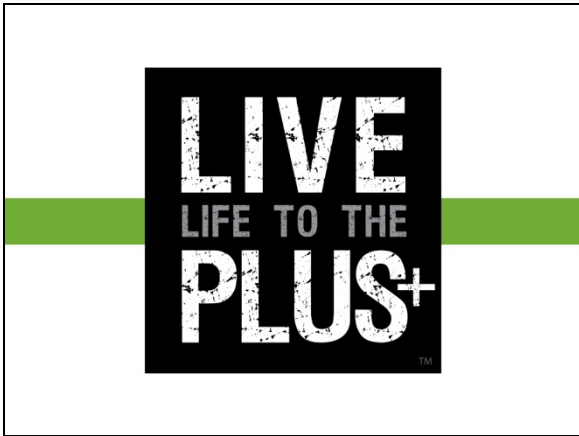


Live Life to the Plus Presentation – Speaker Notes



COVER

Hello everyone and welcome to our presentation.

My name is _____ (briefly tell everyone about you – i.e. I'm married with 2 children, I'm a teacher, business owner etc.)
I'm glad you set aside some time to explore with us what it means to LLTP.

How much **PLUS+** do **YOU** have in your life?

PAGE 2

SO HOW MUCH PLUS DO YOU HAVE IN YOUR LIFE? Who would like to start us off by answering this question? (Have time of discussion – you will most likely get a variety of answers on a variety of topics.

Well what we want to focus on in the next few moments is how much plus we have in our lives when it comes to our **HEALTH!** We live in one of the richest countries in the world and one of the most unhealthy!

- 1 in 3 people live with some form of cardiovascular disease
- 1 in 3 women will have cancer
- 1 in 2 men will have cancer
- 1 in 3 will have diabetes by 2050
- 1 in 3 is obese
- 116,000,000 living with chronic pain
- Our national healthcare expenditures were 2.6 trillion in 2010 or \$8,327 per capita

“75% of all chronic disease is PREVENTABLE.”
– Bill Sears, M.D.

PAGE 3

Read statistics and Dr. Sears quote.

Live Life to the Plus Presentation – Speaker Notes

“This may be the **FIRST GENERATION** of children to have a **SHORTER** life expectancy than their parents.”

– David Katz, M.D.

- By age 12, many of our children have developed the beginning stages of hardening of the arteries.
- 1 in 3 children is obese.
- 1 in 3 children will develop diabetes.
- Due to obesity, girls in the U.S. are reaching puberty as early as age 7, increasing their risk of breast cancer.
- More than 25% of our children take prescription drugs on a regular basis.
- The American Academy of Pediatrics recommends that children as young as eight can be treated with cholesterol-lowering statin drugs.



PAGE 4

Read quotes and stats.

Living Life to the **PLUS+** includes:

- Consuming more whole foods and less processed foods
- Exercising
- Managing stress
- Drinking water
- Getting adequate sleep
- Practicing prevention



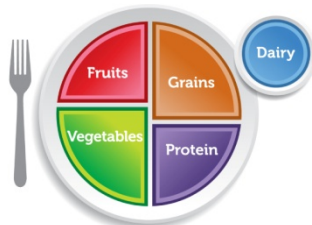
PAGE 5

Read Page.

So how can we really practice prevention?

Importance of **FRUITS** and **VEGETABLES**

To help close nutrient gaps, the USDA now recommends you make half your plate fruits and vegetables at every meal.



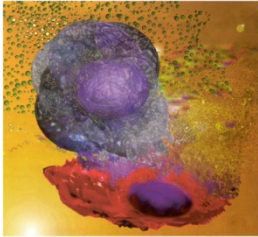
Choose **MyPlate**.gov

PAGE 6

The best way to prevent is to understand the Importance of Fruits and Vegetables. The Food Pyramid has been replaced with the new American plate ½ of our meal 3 times per day should be fruits and vegetables.

The government is recommending a huge variety of fruits and vegetables daily – but why?

Why **FRUITS** and **VEGETABLES**?



Healthy cells are your body's front-line defense against **OXIDATIVE STRESS** at the cellular level.

Fruits and vegetables provide **ANTIOXIDANTS** needed for healthy cell performance.

PAGE 7

Read slide.

So we need to add a lot more fruits and vegetables to our diets! And LLTP means eating a huge variety of fruits and vegetables every day.

Optional Comment:

Show some media articles about fruits and vegetables protecting against disease.

I want to share with you a few articles that I have collected...

Bridging the Gap with **JUICE PLUS+®**

"The next best thing to fruits and vegetables"



- 25 fruits, vegetables, berries, grains
- Juiced and dried at low temperatures
- Clinically proven
- Supported by leading health professionals
- NSF Certified



PAGE 8

Read slide and then show DVD of your choice (i.e. Whole Truth Revisted, Bridging the Gap etc.)

JUICE PLUS+® is whole food based

Unlike traditional vitamin supplements, Juice Plus+® contains naturally occurring phytonutrients from the fruits, vegetables and berries themselves.

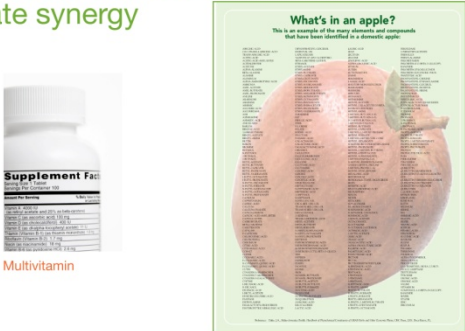


SLIDE 9

Read slide and read the ingredients of each blend.

Live Life to the Plus Presentation – Speaker Notes

PHYTONUTRIENTS
create synergy



Multivitamin

What's in an apple?
This is an example of the many elements and compounds that have been identified in a domestic apple.

PAGE 10

Phytonutrients are PLANT NUTRIENTS that create synergy. This page lists just 400 of possibly 10,000+ ingredients in one apple. If you were to compare this ingredient list to the label on a multi-vitamin there would be quite a difference. You have a little bit of everything in the apple. And all of these ingredients work together (synergy) as a team to protect our bodies. That's why we need to eat so many fruits and vegetables. Americans have turned to vitamins. But science has discovered that we need to get our vitamins and other nutrients from whole foods. We don't have a vitamin deficiency in America; we have a whole food deficiency.

The **MOST RESEARCHED**
nutritional product in the world

- Academic Centre of Dentistry Amsterdam, The Netherlands
- Brigham Young University
- Charité University Medical Centre, Berlin, Germany
- Georgetown University
- King's College, London, England
- Medical University of Graz, Austria
- Medical University of Vienna, Austria
- Tokyo Women's Medical University, Japan
- University of Arizona
- University of Birmingham, England
- University of California, Los Angeles
- University of Florida
- University of Maryland School of Medicine
- University of Milan, Italy
- University of Mississippi Medical Center
- University of North Carolina-Greensboro
- University of South Carolina
- University of Sydney, Australia
- University of Texas Health Science Center
- University of Texas/MD Anderson
- University of Witten-Herdecke, Germany
- University of Würzburg, Germany
- Vanderbilt University School of Medicine
- Wake Forest University (with the NCI-National Institutes of Health)
- Yale University-Griffin Hospital Prevention

PAGE 11

Juice Plus is the most researched nutritional product in the world. This is a list of research institutions who have conducted third party research on Juice Plus.

Optional Comment:

Highlight a couple institutions

You are known by the company you keep.

JUICE PLUS+® and PREVENTION

Clinically proven to put the **PLUS+** into **YOUR LIFE.**




- Absorbed by the body
- Reduces oxidative stress
- Supports a healthy immune system
- Protects DNA
- Positively impacts cardiovascular wellness
- Reduces systemic inflammation
- Supports skin and dental health

PAGE 12

Juice Plus+ and Prevention. Clinically proven to put the PLUS+ into YOUR LIFE. We know from over a decade of research that Juice Plus...

Read Bullets.

This separates Juice Plus+® from every other product in the Market Place.



JUICE PLUS+® and SKIN

Research Shows:

- Better skin hydration
- Improved skin density
- Better circulation



“The kind of beauty that is universally attractive is when your cells are radiating a message of health to the world.”
– Mitra Ray, Ph.D.
Research Biochemist

PAGE 13
Read Slide

JUICE PLUS+® and a HEALTHY SMILE

Research Shows:

- Healthier gums
- Less bleeding
- Reduced inflammation
- Reduced pocket depth
- Tighter & higher attachment of gums to the teeth



“Good nutrition helps you build a better smile from the inside out.”
– Frank Eggleston, DDS
President, American Academy of Restorative Dentists





PAGE 14
Read Slide

JUICE PLUS+® and FITNESS

Research Shows:

- Reduces oxidative stress
- Reduces protein damage
- Decreases inflammation
- Fewer sick days





“Protecting and optimizing cellular health through good nutrition is essential for peak athletic performance.”
– David B. Phillips, M.D.
Iron Man Triathlete

PAGE 15
Read Slide

JUICE PLUS+® and KIDS

- “Kids Eat Free” with the Children’s Health Study
- Kids eat more fruits and vegetables and drink more water
- Kids have fewer doctor visits
- Kids take less prescription and over-the-counter medicine
- 92% experienced a positive benefit of some kind



PAGE 16

Read Slide

Highlight choice of chewables for children and even adults.



“After looking at all the research done on Juice Plus+®, I recognized that there is nothing else available any place in the world, with or without prescription, that has been shown to do those things in the human body.”

– Richard DuBois, M.D.
Infectious Disease Specialist

PAGE 17

Read quote.

So how much PLUS+ do you have in your life? How much do you want? Remember – we need a huge variety of fruits and vegetables daily – Juice Plus will help BRIDGE THE GAP and get you on the road to LLTP!

It's so easy to LIVE LIFE to the PLUS+™

Premium Package

25 fruits, vegetables, berries, and grains

Less than \$2.50 per day



Starter Package

17 fruits, vegetables, and grains

Less than \$1.50 per day

PAGE 18

It's so easy to LLTP – You can begin with the Premium Package which includes 25 fruits, vegetables, berries and grains for less than \$2.50 per day – less than a cup of coffee. Or the Starter Package of 17 fruits, vegetables and grains for \$1.50 - less than a bottle of water.

Receive **FREE PRODUCT** with your second box of Juice Plus+® through the **JUICE PLUS+® EFFECT** program!

Juice Plus+ Vineyard Blend®

Capsules or Chewables

Two month supply free - \$50 Value



Juice Plus+ Complete®

Shake Mix

30 Servings Free - \$50 Value

PAGE 19

And not only can your child receive their Juice Plus free through the Children's Health Study, you can earn some free product as well. As a new customer on either the Premium or Starter Package you will be able to receive a 2 month supply of the JP+ Vineyard Blend or 30 servings of the Juice Plus Complete in both chocolate and vanilla with your 2nd shipment. In order to experience the Juice Plus Effect you'll want to take Juice Plus consistently.

Pass out order forms.