

Juice PLUS⁺ V I R T U A L FRANCHISEE

December 2009

.....Introducing New Juice Plus⁺ Chewables.....



Good-bye, hard chewables. Good-bye, JP+ Gummies[®].
Say hello to our latest breakthrough product:
new Juice Plus⁺ Chewables.

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Chewables coming soon**

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Sales Coordinator**

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Some might call it a revolutionary advance in nutritional technology. We call it business as usual, since we're always working to keep our Juice Plus+® products on the leading edge of food science.

New Juice Plus+® Orchard and Garden Blend Chewables provide you and your customers the **same fruit and vegetable juice powders as Juice Plus+® Orchard and Garden Blend capsules** – in a tasty new soft chewable form. You can enjoy Juice Plus+® Chewables as **an alternative to Juice Plus+® capsules** (if you're not a capsule fan) or as a **healthy, whole food based snack**.

Juice Plus+® Chewables is unlike any other soft chewable or gummi product on the market today.

- Each adult serving of Juice Plus+® Chewables contains **only 8 grams of sugar** – and each child serving, **only 4 grams of sugar**. That's 33% less sugar than JP+ Gummies®, and 50% less than our hard chewables. That's also significantly less sugar than you'd get from eating an orange. (According to the United States Department of Agriculture, a medium orange contains 12.25 grams of sugar.)
- We've accomplished this by replacing

corn syrup with two other all-natural sweeteners – **tapioca syrup** and **organic cane syrup**.

- Juice Plus+® Chewables is **100% vegetarian**; the chewiness comes from **natural fruit pectins**, not gelatin, as in most other soft chew or gummi products.
- According to taste 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 – with 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 of fiber** for adults.)

New Juice Plus+® Chewables is the same as old Juice Plus+® Chewables and JP+ Gummies® in two very important ways.

- Like all Juice Plus+® products, new Juice Plus+® Chewables contains **no artificial flavors, artificial colors, or artificial preservatives**.
- More importantly, new Juice Plus+® Chewables delivers the **same Juice Plus+® fruit and vegetable juice powders as Juice Plus+® capsules**. In fact,

two of the new, larger chewables are equivalent to three of our old gummies in terms of the amount of fruit or vegetable powders that they contain.

Like Juice Plus+® capsules, Juice Plus+® Chewables helps bridge the gap between what we should eat and what we actually eat – every day.

Juice Plus+® Chewables is not just for kids, of course; but one of the most important reasons we offer them is to provide added nutrition from fruits and vegetables in a form that appeals to the "sweet tooth" that many of us have – especially children. If it takes a little bit of all-natural sweeteners to help bridge that nutritional gap, then that's a dietary trade-off that most people – particularly parents – are more than willing to make.

All of your new customers – along with your existing customers who want to add new Juice Plus+® Chewables – will begin to receive the new product immediately. Your existing Juice Plus+® Chewables and JP+ Gummies® customers will begin to receive new Juice Plus+® Chewables instead of those products starting with shipments on February 23.

New Juice Plus+® Chewables isn't just better for you and your customers. It's better for the environment, too.

New Juice Plus+® Chewables isn't just a quantum leap forward in terms of what's inside the package. Our new stay-fresh, stand-up pouches represent a major advance in packaging, too.

Our new stand-up pouches are both attractive and practical. They've helped us hold the line on price, too, despite the many expensive new ingredients we've added. Our new packaging will also have a significant positive impact on the environment by:

- reducing total packaging material used by 21%.
- reducing total waste by 33 tons a year.
- reducing plastic waste by 70 tons a year.

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.

Share “new and improved” Juice Plus+® Chewables with these “new and improved” materials.



1 For your prospects: the Juice Plus+® brochure

“Lead with the product” with our basic Juice Plus+® brochure. It now tells the story of both Juice Plus+® Orchard and Garden Blend capsules and new Juice Plus+® Orchard and Garden Blend Chewables.

We’ve added a whole new Chewables section to our previous brochure – so that you can offer new Chewables as an alternative to capsules for potential Juice Plus+® customers of all ages who prefer a 100% vegetarian option, or simply have trouble swallowing capsules.

(Sold in packs of 40 for \$6.00)

cise more, and reducing stress. It also helps acquaint them with our other Juice Plus+® products in the process.

The *Guide to Better Health* has now been updated to include new Juice Plus+® Chewables – so that you can offer new Chewables as a healthy snack for existing Juice Plus+® customers of all ages, in addition to Juice Plus+® capsules.

(Sold in packs of 25 for \$12.50)



2 For your customers: The Juice Plus+® Guide to Better Health

Our Juice Plus+® Guide to Better Health is a simple guide to the complete Juice Plus+® health and wellness experience. It encourages your Juice Plus+® customers to take additional steps toward leading a healthier lifestyle – including eating better, drinking more water, finding ways to exer-

These and other Juice Plus+®, Juice Plus+® Virtual Franchise®, and Juice Plus+® Children’s Health Study materials are available through Promo Plus+ at www.nsapromoplus.com or by calling 888-552-8200.

Coming in 2010: "Juice Plus+® Effect" Customer Retention Program



One of Juice Plus+® Marketing's best-kept secrets is likely to start catching on in a big way in 2010, thanks to some important changes. The **Juice Plus+® 90 Day Fitness Effect** – which has been in test mode since late 2008 – will be expanded to focus "not just on exercise, but also on the entire Juice Plus+® experience," says Juice Plus+® Director of Marketing **Melissa Brady**. "We're going to rebrand the program **The Juice Plus+® Effect** – and encourage our people to use it to help them retain even more of their customers.

"We'd obviously like for everyone to exercise in addition to taking Juice Plus+®," Brady continues, "but we also want them to eat better, to drink more water, and to find ways to reduce the stress in their lives. And, as Jay Martin points out so often, taking Juice Plus+® serves as a catalyst to these kinds of broader lifestyle changes – not vice-versa. Trying to encourage sedentary people to start an exercise program at the same time they start taking Juice Plus+® could fly in the face of that sound advice."

Brady advises that the Juice Plus+® marketing team is working on a significant repositioning of the program – including a new brochure and a re-work (and re-naming) of *The Fitness Effect* DVD. "In the meantime, people can use *The Juice Plus+® Guide to Better Health* [see page 3] as a support piece for the program. It describes both Juice Plus+ Vineyard Blend® and Juice Plus+ Complete® in full detail – and scores exactly the same points as *The Fitness Effect* DVD."

Brady points out that the 90 Day Fitness Effect program has been a huge success in terms of achieving its primary goal: improving customer retention. "It's working just like we thought it would," she elaborates. "New Juice Plus+® customers exposed to the program complete the survey after 90 days, select which additional product (Juice Plus+ Vineyard Blend® or Juice Plus+ Complete®) they want to try for free, and then accept that second carton of Juice Plus+®. On the business side, our representatives get over that second-carton 'hurdle' – and introduce an additional product to their customers without having to 'make a sale.'"

The results speak for themselves: 99% of the people who complete the survey accept that second carton of Juice Plus+® – and 84% accept the third.

"The only problem has been that the emphasis on fitness has complicated our

"The program has been a huge success in terms of retention: 99% of the people who complete the survey accept that second carton of Juice Plus+® – and 84% accept the third!"

point of sale – and scared many of our representatives away from even *trying* the program. They know that it can be challenging enough sometimes to get their family and friends to start taking Juice Plus+® – let alone try to get them to commit to an exercise program on top of that.

“We’re certainly not abandoning our emphasis on exercise as a key component of a healthy lifestyle,” Brady stresses. “But starting to exercise regularly is easily the *toughest* health-related challenge of all for a lot of people. And Juice Plus+® has *always* been about helping people get healthier by meeting them where they are.”

As evidence, Brady points to the U.S. Centers for Disease Control and Prevention *2008 National Health Interview Survey*, which reports that three out of every five adults 18 years of age and over *never engage in any “vigorous leisure-time physical activity” at all.* “And it’s even worse for women,” she adds. “Almost two-thirds of us never exercise.

“One of the key reasons for the success of Juice Plus+® is that sedentary people who eat poorly see it as an ‘easy’ first step to take. We certainly don’t want to scare those people away by telling them they have to immediately start to exercise. They need Juice Plus+® more than anyone!

“In the final analysis,” Brady concludes, “we expect we’ll actually get many more people to start exercising – and we’ll certainly be helping our Juice Plus+® representatives get them to continue taking Juice Plus+® longer.”



MELISSA BRADY

WHAT IS THE BASIC PROGRAM?

It’s still our tried and proven system of sharing Juice Plus+®, with an “added twist” that’s designed to help you:

- **attract new Juice Plus+® customers** by offering a free product incentive.
- **reinforce your new customer’s commitment to a second carton of Juice Plus+®** by walking them through a brief telephone survey to make them stop and consider what their first 90 days on Juice Plus+® has really done for them.

Survey questions are related to such topics as diet, energy, and sleep; and help you focus your customer’s attention on the positive impact of his or her initial Juice Plus+® experience. A copy of the survey is available in your Virtual Office under *Tools>Juice Plus+® Materials>Juice Plus+® Fitness Effect.*

- **allow your customers to try their choice of Juice Plus+ Complete® or Juice Plus+ Vineyard Blend®** without your having to ask for the order.

We give every customer who completes the telephone survey his or her choice of either a *free* two-month supply of Juice Plus+ Vineyard Blend® (two bottles) or a *free* 30-serving supply of Juice Plus+ Complete® (two cans) – more than a \$50 value – along with their second carton of Juice Plus+® capsules or chewables. We cover the entire cost of the free product except for a \$5 contribution that is automatically deducted from your \$20 retail profit on that second carton.

HOW DOES IT BENEFIT YOU?

- It provides an added incentive for your prospect to purchase Juice Plus+® initially – and, later, to look forward to that second carton.
- It gives you another reason to stay engaged with your new customer during those critical first 90 days.
- It introduces Vineyard and Complete, without your having to “make a sale” and ask for extra money. In fact, your customer gets more than \$50 worth of product absolutely free (with no shipping and handling charge).
- It’s easy to implement. You simply share Juice Plus+® as you normally do: there is nothing to sign on the front end, and there are no special forms to fill out.
- It’s easy for your customers, too. All they really have to do is answer a few questions and select their free product.



Juice Plus+® Product News

Juice Plus+ Vineyard Blend® Chewables is coming!

How could we possibly top new Juice Plus+® Orchard and Garden Blend Chewables? By following them up quickly with new Juice Plus+ Vineyard Blend® Chewables!

We're already in the final stages of applying our great new Chewables technology to our popular Juice Plus+ Vineyard Blend® product. Soon, all three of our Juice Plus+® juice powder blends will be available to you and your customers in tasty, "soft chewable" form.

Juice Plus+ Vineyard Blend® Chewables will offer the same basic benefits as Juice Plus+® Orchard and Garden Blend Chewables, including a **100% vegetarian pectin base** and the **use of all natural sweeteners (and no corn syrup)**. And they'll be delivered in the **same, more environmentally friendly stay-fresh pouches** as well.

Stay tuned for updates on when this exciting new Juice Plus+® product line extension will become available.

New look for Juice Plus+ Complete®

Beginning sometime in early 2010, Juice Plus+ Complete® will be delivered to you and your customers in the attractive new packaging pictured below.

This new packaging makes Complete visually consistent with the rest of our Juice Plus+® product line – by giving it a "look" that's similar to our Juice Plus+® Orchard, Garden, and Vineyard Blend packaging. To reinforce the whole food based positioning of Juice Plus+ Complete®, we feature a vanilla bean on French Vanilla Complete and a cocoa bean on Dutch Chocolate Complete.

All other aspects of the product's packaging – as well as the product inside – remain unchanged.



Juice Plus+® product line becomes more focused

These changes are part of an effort to improve the focus of our Juice Plus+® product line in order to be more consistent with the whole food based positioning of the Juice Plus+® brand.

The changes include:

- The replacement of our old "hard chewable" product and JP+ Gummies® with new Juice Plus+® Orchard and Garden Blend Chewables.
- The introduction next year of new Juice Plus+ Vineyard Blend® Chewables.
- The repackaging of Juice Plus+® Complete, as pictured here.
- The discontinuation of two products that no longer fit with the rest of our product line: Juice Plus+® Thins and Juice Plus+® for Dogs and Cats.

"The fact that Juice Plus+® Thins was formulated as a weight loss product is problematic," John Blair, Vice President of Research and Development, explained to Juice Plus+® National Marketing Directors at our recent Fall Leadership Conference in Memphis. "Not only is that off-strategy, but it's also a product positioning that regulators are particularly sensitive to and skeptical of. We simply can't justify taking that kind of risk for a product that rep-



resents less than one percent of our business.

“Juice Plus+® for Dogs and Cats is an even more extreme case,” Blair continued. “It’s completely off-strategy for us – we’re in the business of human health and nutrition. Further, the dog and cat products generate even less revenue than the Thins do.

“It has nothing to do with the quality of these products,” Blair concludes. “We know we have a small number of loyal customers for these products, and we’re sorry to disappoint them. But we have to consider the greater good.”

All of these changes (except for the introduction of Vineyard Blend Chewables, of course) have already been reflected on your personalized Juice Plus+® website, on JuicePlus.com, and on all customer order forms. The discontinuation of Juice Plus+® Thins has also been communicated to those customers who are affected.

NSA continues to support Juice Plus+® clinical research

NSA has invested millions of dollars over the years to encourage and support independent, third-party clinical research on Juice Plus+® by top researchers at leading hospitals and universities around the world. It’s something that we’re very proud of – and that you can be, too.

We occasionally get questions about this practice, however. So we turned to Anita Boddie, Ph.D. – our Director of Juice Plus+® Clinical Research – for some answers that you can share.

“First of all, this is hardly some ‘big secret,’” she laughs. “We’re very open about it, and so are the academic institutions involved. Declaration of the source of funding is a standard requirement for academic publication, including all of the medical and scientific journals publishing studies on Juice Plus+®.

“In addition, people need to understand that funding for the vast majority of all published research – both in the United States and around the world – comes from sponsored projects,” Dr. Boddie explains.

“Most universities maintain offices dedicated to sponsored projects. For two examples, check out Cornell (www.osp.cornell.edu)

and Georgia Tech (www.osp.gatech.edu). Your state university will have a similar office – though it may or may not have a website.

“When any research project is sponsored at an academic institution, a contract for the clinical project is executed between the sponsoring organization and the university,” Boddie elaborates. “The researcher works for the university; and the sponsor pays the university directly, to ensure that the researcher is independent from the sponsor. In fact, university faculty often have several projects funded from various sources underway at once – and usually have no personal interest in any of them other than advancing scientific knowledge and having a publishable paper in the end.

“Finally, once the investigation is complete, the results are reviewed by medical and scientific peers at the ‘peer reviewed’ journals in which they are published,” Boddie continues. “Obviously these people have absolutely no personal interest in either the study or the sponsor other than ensuring the validity of the science.

“All in all, it’s an extremely rigorous process,” Boddie concludes. “The idea that we would, or even could, somehow influence the outcome of these investigations on Juice Plus+® is completely ill-informed – not to mention an affront to the scientists who conduct the research; to the institutions that oversee the efforts of those scientists (and attach their names and reputations to them), and to the academic peers at the journals who review the studies prior to publication.

Jay Martin Answers Your Questions

What do handcuffs, a shower curtain, and the minor league baseball team in Pocatello, Idaho have to do with the Juice Plus+® business?

Ask Jay Martin. At our recent Fall Leadership Conference in Memphis, he shared his answers to several questions that he often gets in his appearances around the country, as well as to questions submitted to him from our *Juice Plus+®Connections* blog in the Virtual Office.

We share some of his answers here.



JAY MARTIN



What is your feeling on additional Juice Plus+® product line extensions?

"That's an area in which we need to be very careful. Focus is one of the most significant things that has contributed to our Juice Plus+® business growth. Leading with a single product – Juice Plus+® Orchard and Garden Blends – is key to that focus. Being able to tell one story – one simple story – and to not have to learn about and explain a bunch of different products has been key to our success. So our position is to be very careful in terms of product line extensions.

"Any product that we do add has to meet certain criteria. It cannot confuse our simple, single-product point of sale. It has to be unique. It must be consistent with our whole food positioning and message. The price point and the profit margin have to be good for the customer, for us, and for you. And it has to clear an incredible number of international and regulatory and supply chain hurdles. So it's not as easy as it sounds to introduce a new product, even when we want to.

"Despite these challenges, we don't put our heads in the sand. We have an active product development effort that has led most recently to the introduction of our exciting new Juice Plus+® Chewables

product. But any time we extend our product line beyond what it is now, you can rest assured that it has been done in a very careful and well-thought-out manner.



What about international expansion?

"We look at that very carefully, too. We already sell Juice Plus+® in most of the industrialized world, and we're not on some corporate ego trip of trying to just put pins on a map. So we generally like to support and focus on the areas that we already do business in.

"Once again there is a long list of criteria that has to be considered, including the regulatory environment, distribution challenges, the size of the middle class, and various cost and pricing issues.

"We are looking into new markets in Asia – China and South Korea, for example. But basically, we're very conservative in terms of international expansion. Just like potential additions to the product line, any international expansion we do embark upon is going to be done in our very careful, conservative way. "

“Thank you’ is the simplest form of recognition that you can give.”



Can you give us some tips on motivating our Juice Plus+® team members?

“We used to use a three-part program years ago called *Contact, Competition, and Recognition*. It still has merit in our business today.

“First is *Contact*; you can’t motivate anybody if you don’t stay in touch.

“I had a guy out in North Carolina when I first got started in sales who used to say, ‘When I hire somebody, I’m going to stay in contact with them. I may not actually be there, but when they go to the bathroom in the morning they need to at least think I could be behind their shower curtain.’ So you’ve got to bug ‘em; you’ve got to stay with ‘em.

“We used to say that you never turn somebody loose until they’ve seen ink strike paper. In other words, that first ‘sale’ is very important. If your team member gets rejection right out of the gate, and you’re not there to help them, their Juice Plus+® career can be over in 72 hours. You cannot let that happen. You work too hard to sell them on Juice Plus+® and then to bring them onto your team. You need to help them make something positive happen before you turn them loose.

“You also have to establish *regular* contact with people. If at all possible that has to include some face-to-face time. If they live in Timbuktu that can sometimes be a little hard to do, but you’ve got to establish a

way to stay in contact with your people on a consistent basis. Remember, when they go to that bathroom, they need to think you might just be behind that shower curtain.

“Second is *Competition*.

“I think that we sometimes miss the boat a little bit with competition because we have a tendency to let people compete against themselves, when they are probably going to do better if they compete against someone else.

“A classic example of this is the breaking of the four-minute mile barrier. During the 1950s, Roger Bannister became the first person in the history of the world to run a four-minute mile. For centuries runners had tried to achieve that milestone, but Bannister was the first to do it – and he accomplished that goal by running against someone else. Almost immediately after Bannister did it, there were others all over the world who ran four-minute miles – but it was several years before anybody ever ran one alone, without someone to compete against. So competition in our business – like any other business – is extremely important. It really is a fueling factor in terms of success.

“As Juice Plus+® team leaders, you need to find every way you can to create a competitive environment and get members of your team – including yourself – in some type of competitive situation with somebody else.

“The third ingredient is *Recognition*.

“It’s ‘Daddy, watch me!’ We are born wanting to be acknowledged for whatever it is that we accomplish. We want somebody

to brag to (as well as somebody to cry to). We want to be able to walk across a stage to applause – or just to have somebody say ‘thank you.’

“I think this need for recognition starts with the customer. One of the best tips I could give you is that when you ‘sell’ someone on Juice Plus+® you need to take some time to thank them for their decision – and tell them you know that they have made this decision largely because of you, and how much you appreciate that fact. ‘Juice Plus+® is not going to let you down and I’m not going to let you down. I may bug you a little bit, but I’m going to make sure that you get your money’s worth, because I appreciate your confidence in me and your trust in me.’ I can’t think of a better way to start a relationship.

“People are starved for recognition, and ‘thank you’ is the simplest form of recognition that you can give.”



What is the best “tool” to use to get somebody to an event?

“That’s real simple: handcuffs. You need to strap them to your arm, they need to ride in your car, and they need to show up locked hand and arm to you.

“Have you ever *invited* someone to a meeting who didn’t show? Have you ever *brought* someone to a meeting who didn’t show? I mean, that is the difference.”

**“Have you ever *invited* someone to a meeting who didn't show?
Have you ever *brought* someone to a meeting who didn't show?”**



How has the economic slowdown affected our business?

“I don't believe I've ever seen as severe an economic situation as this one. It has affected us somewhat, but really very little overall. We've had some minor issues with credit cards and suppliers and those types of things.

“I was at a CEO conference in New York recently and there were about 25 of us there. I think our company ranked second in terms of how well we had done. We all asked the guy that ranked first how he had done it – he was in the airplane parts business. He said, ‘Well, before you get too excited, two of my competitors went under, and I picked up their accounts.’

“So, in short, our current situation is solid as a rock and much better than most. We are investing as others are retreating. We're improving our product line. We're expanding internationally. We're adding youth and depth to our management team. We're offering added incentives to you in the form of Team Building Bonuses – and paying for them with our own money. And we're in the strongest cash position we've ever been in.

“Today, more people than ever are looking for a financial Plan B that can lead to a Plan A. We could not be better positioned to take advantage of that.”



How do you see the current initiatives regarding healthcare reform affecting our business and, more specifically, our NMD benefits package?

“I've been around a while and I don't believe I've ever seen as much animosity in a public policy debate as I have seen in the effort to reform our healthcare system – maybe during the Vietnam War. I liken it to Monday Night Wrestling Raw – or to a Baptist church trying to get rid of a preacher that doesn't want to go.

“But there is one element of agreement among just about everybody: that if we don't do something on the *prevention* side of the equation, any healthcare system we come up with is eventually going to go bust. Since that's what Juice Plus+® is all about, we could not be better positioned to take advantage of the growing interest in and concern about healthcare.

“I certainly see nothing in any of the current healthcare proposals that would affect our NMD benefits package one iota. It's not only one of the best in our industry but also one of the best in corporate America – and we plan to keep it that way.”



How do you deal with disappointment?

“I think first of all you've got to realize it's going to happen.

“One of my favorite movies of all time is *Oh, God* with George Burns. I remember when he was on the witness stand and he was asked, ‘Why is life so unfair? Why are some people born with sickness and some born with health; some born in poverty and some born with wealth?’ George Burns thought a minute and said, ‘Well, when I made this world, I thought I did a pretty good job, and I've gotten a lot of compliments over the years. But you know, there were certain things that I just could not figure out. I couldn't figure out how to make a front without a back. I couldn't figure out how to make a top without a bottom. And I couldn't figure out how to make an up without a down.’ So the first thing in dealing with disappointment is that you've got to know that disappointments go hand-in-hand with successes.

“I think the second thing in dealing with disappointment is that you've got to look beyond the moment toward a higher purpose, keep your eye on the prize – and never lose sight of the bigger goal in front of you.

“My high school baseball coach Burley Simmons played minor league baseball before coming back to his hometown and becoming the baseball coach and town

“Today, more people than ever are looking for a financial Plan B that can lead to a Plan A.”

policeman. We were absolutely amazed at how good he was. I mean, he could throw, he could hit, he could field – and he could play just about any position.

“One of my buddies asked him, ‘Burley, how come you never made it to the big leagues?’ Burley said, ‘Well, boys, it’s pretty simple: old Burley couldn’t hit a curve ball. When you get to AA Pocatello, you find that out – and it ain’t long until you’re back down in C ball.’

“You boys are going to have some curve balls thrown at you in life – and if you can’t hit ‘em, you can’t play in the big leagues; you’ll always be stuck in Pocatello.’ Our business is going to throw you some curve balls, too – and if you can’t hit ‘em, you’re going to be stuck in Pocatello.

“So, to summarize, you’re going to have to deal with disappointment, so you’ve simply got to learn to hit those curve balls; and you’ve just got to keep looking at that goal of the big leagues that is out there in front of you.”



What one piece of advice would you give me to help me succeed in my Juice Plus+® business?

“I think that all of you who have heard me before know what that is: to reach your full potential in our business, you need to find a partner. It’s got to be somebody who’s in tune with what you’re doing. It can be your

spouse, your friend, the first customer you attracted to your business – but you need somebody to work alongside you, simply because it’s harder to go it alone.”



Apart from building a business that has helped thousands of people all over the world realize their dreams, what about our company are you most proud of?

“Well, that’s a tough question, because I’m so proud of so many things that we’ve been able to accomplish over the years.

“Certainly one thing is seeing so many people in our business develop so much, in terms of personal growth. That’s something that we can all be proud of. I’ve seen people who used to be mortified at the thought of talking in front of two or three people speaking in front of hundreds (or even thousands) of people. I’ve seen people who have never had the opportunity to travel all of a sudden traveling all over the country or even all over the world to visit friends they’ve made in our business. And I’ve seen people make friends that they would otherwise have never made in a million years.

“But I was recently reminded – as I am time and again – of easily the best answer of all to this question. I was at our European conference in Venice, Italy, sitting backstage with National Marketing Director Wendy Campbell. She started

talking about how she felt about what we do to educate and motivate people to take control of their health. And then Dave O’Brien from Ireland walked in and talked about the fact that he and his father had just done a tour of 40 schools in Ireland talking to kids about nutrition.

“We have helped literally hundreds of thousands of people – and not just Juice Plus+® customers – become more aware of what a healthy lifestyle really means, and how simple it can be to start taking important steps in that direction.

“That is what I’m most proud of.”

One of the highlights of every Juice Plus+® Leadership Conference is the Friday morning keynote address by our President and Founder Jay Martin. For information about our upcoming Leadership Conference in Phoenix, Arizona, turn to page 20 of this issue of the Juice Plus+® Virtual Franchisee.

NEW "SIX MONTHS TO SALES COORDINATOR" PROGRAM PROVIDES FASTER TRACK TO THE TOP

Our "10-1-10" plan helps your new Juice Plus+® team members get off to a fast start in the Juice Plus+® business – by helping them reach the Virtual Franchisee position in their first 60 days. Now, our brand new "Six Months to Sales Coordinator"

program helps those same new team members continue their early business momentum – all the way to Sales Coordinator – by following our ongoing "5-1" plan for the next four months and getting their new team members to follow "10-1-10."

HOW DOES "SIX MONTHS TO SALES COORDINATOR" WORK?

In effect, it exchanges time and team structure for money – by allowing your new team members to earn the Sales Coordinator position and its 22% commission with a lower business requirement ("Purchase Volume Credit," or PVC). But they have to meet the new requirements during their first six months in the business.

Requirement	"Regular" Sales Coordinator (22% commission)	New "Six Months to Sales Coordinator" (22% commission)
PVC	12,000	8,000
Time	none	6 months
Team structure	3 "lines" 3 Direct Distributors	3 "lines" 2 Virtual Franchisees* 1 Direct Distributor

* at least one of the two must be "10-1-10"

ARE THERE ADDITIONAL INCENTIVES INVOLVED?

Yes. In addition to being able to earn the 22% commission that all Sales Coordinators receive, individuals who successfully complete our "Six Months to Sales Coordinator" program will receive these additional benefits.

- + An additional \$500 bonus – plus a \$500 bonus for his or her sponsor.
- + A personal "Corporate Business Partner" to work with one-on-one.
- + A free ticket to an upcoming Juice Plus+® Leadership Conference.

Our 2010 Spring Leadership Conference is being held April 22-24 in Phoenix, Arizona.

Our 2010 Fall Leadership Conference is being held October 21-23 in Nashville, Tennessee.

WHAT IS THE "10-1-10" PLAN?

The "10-1-10" plan is designed to help build early business momentum right out of the gate.

- + Find **10** customers.
- + Find **1** other person to join your Juice Plus+® team.
- + Find **10** additional customers – either from yourself or from your new team member.

Anyone who completes this simple 10-1-10 plan within 60 days of entering the Juice Plus+® business earns the position of Virtual Franchisee (VF) and its 14% commission.

Under our Team Building Bonus program – which has now been extended through April 30, 2010 (see page 20) – new representatives who achieve 10-1-10 also receive an additional \$250 Team Building Bonus plus a free ticket to a Juice Plus+® Leadership Conference. Their sponsors also receive a \$250 bonus.

WHAT IS THE "5-1" PLAN?

The "5-1" plan is designed to build continuous, ongoing business momentum by hitting the "5-1" goals every month after you reach the Virtual Franchisee position.

- + Find **5** additional customers of your own every month.
- + Find **1** other person to join your Juice Plus+® team every month – and start to duplicate 10-1-10 and 5-1 with them.

Under our Team Building Bonus program, representatives who complete the "5-1" goal earn an additional \$100 bonus the first month they do so and \$200 for each consecutive month thereafter.

By continuing to follow the "5-1" plan for the next four months after earning the Virtual Franchisee position using "10-1-10," your new team members should be able to achieve the Sales Coordinator position in six months.

WHAT IF I'M NOT NEW TO THE BUSINESS, BUT I'M READY TO GET TO WORK – OR HAVE A TEAM MEMBER WHO IS READY TO GET SERIOUS ABOUT THE BUSINESS?

If you're serious about re-energizing your Juice Plus+® business, there are ways for you to take advantage of these "fast track" programs. For more information, please talk to your sponsor or Juice Plus+® Distributor Support (Support@JuicePlus.com).



Your Juice Plus+® Virtual Office just keeps getting better – and better!

We've "rebranded" your online Virtual Office to be the Juice Plus+® Virtual Office – complete with a new Internet address (JuicePlusVirtualOffice.com) that automatically "redirects" from the old one.

Besides improving the look and updating the graphics of the website, we've made a number of other, more substantive changes that make managing your Juice Plus+® business easier than ever before.



A redesigned home page

The home page of your Juice Plus+® Virtual Office has been completely reorganized for greater ease-of-use. It puts the key information you need to manage your Juice Plus+® business – including My Alerts, Team Building Bonus, News, My Calendar, and even Quick Links to other key forms and features in your Virtual Office – right at your fingertips.

Easier access to Juice Plus+® Connections

Juice Plus+® Connections is the informative new business blog that growing numbers of Juice Plus+® representatives are taking advantage of – to learn more about

Juice Plus+® and the Juice Plus+® Virtual Franchise®. You can send in your own questions to *Connections* or read questions, answers, and comments from others – all within the safe, non-public confines of your Virtual Office.

Now, direct links to *Juice Plus+® Connections*, including links to a “featured article” and the three most recent *Connections* posts, are featured right on the home page of your Virtual Office.

New, improved Juice Plus+® Memory Jogger

Your Memory Jogger is one of the most indispensable tools of the Juice Plus+® business – not only for new representatives, but also for “veterans,” too.

Now, when you enter new information into the online Memory Jogger form, there is no need to re-enter the same information elsewhere on the website; that same information is also added automatically to your address book.

You can find your online Memory Jogger under *Training > Starter Guide > My Memory Jogger*.



New interactive online Starter Guide

Now you and your new team members can complete not only the Memory Jogger form, but also all of the other forms included in our *Starter Guide* directly online.

The information that you enter is saved automatically to your computer, your Virtual Office Address Book, and/or *My Calendar*, as appropriate.

Enhancements to My Calendar

You are now able to distinguish between different types of activities on *My Calendar* by “color coding” them. Also, specific events that you add to *My Calendar* now include both the name of the speaker and the address of the event.

We’ve made a number of other changes designed to help you squeeze the most out of the time you spend on your Juice Plus+® business.

In fact, we’ve made so many improvements – large and small – that they are too numerous to mention here. There’s a new Online Sponsor Checklist, new and improved Address Book capabilities, new reports and reporting features, new email enhancements – even several improvements specifically designed for Wellness Coordinators in our Professional Support Program. And the list goes on.

For a more comprehensive look at everything that’s new and different in your Juice Plus+® Virtual Office, go to Training>Presentations and download The New and Improved Juice Plus+® Virtual Office from our recent 2009 Fall Leadership Conference in Memphis.



Juice Plus+® and Facebook: A Match Made in Heaven



Juice Plus+® is a “social networking” business. Facebook is a “social networking” website. More and more, Juice Plus+® representatives are using Facebook to help them re-connect (and stay connected) with their “warm markets” – and build their Juice Plus+® businesses in the process.

You can, too.



WHAT IS FACEBOOK?

Facebook is far and away the world’s most popular social networking website, with more than *350 million active users*. These aren’t just “idle” numbers, either: 50% of these people log on to Facebook *on any given day*. It’s also the world’s fastest-growing social networking website – having added more than 100 million users just between our two most recent Juice Plus+® Leadership Conferences in March and October, 2009!

Interestingly, the 35+ age demographic is the fastest growing segment of Facebook.

WHY IS FACEBOOK SUCH A GREAT FIT FOR THE JUICE PLUS+® BUSINESS?

Facebook is a great fit for our business because it's all about relationships – just like the Juice Plus+® business.

- **Growing numbers of people you know are on Facebook**, as you can see from the numbers we just shared on the previous page.
- **It's like an online Memory Jogger that helps you re-connect with old friends and acquaintances you may have forgotten about.** Once you have a Facebook page, these people will be seeking you out – and helping you connect with other people, too.
- **It's a great way to stay connected with people you know, including your prospects and customers.** In addition to its many other uses, Facebook has become the world's largest photo sharing site.
- **It's "simple and duplicatable."** Anyone can set up a Facebook page, quickly and easily; and it's easy to "keep up with" thereafter.



HOW DO YOU GET INVOLVED WITH FACEBOOK IF YOU HAVEN'T ALREADY?

- 1) **Set up your own personal Facebook page.** Most people find it easiest just to go to Facebook.com and follow the directions there. If you prefer a more step-by-step approach, you can find specific instructions under *Resources at Juice Plus+® Connections* in your Juice Plus+® Virtual Office.
- 2) **Become a "fan" of the official Juice Plus+® Facebook page at www.Facebook.com/JuicePlus.** Even though we just started our Facebook page a few months ago, we already have over 13,000 fans – almost three times more than direct sales companies NuSkin and Amway combined. The official Juice Plus+® Facebook page features various product-related resources, including links to videos and interesting nutrition-related articles, that you can share with your Facebook friends.
- 3) **Start connecting.** You'll quickly begin to receive requests from people you know who want to "friend" you – and you can start looking to do the same.

SOME "DO'S" AND "DON'TS" OF SHARING JUICE PLUS+® ON FACEBOOK

DO realize that Facebook is a friendly, social place – not an online marketplace for doing business with people.

DO take a little time to get acquainted and comfortable with Facebook on a purely personal level before you start trying to use it as a Juice Plus+® business tool.

DO look for opportunities to quietly bring up the issue of health and wellness with your growing list of Facebook friends – once you have become comfortable. (It won't take long.) That's what so many other Juice Plus+® people are doing successfully – and you can, too.

DON'T bring up Juice Plus+® to anyone without making it clear that you are a Juice Plus+® representative.

DON'T make being a Juice Plus+® representative appear to be your primary reason for being on Facebook. Instead, focus on being the person you are both inside and outside the Juice Plus+® business – mother, doctor, teacher, etc. That's much easier for people to identify with.

DON'T ever try to make the Juice Plus+® "sale" online – on Facebook or anywhere. Facebook is a good place to plant the seed or start the conversation, but *always* handle the follow-up conversation offline, one-on-one.

DON'T "lead with the business" on Facebook. Never forget that while 100% of your Facebook friends should be interested in Juice Plus+®, only 5-10% are likely to be interested in having a business of their own.

DON'T confuse the additional time you spend having fun on Facebook with time you've allocated to building your Juice Plus+® business. Interacting with your friends on Facebook can become somewhat addictive if you're not careful.

Direct Deposit: good for the environment – and now even better for you



There are already so many advantages to converting your Juice Plus+® check to direct deposit – and letting us automatically deposit your check directly into your bank account each month.

Having your Juice Plus+® check automatically deposited has so many benefits.

YOU GET YOUR MONEY FASTER.

We automatically deposit your check no later than the 10th of each month, the same day we mail it to people not taking advantage of Direct Deposit.

IT'S EASIER. You won't need to check your mailbox every day to see if your check has arrived. You won't need to call us to find out when it was mailed. You won't need to drive to the bank to deposit it. And you won't need to make special arrangements to have it deposited when you're out of town. You simply check online on your own private, password-protected website to see your earnings statement and the amount of your deposit.

IT'S MORE SECURE. Checks can get lost or stolen in the mail – or lost or misplaced by you before you deposit them. Our state-of-the-art security keeps all of your information private and safe from start to finish.

NOW, THERE ARE TWO MORE ADVANTAGES TO ADD TO THE LIST.

1) Effective with your January business – that is, the checks that are distributed by February 10, 2010 – we will begin deducting a **\$3.00 per check environmental surcharge** on all physical checks we have to mail out to our representatives.

By switching to Direct Deposit, you avoid this surcharge.

2) Also effective with January business, we will stop mailing out any checks that, after deductions, do not total at least \$23.00 (\$20.00 after the \$3.00 environmental surcharge is deducted). Monthly checks for less than \$23.00 will be held for mailing until the cumulative total reaches \$23.00.

By switching to Direct Deposit, you can continue to receive your funds every month (regardless of amount) and avoid the surcharge.

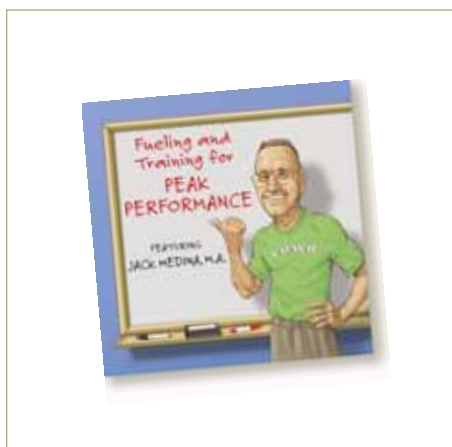
To set up Direct Deposit, simply log in to your Juice Plus+® Virtual Office. If you are not already taking advantage of Direct Deposit, you will be given the opportunity to enroll when you log in. You can also enroll or edit your Direct Deposit information at any time under *Personal File>Personal Profile>Edit Personal Information*.

Upon enrolling in Juice Plus+® Direct Deposit, you will receive an email from us that your request is being processed. You will know that your Direct Deposit has been activated when you see a "deposit" of \$0 on your bank statement. The timing of this process varies by bank and often takes from two to four weeks.

Do yourself and the environment a favor: sign up for Direct Deposit of your Juice Plus+® check.



Share the healthful Juice Plus+® message and inspire others to do the same with these great new support materials.



Fueling and Training for Peak Performance

Audio CD, featuring Jack Medina

Veteran trainer Jack Medina shatters myths about proper training techniques – and emphasizes the critical importance of good nutrition – in his audio presentation about training and fueling for peak performance. This is an updated version of Jack’s popular *Run Faster! Jump Higher!* CD – especially relevant to coaches, athletes, and parents of young athletes.

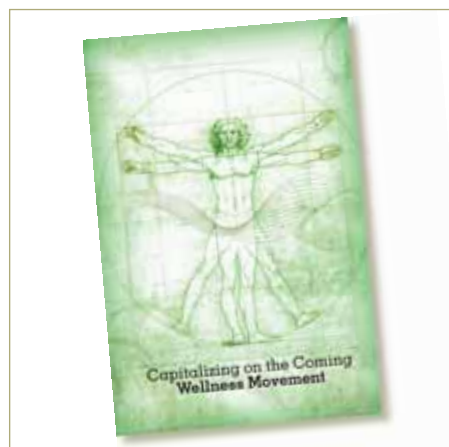
(Sold in packs of 10 for \$15.00)



Professional Support Program (PSP) Brochure

Our new Professional Support Program (PSP) brochure helps you and your team members share the Juice Plus+® Virtual Franchise® with doctors and other health professionals in your “warm market” in simple, straightforward terms.

(Sold in packs of 10 for \$10)



Capitalizing on the Coming Wellness Movement

Audio CD and booklet, featuring Gordon Hester

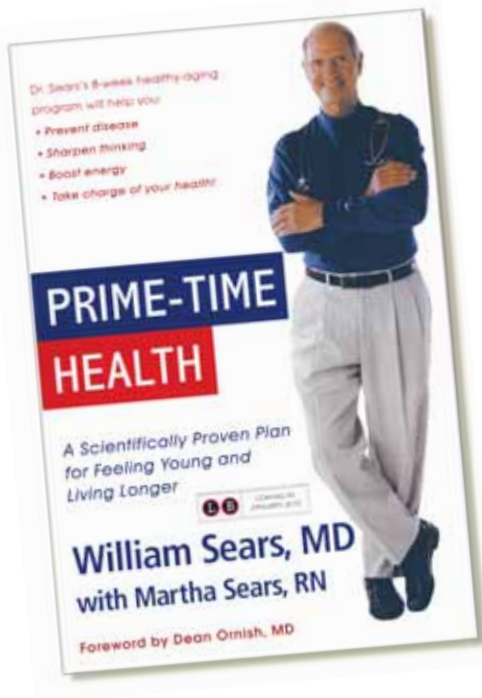
Business consultant Gordon Hester explains why Juice Plus+® is ideally positioned to benefit from the fundamental changes in healthcare and the resulting expansion of the wellness industry that lie ahead.

(Sold individually for \$3.00 each)

These and other Juice Plus+®, Juice Plus+® Virtual Franchise®, and Juice Plus+® Children’s Health Study materials are available through Promo Plus+ at www.nsapromoplus.com or by calling 888-552-8200.

Juice Plus+® Virtual Franchise® News

DR. WILLIAM SEARS BRINGS PRIME TIME HEALTH TO PHOENIX LEADERSHIP CONFERENCE IN APRIL



“America’s Pediatrician” **William Sears, M.D.** is focusing on the other end of the age spectrum in his soon-to-be-released book *Prime-Time Health*.

“My wife, Martha, defines prime-time as ‘the second-half of life,’ Sears explains. “I consider it a time when the kids are out of the house – if not yet out of your pocket.” Either way, “prime-time can be the best part of your life,” he continues. “My new book contains all the health and wellness advice I give my own children as they reach middle age.”

And, yes, of course, that advice includes Juice Plus+®.

Dr. Sears will bring his *Prime-Time Health* plan to Phoenix, Arizona as part of our **Juice Plus+® Spring Leadership Conference, April 22-24, 2010.**

The conference, which celebrates the 40th birthday of NSA, will open with a very exciting and informative Thursday Night Prevention Plus+ meeting, featuring four other health professionals who also embrace and share Juice Plus+®: **Richard DuBois, M.D.**; **David Phillips, M.D.**; **Mitra Ray, Ph.D.**; and **Tamara Sachs, M.D.** Each will talk about Juice Plus+® clinical research from the standpoint of their respective specialties.



Richard DuBois, M.D.



David Phillips, M.D.



Mitra Ray, Ph.D.



Tamara Sachs, M.D.



Mike Rayburn

Another very special guest will be **Mike Rayburn**, “The World’s Funniest Guitar Virtuoso.” Mike is the most popular entertainer to ever be featured at our Elton’s Awards. He’ll be closing our Friday afternoon session with a keynote address unlike any you’ll ever see. Mike uses his unique guitar skills and hilarious songs to illustrate three “tools” that you can use to step beyond perceived limitations. “These tools took me from playing for seven people in a bar to playing in Carnegie Hall,” he explains.

Conference tickets are only \$100 when purchased by Friday, April 9. (They’re \$125 at the door.) Juice Plus+® travel partner Travelennium has secured some great hotel rates, and some attractive airfare discounts as well. Call 800-347-5947 to order your conference tickets; you can reach out to Travelennium at 800-807-0761 or at Travelennium.com.

TEAM BUILDING BONUSES EXTENDED THROUGH APRIL 30

Our Team Building Bonuses have proven so popular and so effective that we've extended them through April 30, 2010.

The **"10-1-10" Team Building Bonus** is designed to help new Juice Plus+® representatives achieve the position of Virtual Franchisee in their first 60 days. Those new representatives who meet the 10-1-10 goals (see page 13) receive an additional \$250 bonus plus a free ticket to a Juice Plus+® Leadership Conference. Their sponsors also receive a \$250 bonus.

The **"5-1" Team Building Bonus** is designed to help all Juice Plus+® representatives Virtual Franchisee and above continue their Juice Plus+® business momentum, or generate new momentum, by meeting our 5-1 goals every month (see page 13). Those who do so earn a \$100 bonus the first month and an additional \$200 each consecutive month thereafter.

For complete details, including information on how existing representatives can take advantage of the "10-1-10" bonus, go to the News section on the home page of your Juice Plus+® Virtual Office.

To see how you and your team are progressing in terms of Team Building Bonuses, you can access reports directly in the *Team Building Bonus* section on the home page of your Virtual Office. To see how others are doing throughout North America, check out the latest *Juice Plus+® Awards* bulletin on your Virtual Office under *Tools>NSAwards*.

CHANGES TO CHILDREN'S HEALTH STUDY IN 2010

We're making two changes to the Children's Health Study (CHS) program for 2010.

First, beginning with orders processed on Friday, January 1, we will begin to charge \$1.75 a month shipping and handling on each carton of free product sent to child and teen participants in the program.



Second, beginning with orders processed on Tuesday, February 23, 2010, all child participants currently receiving either JP+ Gummies® or Juice Plus+® Chewables as their free product will begin to receive our new Juice Plus+® Chewables instead.

"For 10 years, we've held the line on charging shipping and handling on the free CHS product – despite steadily increasing underlying costs and significant expansions of the Health Study itself," explains CHS Executive Director **Linda Cole**. "We are simply no longer able to do so. We're extremely pleased, however, that we are adding new Chewables to the program."

Both of these changes have already been communicated to CHS families.

NO MORE "SUMMER SURCHARGE"

There's another key difference between JP+ Gummies® and our new Juice Plus+® Chewables: there will no longer be an added "summer surcharge" attached to shipments between May 15 and September 15.

Beginning in 2010, Juice Plus+® Chewables shipments all year long will reflect our standard shipping and handling charges, with

no summer surcharge.

"We'll continue to ship the Chewables in protective packaging during the summer months," explains Liza Pepple, Manager of Product and Development for Juice Plus+®, who led an effort to reduce the cost and environmental impact of the protective summer packaging. "We were able not only to meet our cost and environmental objectives, but also to actually improve the insulation value of the protective packaging in the process."



New Year's Resolution: Attend a Juice Plus+® Boot Camp near you.

Every year, thousands of Juice Plus+® representatives and team leaders attend one (or more) of the numerous Juice Plus+® "Boot Camps" held across North America throughout the year.

This should be the year that you resolve to do the same.

"At our Boot Camps, you get to hear directly from some of NSA's most accomplished and experienced leaders in a small-group setting," explains **Randy Mathews**, Vice President of U.S. Sales. "You also get the opportunity to swap ideas and develop relationships with other highly-motivated people like yourself who want to succeed in the Juice Plus+® business – or build even further on their current success.

"Our business is very simple, and we offer a number of great training tools," Mathews continues. "But there's just no substitute for the added inspiration and special sense of excitement

and belief that you get from attending live Juice Plus+® business events such as our Boot Camps."

We believe in this so strongly, in fact, that every new Juice Plus+® Senior Sales Coordinator receives a one-time, \$200 credit toward attending the Boot Camp of his or her choice. And, like most things Juice Plus+®, our Boot Camps are not only informative, but also fun – featuring good times, good food, and good friends along with all the training.

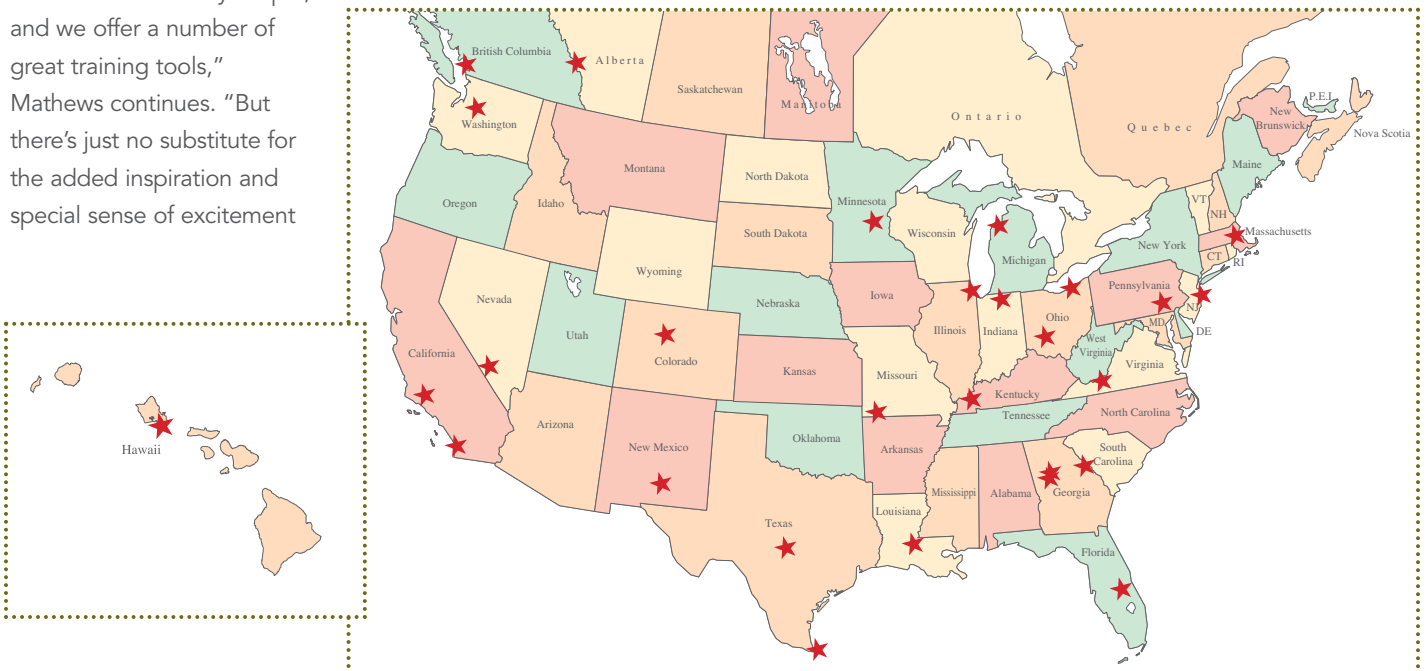
More and more Juice Plus+® teams are jumping on the Juice Plus+® Boot Camp bandwagon, either by hosting boot camps of their own or by encouraging their team members to attend one. They're conducted in a variety of locations across North America. Check out the map below: there's probably a Juice Plus+® Boot Camp being held near you sometime next year.

To find out more about Juice Plus+® Boot Camps and why you should attend one, please talk with your sponsor or another "upline" team member, or contact Distributor Support at 901-850-3000 or at Support@JuicePlus.com.

To learn more about specific boot camp events – including contact and registration information – go to *Events>Events Schedule* in your Juice Plus+® Virtual Office (JuicePlusVirtualOffice.com) and choose "Boot Camp" as "Type of Event."



RANDY MATHEWS



SCHEDULED FOR 2010

JANUARY

- 15-17 Orange Blossom Boot CampOrlando, FL
- 15-17 LA Boot CampUniversal City, CA
- 22-24 Las Vegas Boot CampLas Vegas, NV
- 28-30 Peachtree Boot CampPeachtree City, GA

FEBRUARY

- 13-15 Spirit of AlohaHonolulu, HI
- 18-20 Winterfest Boot CampReno, NV
- 19-20 Kentucky Lakes Boot CampGilbertsville, KY
- 19-21 Padgett Boot CampWaynesboro, GA

MARCH

- 19-20 Blue Bonnet Boot CampRound Rock, TX
- 19-21 Swamp Stomp Boot CampEunice, LA
- 26-28 Swan Lake Boot CampPlymouth, IN
- 26-28 Beavertail Boot CampBanff, BC

APRIL

- 22-24 Juice Plus+® Spring Conference . . .Phoenix, AZ

MAY – NO BOOT CAMPS

JUNE

- 4-6 New Jersey Boot CampWall Township, NJ
- 4-6 Padgett Boot CampWaynesboro, GA
- 4-6 Ontario Fest Boot CampOntario, BC
- 4-6 Branson Boot CampBranson, MO
- 11-13 Buckeye Boot CampMt. Sterling, OH
- 11-13 Ultimate CommunicationsSan Diego, CA
- 17-19 Dutch Treat Boot CampLancaster, PA
- 25-26 Summer in the RockiesKeystone, CO
- 25-26 Chicago Fest Boot CampChicago, IL
- 25-27 Sierra Blanca Boot CampRuidoso, NM

JULY

- 16-18 North Coast Boot CampCleveland, OH
- 16-18 Pacific Spirit Boot CampSquamish, BC
- 22-25 Seattle Summit Boot CampLeavenworth, WA
- 23-25 Atlanta Fest Boot CampAtlanta, GA
- 23-25 Traverse City Nat'l Cherry Fest . . .Traverse City, MI

AUGUST

- 6-8 Minnesota Northern LightsOtsego, MN
- 6-8 New England Summer FestEndicott, MA
- 20-22 NMD Boot CampSan Diego, CA
- 27-29 Mountain Lakes Boot CampPembroke, VA

SEPTEMBER – NO BOOT CAMPS

OCTOBER

- 21-23 Juice Plus+® Fall ConferenceNashville, TN

NOVEMBER

- 19-21 Padgett Boot CampWaynesboro, GA
- TBD S. Padre Island Boot CampS. Padre Island, TX

DECEMBER

- 4-6 Branson Boot CampBranson, MO





140 Crescent Drive
Collerville, TN 38017



Guess who's turning 40 next year.

In 1970, a young schoolteacher named Jay Martin followed his entrepreneurial heart – and a company he named NSA was born. Jay's vision was not just to realize his own business dreams, but also to provide a vehicle for others to do the same.

Forty years later, both Jay and his company are still going strong.

NSA is showing no signs of a "midlife" crisis, either. The company continues to grow despite a challenging economy; it's still debt-free; and, most important of all, it has Juice Plus+® as its flagship product.

In fact, we'd argue that NSA is just getting ready to enter the "prime time" of its business life.

Come help us celebrate the 40th birthday of NSA at our Spring Leadership Conference in Phoenix, Arizona, one of

North America's greatest resort destinations. We're planning the biggest birthday party that Juice Plus+® Nation has ever seen, and we think YOU should be there.

Tickets are only \$100 when purchased by Friday, April 9. (They're \$125 at the door.) Juice Plus+® travel partner Travelennium has secured some great hotel rates, and some attractive airfare discounts as well. Call 800-347-5947 to order your conference tickets; you can reach out to Travelennium at 800-807-0761 or at Travelennium.com.

Come help us blow out the birthday candles April 22-24 in Phoenix. We promise our usual conference mix of fun, education, recognition, and inspiration – with a special emphasis on just how far we've come over the past 40 years, and the even brighter future that lies ahead.

**JUICE PLUS+® SPRING LEADERSHIP CONFERENCE
APRIL 22-24, 2010 • PHOENIX, ARIZONA**

Presorted
Standard
U.S. Postage
Memphis, TN
Permit # 4888



Printed on recycled paper (30% post consumer) with soy inks.