

Juice Plus+ 15th Anniversary Conference Phoenix April 2008

Written by Wendy Howard, RD, LD, QNMD, Dallas, Texas (with additions by Mick Daly)

THURSDAY PREVENTION PLUS+ SEMINAR

Tamara Sachs, MD “The Heart of the Matter”

Our blood travels 12,000 miles in one day. Heart pumps 35 million times per year. Cardiovascular disease (CVD) is largely preventable

New theories on causes—inflammation

New approaches—fruit and vegetables, berries and grapes rather than drugs

CVD is the #1 killer for the past 100 years.

800,000 die annually and 50,000 more women die than men

Low intake of F and V responsible for 31% of CVD and 11 % of strokes

To eat a healthy diet in American is to behave abnormally!!!

A healthy diet is primarily plant based.

Mediterranean diet—veg, fruit, berries, legumes, whole grain, nuts, seeds, olive oil and avocado, eggs, sheep and goat cheese, lean meats and moderate red wine.

More is better with colorful plant foods—9-12 servings or 5 plus cups daily.

Lyon Diet Heart Study—70% decrease in mortality following healthy diet, without significant change in cholesterol

Cell physiology is not negotiable. 79% of all disease is from environment, lifestyle and diet. 30% if from genetics.

Juice Plus positively impacts aspects of disease. Endothelial cells regulate blood flow, balance antioxidant systems

The first steps in CVD are hypertension, inflammation, oxidative stress, insulin resistance, toxins.

Fruits, vegs, berries and grapes positively impact all 5 steps that lead to heart disease. There are thousands of studies on grapes and berries. Resveratrol in grapes (in Vineyard Blend) dilates vessels and increases blood flow.

We can reduce CVD by 70% with diet. That’s good news!

Richard Dubois, MD

We have a disease care system in this country not a health care system.

The more fruits and vegetables you eat, the less likely you are to die from ANY disease.

Humans generally have billions of free radicals in their body every day.

High homocysteine leads to all types of diseases

3 Juice Plus studies now show lowering of homocysteine.

Vitamins cannot repair this damage

With Juice Plus, 8 studies show bioavailability and 4 studies who decrease in oxidative stress.

It supports a healthy immune system and impacts key indicators of cardiovascular health.

NEW TOOLS

DVDs: “The Fitness Effect” (see below)

CD and DVD: “Prescription for a Healthier Life” featuring Dr. Janet Roberto, MD

“On the Go’ booklet, totally upgraded and updated – a must!

Follow up postcards – new design

www.juiceplusevents.com – all Prevention Plus+ events at a public website; send your customers and prospects there!
Available soon.

June 1 you be able to get a domain name for your juiceplus.com website ... free; eg. www.wendyhowardjuiceplus.com.

NEW BUSINESS MONTH

From September business, the NSA business month will be the same as the calendar month. To achieve this, there will be a short month August 16 – 31. You will be qualified during those two weeks if you were qualified in July business (July 16 – August 15).

15th ANNIVERSARY PANEL DISCUSSION

John Blair—VP Product Research and Development

In 15 years, JP has had 2.5 billion in sales

Millions of satisfied customers

50,000 distributors

The original name of Juice Plus was “Juice on the Run” presented by Jeff Roberti

NSA was looking for a consumable product after having marketed smoke detectors and water and air filters.

Smokey Santillo came to the home office with a baggie full of green powder mixed it in water and Jay Martin drank it. That’s how it all started.

Smokey is passionate about impacting lives.

He started drying fruits and vegetables and figured out which F and V worked on different organs of the body. He found that the powders were actually impacting people’s health.

Smokey calls it the Foundation of all Therapies because of its full body effects.

Synergy—all nutrients work together. Every food has a physical and energetic profile. He came up with the ratios of particular fruits to particular vegetables in Juice Plus. It wasn't just a random selection.

Juice Plus now has an impact in 21 countries.

How was it made into a manufactured product?

The juice had to be dried at a low temperature. They had to pull together a team of experts and chose Natural Alternatives, Inc. (NAI) to do the encapsulating. This was the company they thought was best in quality, technicality and entrepreneurial qualities.

Why do the research when no one else does?

We didn't want to be another company selling a supplement by testimonials. We have a break-through product—non-controversial. We needed that same kind of approach with the marketing and research.

Dr. John Weiss—graduate degree in molecular biology and biochemistry. With research, we could demonstrate the efficacy of this product. The research was prevalent on the dietary bioactives in foods. Juice Plus was a pioneer product in this area and it has been embraced by the scientific community. Every year we are given an oral presentation when most other papers are only allowed just a poster. 2 studies stand out most to him—the DNA damage study from Brigham Young University. They used the comet assay taking Juice Plus for 80 days and found a 66% reduction in DNA breakage or damage. Even in the smokers there was a 3 fold reduction. The results were a surprise to the researcher especially in the smokers. The University of Maryland study on effect of blood flow after a high fat meal demonstrated the booster effect of Vineyard Blend. To have these benefits duplicated in multiple studies around the world just adds to the integrity of the Juice Plus research. This study was highlighted as one of the five that cardiologists should read out of the hundreds that came out that week.

Dr. Anita Boddie is carrying the research torch and has to evaluate all the proposal ideas for new studies. There can't be an emphasis on disease. Then you're talking about a drug and its effect on a disease. We want to stay out of the drug claim area. Inflammation is a great area of research to do since it involves a whole array of systems in the body. There's nothing even CLOSE to Juice Plus in the supplement world. Dr. Weiss was the one who started explaining the research to everyone way back when the research started. He was the first Prevention Plus speaker!

Dr. Mitra Ray came up with the tape program after recording her talks. She also came up with the preferred customer program, customer follow up and developing the manual. Mitra says—this concept with whole food nutrition might be the only way out of our current health care predicament.

Dr. Richard Dubois—the Whole Truth in 15 Minutes—a very popular tape/CD

Wendy Campbell, RN—her neighbor told her about Juice Plus and it was a Newsweek article she gave her on the phytonutrients in fruits and vegetables that helped her understand about Juice Plus and changed her life.

You cannot ethically and morally own this information about Juice Plus and NOT SHARE IT!!!!

KEYNOTE - Dr. Isadore Rosenfeld: Power to the Patient—Beware the Internet

He is not getting paid to speak for Juice Plus today nor will he be paid for the paper he is writing based on his presentation today. He has never gotten paid for endorsing ANY product. If he does, he'll lose his credibility.

He takes Juice Plus every day.

Anyone that has anything to do with this marvelous product is part of the healthcare system in this country.

In 1994 he read a report on Juice Plus and how it was made. He wrote an article about why people need Juice Plus.

He read the research through the years and was very impressed. He loves that it says “Next Best Thing” to fruits and vegetables. He recommends Omega 3 fish oil, also.

The healthcare system is broken. Everyone is angry about it. Medicare—purpose is to provide health coverage for people over 65. No one could have predicted the tremendous explosion of the elderly population.

There is a concern today –doctors won’t see Medicare patients because the system will be bankrupt in 10 years.

Boutique medicine—no insurance but some people pay up to \$20,000 /year to a doctor to cover any visits, and treatment they need.

Medical tourism—people are going to other countries to get procedures done.

They are also going to Walmart which is offering various types of medical clinics.

Be very careful about reading health book. You may die of a misprint!!!! So many things are changing from day to day.

If you see dissension about Juice Plus it’s usually from the people competing with Juice Plus! Is research done on other supplements conducted on humans, animals or fruit flies? That’s how you can tell if other people have valid research.

Despite all this, the future is bright. Americans are living longer and better. Our top priority should be affordable medical care.

Dr. Rosenfeld’s new website will really help (it’s #1 on Google search results!): www.juiceplusreviewed.com.

KEYNOTE - Jay Martin: Juice Plus+ Jeopardy!

50 out of 250,000 food products introduced since Juice Plus made it to 15 million in sales and Juice Plus has made it to 2.5 billion in sales!!!

8 billion capsules of Juice Plus have been sold to date

All the JP caps sold end to end would stretch four times around the world

15—the number of consecutive years NSA has had double digit growth since Juice Plus was introduced—an elite category.

Zero—how much debt did NSA incur when funding that growth

Zero—how many Fortune 500 Companies can say both of those things!

98%--retention rate of SSC’s and above in the past 5 years!!!

\$10 million—how much has NSA invested in Juice Plus research to date.

Dozens--# of institutions involved in Juice Plus research

Hundreds--# of researchers and reviewers of JP research

Thousands—How many qualified health professionals support JP

100,000 plus—how many caps of JP has Jeff Roberti consumed since he started 15 years ago!

21--# of countries JP is in to date

33%--% of NSA business that comes from international sales

Vineyard may help infertility since it helps increase blood flow. This isn't proven by research but by testimonial.

JP is the largest selling supplement in the world today!

100%--Likelihood that NSA and JP are here to stay!!!!

ELTON AWARD WINNERS ADVICE

After getting a distributor to SC, have them start over, so to speak, by getting 10 customers for the next 4 months.

You cannot want this for someone more than they want it for themselves—remind them of their “WHY”.

Take Away Points:

Establish customer base with Wellness Presentations

Team Member Profile—who is a potential distributor—then do 3 way calls to get them on board!

Daily Method of Operation (DMO)

Try to get 10 customers per month and out of that will come 1 distributor per month.

DR. SMOKEY SANTILLO—INVENTOR OF JUICE PLUS

In his clinic, he noticed some people got better and some didn't. Those who could process nutrition got better. The cancer patients could no longer eat their way back to health just as we can't eat our way back to health today due to poor quality produce, not eating enough of it and eating too much junk food.

His dad got cancer and Smokey gave him concentrated juice powders. He had only weeks to live but gained back 40 # in 2 months and went back to work. He lived 6 more years!

Juicing was popular back then but messy and inconvenient. He wanted to put his powders in capsules. He figured out that certain food and nutrients always went to certain organs. His goal was to duplicate nature's laws energetically.

Then he looked at the physical aspect—Vitamins, minerals, chlorophyll, etc. The physical aspect matched the same organ as the energetic aspect of the food. Energetic aspect was measured in terms of hertz of energy that food produced.

Energy of the body is in lower bowel in the morning. That's why Orchard Blend is used in the morning, because those fruits are matched to the large intestine and will produce cleansing.

Juice Plus is “the Foundation of all Therapies” –it is supportive of the all the organ systems in the body

Chiropractors give adjustments to release energy to organs—patients need the support from Juice Plus both energetically and physically.

No one can duplicate the ratios. They were difficult to come up with. That should give us security and confidence in Juice Plus and we should not feel threatened by copycat products!!!

JP+ CHILDREN’S HEALTH STUDY

Linda Cole (new) NSA Director of Children’s Marketing:

Worldwide, multi-year study

14% of JP business

13 countries

300,000 children and teens in the study since it started in 1999 as well as 300,000 adults

64,000 new participants since last year

For the first time we have the results of 100,000 participants in the Children's Health Study after 3 full years on Juice Plus+: adult participants report that 92% of the children in the survey have become more aware of their health in general; and that 97% have some positive result to show for it.

Conclusion: The longer the children and adults take Juice Plus+®, the greater the benefits. The table below summarizes key results for both child and adult respondents that have been taking the Juice Plus+® product for 4-8 months, 1 year and 3 years.

| JP+ Children's Health Study Results | | | | | | |
|--|--|-------|-------------------------------------|-------|--------------------------------------|-------|
| | Worldwide Results from 100,000 Participants | | | | | |
| | After 4 - 8 Months of taking Juice Plus+® | | After 1 Year of taking Juice Plus+® | | After 3 Years of taking Juice Plus+® | |
| | Children | Adult | Children | Adult | Children | Adult |
| Eating more fruits & vegetables | 53% | 64% | 59% | 69% | 70% | 79% |
| Less fast food/ Fewer soft drinks | 66% | 67% | 71% | 72% | 79% | 79% |
| Taking less prescription or OTC medication | 49% | 38% | 55% | 42% | 67% | 53% |
| Fewer doctor's visits | 56% | 44% | 63% | 49% | 74% | 61% |
| Increased awareness of health | 82% | 83% | 86% | 88% | 92% | 93% |
| Less school or work missed | 49% | 46% | 55% | 51% | 67% | 62% |
| Positive benefit of some kind | 90% | 93% | 93% | 95% | 97% | 98% |

There is a higher retention rate the longer one is in the study. More Children's Health Study participants join the Juice Plus business because they become firm believers in Juice Plus.

Happy Healthy Kids Campaign—We can use the “Making a Difference” DVD and a new shortened Dr. Paul Stricker DVD. Dr. David Katz is partnering with NSA on a “Nutrition Detectives” DVD for teaching nutrition in elementary schools! That will be by the Fall.

JUICE PLUS+ FITNESS CHALLENGE

Fitness professionals need their own program with attractive incentives for the professional AND the participant.

PURPOSE is to help people understand how powerful a balanced combination of good nutrition, positive mental health, and regular exercise can be.

There is a problem though—exercise induced oxidative stress. There are 4 studies proving the benefits of Juice Plus for this! That's why the JP+ Fitness Challenge coupled with Juice Plus+ is such a great combination!

Beta Phase testing started April 19th with all 250 fitness professionals that attended the session. Full launch will be at the Memphis Conference in October.

Our goal is to “Be the change you want to see in the world!” *Ghandi*

Billions spent on disease

\$183 on heart disease

\$157 on cancer

\$100 Diabetes

\$65 Arthritis

The cost of inaction is clear and unacceptable. In each age group no more than 45% of the population is working out regularly

Fitness Rx—Exercise, stress reduction, water intake, nutrition and supplementation

Need cardio conditioning—30 minutes most days to maintain good health, 1 hour to achieve fitness, 90 minutes to lose weight.

Strength training twice a week for each major muscle group one time each

Balance and core strengthening. Gravitational pull is the biggest stress we're under

We need to stretch every day. We need to reduce stress—adequate sleep and walking

Hydrate!! Increases metabolism and decreases hunger, relieve headache, fatigue, backache, fuzzy memory

Drink ½ your body weight in ounces plus 1 additional quart for each hour of exercise.

Our need for quality fuel increases while we exercise. ½ your plate should be fruits and vegetables.

Support website: www.juiceplusfitnesschallenge.com

Presentation booklet and Powerpoint presentation will soon be at the Virtual Office; “The Fitness Challenge” DVD is available now.

Summary

The participant will receive JP at a discount, have a website for tracking progress, discounted JP apparel, a personalized workout with a trainer for the duration, and, the grand prize is a sporting event of their choice like the Superbowl, or an adventure vacation.

Distributors get new marketing tools, new avenue to touch lives, new opportunity to achieve optimal health.

DEANNA CHRISTOPHERSON’S MARCHING ORDERS:

1. Keep the excitement
2. Every Sunday—make a plan for the week—events, memory jogger
3. Focus on high pay off activities—people, events, CD’s and DVD’s, and following up, 3 ways etc.
4. Plan your work then work your plan!