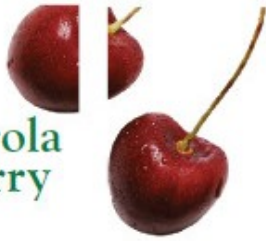




peach



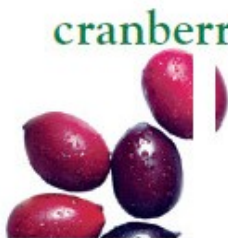
acerola
cherry



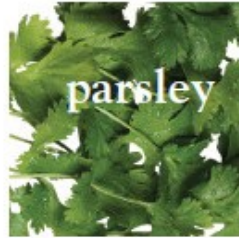
oat
bran



broccoli



cranberry



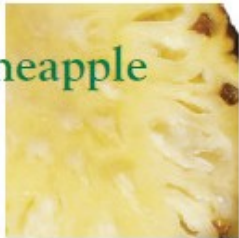
parsley



tomato



orange



pineapple



carrot



brown
rice bran



cabbage



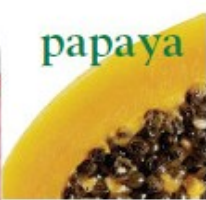
apple



spinach



beet



papaya



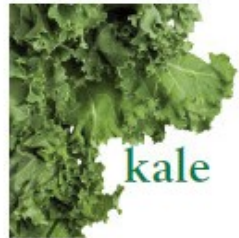
what's
in it for
you?



spinach



beet



kale



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.*

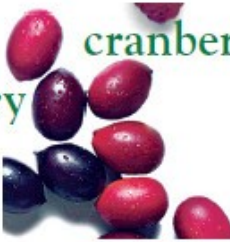
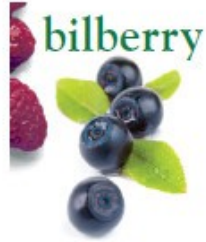
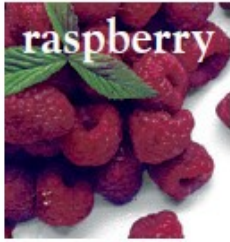
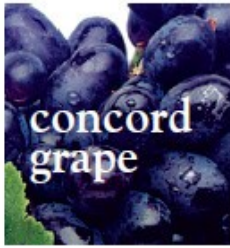
	Children	Adults
They're eating more fruits and vegetables in addition to taking Juice Plus+®.	59%	69%
They're drinking more water.	67%	79%
They're consuming less fast food and drinking fewer soft drinks.	71%	72%
They're taking less prescription or over-the-counter medication.	55%	42%
They're missing less school or work.	55%	51%
They're more aware of their health in general.	86%	88%

*based on more than 100,000 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 *either* a free two-month supply of Juice Plus+ Vineyard Blend® *or* two free cans (30 servings) of Juice Plus+ Complete® – 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



Clinical research shows that...

Research Findings

Researchers' Institutions

Juice Plus+® delivers key antioxidants and other phytonutrients that are absorbed by the body.

Several researchers have studied the bioavailability (absorption by the body) of key nutrients found in Juice Plus+® and reported Juice Plus+® effectively increased plasma levels of antioxidant nutrients and other phytonutrients.

Tokyo Women's Medical University
University of Florida
Vanderbilt University School of Medicine
Medical University of Vienna, Austria
University of Sydney, Australia
King's College, London, England
Brigham Young University
University of Arizona
University of Texas Health Science Center
UCLA/Georgetown University

Juice Plus+® reduces oxidative stress.

Several studies have reported improved antioxidant capacity and reduced lipid peroxides, a key indicator of oxidative stress. In addition, researchers found that Juice Plus+® Orchard, Garden and Vineyard Blends together were effective in reducing a marker for oxidative stress associated with aerobic exercise.

Tokyo Women's Medical University
University of Florida
King's College, London, England
University of Texas Health Science Center
Medical University of Graz, Austria
University of North Carolina – Greensboro

Juice Plus+® helps support a healthy immune system.

Good nutrition is important for normal function of the immune system. Investigators have found Juice Plus+® supports markers of proper immune function.

University of Florida
University of Arizona
Medical University of Graz, Austria

Juice Plus+® helps protect DNA.

Good nutrition is also important to protect DNA from oxidative damage. Studies show a reduction in baseline DNA damage after Juice Plus+®.

University of Florida
Brigham Young University

Juice Plus+® positively impacts several key indicators of cardiovascular wellness.

Different investigations showed Juice Plus+® improved various markers of vascular health, including decreased homocysteine levels, and helped maintain normal blood vessel elasticity after a high-fat meal.

Tokyo Women's Medical University
Vanderbilt University School of Medicine
University of Sydney, Australia
Foggia, Italy
University of Maryland School of Medicine

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.

