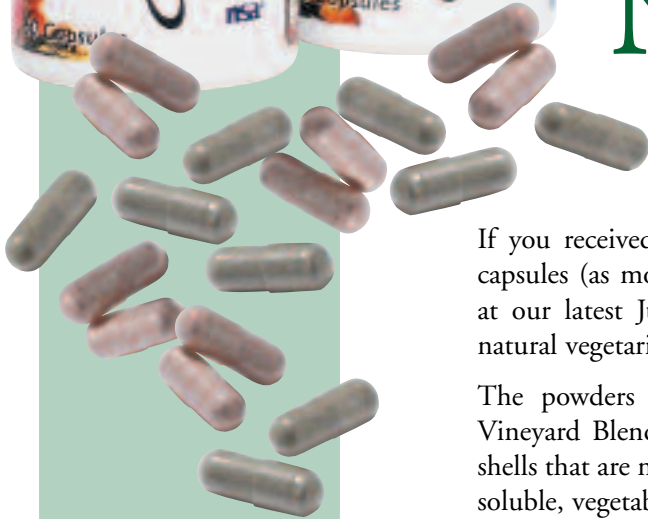


JUICE PLUS+® PREVENTION *Plus*+®



New *vegetarian* capsules!

If you received this newsletter in a carton of Juice Plus+® capsules (as most people do), open a bottle and take a look at our latest Juice Plus+® product improvement: our new, natural vegetarian capsules.

The powders in Juice Plus+® capsules and Juice Plus+® Vineyard Blend are now encapsulated in vegetarian capsule shells that are manufactured from pullulan – a natural, water-soluble, vegetable-based ingredient.



John Blair

“Our new pullulan capsule is the next generation of vegetarian capsule,” says John Blair, Vice-President of Product Development for NSA, the maker of Juice Plus+®, “representing the latest advancements in capsule technology.” The new vegetable-origin capsule is all natural, starch-free, preservative-free, gluten-free, and non-GMO (i.e., not made from genetically modified sources). The new capsule is also Kosher and Halal certified and complies with the latest FDA regulations concerning food allergens.

“We’re committed to making Juice Plus+® the very highest quality product possible – in every way,” Blair affirms. “Even though these new vegetarian capsules cost a little more, we believe they are more consistent with the whole food based philosophy of Juice Plus+® and will be much more popular with *all* of our customers – consumers who understand that ‘closer to nature’ is best.”

NSA had long been interested in moving away from animal-based gelatin capsules to vegetarian ones. The problem, according to Blair, was that the previous generation of vegetarian capsules simply didn’t meet the high standards and requirements of Juice Plus+®. “Earlier vegetable-origin capsules provided a very porous barrier to oxygen, resulting in a much higher rate of oxidation and the resulting deterioration

(continued on back cover)

Inside...

*More clinical research:
Juice Plus+® reduces
exercise-induced
oxidative stress*

*Prevention Plus+ Profile:
Karen A. Jones, M.F.T.*

Clinical research update: Juice Plus+® reduces oxidative stress.

A recent study by investigators at the **University of North Carolina, Greensboro (UNCG)** found that Juice Plus+® was as effective as high amounts of isolated vitamins C and E in reducing a marker for oxidative stress associated with aerobic exercise. The study was published earlier this year in the peer-reviewed journal *Medicine & Science in Sports & Exercise*, the official journal of the **American College of Sports Medicine**.

Most of us associate regular exercise with better health and wellness – and that’s a fair assumption. But exercise also causes an increased need for oxygen, which generates destructive *free radicals*. When the body has too little antioxidant protection against these free radicals a condition known as *oxidative stress* occurs. A growing body of evidence suggests that oxidative stress is a contributing factor to various degenerative diseases, including diabetes, certain cancers, and heart disease.

Obviously, the duration and intensity of exercise affects the degree of free radical formation and oxidative stress. For this reason, physically active people have an even greater need for antioxidant defense.



Alan H. Goldfarb, Ph.D.

In earlier research on exercise-induced oxidative stress, **Dr. Alan H. Goldfarb** and his fellow investigators in the **Department of Exercise and Sports Science** at UNCG had established the positive effect of high doses of antioxidant vitamins E and C on helping offset the oxidative stress resulting from aerobic exercise.

Juice Plus+®, of course, contains vitamin E and vitamin C, along with a wide variety of natural antioxidants and other phytonutrients. So, Dr. Goldfarb and his team decided to conduct a randomized, double-blind, placebo-controlled study to determine whether the *much lower levels* of vitamins E and C in Juice Plus+® (approximately one-fourth the levels of the isolated vitamins E and C that had been tested) could – in combination with the other phytonutrients in the product – have as positive an effect on aerobic exercisers as the *much higher doses* of isolated vitamins E and C.

The researchers had initially assumed that the isolated vitamin supplements would provide greater protection against oxidative stress than the Juice Plus+® since the isolated supplements contained much higher doses of antioxidant vitamins.

The study's conclusion surprised even the researchers.

Juice Plus+® – with its antioxidant blend containing substantially lower amounts of vitamins E and C – provided antioxidant protection against exercise-induced oxidative stress equivalent to that of much higher doses of isolated vitamins E and C.

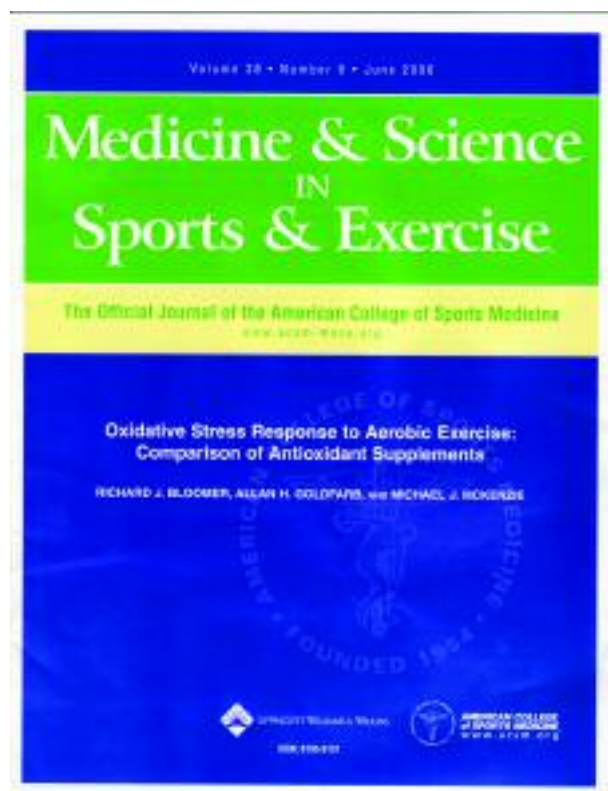
This is important for three reasons.

First, a growing number of reports suggest that high doses of isolated antioxidant vitamins may not be beneficial – and may even be harmful – to health. Juice Plus+® has not been shown to have any harmful effects over the course of nine published clinical studies and almost fourteen years of use by consumers around the world.

Second, with Juice Plus+®, you get not only reasonable amounts of vitamins E and C, but also a variety of other phytonutrients.

Third, it has been demonstrated in other clinical research that Juice Plus+® not only reduces oxidative stress but also helps support the immune system, protect

(continued on next page)



Bloomer, Goldfarb, et al. Oxidative stress response to aerobic exercise: comparison of antioxidant supplements. *Medicine & Science in Sports & Exercise* 2006; 38 (6): 1098-1105.



Prevention Plus+ Profile: Karen A. Jones, M.F.T.

Home: Laguna Beach, CA

Medical Specialty: Licensed psychotherapist in private practice in Orange County, California for more than 25 years.

Education: B.A. in psychology, Southern Connecticut State University; M.S. in clinical and community psychology, California State University-Fullerton.

Current clinical position: For the past 15 years, Director of Psychological Services at the Center for Special Immunology, which provides specialized treatment for people with HIV, Chronic Fatigue Syndrome, and other immune disorders.

Professional accomplishments: Nationally recognized lecturer and published researcher in the fields of medication adherence, HIV and women, and the psychosocial aspects of chronic illnesses. Presented results of her research in the areas of neuropsychology, alcoholism, and attitudes toward women with HIV at the annual conference of the American Psychological Association and The National Council on Alcoholism.

Professional affiliations: American Psychological Association; American Association for Chronic Fatigue Syndrome; California Association of Marriage and Family Therapists; California State Psychological Association.

Philanthropy: Founded the Laguna Beach HIV Commission and the Orange County Women's HIV Task Force. Recipient of numerous awards, including the Orange

County Health Care Agency Distinguished Service Award, the AIDS Services Foundation's Distinguished Service Award, and Orange Coast Woman of the Year.

Health advice: "Parents worry about – and spend vast sums of money on – their children's intellectual and social development, often not realizing that a basic building block for both is good nutrition. In fact, many behavioral and developmental difficulties can be nutritionally based. Parents today must provide not only a psychologically sound but also a nutritionally rich foundation from which their children can grow and prosper."

Why she recommends Juice

Plus+®: "Good nutrition is essential to the health of our bodies and the functioning of our brains. Juice Plus+® is a wonderfully easy way for people of all ages to improve their nutrition. Given the growing body of peer-reviewed research, I recommend it unequivocally."

"Good nutrition is essential to the health of our bodies and the functioning of our brains."

Karen Jones is one of the many health professionals speaking to audiences around the world as part of our Juice Plus+® Prevention Plus+ Health Education Series. If you'd like to attend a Prevention Plus+ Seminar in your area, ask your Juice Plus+® representative or call our Juice Plus+® information line at 1-877-JUICEPLUS (1-877-584-2375).

"Juice Plus+® provided antioxidant protection equivalent to much higher doses of isolated vitamins E and C."

DNA, and promote cardiovascular wellness.

Regular exercise is an important part of a healthy lifestyle. But exercisers – whether weekend warriors or professional athletes – need additional antioxidant protection. Juice Plus+® clearly provides more of that protection without the potential risks associated with taking much higher levels of isolated vitamins.

This is the ninth clinical study published on Juice Plus+® in leading peer-reviewed scientific journals. Twelve more clinical studies involving Juice Plus+® are currently underway at lead-



ing universities and research hospitals all over the world. For more information on the UNCG study or on any other aspect of Juice Plus+® clinical research, please contact your Juice Plus+® representative or visit his or her Juice Plus+® website.

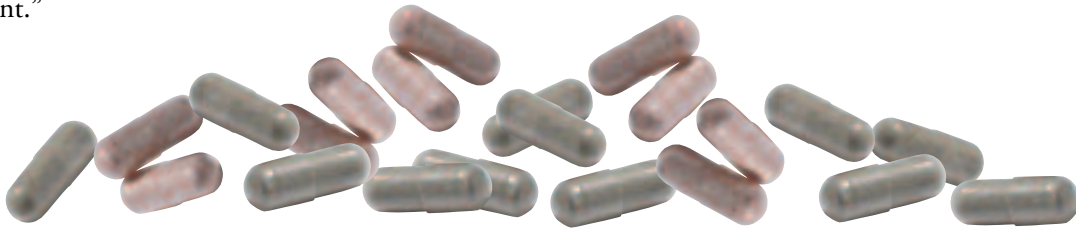
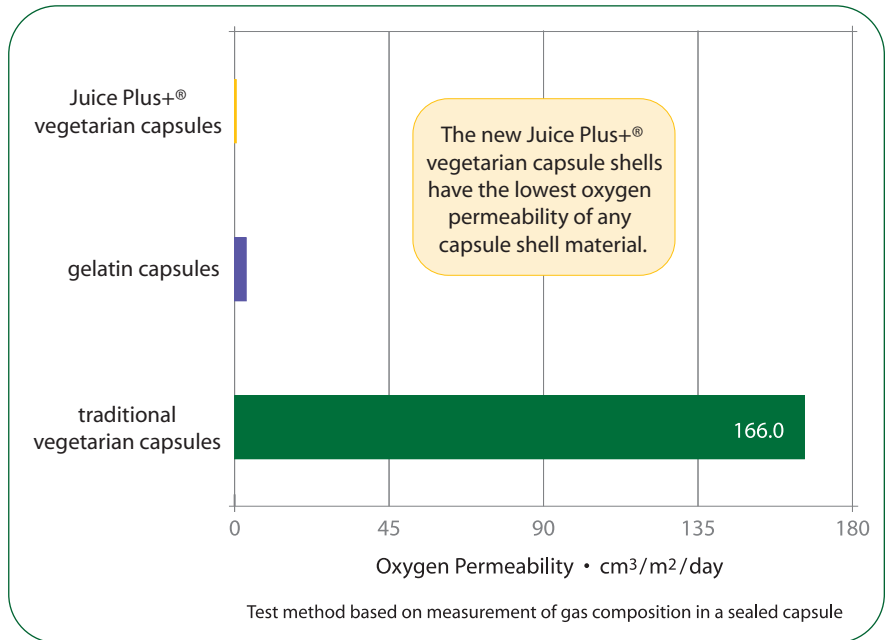
New vegetarian capsules! *(continued from page 1)*

of the product inside,” he explains. “They tended to be drier and more brittle – and more prone to breakage as well.

“Our new vegetarian capsules are easy to digest and break down quickly in the stomach,” Blair offers in contrast. “And they are actually superior to gelatin capsules in two important ways: they are easier to swallow and provide an even greater barrier to oxidation and product deterioration.” [See accompanying graph.]

Blair adds that pullulan is currently used in several other advanced pharmaceutical and consumer product applications – including Juice Plus+® capsules in Japan – and has been rigorously tested for quality and safety.

“We intend to keep Juice Plus+® on the cutting-edge of nutrition,” Blair promises. “Our new vegetarian capsule is just another example of that commitment.”



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