



**LIVE**  
**LIFE TO THE**  
**PLUS+**

TM



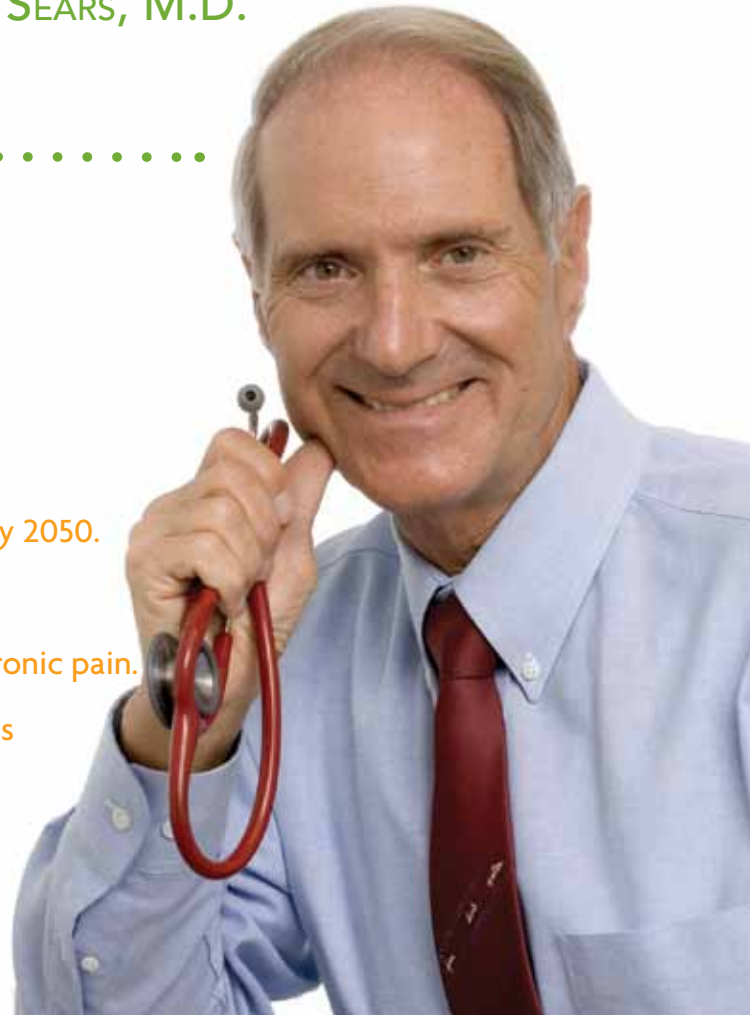
How much **PLUS+** do **YOU** have in your life?



# "75% of all chronic disease is preventable."

BILL SEARS, M.D.

- 
- 1 in 3 people live with some form of cardiovascular disease.
  - 1 in 3 women will develop cancer.
  - 1 in 2 men will develop cancer.
  - 1 in 3 people will develop diabetes by 2050.
  - 1 in 3 is obese.
  - 116 million people are living with chronic pain.
  - U.S. national healthcare expenditures are approaching \$3 billion a year.



“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 today will develop diabetes in their lifetime.
  - 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.



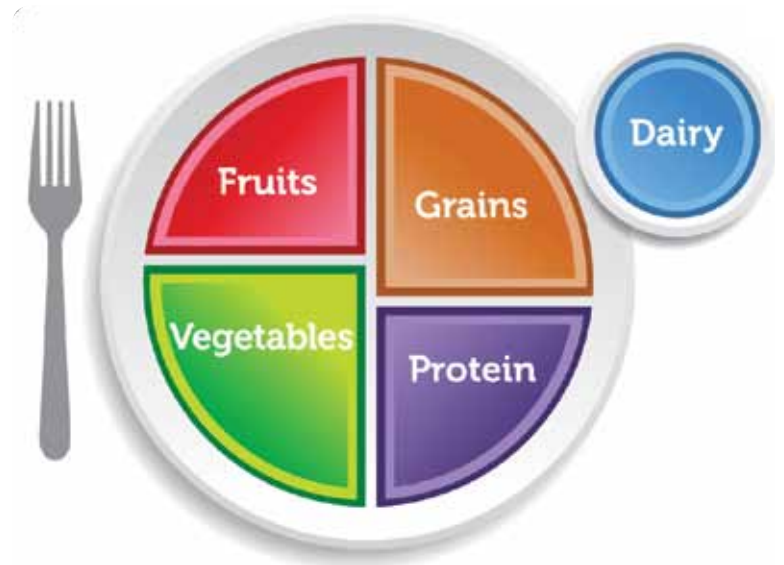
# Living Life to the **PLUS+** includes:

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



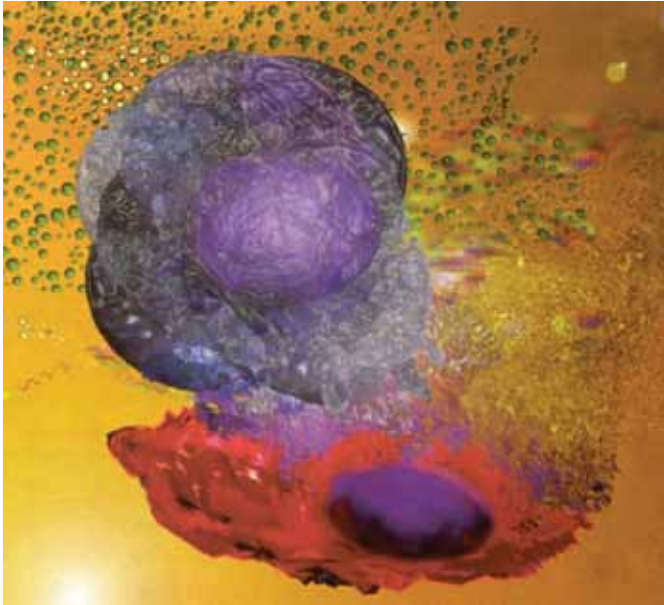
# Importance of **FRUITS** and **VEGETABLES**

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



Choose **MyPlate**.gov

# 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.

# Bridging the Gap with **JUICE PLUS+<sup>®</sup>**

*The next best thing to fruits and vegetables*



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



# JUICE PLUS+<sup>®</sup> is whole food based

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

The infographic displays the ingredients for three Juice Plus+ blends, arranged in three vertical columns. Each column features a central image of the product bottle and several surrounding images of its constituent fruits, vegetables, and berries, each with a label.

- Orchard Blend (Red background):** Includes Apple, Acerola Cherry, Orange, Pineapple, Cranberry, Papaya, and Peach.
- Garden Blend (Green background):** Includes Beet, Brown Rice Bran, Broccoli, Cabbage, Parsley, Carrot, Oat Bran, Spinach, and Tomato.
- Vineyard Blend (Purple background):** Includes Cranberry, Elderberry, Black Currant, Blueberry, Bilberry, Blackberry, Raspberry, Red Currant, and Concord Grape.

Each blend is represented by a bottle of Juice Plus+ capsules and several individual capsules shown at the bottom of the column.



# The **MOST RESEARCHED** brand name 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, Yale-Griffin Hospital  
Prevention Research Center

# JUICE PLUS+® and prevention

Clinically proven to put the PLUS+ into YOUR LIFE.



- Absorbed by the body
- Reduces oxidative stress
- Reduces key biomarkers of systemic inflammation
- Supports a healthy immune system
- Helps protect DNA
- Supports cardiovascular wellness
- Supports healthy skin and gums

# JUICE PLUS+<sup>®</sup> 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



# JUICE PLUS+® and a healthy smile

## Research Shows:

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



“Good nutrition helps you  
build a better smile  
from the inside out.”

—FRANK EGGLESTON, D.D.S.  
PAST PRESIDENT, AMERICAN  
ACADEMY OF RESTORATIVE  
DENTISTS

# JUICE PLUS+<sup>®</sup> 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.  
IRONMAN TRIATHLETE



# 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





“After looking at all the clinical 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 all those things in the human body.”

—RICHARD DUBOIS, M.D.  
PAST PRESIDENT OF THE GEORGIA SOCIETY OF INTERNAL MEDICINE,  
THE INFECTIOUS DISEASE SOCIETY OF GEORGIA, AND  
THE MEDICAL ASSOCIATION OF ATLANTA

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

**Orchard, Garden,  
and Vineyard Blends**

25 fruits, vegetables, berries, and grains

Less than \$2.50 per day



**Orchard and Garden Blends**

17 fruits, vegetables, and grains

Less than \$1.50 per day

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



..... or .....



Juice Plus+ Complete®

Whole food based drink mix

30 servings free - \$50 value