

*“Let food be thy medicine and medicine be thy food.” Hippocrates*



**sustainable solutions for all seasons of life**

**simple for fast-paced lifestyles**

**Transform40**

**40 day jumpstart to a NEW YOU!**

A collage of images related to health and wellness, including a person in a field, a plate of salad, a person exercising, and a glass of green juice.

**Are you ready to make a non-radical leap to OPTIMUM health?**

**Ready to achieve your ideal weight?**

**Are you prepared to drastically change your body on a cellular level?**

**Ready for some simple solutions for healthy/clean living?**

*Your 40-Day Roadmap to Vibrant Living!*

*Powered by Juice Plus+*



***“Juice Plus+ Transform40”*** is a simple plan that brings immediate results and lasts a lifetime with a simple, affordable, ongoing track to run on.

This program helps transform our bodies by incorporating the power of whole foods into our diets for healthy, life-long living.

The initial 6 week journey helps us make lifestyle changes by stimulating a “Metabolic Reprogramming”: when you give your body the nutrients it needs and wants, you start to desire healthier foods. The more whole foods we put in our bodies, the better they are able to do what they were designed to do..... *Thrive!*

With this program, you may experience better energy, quality sleep, mental clarity, clearer skin, healthier nails and hair, diminished carbohydrate and sugar cravings, improved digestion and elimination, balanced hormones, improved immunity and better workouts and recovery.

Your weight will also move in the right direction as your body becomes healthier one cell at a time, and as your body is empowered to become cleaner because of your cleaner eating.

Congratulations on taking this journey to *Juice Plus+ Transformation!*

# Juice PLUS+

## TRANSFORMATION

### SIX WEEK JUMP START

#### THE JUICE PLUS+ *TRANSFORM40* PLAN:

- Week 1: One Complete shake daily, 2 healthy meals, snacks, and Juice Plus+ Trio (1)
- Weeks 2-5: Two Complete shakes daily, main meal lunch, snacks and Juice Plus+ Trio (2)
- Week 6: One Complete shake per day, 2 healthy meals, snacks and Juice Plus+ Trio (2)
- Healthy lifestyle for a lifetime: One Complete shake a day or every other day; continue to eat clean, drink water, exercise and take Juice Plus+ Trio (2)

**Juice Plus+ Complete Whole Food Shake Mix:** Add a scoop of Juice Plus+ Complete powder to one cup of almond milk, soy milk, rice milk, juice or cold water. Stir, shake, or blend until smooth. For added nutrition and variety, experiment with additional wholesome ingredients such as fruits and berries, kale or spinach. Sample favorite recipes:

- 8 oz. of OJ with calcium, one banana, frozen strawberries & Vanilla Juice Plus+ Complete
- Kale, spinach, frozen banana, almond milk, ice, cinnamon & Vanilla Juice Plus+ Complete

**Main Meal:** Eat a healthy, solid meal; a big veggie meal with a small portion of organic meat (if you want meat) or fish; you can eat some *small* amounts of whole grains (1/2 cup).

**Water:** Drink at least half your weight in ounces of water daily to hydrate you and flush toxins.

**Snacks:** Eat something every 2-3 hours and do not skip meals. This is the key to success! Consider raw veggies & fruits mid-morning and seeds/nuts mid-afternoon. Ideas: sliced apple or pear with 1 tablespoon almond butter; carrot, celery and/or cucumber sticks with hummus; avocado slices with tomatoes & cheese; 10 to 15 raw almonds. Have [Juice Plus+ Complete Nutrition Bars](#) on hand – they are another perfect healthy snack.

**Juice Plus+:** *Week 1* take ONE Juice Plus+ Orchard, Garden, and Vineyard Blend capsule (with a large glass of water) at meal times (for a total of 3 capsules daily). From *Week 2* on, take TWO Juice Plus+ Orchard, Garden, and Vineyard Blend capsules (for a total of 6 capsules daily).

**Exercise:** Crucial to this program is regular physical activity: a 30-minute walk at least 5 days per week at a brisk pace and some sort of resistance training twice per week. The resistance training sessions can take the place of the walk if you are breathing harder than normal during your workouts. Check with your doctor if you have not been exercising!

**Limit (for best results):** Refined sugars & artificial sweeteners, processed foods (basically, anything in a box or a bag); soft drinks, energy drinks, alcohol.

## Real Transformers' Journeys

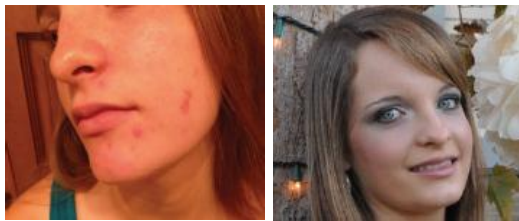


[Johnny](#) is 67 years old. He can't stop raving about how Juice Plus+ has changed his life. He has experienced a surge in energy, improved digestive function, eliminated brain fog, improved mental clarity, better skin and even his eye doctor recently told him that the veins behind his eyes have amazing circulation for a person his age! He has been able to stop taking his high blood pressure medication, no longer feels bloated, and says his hair and nails are growing faster than they have in years! He has lost 35 lbs, four inches in his waist

and has increased 2 inches in his chest size. The best part....he is a Vietnam Vet with PTSD and he has so much more self confidence and a much more positive outlook on life.



["Suzy"](#) Azucena and her brother, David, started this journey in an effort to save money, get healthy and to inspire their family to change the culturally-inspired unhealthy connection to food. Together, they have lost over 160 pounds and built muscle mass by walking and exercising, which was difficult to do before. They have had amazing results with dramatically altered food cravings, reduced medications, overall pain and much more. Their journey continues!



[McKenzie](#), age 17, has been taking Juice Plus+ since she was 4 years old. During a week-long senior retreat, she accidentally forgot her Juice Plus. The retreat was full of the average teenage diet of fried and packaged foods, so she experienced common teenage acne, bloating, etc. This

was 11 days before Homecoming and she decided to follow the JPT in hopes of clearing her acne and shedding a few pounds. Not only did her skin clear up and look radiant, but she began exercising and was proud to fit in her size 3 dress comfortably.



[Kevin](#), age 17, began drinking 2 Complete shakes a day over a year ago. After a few weeks, his body was craving more fruits and vegetables, which left his parents stunned. Before they knew it, he asked to begin taking Juice Plus+ capsules. Within a month, he traded playing his video games hours a day for going to the gym and playing competitive basketball with his buddies for hours on end. During his transformation, his cravings

changed to primarily whole foods, his mild acne cleared, he lost 35 pounds and 7 inches in his waist, while gaining muscle mass (going from 24% to 11% body fat) and his athletic performance improved dramatically.



## PREPARE TO TRANSITION

We want to set you up to win in your *Juice Plus+ Transformation* journey. While you are waiting for your Juice Plus+ to arrive, following these preparation steps will ensure you have a great experience and achieve success.

**Start Clean!** Start your week eliminating sugar, caffeine and alcohol, and drink lots of water.

**Start Fresh & Purge Your Pantry!** Give away or throw out junk foods, highly processed foods, sugary items, cookies, ice cream etc.

**Stock The Pantry & Refrigerator:** It's essential to have your pantry well-stocked with commonly used items to make it easy to prepare meals and snacks. If you don't have available healthy foods in your house, it's easy to resort back to old unhealthy habits.

Stock the pantry with low-perishable staples and shop for the week with perishables such as fresh fruits, vegetables, lean meats, fish and eggs.

**Plan Ahead:** If you can block out 30-60 minutes every week dedicated to meal and snack preparation your success rate will triple!



## JUICE PLUS+ *TRANSFORM40* PRODUCT INFORMATION

The Plan calls for the use of several products from the Juice Plus+ family.

On the following pages you will see the Juice Plus+ labels and ingredients, as well as brief descriptions of each product.



If you are not familiar with Juice Plus+, you will also find these web links useful:

- [Complete Nutrition](#) - more information on Juice Plus+ Complete.
- [Why We Take Juice Plus+](#) - the article describes some of the many reasons millions take Juice Plus+.
- [www.juiceplus.com](http://www.juiceplus.com) – our primary Juice Plus+ website, you will find tons of information answering the Why, What, When and How of achieving great health.
- [www.jpvideo.us](http://www.jpvideo.us) – a 12 minute video featuring eight doctors... “Bridging the Gap”.
- [www.jpvideos.us](http://www.jpvideos.us) - a series of 15 short videos covering many different aspects of our Juice Plus+ products, including how they are made.

Ultimately, the only way to “know” Juice Plus+ is to “eat” Juice Plus+ (after all, it IS food!) Our Juice Plus+ Transform40 Plan will allow you to do that in the best way, and to experience the full Juice Plus+ Effect.

You will be glad you did!

# THE LABELS (and ingredients)

Notice the “Nutrition Facts” not “Supplement Facts” because Juice Plus+ is ‘whole food’.

## Juice Plus+ Complete Drink Mix

*Juice Plus+ Complete* is our delicious and nutritious whole food-based drink mix. You can use *Juice Plus+ Complete* as part of a weight management program, a healthful “on-the-go” breakfast, lunch, dinner, or snack. Use it pre- or post-exercise, too.

Here are some delicious [Complete Shake Recipes](#).

Nutrition Facts	
Serving size 1 Scoop (37.5g) Servings Per Container about 15	
Amount Per Serving	% Daily Value*
<b>Calories 120</b>	Calories from Fat 0
<b>Total Fat 0g</b>	0%
Saturated Fat 0g	0%
Trans Fat 0g	
<b>Cholesterol 0mg</b>	0%
<b>Sodium 250 mg</b>	9%
<b>Potassium 60mg</b>	2%
<b>Total Carbohydrate 20g</b>	7%
Dietary Fiber 8g	32%
Soluble Fiber 6g	
Insoluble Fiber 2g	
Sugars 10g	
<b>Protein 13g</b>	22%
Vitamin A 0%	Vitamin C 40%
Calcium 45%	Iron 15%
Vitamin D 40%	Thiamin 40%
Riboflavin 40%	Niacin 40%
Vitamin B6 40%	Vitamin B12 40%

\*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Potassium	3,500mg	3,500mg	
Total Carbohydrate	300g	375g	
Dietary Fiber	25g	30g	
Protein	50g	65g	

Calories per gram:  
Fat 9 • Carbohydrate 4 • Protein 4

**Juice Plus+ Complete®**

*Juice Plus+ Complete®* is a whole food based powdered drink mix that provides balanced nutrition in every scoop. *Juice Plus+ Complete®* is made from all non-GMO ingredients and is 100% plant based. It's gluten free, it's fat free and it contains no cholesterol, no artificial flavors, no artificial colors, and no preservatives. And it tastes great too, thanks to our unique, all-natural Sweetener Blend.

*Juice Plus+ Complete®* is an excellent source of protein and fiber. Each serving of our proprietary Protein Blend provides 13 grams of minimally processed, water-washed soy and other natural proteins. Each serving of our proprietary Fiber Blend provides 8 grams of fiber – both soluble and insoluble.

**Ingredients**

Proprietary Protein Blend [low processed soy protein, chickpea powder, pea protein, rice protein, tofu powder (soybeans, calcium sulfate)], Proprietary Fiber Blend [natural gums (arabic, guar, and xanthan), fructooligosaccharides, plant cellulose, soy fiber, rice bran, pectin, apple fiber], Natural Sweetener Blend (organic evaporated cane juice, stevia), Natural Flavor, Ancient Grain Blend (broccoli sprout, alfalfa sprout, radish sprout, organic amaranth, organic quinoa, organic millet), calcium (as citrate, phosphate, carbonate, ascorbate), Carrageenan, Sea Salt, Proprietary Powder Blend (pumpkin powder, pomegranate powder, spirulina powder, yucca powder), Natural Enzyme Blend, niacinamide, vitamin D2, soy lecithin, pyridoxine hydrochloride, riboflavin, thiamine mononitrate, vitamin B12.

**Contains soybean.**

**How to Prepare Juice Plus+ Complete®:**

Add a scoop (1/3 cup) of **Juice Plus+ Complete®** powder to one cup of skim milk, soy milk, rice milk, fresh juice, or cold water. Stir, shake, or blend until smooth. For added nutrition and variety, experiment with additional wholesome ingredients such as fruits and berries.

**Juice Plus+ Complete® can be used in a number of ways:**

**As a healthful on-the-go breakfast, lunch, or dinner:** Get a great nutritional start on the day – or stay fueled throughout your day.

**As a healthful snack:** Juice Plus+ Complete® is a tasty substitute for empty calorie snacks.

**As a pre-workout energy drink:** Slow-releasing, low-glycemic carbohydrates combine with high-quality plant-based proteins to help prepare you for exercise.

**As a post-workout recovery drink:** Replenish your energy levels with the balanced nutrition of Juice Plus+ Complete®.

Nutrition Facts	
Serving size 1 Scoop (38g) Servings Per Container about 15	
Amount Per Serving	% Daily Value*
<b>Calories 120</b>	Calories from Fat 5
<b>Total Fat 0.5g</b>	1%
Saturated Fat 0g	0%
Trans Fat 0g	
<b>Cholesterol 0mg</b>	0%
<b>Sodium 260 mg</b>	11%
<b>Potassium 140mg</b>	4%
<b>Total Carbohydrate 20g</b>	7%
Dietary Fiber 8g	32%
Soluble Fiber 5g	
Insoluble Fiber 2g	
Sugars 10g	
<b>Protein 13g</b>	21%
Vitamin A 0%	Vitamin C 40%
Calcium 45%	Iron 20%
Vitamin D 40%	Thiamin 40%
Riboflavin 40%	Niacin 40%
Vitamin B6 40%	Vitamin B12 40%

\*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Potassium	3,500mg	3,500mg	
Total Carbohydrate	300g	375g	
Dietary Fiber	25g	30g	
Protein	50g	65g	

Calories per gram:  
Fat 9 • Carbohydrate 4 • Protein 4

**Juice Plus+ Complete®**

*Juice Plus+ Complete®* is a whole food based powdered drink mix that provides balanced nutrition in every scoop. *Juice Plus+ Complete®* is made from all non-GMO ingredients and is 100% plant based. It's gluten free, it's low in fat and it contains no cholesterol, no artificial flavors, no artificial colors, and no preservatives. And it tastes great too, thanks to our unique, all-natural Sweetener Blend.

*Juice Plus+ Complete®* is an excellent source of protein and fiber. Each serving of our proprietary Protein Blend provides 13 grams of minimally processed, water-washed soy and other natural proteins. Each serving of our proprietary Fiber Blend provides 8 grams of fiber – both soluble and insoluble.

**Ingredients**

Proprietary Protein Blend [low processed soy protein, chickpea powder, pea protein, rice protein, tofu powder (soybeans, calcium sulfate)], Proprietary Fiber Blend [natural gums (arabic, guar, and xanthan), fructooligosaccharides, plant cellulose, soy fiber, rice bran, pectin, apple fiber], Natural Sweetener Blend (organic evaporated cane juice, stevia), Cocoa (processed with alkali), Natural Flavor, Ancient Grain Blend (broccoli sprout, alfalfa sprout, radish sprout, organic amaranth, organic quinoa, organic millet), calcium (as citrate, phosphate, carbonate, ascorbate), Carrageenan, Sea Salt, Proprietary Powder Blend (pumpkin powder, pomegranate powder, spirulina powder, yucca powder), Natural Enzyme Blend, niacinamide, vitamin D2, soy lecithin, pyridoxine hydrochloride, riboflavin, thiamine mononitrate, vitamin B12.

**Contains soybean.**

**How to Prepare Juice Plus+ Complete®:**

Add a scoop (1/3 cup) of **Juice Plus+ Complete®** powder to one cup of skim milk, soy milk, rice milk, fresh juice, or cold water. Stir, shake, or blend until smooth. For added nutrition and variety, experiment with additional wholesome ingredients such as fruits and berries.

**Juice Plus+ Complete® can be used in a number of ways:**

**As a healthful on-the-go breakfast, lunch, or dinner:** Get a great nutritional start on the day – or stay fueled throughout your day.

**As a healthful snack:** Juice Plus+ Complete® is a tasty substitute for empty calorie snacks.

**As a pre-workout energy drink:** Slow-releasing, low-glycemic carbohydrates combine with high-quality plant-based proteins to help prepare you for exercise.

**As a post-workout recovery drink:** Replenish your energy levels with the balanced nutrition of Juice Plus+ Complete®.

# JUICE PLUS+ CAPSULES

Juice Plus+ Orchard, Garden & Vineyard Blends provide the best of whole food based nutrition, including juice powder concentrates from 26 different fruits, vegetables and grains.

Everyone wants to eat right and maintain a healthier lifestyle, whether you're a busy mom hustling to feed on-the-go children, a business traveler trying to stay fit, or an active boomer keeping up with grandkids.

All of us try to eat better for good health, but a healthy diet is often a challenge.

We simply don't eat enough fruits and vegetables. And that hurts our health and wellness. Juice Plus+ helps bridge the gap between what you should eat and what you do eat every day.

Not a multivitamin, medicine, treatment or cure for any disease, Juice Plus+ is all-natural and made from quality ingredients, carefully monitored from farm to capsule so you can enjoy improved nutrition and wellness.

Juice Plus+ is the most thoroughly researched brand name nutritional product in history, studied at prestigious hospitals and research centers around the world, with the results of more than [30 clinical studies](#) published in respected medical and nutrition journals.

## Juice Plus+ Vineyard Blend Capsules (berries and grapes)



**Juice PLUS+**  
VINEYARD BLEND +

blended grape & berry juice powders

120 capsules  
NET WT. 3.4oz. (90g)

**The next best thing to berries and grapes.**

- + concord grape
- + blueberry
- + cranberry
- + blackberry
- + black currant
- + bilberry
- + raspberry
- + red currant
- + elderberry

**Directions:** Take two capsules every day with a meal and a glass of water.

**Ingredients:** Fruit juice powder and pulp from Concord grape, blueberry, cranberry, blackberry, bilberry, raspberry, red currant, black currant, elderberry, green tea, ginger root, grape seed, and artichoke; L-arginine, L-carnitine, gelatin, d-alpha tocopherol, silicon dioxide, calcium ascorbate, vegetable derived magnesium stearate, natural enzyme blend, coenzyme Q10, folic acid.

This product is gluten free; contains no artificial colors, flavors, or preservatives; and contains no added starch.

Keep out of the reach of children. Store in a cool, dry place.

Formulated for and distributed by:  
NSA  
140 Crescent Drive  
Collierville, TN 38017

**NSF**  
Certified  
Product of USA  
L-F7862/12

Nutrition Facts	
Serving Size 2 capsules (1.5g)	
Servings Per Container 60	
Amount Per Serving	
<b>Calories</b> 5	Calories from Fat 0
% Daily Value*	
<b>Total Fat</b> 0g	<b>0%</b>
<b>Sodium</b> 0mg	<b>0%</b>
<b>Total Carbohydrate</b> <1g	<b>&lt;1%</b>
<b>Protein</b> 1g	
Vitamin E	80%
Vitamin C	70%
Folate	90%

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, sugars, calcium, or iron.

\*Percent Daily Values are based on a 2000 calorie diet.



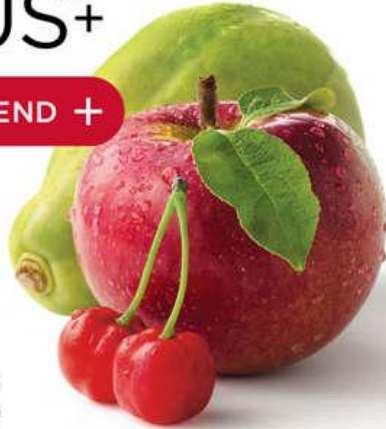
## Juice Plus+ Orchard Blend (fruit)

*Juice*  
**PLUS+**

ORCHARD BLEND +

blended fruit  
juice powders

120 capsules  
NET WT. 3.4oz. (90g)



### The next best thing to fruits and vegetables.

- + apple
- + pineapple
- + peach
- + acerola cherry
- + orange
- + cranberry
- + papaya

**Directions:** Take two capsules every day with a meal and a glass of water.

**Ingredients:** Fruit juice powder and pulp from apple, cranberry, orange, pineapple, acerola cherry, papaya, peach; gelatin, calcium ascorbate, citrus pectin, beet root powder, citrus bioflavonoids, glucomannan, natural enzyme blend, d-alpha tocopherol, beta carotene, date fiber, prune fiber, *Dunaliella salina*, *Lactobacillus acidophilus*, folic acid.

This product is gluten free; contains no artificial colors, flavors, or preservatives; and contains no added starch.

Keep out of the reach of children.  
Store in a cool, dry place.

Formulated for and distributed by: NSA  
140 Crescent Drive  
Collierville, TN 38017



Product of USA  
L-F7862/12

### Nutrition Facts

Serving Size 2 capsules (1.5g)  
Servings Per Container 60

#### Amount Per Serving

**Calories 5** Calories from Fat 0

% Daily Value\*

**Total Fat** 0g **0%**

**Sodium** 5mg **<1%**

**Total Carbohydrate** 1g **<1%**

**Protein** <1g

Vitamin A (100% as beta carotene) 110%

Vitamin E 70%

Vitamin C 320%

Folate 35%

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, sugars, calcium, or iron.

\*Percent Daily Values are based on a 2000 calorie diet.

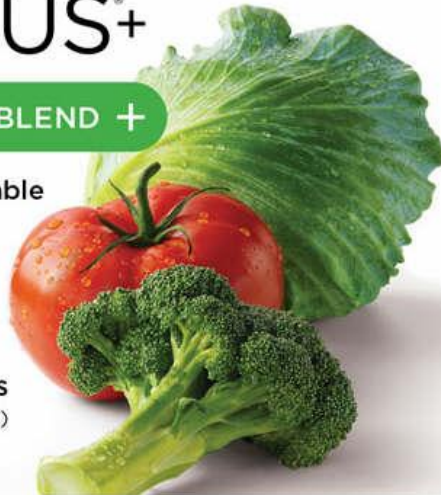
## Juice Plus+ Garden Blend Capsules (vegetables)

*Juice*  
**PLUS+**

GARDEN BLEND +

blended vegetable  
juice powders

120 capsules  
NET WT. 3.4oz. (90g)



### The next best thing to fruits and vegetables.

- + carrot
- + parsley
- + beet
- + kale
- + oat bran
- + broccoli
- + cabbage
- + spinach
- + tomato
- + rice bran

**Directions:** Take two capsules every day with a meal and a glass of water.

**Ingredients:** Vegetable juice powder and pulp from carrot, parsley, spinach, broccoli, kale, cabbage, tomato, beet; gelatin, glucomannan, cellulose, calcium ascorbate, calcium carbonate, beta carotene, natural enzyme blend, d-alpha tocopherol, sugarbeet fiber, garlic powder, oat bran, rice bran, mixed tocopherols, *Dunaliella salina*, folic acid, *Lactobacillus acidophilus*.

This product is gluten free; contains no artificial colors, flavors, or preservatives; and contains no added starch.

Keep out of the reach of children.  
Store in a cool, dry place.

Formulated for and distributed by: NSA  
140 Crescent Drive  
Collierville, TN 38017



Product of USA  
L-F7862/12

### Nutrition Facts

Serving Size 2 capsules (1.5g)  
Servings Per Container 60

#### Amount Per Serving

**Calories 5** Calories from Fat 0

% Daily Value\*

**Total Fat** 0g **0%**

**Sodium** 5mg **<1%**

**Total Carbohydrate** 1g **<1%**

**Protein** <1g

Vitamin A (100% as beta carotene) 140%

Vitamin E 80%

Vitamin C 70%

Folate 70%

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, sugars, calcium, or iron.

\*Percent Daily Values are based on a 2000 calorie diet.

# FREQUENTLY ASKED QUESTIONS

**Q1:** Who is a good candidate for the Juice Plus+ Transform40 Plan?

A: Everyone who wants to reach their own peak of health and personal vitality, or just make significant progress in that direction. You may want to lose a few pounds, you may want more energy or to sleep better at night. You may want to improve your level of fitness and know that good nutrition plays a huge part in that. You may want to get off some of those medications you “have to” take.

Juice Plus+ products are whole-food based (not a supplement). They contain no dairy or wheat; they are gluten-free and NON-GMO. *“Every condition benefits from good nutrition.”* Nevertheless, please talk to your Representative and/or physician regarding any concerns you may have. They will help guide you through the plan at an appropriate pace as necessary.

There is something for everyone in the Juice Plus+ Transform40 Plan (JPT).

**Q2:** What are the typical results I can expect to see?

A: Replacing 2 meals a day with the Juice Plus+ Complete shakes, cuts calories and replaces those meals with whole food. That helps boost the metabolism and shrink the stomach, so overeating is less likely. Results like these are common (and supported by Juice Plus+ clinical research):

- Improved Immunity
- Better Sleep
- More Energy
- Fewer Sugar and Fat Cravings
- Healthier Skin, Hair and Nails
- Healthy Weight
- Increased Muscle Mass
- Decreased Need for Medications
- Better Digestion
- Decreased Allergies
- Reduced Inflammation
- ...the list goes on and on with a cleaner diet.

**Q3:** Why do you suggest starting with only 1 of each capsule of the Juice Plus+ Trio and 1 Complete shake every day in week 1?

A: Some people are simply not used to that much powerful nutrition and fiber; we prefer they ease into it. There is also a gentle cleansing that takes place when you make changes like these – mostly unnoticed if you start as recommended. To understand ‘cleansing’ please read [this](#).

**Q4:** The Juice Plus+ Transform40 Plan is 6 weeks long; what then?

A: The JPT Jump Start lasts 6 weeks, followed by a "lifetime" at the week 7+ level. We find that 6 weeks is long enough to establish healthy habits that will last a lifetime.

**Q5:** Can I replace Lunch with Juice Plus+ Complete instead of Breakfast or Dinner?

A: Yes, but ... many people skip breakfast and that's a big mistake, so a Juice Plus+ Complete smoothie would be a much better choice. If you are disciplined and can eat a healthy dinner early enough and not snack afterwards, then fine: go ahead and replace lunch.

**Q6:** What Juice Plus+ products should I order at the start?

A: Here is the [Order Form](#). The Plan calls for two orders of Juice Plus+ Complete and the Juice Plus+ Trio, paid on monthly installments; this spreads the cost over 4 months. Four pouches of Juice Plus+ Complete provide 60 servings about \$2 a piece. You also have the privilege of sponsoring a child (aged 4 or over) or a college student in our Children's Health Study; they eat Juice Plus+ free (for up to 4 years!)

**Q7:** How much will the JPT Plan cost me?

A: \$4.33 per day over 4 months – less than a designer coffee! The cost of the 6 week JPT Jump Start plus 10 weeks of 'lifetime' consumption is \$129.75 per month for 4 months (plus sales tax where applicable.) In addition, with your second shipment (in month 5), you can receive 2 pouches of Complete free (a \$61.50 value.) The average meal in America costs \$3-10 so even if you add some good stuff to your smoothie, after a month you should see a difference in your food bills. During the 'lifetime' phase the cost drops to \$3.40/day (a shake every other day).

**Q8:** How can I best stay motivated to follow the JPT Plan?

A: First, understand this truth - "To stay motivated to do anything that involves changing a behavior, I have to keep my eyes on the prize," says Dave Ramsey. So set a goal and commit.

Second – go public and stay connected; sharing a goal with someone you trust, who will hold you accountable, is the best way to achieve any worthwhile objective. Share your story in our facebook group; then keep us posted - how you are feeling and what you are doing for exercising, meals, shakes, etc. We are all helping to motivate, inspire and keep each other accountable.

**Q9:** It's tough to be disciplined and stick with the Plan every day; do you have any tips?

A: Concentrating on odd and even hours throughout the day helps us remember:

1. Even Hours (8am, 10am, 12pm, 2pm, 4pm and 6pm) - Think "E" for even = "E" for EAT! Try making these the hours to stop and eat something. 8am and 6pm can be when you do your shakes. 12pm can be your heart healthy lunch. 10am, 2pm and 4pm can be your clean snacks like fruit, veggies, nuts, etc.

2. Odd hours (7am, 9am, 11am, 1pm, 3pm, 5pm and 7pm) - Think "O" for odd = "O" for Oh...I need to drink a glass of water!

At first you may notice you are using the bathroom frequently, but your body will adjust. Water is IMPERATIVE to flushing toxins out of the body and keeping it hydrated. We simply don't drink enough H<sub>2</sub>O!

Some of us are using smartphone apps like [Water Your Body](#) to help keep us on track.

**Q10:** What are my options about coffee?

A: First, we recommend gradually cutting back on your coffee consumption, eventually (if possible) cutting it out completely. As you can see from the Plan, we recommend drinking lots of water; green tea is also a great option. Even though the popular press tells us coffee is healthy, dehydrates us and slows our metabolism, so we burn fewer calories. Caffeine also stimulates Cortisol production; that's the stress hormone, and higher levels encourage our body to store fat.

**Q11:** What Happens When You Skip a Meal or a Snack?

A: Your body's metabolism slows down to make the food/fuel you gave it hours ago last longer. Your blood sugar drops, leaving you feeling cranky and light headed. You overeat at the next meal, to make up for the dip in blood sugar. Some benefits of eating 5 times a day are:

- Less hunger and less overeating
- More energy and a more positive outlook
- More stable blood sugar
- Fewer cravings for unhealthy foods

**Q12:** Could I become a Representative and save on the cost of my own product?

A: The cost to become a representative is \$50 a year. Your 'rebate' on 2 orders of Complete would be \$32.00, and on the Trio \$37.00. This would cover your annual fee and set you up for the same or more savings in future. *Get friends and family to transform with you to help cover your own costs and begin to create a solid residual income.*

