

A GUIDE FOR HEALTH PROFESSIONALS ON HOW TO SHARE THE BENEFITS OF PRUNES & PRUNE JUICE LIKE A

PRUNEFLUENCER

Health Benefits

- **Bone Health:** Eating 5-6 prunes daily can help prevent bone loss in post-menopausal women.[1]
- **Healthy Heart:** Prunes are low in sodium and fat, with 3g of dietary fiber per serving, which may lower heart disease risk.
- **Digestive Balance:** The fiber and sorbitol in prunes help alleviate constipation for both adults and little ones.
- **During Pregnancy:** The digestive and bone health benefits can benefit women during pregnancy.

Prunefluencing Tips

- **Highlight WHY Prunes:** Determine what is most important to your audience.
- **Show How To Use Prunes in Everyday Life:** Consider your audience's lifestyle and recommend products and usage ideas that make sense.
- **Be Consistent:** Share prune messaging consistently across channels.

Ways to Enjoy Prunes and Prune Juice

1. Smoothies
2. Baked goods and brownie recipes
3. Stuffed with nut butter
4. Mocktails
5. Slower cooker meals
6. Trail mix
7. Salad dressings and marinades
8. Overnight oats







A prunefluencer is a prune lover who wants to share the Feel Good Fruit (and its benefits) with the world.

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PRUNEFLUENCE YOUR AUDIENCES AND CLIENTS.
ENCOURAGE THEM TO INCLUDE PRUNES & PRUNE JUICE TODAY!



What are prunes?

Surprisingly, this is a very popular question. Prunes are dried plums! They are a good source of fiber to support digestive health, low on the glycemic index to support blood glucose management, and have a unique combination of vitamins, minerals and nutrients that support bone health. It's no wonder prunes are so popular among people of all ages.

But not every plum can be a prune. The key to Sunsweet® Amaz!n™ Prunes is that we harvest a very special variety of plums at peak ripeness! This ensures the ideal balance of fresh flavor, juiciness, and nutrients are all preserved. Vitamins and minerals are sealed in with our unique drying process so you get the incredible nutritional benefits of prunes along with their delicious, fresh flavor.



How is prune juice different from other juices?

The amount of dietary fiber in prune juice is one of the big health benefits that sets it apart from other juices, providing 4 grams per serving. Few pure fruit juices provide dietary fiber in any useful amounts because it is generally removed through the juicing process. Prunes, however, still maintain both soluble and insoluble fiber after the juicing process! Especially the soluble fiber. Soluble fiber attracts water and turns to gel during digestion. And soluble fiber has been said to help do amazing things like lower the risk of heart disease.

[1] Koltun KJ, Strock NCA, Weaver C et al. Prunes preserve cortical density and estimated strength of the tibia in a 12-month randomized controlled trial in postmenopausal women: The Prune Study. Osteoporos Int. 35:863–875 (2024). https://doi.org/10.1007/s00198-024-07031-6



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