

When Does Fresh Juice Lose Its Freshness?



Some days, my schedule is completely clear of obligations and I can juice to my heart's content. On other days, I really wish that I could juice a month's supply and drop some magic "fresh pill" into the concoction to keep it nice and fresh forever.

Of course there is no such magic pill and fresh juice does lose its freshness after awhile, which is why it's so important to drink it immediately. In fact, fresh juice should be consumed within 20 minutes for the most nutrients.

Why do I have to drink fresh juice right away?

Of course, you don't absolutely have to. If you know you really need to juice on-the-go, you can follow these [juice storing tips](#) to retain some of the nutrients in your juice for a few days following juicing.

But overall, fresh juice is best consumed fresh – and that means within the first twenty minutes. The reason for this is simple. Fresh juice – and all its benefits – come from its freshness. As soon as you juice fresh produce, you're breaking open the cell walls of these nutrient-rich fruits and veggies and activating the nutrients – the vitamins, enzymes, minerals, phytonutrients, chlorophyll, etc. – found in the produce.

Many of these nutrients are time-sensitive. Just as you wouldn't slice an apple, leave it out to turn brown and shrivelly and then consume it, the same logic also applies to juice.

The process that causes apples to go brown so quickly is known as oxidation, which is simply exposure to oxygen. Juice is even more susceptible to oxidation since every part of the fruit or vegetable is being exposed to air. Oxidation is natural and it's not the worst thing in the world, but it does reduce the enzymes and vitamins in the fruit and veggie juices, defeating a large part of the point of drinking such juices. Even when there's no visible color alteration in the juice, the same process of oxidation occurs.



People commonly recommend adding a squirt of lemon juice to sliced apples or even to halved avocados to prevent signs of oxidation. Whereas this certainly helps an apple or avocado from turning really brown, really quick – the vitamin C in lemon juice (which is an antioxidant that fights oxidation) will only slow oxidation, not prevent it.

When fruits and vegetables are juiced, adding lemon juice may slow the oxidation a bit, but it won't be able to protect the integrity of the juice against exposure to the air. With prolonged exposure to air, the vital enzymes and nutrients in the juice begin to deteriorate and are mostly gone within twenty minutes time.

Another reason to quickly consume fresh juice is that it goes bad really quickly. I learned this the hard way when I waited nearly 40 minutes to down my first cup of red cabbage juice (I just couldn't get used to the taste) and found it nothing short of foul.

The old adage, "Good things come to those who wait," is absolutely false when it comes to fresh juice. Don't wait! Drink up. [Want to see more common juicing mistakes?](#)

*** Also remember that how long fresh juice lasts depends on the juicer that you're using. [Centrifugal juicers](#) – such as the [Jack LaLanne juicer](#) and most of the [Breville juicers](#) – produce some heat and friction when juicing which cause oxidation in the juicing process itself and compromise the freshness of the juice. Juices made with these juicers really should be consumed immediately.

On the other hand, [masticating juicers](#) – such as the [Omega 8005/8006 juicers](#) – are slow juicers, producing little-to-no heat, which means less oxidation in the juicing process. Juices made with masticating juicers have a higher shelf life and can be stored for up to 24 hours.

Juices made with [twin gear](#) – or triturating – juicers are the highest quality and can retain their nutrient potency for up to 72 hours after juicing. If you plan to mainly juice in bulk and store the juice – a twin gear juicer is a worthwhile investment.

[Read more about different juicers and how they stack up!](#)