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Juicing in Winter

It may seem counterintuitive, but top juicers tell us why juicing is essential to winter wellness

By Nora Zelevansky

During the cold weather months, we tend to leave juice behind, like so many summer flings. After all, we hardly need to hydrate with fruity refreshments while fireside in subzero temperatures, right?

Actually, that's precisely what we need: Mid-polar vortex is when we may benefit most from cold-pressed juices and superfood smoothies. And while fruit is generally a component, greens, vegetables, spices from cinnamon to turmeric, nut butters and milks also play invaluable roles by adding flavor and health-boosting nutrients.

"Juicing is more important in the winter, because it supports your immune system," explains Shauna Martin, founder of Austin-based juice company, Daily Greens. "It's key during cold and flu season. At the supermarket, you should find an ample supply of winter greens, apples and grapefruit—all great for winter juicing."

For those who would rather not make their own, innovative companies have emerged offering tasty, year-round options to help you make cold-pressed juices a cornerstone of your winter wellness.

PALETA

In 2005, Kelly Boyer (a survivor of a rare, advanced-stage cancer) originally launched PALETA as a healthy meal delivery service in Southern California, after traveling through Europe and feeling inspired by the brightness of the food. "PALETA represents the painter's palette because we believe food is art, and the palate or tastebuds in your mouth because the food tastes as great as it is beautiful," she says.

The company's mission is to help people change the way they eat, feel and live, offering cold-pressed juices made from only the purest, 100 percent organic ingredients from local farms (and made in a LEED-certified kitchen). Award-winning drinks are co-designed by chefs and nutritionists, and the company gives back by donating product and counteracting its carbon footprint by planting trees with Earth Day Network's Canopy Project.



Signature Juice: PALETA's line of Magic Milkshakes is designed to taste like ice cream: Boyer's own favorite is the new Pistachio Paradise. On the juice side, the Kale Kooler finishes with a serrano pepper kick. (Next up: new superfood smoothies and a line of six tonics called Power Boosts are on the menu!)

Winter Juicing Tip: "Winter should focus more on greens and roots and use a lot of ginger to warm you up and keep sickness at bay, and coconut-based drinks to keep your body hydrated from the inside out. paleta.com



LOVE GRACE

In 2011, chef Jake Mabanta and model and health counselor Carissa-Ann Santos launched Love Grace, an organic cold-pressed juice and superfood smoothie company. They were making drinks and food for themselves and people wanted to try them. They were making good things.

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