



# PREVENTION Plus+

THE HEALTH & WELLNESS NEWSLETTER  
FROM THE MAKER OF JUICE PLUS+®

## New Health Study Reports Positive Changes for Juice Plus+® Families



What happens when families add Juice Plus+® to their diets? Preliminary results from a new health survey provide a number of not-so-surprising answers.

Some 90% of the first 3,500 families to respond to the **Juice Plus+® Children's Health Study** reported significant improvement in their children's health and nutrition after less than one year of taking Juice Plus+®.

The JPCHS is a large-scale, multi-year health survey designed to determine what effect adding a whole food based supplement like Juice Plus+® to the family diet can have on the health of both children and their parents.



"We're asking families about health- and nutrition-related issues that really matter to them," explains **Kathryn Boschert**, Executive Director of the Juice Plus+® Children's Research Foundation. "Is your child missing less school? Are you missing less work? Are you and your child going to the doctor less often? Are you starting to take less over-the-counter medication or less prescription drugs?"

Adult respondents to study questionnaires have reported that a whole host

of good things have been happening to their children ages 6-15 since they started taking Juice Plus+®.

79% reported that their children have become more aware of their health in general. And 90% reported some type of positive result:

- 38% of the children had been to the doctor less often and 31% reported missing less school.
- 29% were taking less over-the-counter medication, while 20% were taking less prescription drugs.
- Academic performance and athletic participation were dramatically improved, and nearly one-third reported an improvement in image and self-esteem.

Nutritional habits have been changing as well:

- 55% of the children were drinking more water and 53% consuming less soft drinks or fast food.
- 35% were eating more fruits or vegetables in addition to taking Juice Plus+®.

Adult participants reported similar improvements in their health and nutrition. (See side bar on next page.)

"These results confirm what I've seen before in my own pediatric practice," says **Dr. William Sears**, a member of the Children's Research



### Inside...

*Juice Plus+® Health Study expands to Europe and Australia*

*Prevention Plus+ Profile: John J. Corcoran, M.D.*

*Juice Plus+® helps St. Jude Children's Research Hospital®*

(continued on next page)



### Adults see positive changes, too.

Adult respondents to the Juice Plus+® Children's Health Study reported improvements in their own health and nutrition similar to what they saw in their children.

- Some 78% had become more aware of their health in general; and 85% had some specific positive results to show for it.
- 24% had been to the doctor less often, while 21% reported missing less work due to either their own or their child's illnesses and/or doctor's visits.
- 17% were taking less over-the-counter medication; 12% were taking less prescription drugs.
- 63% were drinking more water and 58% consuming less soft drinks or fast food.
- 52% were actually eating more fruits or vegetables in addition to taking Juice Plus+®.

## Children's Health Study Goes Global

The Juice Plus+® Children's Health Study, which started in the U.S. and Canada, has now expanded to Australia and New Zealand, as well as eight countries in Europe, including Germany, Italy and the U.K.

"Expanding the study into other countries will help the research in two ways," Foundation Director Boschert explains. "First, it may help us identify some cultural differences in the nutrition/health equation. Second, it will help us increase our sample size and the sensitivity of the research by allowing us to enroll a larger number of participants in the study over a shorter period of time."

"We've already enrolled more than

20,000 families in North America alone," Boschert adds. "This is clearly going to be one of the most comprehensive health studies of its kind."

She points out that, unlike previous research conducted on Juice Plus+® such as the Bio-availability, DNA and Immune System Studies, the Children's Health Study is not a clinical study. "It's a health survey," she explains. "It's very different in both purpose and design from previous Juice Plus+® research."

"We're not analyzing blood plasma or DNA. We're learning from thousands of individuals over the course of up to three years what kinds of 'real world' changes people can expect when they take Juice Plus+®."

## Children's Health Study Results *(continued from page 1)*

Foundation Advisory Committee.

"Parents come back after six months and say 'Gosh, you know, we've had Suzie and Johnny on Juice Plus+® all winter and they haven't been sick as much.' It's no surprise to me that families participating in the Health Study are experiencing these kinds of benefits."

Dr. Sears reminds us why whole food based Juice Plus+® is so important. "The nutrition provided by Juice Plus+®—the phytonutrients and the antioxidants like vitamin C, vitamin E, beta carotene—are like a 'doctor within.' If kids would sit down and eat a big plate of broccoli and kale and the other good things that are in Juice Plus+®, then you wouldn't need supplements. But the fact is they don't."

That's why there's Juice Plus+® . . . and why new research suggests it's making such a big difference in the lives of families everywhere.

*For a summary of preliminary Children's Health Study results, visit the Foundation website at [www.childrensresearch.org](http://www.childrensresearch.org) or Dr. Sears' website at [www.askdrsears.com](http://www.askdrsears.com).*

JUICE PLUS+®  
Children's Research  
Foundation



## Prevention Plus+ Profile: John J. Corcoran, M.D.



**Home:**  
Lancaster, PA

**Specialty:**  
Obstetrics &  
Gynecology

"I love OB/GYN because it lends itself to the treatment of the entire woman, from adolescence to motherhood to menopause and beyond."

**Medical training:** Graduated 1961 from Georgetown University School of Medicine in Washington, DC; interned at Misericordia Hospital in Philadelphia, PA; served his residency at Wilford Hall USAF Hospital, Lackland Air Force Base, San Antonio, TX; was certified by The American Board of Obstetricians & Gynecologists in 1969.

**Career shift:** Reached the rank of Major in the U.S. Air Force Medical Corps before resigning in 1970 and beginning 30 years of private practice in Lancaster, PA.

**Positions:** Former Chairman of the

Department of Obstetrics & Gynecology, Lancaster General Hospital; former member of the Executive Committee of the Pennsylvania Medical Society House of Representatives; member of the Advisory Committee of the Juice Plus+® Children's Research Foundation.

**Health advice:** "You are responsible for your own healthcare outcomes. You need to become more informed so that you can enter into a cooperative relationship with your healthcare provider."

**Why he recommends Juice Plus+® to his patients:** "I've always emphasized the importance of nutrition in treating and preventing disease. After reviewing the extensive literature and research on whole food nutrition in general and Juice Plus+® in particular, I was so impressed that I incorporated Juice Plus+® into my practice.

"Using Juice Plus+® has been beneficial to my patients and encouraging to me. Now we're starting to quantify similar results across thousands of families with the Juice Plus+® Children's Health Study."

*"You are responsible for your own healthcare outcomes."*

Dr. John Corcoran is one of many prominent healthcare professionals speaking to audiences around the world as part of our Prevention Plus+ Health Education Series. If you'd like to attend a Prevention Plus+ Seminar in your area, ask your Juice Plus+® distributor or call our Preferred Customer Hotline at 1-800-347-4014.

## St. Jude Memphis Marathon Presented by Juice Plus+®

Juice Plus+® is joining forces with St. Jude Children's Research Hospital® this year by becoming lead sponsor of the new St. Jude Memphis Marathon.

"We're proud to associate Juice Plus+® with St. Jude, the most prestigious children's research hospital in the world," says spokesperson **Ron Watkins** of NSA, the maker of Juice Plus+®, "and we're pleased to help them raise money by becoming their lead sponsor. We see this as a great opportunity to continue to give back to the community that has been our home for our entire 32 years."

Like NSA, St. Jude Children's Research Hospital is located in Memphis. The hospital is arguably the world's premier center for research and treatment of catastrophic diseases in children, primarily pediatric cancers. St. Jude was founded in 1962 by entertainer Danny Thomas to fulfill his dream



**St. Jude Children's  
Research Hospital**

ALSAC • Danny Thomas, Founder

that "no child should die in the dawn of life because of cancer or other catastrophic diseases."

Research at St. Jude is directed toward identifying cures for catastrophic diseases and promoting their prevention. It is the only pediatric research hospital supported by a National Cancer Institute cancer center support grant. To date, St. Jude has treated more than 17,000 children from across the United States and 60 foreign countries—from Argentina to China.

*(continued on next page)*

## Juice Plus+® helps St. Jude Children's Research Hospital® (continued from page 3)



Ron Watkins

"We're pleased to play a role in helping the doctors, nurses, scientists and researchers of St. Jude give these children a fighting chance," Watkins adds.

The *St. Jude Memphis Marathon presented by Juice Plus+®* will be held on Saturday, December 7 this year. It will serve as the Tennessee State Championship for marathoners as well as a qualifier for the Boston Marathon. All proceeds from the race will go to St. Jude, making Memphis the only major marathon in the country to benefit a single charity.

St. Jude is supported almost entirely by funds from volunteer contributions and fund-raising events like the Memphis Marathon. The hospital announced a five-year expansion plan in 1999 that will greatly bolster its research efforts. The \$1 billion expansion will include the founding of the St. Jude Children's Infection Defense Center and the St. Jude Genetic Diseases Center.

"One of the wonderful things about St. Jude is that no family has to pay a penny for treatment," Watkins points out. The hospital covers all costs of care beyond those reimbursable by third-party payments, and pays the total cost when no insurance is available.

### To learn more about St. Jude Children's Research Hospital . . .

you can visit their website at [www.stjude.org](http://www.stjude.org). St. Jude also regularly airs a television special featuring Marlo Thomas, hospital founder Danny Thomas' daughter. To find out when the special will be airing in your area, call 1-800-822-6344 or send an email to [donors@stjude.org](mailto:donors@stjude.org).



955367