

‘How do you make “the next best thing to fruits and vegetables” even better?’

Introducing *new* Juice Plus+ Chewables®

Good-bye, old, “hard chewables.” Good-bye, JP+ Gummies. Say hello instead to a **new Juice Plus+® product** in a **new kind of packaging**: *new* Juice Plus+ Chewables®.

Some might call it revolutionary; we call it business as usual, because we’re always striving to keep our products several steps ahead of the nutritional pack. But we’ve really outdone ourselves this time.



- **We've reduced the sugar content by more than 33%** compared to our old gummi product – and **by more than 50%** compared to our old chewables. Now, a child's "serving" contains **only 4 grams of sugar** – significantly less sugar than he or she would get from eating half an orange. *
- We've accomplished this by using two all-natural sweeteners – **tapioca syrup** and **organic cane syrup** – and **absolutely no high fructose corn syrup**.
- According to consumer tests with both children and adults, we've improved the taste and the texture of the product as well. **Our new chewable is "softer" than our old one** – more like a bigger "gummi" – a texture that was overwhelmingly favored in our testing.
- We've **added almost 2 grams of fiber** to *each* child's serving (that's 4 grams for adults).
- And, finally, new Juice Plus+ Chewables® is **100% vegetarian**; the "chewiness" comes from **natural fruit pectins, not gelatin** as in most other "soft chew" products.

Of course *new* Juice Plus+ Chewables® is the same as *old* Juice Plus+ Chewables® and JP+ Gummies in two very important ways.

- It contains **no artificial flavors or artificial colors**.
- It delivers the **same Juice Plus+® fruit and vegetable powder blends** as Juice Plus+® capsules. In fact, two of the new, larger chewables are equivalent to three old gummies in terms of the amount of Juice Plus+® fruit or vegetable powder blend that they contain.

* According to the USDA, a medium orange contains 12.25 grams of sugar and a large orange contains 17.2 grams of sugar.

New Juice Plus+ Chewables® is better for our environment, too.

New Juice Plus+ Chewables® isn't just a quantum leap ahead because of the great new product that's *inside* the package. Our **new "stay fresh" stand-up pouches** represent a major advance in packaging, too.

We think you'll agree that our new stand-up pouches are both attractive *and* practical. They've helped us hold the line on price, too, despite the many, -expensive enhancements we've made in the product ingredients.

Our new packaging will also have a **significant positive impact on the environment** by:

- reducing packaging material by 21%.
- reducing total waste by 33 tons a year.
- reducing plastic waste by 70 tons a year.
- reducing our use of fuel in the manufacturing and distribution process by thousands of gallons.

Caring about the quality of the environment outside our bodies can be just as important in many respects as caring about what we put into our bodies. At Juice Plus+®, we try to have a positive impact on both.

Customer Shipping Information

In terms of new orders, **both the old “hard chewables” and JP+ Gummies® are replaced by new Juice Plus+ Chewables® effective Friday, October 23.** The “online store” on your personalized Juice Plus+® website reflects that change. New order forms are available on your Juice Plus+® Virtual Office.

All existing JP+ Gummies® customers will immediately begin to receive the new Juice Plus+ Chewables® instead of our old gummi product, along with an insert explaining the change.

All Children’s Health Study participants (both adults and children) who currently receive either JP+ Gummies® or our old “hard chewables” **will also immediately begin to receive the new Juice Plus+ Chewables®** instead, along with a letter from Executive Director Linda Cole explaining the change.

All existing “hard chewable” customers will continue to receive our current Juice Plus+ Chewables® product through February 22, 2010, along with an insert explaining the *future* change.

Copies of all customers inserts and letters are available on your Juice Plus+® Virtual Office.

Update 5/2010: you can now order ONLY fruit or ONLY vegetable Soft Chewables (just as you can order only fruit or only vegetable capsules). You must fax in your order and write across the top “All Fruit Chewables Only” or “All Vegetables Chewables Only”.