



YOUR JUICE PLUS+ CONTACT

JANE SMITH  
901.123.4567

[Email Jane](#) | [Visit website](#)

Dear <customer first name>,  
Welcome to the Juice Plus+® family. Congratulations on taking this important step to [bridge that gap](#) between the nutrition your body needs and your daily intake of fruits and vegetables. And, thank you for trusting us to be your partner for better health.



QUICK TIPS

### How to Add Juice Plus+ to Your Life

To begin enjoying the benefits of Juice Plus+, it's important to incorporate it into your daily routine as quickly as possible. Here are some suggestions:

- + **Add it to an existing routine**, such as drinking morning coffee, eating breakfast or packing your lunch.
- + **Enlist a coach** from your family, friends or colleagues, and ask him or her to remind you daily.
- + **Place a reminder in an obvious place**, such as by the front door or on your medicine cabinet, or as an alarm on your mobile phone.
- + **Keep a backup supply** in your purse, briefcase or desk. If you miss your usual time, you can take it as soon as you remember.



Read more about the importance of whole food based nutrition



FROM THE EXPERTS

*Everyone can benefit from the daily 'safety net' of consistent nutrition provided by Juice Plus+.*



Jan Roberto, M.D.,  
an expert in family medicine

WATCH VIDEO

We hope you enjoyed this email. You'll be receiving them every couple weeks as we check in with more tips and information to help you succeed in your goal of a healthier lifestyle. Meantime, please add JuicePlus@juiceplus.com to your address book.



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Dear <customer first name>,  
It's been about two weeks since you ordered Juice Plus+®. We hope you are developing the habit of taking it every day so that you will begin to experience its profound effects in the coming weeks.



QUICK TIPS

### 5 Ways to Eat More Fruits & Vegetables

The USDA recommends eating **7-13 servings** every day. If you're like most of us, you fall short of that goal. In addition to taking Juice Plus+ daily, here are a few easy ways to help bridge that gap and fuel your body with good nutrition:

- + **Keep it where you can see it.** If it's buried in your fridge or pantry, you may forget about fruits and vegetables.
- + **Add fruit to your breakfast.** Add strawberries, blueberries, or bananas to your waffles, yogurt, cereal or oatmeal.
- + **Add it to your salad.** Include edamame, chickpeas, or beans in your salad. If you have a sweet tooth, add chopped apples, pears, or raisins.
- + **Stash raisins or dried fruit** in your child's backpack and your desk for a healthy, convenient snack.
- + **Explore the produce aisle.** Variety is key to a healthy diet; with more colors in your grocery basket, you're eating healthier.



Check out our blog. Lorem ipsum dolor sit amet, consectetur.



FROM THE EXPERTS

*Juice Plus+ is a great way to get good nutrition from fruits and vegetables into kids.*



William Sears, M.D.,  
world-renowned pediatrician and author

WATCH VIDEO



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Dear <customer first name>.

It's been about a month since you ordered Juice Plus+. By now, you should be experiencing some of the incredible positive effects from taking it, such as an overall healthier feeling and increased energy.



THE JUICE PLUS+ EFFECT

## How Juice Plus+ May Be Changing Your Life

There may be some subtle changes going on in your body. Have you been aware of them?

- + **You avoided a cold.** Juice Plus+ has begun to elevate your levels of disease-fighting antioxidants. So you may have been spared a cold you might otherwise have gotten.
- + **You could be on your way to a healthier future.** Juice Plus+ has reduced levels of oxidative stress, which has been linked to Alzheimer's, Parkinson's, and heart diseases.
- + **You're less likely to experience depression or fatigue.** Juice Plus+ has increased your folate status, which reduces your risk for depression and fatigue
- + **Your skin may be healthier.** Researchers found Juice Plus+ increases circulation in skin capillaries by 39%, and also boosts skin hydration, skin thickness, and skin density.



Read more about the benefits of Juice Plus+



FROM THE EXPERTS

*It is a fact that in cultures where people eat a large number of fruits, vegetables and whole grains, they experience a level of health and longevity that is fast becoming extinct in our modern world of fast food on the run.*



Marilyn Joyce, R.D.,  
registered dietitian

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Dear <customer first name>.

Our hope is that you've been taking your Juice Plus+ every day since it arrived over a month ago. If so, antioxidant levels may have increased in your body, which benefits you in many ways.



HEALTH SPOTLIGHT

## Why are antioxidants important?

We encounter disease-causing free radicals every day. Antioxidants such as beta-carotene and vitamins C and E reduce oxidative stress in our cells, which limits the damage free radicals cause. Fruits and vegetables are the best source of antioxidants.

What are the benefits of antioxidants?

- + Fight cancerous cells in the body
- + Protect the heart from inflammation and disease
- + Boost the immune system to prevent some illness
- + Promote faster healing in the event of injury or disease
- + Help blood clot properly

What does Juice Plus+ have to do with antioxidants?



Created from whole foods, Juice Plus+ provides the antioxidants found in fruits and vegetables that may be missing from our daily diets. Research has demonstrated that after only 35 days of taking Juice Plus+, oxidative stress can be reduced.

READ MORE

FROM THE EXPERTS

*[Antioxidants] from fruits and vegetables have the power to turn on good genes and turn off bad ones.*



F. Matt Brown, M.D.,  
internal medicine specialist

WATCH VIDEO



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Dear <customer first name>.

Congratulations, you've been taking Juice Plus+® for two months. You're probably feeling more energy, experiencing less stress, sleeping more soundly and just overall feeling better than you were two months ago.

One of your body parts that may be especially happy about your nutritional changes is your heart.



#### HEALTH SPOTLIGHT

### How Juice Plus+ helps your heart

Homocysteine is an amino acid that is found in the blood. Maintaining healthy homocysteine levels is important for the heart and cardiovascular system.

Subjects in clinical studies were reported to have improved homocysteine levels with the addition of Juice Plus+, taken regularly, in their diet.

[READ MORE](#)

What else can you do for your heart?

- + **Maintain a healthy weight.** Carrying extra weight strains your muscles, including your heart muscle.
- + **Increase how much you exercise.** If you're sedentary, get moving. If you move a little, work on moving more.
- + **Avoid fatty meats.** Opt for poultry or leaner cuts of beef, pork, or lamb. Reduce your intake of processed meats, such as bacon, sausages, and luncheon meats.
- + **Reduce salt.** Salt is almost everywhere, even places you wouldn't expect. Compare the sodium content of products before making your selection.
- + **Avoid trans fats.** Eating trans fats increases the risk of coronary heart disease by raising levels of LDL cholesterol and lowering levels of "good" HDL cholesterol. When cooking, stick to natural oils such as olive, sunflower, and corn oils. When dining out, ask the server what type of oil is used and request healthier choices.

#### FROM THE EXPERTS

*I try to explain to my patients and parents every day the role of nutrition and that the cardiovascular system is at risk.*



Gerald Turner, M.D., Ph.D.  
pediatric cardiologist

[WATCH VIDEO](#)



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Dear <customer first name>.

You're now well into your second month of taking Juice Plus+® every day. By this time, your immune system may have experienced a significant boost.



#### HEALTH SPOTLIGHT

### What's so special about my immune system?

- + Your immune system's job is to help maintain your body's health, protecting your body from bacterial, parasitic, fungal, and viral infections.
- + When working properly, the immune system prevents or slows the growth of tumor cells.
- + A compromised immune system increases the risk of cancer, heart disease, inflammation, infection, and more.

#### How does Juice Plus+ help my immune system?

Juice Plus+ supports your immune system in the same healthy way that whole fruits and vegetables do.

- + Increases T-cells, which fight cancer and viruses
- + Aids in more natural killer cells, which attack tumor cells and infections
- + Supports higher levels of cytokines, hormone-like substances that stimulate the immune system



Read more about the benefits of Juice Plus+



#### FROM THE EXPERTS

*Juice Plus+ strengthens the immune system. None of us know when health challenges will come our way.*



Tina Jones, M.D.,  
internal medicine specialist

[WATCH VIDEO](#)



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Dear <customer first name>,  
Congratulations! You've completed your first three months of Living Life to the Plus+. Now, we'd like to know how Juice Plus+® has affected your life.



SPECIAL OFFER

## Get Your Free Gift

Please take two minutes to complete a confidential survey through your representative. If you have not yet been contacted by her or him, feel free to reach out using the contact information above.

After completing the survey, you will be able to choose your free product: Juice Plus+®Vineyard blend or Juice Plus+® Complete.

TAKE THE SURVEY

### FROM THE EXPERTS

*I'm so thrilled with Juice Plus+: it's such an easy way for children and their parents to get more of the good nutrition lacking in our diets today.*



Paul Stricker, M.D.,  
pediatrician, sports medicine specialist and Olympic physician

WATCH VIDEO

This completes our introductory email series. You can still keep up with what's going on in the world of Juice Plus through our monthly newsletter. If you have any questions or comments, contact your representative, or feel free to [contact us](#) directly.

FOLLOW US



If you'd rather not receive email updates from Juice Plus+, [unsubscribe](#) from our mailing list.

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We respect your right to privacy. View our [privacy policy](#).



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JANE SMITH

## Get Your Free Gift

Please take two minutes to complete the survey below about your experience with Juice Plus+® over your first few months taking it. Your feedback helps us understand the effect that Juice Plus+ can have on people's nutritional choices and lives.



### 1. Make Your Selection

The product you choose will be shipped to you along with your second box of Juice Plus+.

Juice Plus+ Vineyard Blend



Get your daily dose of powerful and healthful antioxidants from Concord grapes and a wide variety of berries.

Juice Plus+ Complete Variety



For balanced nutrition in every scoop, try our whole food based beverage mix-in delicious French Vanilla and Dutch Chocolate flavors.

Juice Plus+ Vineyard Blend Chewables



Enjoy added whole food based nutrition from healthful berries and grapes in a tasty, soft-chewable form.

### 2. Complete The Juice Plus+ Effect Survey Form

During the 90-day period that you have been taking Juice Plus+, have you noticed...	YES	NO	N/A
Yourself eating more fruits and vegetables?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
An increase in the amount of water you drink?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A reduction in the amount of fast food and/or soft drinks you consume?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
An improvement in the quality of your sleep?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
An increase in your energy level?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
An increase in the amount of time you're able to work out? (If you don't work out, select N/A)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
An increase in the quality of your workout? (If you don't work out, select N/A)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Any weight loss (if you felt you needed to lose weight)?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A reduction in the number of cold or flu-like symptoms?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A decrease in the number of prescriptions or over-the-counter medications you're taking?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A decrease in the number of visits to your healthcare provider?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(Or has your dentist noticed) healthier gums — things like less bleeding when brushing or flossing, or a healthier pink color?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(Or has your hair dresser noticed) indications of healthier hair — things like shinier hair, stronger hair, or more hair growth?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SUBMIT THIS SURVEY FOR YOUR FREE GIFT

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