

# JUICE PLUS+® PREVENTION Plus+®



## Juice Plus+®: Making a Difference

It just makes sense that adding more nutrition from fruits and vegetables to our diets every day should have a positive impact on our health and wellness. Some 13 independent clinical studies conducted on Juice Plus+® by leading university and hospital based investigators (and published in peer-reviewed professional journals) have demonstrated that fact – and 11 more clinical studies are currently underway.

For the past seven years, NSA has also been conducting a comprehensive ongoing health survey called the **Juice Plus+® Children's Health Study** to help us better understand just how these *clinical* benefits translate – both directly and indirectly – into *real world* benefits for Juice Plus+® customers.

Results to-date show that Juice Plus+® is making a very real difference in the lives of both the children and the adults who take it.

“We’ve received survey responses to-date representing more than 200,000 study participants – over 100,000 adults and 100,000 children ages 6-18,” advises **Linda Cole**, who serves as Executive Director of the Juice Plus+® Children's Health Study. “They tell us that just about *everyone* sees benefits of one kind or another when they take Juice Plus+® – and that the longer you take Juice Plus+®, the more benefits you're likely to see.”



Linda Cole

**1. Both children and adults become more aware of their own health and wellness when they take Juice Plus+®.**

Specifically, 82% of children and 83% of adults reported this observation on their *initial* surveys – based on their experiences after only a few months on the product.

“This may seem an obvious outcome, but that makes it no less important,” Cole suggests. “To begin making changes in your (and your child's) diet and lifestyle, you must first be aware of the types of changes you need to make and the importance of making those changes.”

Cole elaborates: “While clinical research has shown *specifically* what (continued on next page)

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*Healthier, Happier Kids*

*“More than 90% of survey respondents reported a positive benefit of some kind within a few months of starting to take Juice Plus+®.”*



the added nutrition provided by Juice Plus+® can do, responses to this question indicate what the *decision* to take Juice Plus+® can mean. Getting added whole food based nutrition from 17 fruits, vegetables, and grains every day doesn't make you more *aware* of your health and wellness. But the *process* that you go through to decide to take Juice Plus+® – and to continue taking it – usually does.”

That's why NSA takes a broader, health education approach to sharing Juice Plus+® with others. “We hope that even those people who don't choose to buy our product will at least learn more about good nutrition – and the particular importance of whole food nutrition from fruits and vegetables to overall health and wellness,” Cole observes.

**2. Both children and adults start making better food choices when they take Juice Plus+®.**

“There are two components of making better food choices: eating more of the ‘good stuff’ and less of the ‘bad,’” Cole continues. “We see both in our Health Study results.”

Some 53% of adult survey respondents said their children were **eating more fruits and vegetables** within 4-8 months of taking Juice Plus+® – a number that increased to 70% after three years (the full duration of the study). They reported an even greater impact on their own behavior, with 64% of adults eating more fruits and vegetables within the first several months and 79% after three years.

Similarly, about two-thirds of both children and adults in the study reported **eating less fast food and/or drinking fewer soft drinks and other high-sugar beverages** after only a few months. That number rose to 79% for both after three years.

**3. Both children and adults start to “perform better” in their everyday lives when they take Juice Plus+®.**

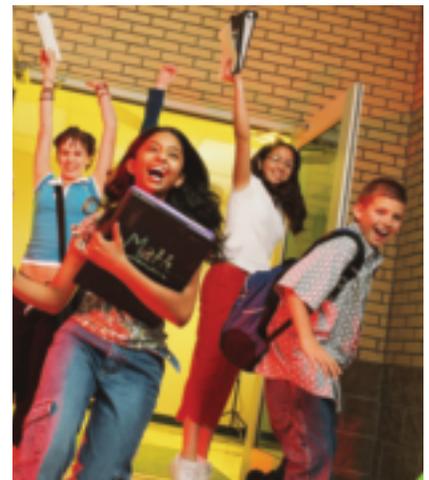
“Improved nutrition is less an ‘end’ in and of itself than a ‘means’ to a far greater end – living a happier, healthier, and more productive life,” says Cole. “Results from the Children's Health Study provide tangible evidence of this.”

For starters, 49% of adult respondents reported that their child was **missing fewer days of school** for health-related reasons within several months of starting to take Juice Plus+® – a number that increased to 67% after three years. Adults report that they themselves were **missing fewer days of work** thanks to either their own or their child's improved wellness: 46% after 4-8 months, 62% after three years.

As shown in the table on the back page, the survey provides even greater insight into the impact of taking Juice Plus+® on the daily “performance” of children – in the classroom, on the athletic field, and in other aspects of their lives. “Parents are reporting that adding Juice Plus+® to the family diet really does make a difference,” Cole concludes.

**4. Both children and adults show other signs of improved health and wellness when they take Juice Plus+®.**

“The Juice Plus+® Children's Health Study asks about relative changes in two broad, logical indicators of improved health and wellness in both children and adults: whether they are going to the doctor less often (or not) and whether they are taking less over-the-counter and prescription medication (or not).”



Survey results suggest what you would expect of people taking positive steps toward better nutrition. Almost half (49%) of children and 38% of adults reported that they were **taking less over-the-counter and prescription medication** after 4-8 months on Juice Plus+® – percentages that increased to 67% of child participants and 53% of adult participants after three years. Similarly, 56% of children and 44% of adults reported **making fewer doctor's visits** after several months on



## Prevention Plus+ Profile: Pamela Benitez, M.D.

*“Food is not just for calories and energy.  
Food is for prevention.”*

**Home:** Royal Oak, Michigan

**Medical specialty:** General Surgery, specializing in the treatment of breast cancer and other diseases of the breast.

**Education and training:** Graduated from Albany Medical College in Albany, New York in 1978. Completed residency in General Surgery at University of Michigan Hospitals – Ann Arbor in 1983. Board certified by the American Board of Surgery since 1984.

**Current positions:** Practices at the Rose Cancer Center of William Beaumont Hospital in Royal Oak. Serves on the medical staffs of William Beaumont Hospitals in Royal Oak (since 1988) and Troy (since 1991).

**Faculty appointments and academic positions:** Director of Resident Education for Breast Surgical Services, Department of Surgery, William Beaumont Hospital - Royal Oak (2006-07). Assistant Professor (1983-88) and Clinical Assistant Professor (1988-96), Department of Surgery, Wayne State University in Detroit, Michigan.

**Publications:** Numerous articles on breast cancer in such publications as *Cancer*, *The American Journal of Surgery*, *Journal of the National Cancer Institute*, and *Journal of Clinical Oncology*.

**Key personal accomplishment:** Co-founder and Medical

Director of the Shades of Pink Foundation, which provides temporary financial assistance to women experiencing financial distress as a result of a breast cancer diagnosis. Has trained for and participated in six *Breast Cancer 3-Day* 60-mile walks.

**Health perspective:** “We need to change our focus on what food will do for us. Food is not just for calories and energy. Food is for prevention. The scientific literature has told us for a long, long time that fruits and vegetables are the most important fuel we can put in our bodies to make a difference in terms of prevention and health.”

**Health advice:** “Lifestyle issues are a matter of personal choice. You are in control. You have choices. Make good ones.”

**Why she recommends Juice Plus+® to her patients:** “Good nutrition is so important in strengthening the immune and cardiovascular systems. A diet rich in fruits, vegetables, and whole grains has been proven to make a difference. Juice Plus+® provides added nutrition from a broad spectrum of fruits, vegetables, and grains.”

*Dr. Pamela Benitez 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+ health talk in your area, ask your Juice Plus+® representative or visit our website at [www.JuicePlusEvents.com](http://www.JuicePlusEvents.com).*

Juice Plus+® – increasing to 74% and 61%, respectively, after three years.

### The Bottom Line

“Not everyone sees the same results from taking Juice Plus+®,” Cole explains, “because everyone is different. People’s body chemistries and genetic makeups are different. Their environments and levels of stress are different. And even the same person responds differently to changes in diet and lifestyle at different ages and stages in life.

“But here’s the bottom line,” she continues. “More than 90% of survey respondents reported a positive benefit *of some kind* within a few months of starting to take Juice Plus+® – and almost 100% (97% of children, 98% of adults) reported a posi-

tive benefit after three years.”

To put these results into proper perspective, Cole stresses the differences between the clinical research and the survey research conducted on Juice Plus+® – and makes the point that both have their place.

“Randomized, double-blind, placebo-controlled clinical investigations study Juice Plus+® under carefully controlled conditions in an effort to isolate specific, measurable impacts that Juice Plus+® has on the physiology of those who take it,” she explains. “This tight scientific discipline forces investigators to study smaller numbers of people over shorter periods of time.

“A health survey such as the Juice Plus+® Children’s Health Study allows us to learn from much *(continued on last page)*

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larger numbers of people under ‘real world’ conditions over a longer period of time.”

What have we learned overall, according to Cole?

“First, that nearly 200,000 people have now reported positive health and wellness benefits when they take Juice Plus+®.

“Second, that Juice Plus+® – in addition to its specific, clini-

cally demonstrated benefits – serves as a catalyst for other important changes in diet and lifestyle that have profound effects on how happily and healthily both children and adults live their everyday lives.”

For more information about the Juice Plus+® Children’s Health Study – including summaries of results for both children and adults – visit [www.ChildrensHealthStudy.com](http://www.ChildrensHealthStudy.com).

### Improved Nutrition + Healthier Lifestyle = Healthier, Happier Kids

Parents reported:	after 4-8 months of taking Juice Plus+®	after 3 years of taking Juice Plus+®
Improved academic performance	46%	61%
Improved ability to concentrate and pay attention in school	45%	60%
Improved self-image and self-esteem	43%	61%
Increased physical activity	55%	71%
Increased participation in organized extracurricular sports/athletic activities	43%	59%
Increased participation in other organized extracurricular activities	36%	52%
Increased participation in personal hobbies or pastimes	39%	52%

*Respondents to the Juice Plus+® Children’s Health Study report that children taking Juice Plus+® show improved performance in the classroom, on the athletic field, and in other important aspects of their lives.*

