



Children's Health Study: Two Important Changes for Representatives

Change #1:

We're lifting the 30-day restriction for enrolling a customer in the Juice Plus+ Children's Health Study.

Now, any of your customers can enroll in the Children's Health Study at any time.

Change #2:

"Why do I have to pay for a full-year's contribution to support a Children's Health Study customer if they cancel after one carton, or two?"

Fair question. So, we're tweaking how we calculate your automatic contributions to CHS.

Effective with your January business, and February paycheck, **your contributions for new CHS customers will no longer be charged upfront for a full year at a time. Instead, they will be charged by the installment, or by the shipment!**

- In most situations, the total Children's Health Study field contribution – spread among the sponsoring CHS representative and their upline – will be \$3.75 per monthly installment, \$1 of which will be the sponsor's contribution.
- In the case of the first CHS carton, in the first year, we'll deduct the full \$4 sponsor's contribution for four months upfront – because we also pay the sponsor's full retail profit upfront. Even with first CHS cartons, however, the upline contribution will continue to be charged by the installment.
- Obviously, this installment approach applies only to CHS customers who pay by monthly installment. Contributions for non-installment, pay-in-full customers will be deducted a full carton at a time: \$15 per carton in total, \$4 for the sponsor.

**Automatic Field Contributions to CHS
2018**

	Total Field Contribution *	CHS Sponsoring Representative Share of Total Contribution
First Carton	\$3.75 per installment (x 4)*	\$4 per carton
Second and Subsequent Cartons		
For Installment CHS Customers	\$3.75 per installment (x 4)*	\$1 per installment (x \$4)
For Pay-in-full CHS Customers	\$15 per carton*	\$4 per carton

*spread among the sponsoring representative and their upline

Here's the important news, for you: If your customer cancels after the first carton, your contribution ends there: \$4 for the one shipment – not \$10 for the full year, as is currently the case. Same for your upline. That's the big change.

Contributions for existing CHS customers will begin to be charged this way on their full year anniversary dates. For example, if you just enrolled a CHS customer in December 2017, you would not be switched to this new “pay as you go” approach until December 2018, because you have already been charged for the full year under our previous approach.

Obviously, this change from “full year upfront” to “only contribute to the free product your customer actually receives” significantly reduces the total amount of money we collect from the field to help offset the cost of the free CHS product. (The company already covers most of that cost.) So, we've increased the total field contribution for a CHS customer who completes a full year by \$10 overall, from \$35 to \$45 annually; and by \$2 for the sponsoring representative, from \$10 to \$12 annually. While this doesn't fully recover all of the field contribution revenue we lose from this change, it helps us offset it.

We try to improve every aspect of what we do at The Juice Plus+ Company. We want any additional fees we charge – such as your contributions to help us offset the cost of free product in CHS – to be as low as possible and to be as fair as possible to everyone.

Thank you as always for your support and understanding.

We hope you're having a healthy and happy start to your 2018.