



## 90 Day Fitness Effect Test Extended

We are pleased to announce that the Juice Plus+® 90 Day Fitness Effect test has been extended through the beginning of January. This means that you may continue to offer the **free product incentive** to new Juice Plus+® customers through January 1, 2010.

The Juice Plus+® 90 Day Fitness Effect – which officially launched on November 1 – is simply another new “twist” on our tried and proven system of sharing Juice Plus+® with others. It’s designed for Juice Plus+® prospects interested in trying to combine a new (or renewed) personal commitment to exercise with their first 90 days on Juice Plus+®.

As an added incentive, NSA will give your 90 Day Fitness Effect customer the choice between two bottles **Juice Plus+ Vineyard Blend®** or two cans of **Juice Plus+ Complete®** (more than a \$50 value) once their second carton of Juice Plus+® capsules or chewables ships.

For additional information, please read below or call Juice Plus+® Distributor Support at 901-850-3000.

### How the program works:

- 1) Share Juice Plus+® as you normally do: **there is nothing to sign on the front end – no special forms to fill out!**
- 2) Stay in touch with your new “Fitness Effect” customer over those crucial first 90 days as they try to develop both the Juice Plus+® habit AND the exercise habit.
- 3) At the end of 90 days, walk your customer through a brief survey designed to help them fully realize the benefits they have gained by combining the added nutrition of Juice Plus+® with regular exercise. The survey is available on your Virtual Office under *Tools: Juice Plus+® Materials*.

4) Submit the completed survey – along with the choice of Vineyard or Complete – and the free product selected will be sent separately as soon as your customer's second carton of Juice Plus+® is shipped. To help cover the cost of the free product, a \$5 contribution will be automatically deducted from your retail profit on that second carton of Juice Plus+®.

With this extension, new customers who order their first carton of Juice Plus+® by January 1, 2010 will be eligible for the free product reward.

**It's even simpler for your customer.**

- 1) Take Juice Plus+®.
- 2) Exercise.
- 3) Take the Fitness Effect Survey at the end of 90 days and select the free product reward.

**How the program benefits your Juice Plus+® business:**

- It gives you another way to share Juice Plus+® – and another reason to stay engaged with your new customer during those critical first 90 days on the product.
- It provides your prospect an added incentive to purchase Juice Plus+®, to start to exercise – and, ultimately, to accept that second carton of Juice Plus+®.
- Adding exercise to the mix only enhances your customer's experience with Juice Plus+® during those critical first 90 days.
- It's an easy way to introduce Vineyard and Complete to your customer, without having to “make a sale” and ask for extra money – in fact, your customer gets more than \$50 worth of product free.

**NSA offers four great informational “tools” to support it.**

**1) Juice Plus+® 90 Day Fitness Effect brochure**

You may view a PDF version on your NSA Virtual Office® or purchase from NSA Promo Plus+ at [www.NSAPromoPlus.com](http://www.NSAPromoPlus.com) or 888-552-8200.

**2) Juice Plus+® Fitness Effect presentation**

This presentation is available as a FREE download on your NSA Virtual Office® under *Tools: Juice Plus+® Materials*.

**3) New website at [JuicePlusFitnessEffect.com](http://JuicePlusFitnessEffect.com)**

**4) Juice Plus+® Fitness Effect DVD**

This DVD does not specifically mention the 90 Day Fitness Challenge, making it suitable for use with anyone. (\$3 each)