping our bodies fight diseases like cancer and

heart disease and boosting the appearance of skin.

Stuart Roberts, managing director of Mile High Drinks, creator of the drink and professional nutritionist, said: "Mile High Drinks is pleased to announce that our unique, super-healthy drink is now available for purchase wherever you are in the world. We recognise the importance of optimal nutrition at realistic prices, which we think will set the tone for the food and drink industry in 2009. We believe our partnership with Victoria Health will further increase availability to our target audience: anyone interested in improving their energy levels and boosting their immune system - without breaking the bank - through the consumption of a delicious and natural drink."

Richard Hammond, co-director of Mile High Drinks added: "Mile High Drinks were originally created to help frequent flyers and cabin crew beat the negative symptoms associated with flying such as fatigue, digestive upsets and dehydration. Mile High's popularity as a health drink in the mass-market prompted its introduction into Waitrose in September and now online with Victoria Health. We're looking forward to expanding distribution and sales further in 2009."

Antioxidant strength of Mile High compared with published data of other selected juices by Oxygen Radical Absorbance Capacity

Type of juice - ORAC units per 250ml

Mile High - 3,600

Apple juice (cloudy) - 1,500

Orange juice - 1,200

Tomato juice - 275

Notes to editors:

1: A full list of the Waitrose stores stocking Mile High Drinks can be found at:  
<http://www.milehighdrinks.com/stores.asp>.

2. A laboratory study was carried out to determine the antioxidant status of the Mile High drink using two different industry standard tests. The combined results of the tests indicated that Mile High has exceptional antioxidant strength likely to be the result of synergistic action of the diverse antioxidant phytochemicals present in the drink. This report was carried out by Dr George Paganga, Antioxidant Analysis Suppliers and Consultants AASC Ltd, Unit 5, Stanton Industrial Estate, Stanton Road, Southampton, SO15 4HU, UK. Tel / Fax: 02380 511330.

For samples, high resolution images, more information on the ORAC test results, a copy of the media kit or to arrange an interview with Mile High Drinks, please contact Helen Lewis at [helen@milehighdrinks.com](mailto:helen@milehighdrinks.com) or call +44 (0) 7904801669.

Further information can also be found at <http://www.milehighdrinks.com>.

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