



what's  
in it for  
you?



Clinical studies published in peer-reviewed scientific journals have demonstrated that Juice Plus+®:

- Delivers key antioxidants and other phytonutrients that are absorbed by the body.
- Reduces oxidative stress.
- Reduces key biomarkers of systemic inflammation.
- Supports a healthy immune system.
- Helps protect DNA.
- Supports cardiovascular wellness.
- Supports healthy skin and gums.

Juice Plus+® is supported by clinical research conducted at leading hospitals and universities around the world.

Academic Centre of Dentistry Amsterdam, The Netherlands  
 Brigham Young University  
 Charité University Medical Centre, Berlin, Germany  
 Georgetown/UCLA  
 Kings College in London  
 Medical University of Graz, Austria  
 Medical University of Vienna  
 Tokyo Women's Medical University, Japan  
 University of Arizona  
 University of Birmingham, England  
 University of California, Los Angeles  
 University of Florida  
 University of Maryland School of Medicine

University of Milan, Italy  
 University of Mississippi Medical Center  
 University of North Carolina-Greensboro  
 University of South Carolina  
 University of Sydney in Australia  
 University of Texas Health Science Center  
 University of Texas/MD Anderson  
 University of Witten-Herdecke, Germany  
 University of Würzburg, Germany  
 Vanderbilt University  
 Wake Forest University  
 funded by the National Cancer Institute  
 Yale University, Yale-Griffin Hospital  
 Prevention Research Center

Juice Plus+® has invested millions of dollars over the years to support independent clinical studies by top researchers at leading hospitals and universities around the world. For more information – including citations and a list of other clinical studies currently underway – please ask your Juice Plus+® representative for a copy of our Clinical Research Summary.



# The Juice Plus+® Effect

Juice Plus+® is more than a simple way to add whole food based nutrition to your diet every day. It can help you make other healthy changes, too.

Juice Plus+® is an easy and inexpensive way to help you and your family bridge the gap between what you *should* eat and actually *do* eat, every day. Many of our customers tell us that Juice Plus+® has also helped them make other healthy changes – something that we call the “Juice Plus+® effect.”

After just one year, both children and adults taking Juice Plus+® report healthier eating habits and a greater awareness of their health in general.\*

	Children	Adults
They're eating more fruits and vegetables <i>in addition to</i> taking Juice Plus+®.	61%	71%
They're drinking more water.	71%	75%
They're consuming less fast food and drinking fewer soft drinks.	71%	72%
They're taking less prescription or over-the-counter medication.	56%	42%
They're missing less school or work.	59%	52%
They're more aware of their health in general.	89%	90%

\*based on 150,000 respondents to the Juice Plus+® Children's Health Study  
(www.ChildrensHealthStudy.com)

**Tell us about your own experience with Juice Plus+® – and we'll send you \$50 worth of another Juice Plus+® product, absolutely free.**

After about three months of taking Juice Plus+®, your representative will ask you to complete our Juice Plus+® Effect telephone survey. It's just a few questions, and we promise that it will only take a few minutes of your time.

If you do that, we'll send you your choice of a free two-month supply of Juice Plus+ Vineyard Blend® capsules, a free two-month supply of Juice Plus+ Vineyard Blend® Chewables, or two free pouches (30 servings) of Juice Plus+ Complete® beverage mix – more than a \$50 retail value – along with your next shipment of Juice Plus+®.



- healthful on-the-go breakfast
- healthful anytime snack
- pre-workout energy drink
- post-workout recovery drink

