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NEWS



Less Pain, More Gain Recovering from Exercise Even Before You Lace Up Your Sneakers

Phytonutrients in Tart Cherries and CherryPharm Proven to Speed Muscle Recovery and Lessen Post-Exercise Soreness, Enabling Less Downtime

(Geneva, NY) Research published in the British Journal of Sports Medicine showed that tart cherry juice **significantly sped up muscle recovery** and **reduced muscle soreness** in athletes who had performed strenuous weight workouts. The juice tested in the study was CherryPharm, an innovative all-natural product developed through a proprietary extraction process that uniquely captures the proven health benefits of whole tart cherries.

Unlike a hydration drink, CherryPharm harnesses the fortifying effects of phytonutrients and antioxidants including anthocyanins, melatonin and quercetin that occur naturally and in high proportion in deeply colored fruits – and most powerfully so in tart cherries – to aid the body in restoring itself from exercise-induced muscle damage. **By regularly drinking the product in advance of exercise or athletic competition, the body is better equipped to recover, enabling more intense, prolonged and frequent work-outs.** CherryPharm drinkers have come to know this as “Precovery,” a new concept in fitness training.

Developed in partnership with Cornell University, CherryPharm has applied advanced food science to maximize the retention of the tart cherries’ natural properties. “What’s different about CherryPharm is that we have taken a scientific approach, backed by substantial clinical research, to deliver an all-natural product with proven impact,” said John Davey, Founder and President of CherryPharm.

As one example of CherryPharm’s potency, its antioxidant levels, as measured by Oxygen Radical Absorption Capacity (ORAC), were found to be **substantially greater than any other juice product.** CherryPharm measured **13,015 ORAC units per 8 fl. oz. serving** compared to the next highest product, a leading pomegranate juice, which only measured 7,805 ORAC units for the same quantity.

Data from the **British Journal of Sports Medicine** study showed conclusively the efficacy of **CherryPharm in decreasing some of the symptoms of eccentric exercise-induced muscle damage**. Eccentric, or “negative,” muscle training is a common exercise technique, as it is believed that muscle strengthening may be greatest using exercises that involve eccentric contractions. These contractions are also present in nearly all forms of exercise, from weight lifting to walking.

Most notable amongst the study’s findings was that **strength loss** averaged over four days after eccentric exercise was 22% with a placebo, but **only 4% in users of CherryPharm**.

Eccentric exercise is also notorious for causing delayed onset muscle soreness (DOMS), the pain felt even days after hiking, lifting weights or trying a new type of exercise.

Phytonutrients in tart cherries have been shown to not only **improve muscle recovery**, but also be an **effective pain reliever**. However, to achieve optimal antioxidant, anti-inflammatory and recovery results, studies suggest that one would need the nutrients of approximately 50 to 75 tart cherries. CherryPharm has solved the conundrum of consuming this level of cherries by capturing the nutrients of 50 tart cherries in every 8 oz. bottle. Through a special extraction of whole tart cherries, not cherry concentrate, CherryPharm has uniquely achieved the equivalent health benefits of the superfood itself.

According to **Declan AJ Connolly, Ph.D., Director of Human Performance at the University of Vermont**, “CherryPharm is the first product I’ve seen in 20 years of research that reduces muscle damage and enhances recovery.”

As an all-natural product, CherryPharm is also free from side-effects and is compliant with the World Anti-Doping Code.

Gaining increasing recognition from elite athletes and professional teams, CherryPharm is in use around the world, from the locker room of the New York Rangers National Hockey League team to the pitch of the Tottenham Hotspurs English Premier League Football Club. During the 2008-2009 season, four of the top 10 ranked NCAA Division I football teams, including the national champions also drank CherryPharm to aid in their strength and conditioning regimen.

“I am impressed by the science behind CherryPharm but even more impressed by the results with our players,” said **Dr. Sam Erith, head of sports science, fitness and conditioning for the Tottenham Hotspurs**.

“This mechanism is ideal for athletes but also extends beyond sports,” said Mr. Davey. “So whether you are an elite athlete or an ordinary individual, daily consumption of **CherryPharm can lessen bodily breakdown and enhance recovery from physical activity.**”

About CherryPharm

CherryPharm was founded in 2004 by President John Davey and launched commercially in 2006. Located in Geneva, NY, at the Cornell Technology Farm, CherryPharm is a science-based company committed to pursuing and leveraging academic research on the proven health benefits of tart cherries and other fruits into great tasting and nutritious consumer products.

CherryPharm was initially developed in the food science labs at Cornell University, and then became the first company to test a proprietary cherry juice successfully with humans in the lab and on the playing field.

Research on CherryPharm juice has thus far yielded successful clinical trials, published peer-reviewed research, and is enjoyed by professional athletes from all over the world. Additional clinical trials are currently under way. CherryPharm's goal is stay true to nature by providing the best tasting, most powerful tart cherry juice that can not only stand up to the rigorous demands of customers, but also the scientific scrutiny of the research community.

CherryPharm products are currently available in three formulations: **Natural Health Juice**, an all-natural 100% juice clinically proven to protect, fortify and restore your body naturally; **Natural Recovery Juice**, an all-natural juice with added protein for faster recovery from exercise; and **Natural Fruit Juice**, an all-Natural 100% juice with a sweeter, whole tart cherry juice blend with apple and white grape.

CherryPharm retails for about \$2.00 for the standard 8 oz. single serving size bottle and is available at www.cherrypharm.com in multiple bundle options. CherryPharm offers an Auto-Ship program for convenient automatic regularly-scheduled delivery of juice, with free shipping on every package. Products are also available for purchase at specially-selected retail locations and via its factory store in Geneva, NY.

CherryPharm is located at 500 Technology Farm Drive, Geneva, NY, 14456. To Contact CherryPharm, please call 800-699-0460, or email info@CherryPharm.com.

"CherryPharm – Clinically Proven Like No Other Juice In The World".

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A Precovery Primer

By Marie Spano, MS, RD, CSCS

There are many factors that can influence an athlete's success including strength and conditioning, sport-specific training, nutrition, as well as rest and recovery, all of which play important roles. However, the **least well-known but arguably most important aspect is recovery**. Athletes who routinely push their physical limits but don't fully recover can experience lingering soreness, inflammation, fatigue, poor performance and an increased risk of developing injuries. Therefore, proper management of recovery can lead to improved training and more importantly, enhanced performance potential.

Most athletes are unaware of how the body produces elevated blood markers of post-exercise muscle damage, inflammation and oxidative stress — these are the terrible triad that will inhibit recovery. Likewise, there persists a popular misconception that damaging exercise is necessary, as in a "no pain no gain" approach to training. However, research has shown that **mitigating muscle damage actually leads to greater gains over time**. So, while strength coaches work hard to build and train muscles, it stands to reason that similar attention should be given to attenuating the root cause of so many chronic overuse injuries through improved recovery.

Until recently post-exercise recovery focused primarily on hydration, replenishment of energy (protein + carbohydrates) and treatment of muscle damage symptoms. The consumption of CherryPharm pre-exercise however has been clinically shown to **reduce post-exercise muscle damage, inflammation and oxidative stress concurrently, thereby protecting the body and speeding recovery**. Independent university and hospital research on the CherryPharm product have led to multiple published, peer-reviewed, scientific journals along with a growing list of elite athletes and teams now incorporating the juice into their daily regimens.

While all fruits and vegetables are nutritionally beneficial, tart cherries contain unique anti-inflammatory anthocyanins that are non-selective cyclo-oxygenase (Cox-1 and Cox-2) inhibitors as well as other antioxidants and bio-active compounds. Research has shown that consuming 50 cherries per day reduces systemic markers of inflammation including C-Reactive Protein (CRP). However, typically harsh food processing conditions often destroy the beneficial compounds found in fruit like tart cherries. To ensure efficacy of their product,

CherryPharm has worked with food scientists at Cornell University to create an innovative juice extraction and pouring technique to retain maximum cherry phyto-nutrients. Each minimally processed 8 oz bottle is made from whole fruit — not from concentrate — and is the equivalent of 50 whole cherries.

This concept of PRECOVERY is exciting because it demonstrates that a nutritional intervention can actually prevent inflammation before it begins and impact how the body responds to exercise. It also highlights the benefits of consuming nutrient-rich whole foods such as minimally processed CherryPharm tart cherry juice as part of the recovery process that can lead to improved training and optimal performance.

Synopsis:

Studies suggest that routine consumption of CherryPharm can protect the body's basic cell structure from oxidative stress and restore its total antioxidant capacity. This new concept in nutritional intervention demonstrates that by regularly drinking CherryPharm **pre-activity**, the body can experience enhanced **post-activity recovery**. This new concept in food science has been dubbed "**Precovery**" by CherryPharm.

CherryPharm Comparisons:

[A tart cherry benefit comparison to other fruits](#)
[CherryPharm vs. other cherry products](#)

Clinical Research:

[British Journal of Sports Medicine Study](#)

Efficacy of a tart cherry juice blend in preventing the symptoms of muscle damage.

[Summary Report on the CherryPharm 2008 London Marathon Study](#)

The effect of a tart cherry juice drink on markers of muscle damage, oxidative stress and inflammation after prolonged endurance exercise.

[Tart Cherry Anthocyanins suppress Inflammation-Induced Pain Behavior](#)

Behavioral Brain Research, The Johns Hopkins Hospital

[Cornell University College of Veterinary Medicine Study](#)

Efficacy of a tart cherry juice in reducing exercise-induced muscle damage in racehorses

[Cyclooxygenase Inhibitory and Antioxidant Cyanidin Glycosides in Cherries and Berries](#)

Phytomedicine, Michigan State University

