

What the future holds



{ **“We plan to keep Juice Plus+® on the road to becoming ‘America’s Brand Name for Prevention.’”** }

As I travel across North America and talk with NSA distributors and customers, I am almost always asked the following questions:

- What are the reasons that Juice Plus+ has earned its preeminent place in the market today?
- What does the future hold for this wonderful product?

The answers I give are quite simple.

The first thing that separates us from other companies is the way we do our business. Our focus on a single “lead” product, Juice Plus+®, helps keep our message from being lost in a maze of other products.

Many companies in our industry today are opportunity driven. They attract “customers” by offering the promise of income, rather than the stand-alone benefits of the product they sell. In most cases they

by Jay Martin

offer a wide variety of products, many of which are not even related, such as vitamin and mineral supplements, skin care products, and even cosmetics or cleaning products.

Occasionally their distributors even develop loyalty toward a particular product. But most of the time they only become serious “customers” of the product if the opportunity to earn income actually materializes. As we all know, the percentage of those distributors who actually succeed is low, and turnover is extremely high.

The second reason (and in my opinion the most important reason) Juice Plus+® is so successful in the marketplace today — and will continue to be successful well into the future — is our on-going commitment to quality research.

This commitment is explained more fully elsewhere in this issue of *Success Express*. Read it carefully and take it to heart, because we have a very powerful story to tell in terms of the sheer scope and magnitude of our Juice Plus+® research effort.

Today, Juice Plus+® research encompasses tens of thousands of people from all over the world and from all walks of life. We either have studied or are currently studying the effects of Juice Plus+® on women during pregnancy, small children, teenagers, adults of all ages, and even senior citizens. Participants in our studies range from world-class athletes to those suffering from terminal illnesses. Our studies have been conducted at leading universities and research hospitals all over the world by some of the most prominent researchers in their fields.

No company in our industry has ever committed as much time, effort, and money to providing their distributors and customers with top quality research on one single product.

This commitment has paid off, and will continue to pay off. No product has ever enjoyed the support of such a broad range of qualified health profes-

sionals as Juice Plus+®. No customers have ever been as well informed as ours.

What does the future hold? First, a demanding public will continue to want both historical and current information about our Juice Plus+® product.

We are committed to giving them just that.

Second, health professionals will demand even more in terms of the breadth and the thoroughness of our product information.

We are committed to providing them just that.

Third, given our continuing success with Juice Plus+®, we’re bound to see so-called “knock off” products claiming various advantages and occasionally even attempting to discredit us. We welcome good honest competition and believe it can only make us all better. However, we fully intend to use our main competitive advantage — the growing body of quality research on Juice Plus+® and our commitment to future research — to keep Juice Plus+® on the road to what it is already becoming: “America’s Brand Name for Prevention.”



NSA distributors would agree that another reason Juice Plus+® has achieved its pre-eminent status in the marketplace today is the vision and leadership of NSA’s President Jay Martin. His insights into how our business works have led to our uniquely focused marketing approach, to the development of ground-breaking business concepts such as the Juice Plus+® Preferred Customer Program and the NSA Virtual Franchise®, and to new marketing programs such as the Juice Plus+® Children’s Health Study.