

JUICE PLUS+® PREVENTION *Plus+*®



Juice Plus+® *Making a Difference in All Age Groups*

New results from the ongoing **Juice Plus+® Children's Health Study** show that taking Juice Plus+® can make a big difference in the health and nutrition of people of all ages.

children, respectively, reported eating and drinking less fast food and soft drinks. More than half of the adults and over a third of the children reported an increase in their fruit and vegetable consumption. And 90% of children and 86% of adult respondents reported a positive benefit of some kind.

"Teenagers are showing improvements very similar to those we're seeing both in younger children and in adults," says **Kathryn Boschert**, Executive Director of the **Juice Plus+® Children's Research Foundation**. "We're very pleased, because the teenage years can be especially difficult when it comes to making sure our children eat right."

Participants also reported that 82% of the teenagers in the study had become more aware of their health in general, compared to 81% of adults and 79% of children 6-12.



Kathryn Boschert

The Juice Plus+® Children's Health Study is a large-scale, multi-year health survey designed to determine what effect adding Juice Plus+® to the family diet can have on the health and nutrition of children and their parents. These latest results are based on the now more than 12,000 families across North America who have returned study questionnaires.

"Obviously, taking Juice Plus+® appears to lead to other important nutritional changes," Boschert explains. "And better nutrition leads inevitably to better health."

Study results to date certainly bear that out. Almost 50% of younger children and 40% of teenagers — even 30% of the adults — reported making fewer "sick" doctor visits, and 27% of adults reported missing less work due to their own or their children's illnesses. Similar numbers of respondents reported that they were taking less prescription or over-the-counter medication. (See *next page*.)

"For example, 61% of the families with teenagers reported that their teens were eating less fast food and drinking fewer soft drinks," Boschert continues, "and 42% reported that their teenagers were actually eating more fruits and vegetables. . . after less than one year of taking Juice Plus+®."

Overall, 91% of teenage participants realized a positive benefit of one kind or another.

Boschert points out that the study results teach us all one very important lesson: "It's never too late to get started down the road to better health."

Results in other age groups are very similar. Some 63% and 59% of adults and younger

(continued on next page)

Inside...

Juice Plus+® and Teenagers

*Juice Plus+® earns
CACE Seal of Approval*

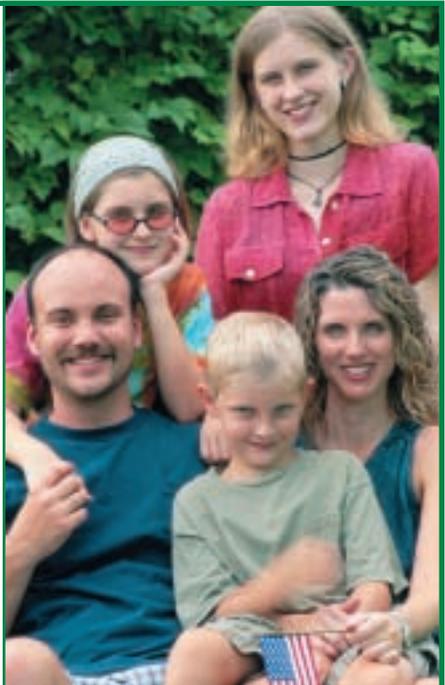
*Prevention Plus+ Profile:
Susan Silberstein, Ph.D.*

*Juice Plus+® Science and
Medical Symposia*

It's Never Too Late to Start Getting Healthier!

Latest results from the Juice Plus+® Children's Health Study show that teenagers and adults experience the same kinds of improvements in health and nutrition as the children in the study.

	Children (Ages 6-12)	Teenagers (Ages 13-16)	Adults
<i>Reported:</i>	<i>n=7,020</i>	<i>n=5,514</i>	<i>n=12,534</i>
Increased awareness of health	79%	82%	81%
Positive benefit of some kind	90%	91%	86%
Eating less fast food/ Drinking fewer soft drinks	59%	61%	63%
Eating more fruits and vegetables	44%	42%	58%
Fewer doctor's visits	48%	40%	30%
Taking less prescription or over-the-counter medication	43%	36%	26%
Less school or work missed	35%	32%	27%




Juice Plus+® and Teenagers

Good nutrition is important for people of all ages, of course, but especially so for teenagers, according to Kathryn Boschert of the Juice Plus+® Children's Research Foundation. "Next to infancy, adolescence is the most critical time of life for getting good nutrition," she tells us.

"And today's teenagers are especially at risk."

It's a two-way problem: teenagers eat less nutritious meals at the very time that their growing and changing bodies most need good nutrition. Teenagers have more freedom and eat more meals away from home. More than any other age group, they frequent fast food outlets, where high-fat and nutrient-depleted food is the norm. And

teenagers are especially resistant to parental advice on what and how to eat.

The result: teenagers don't get nearly enough good nutrition, especially from fruits and vegetables. According to data from the Bogalusa Heart Study, 16-year-old high school students consume an average of 1 serving of fruit and 1.5 servings of vegetables per day. Yet, compared to their pre-teen nutritional requirements:

- Teenagers need 20%-30% more vitamins and antioxidants and 33% more calcium.
- Teenage boys need 33% more zinc, 25% more protein and 20% more iron.
- Teenage girls need 20% more zinc and 33% more iron.

"In short, teenagers today are overfed and undernourished," Boschert concludes. "I'm so pleased that Juice Plus+® appears to be having a significant impact on this very critical health problem."



Prevention Plus+ Profile: Susan Silberstein, Ph.D.

Home: Philadelphia, PA

Position: Founder and Executive Director of the Center for Advancement in Cancer Education (CACE), a non-profit cancer information, counseling and referral agency.

About her work: “25 years ago my young husband died of cancer, and I dedicated my life to helping other families avoid the terrible tragedy that mine had endured. Since 1977, CACE has reached thousands of families and touched tens of thousands of lives.”

Previous work: Director of the Integrative Program for Cancer Prevention at the Village at Newtown Medical Center. Taught the psychology of health and disease in the Graduate Division of Counseling Psychology at Immaculata University.

Educational and professional honors: Phi Beta Kappa and Fulbright Scholar. Recipient of the Jefferson Award of the American Institute for Public Service, the Founder’s Award of the National Foundation for Alternative Medicine in Washington, the

Legion of Honor Award of the Chapel of Four Chaplains, and the Montgomery County Woman of Vision Award.

Health advice: “Eat whole foods.”

Why she recommends Juice Plus+® to her clients and colleagues: “At CACE, we believe that good nutrition — especially whole food based nutrition — plays a critical role in reducing the risk of cancer. Much of our educational activity is geared towards making people aware of this fact, through programs like the Whole Foods Expo we host in Philadelphia each year during National Nutrition Month.

“Unfortunately Americans are eating more poorly than ever, despite the overwhelming evidence linking the incidence of cancer to the quality of our nutrition — particularly the importance of eating more fruits and vegetables. And all the education in the world won’t do any good if people refuse to act upon it.

“That’s why Juice Plus+® is such a valuable tool: it gives people a way to get more nutrition from fruits and vegetables into their diets every day.”

“Good nutrition plays a critical role in reducing the risk of cancer.”

Dr. Susan Silberstein is one of many prominent health professionals speaking to audiences around the world as part of the Juice Plus+® **Prevention Plus+ Health Education Series.** If you’d like to attend a Prevention Plus+ Seminar in your area, ask your Juice Plus+® distributor or call our Preferred Customer Hotline at 1-800-347-4014.

Juice Plus+® earns CACE Seal of Approval

The Center for Advancement in Cancer Education announced recently that Juice Plus+® has been awarded the *CACE Seal of Approval*.

“Although we have, over the years, received hundreds of offers for compensation in exchange for recommending products and services to clients, we have always refused such arrangements, opting instead to make referrals and recommendations based solely on a patient’s individualized needs,” explains CACE Executive Director Susan Silberstein. “We still adhere to that policy.

“However, we are so convinced of the high quality and purity

of Juice Plus+®, and so impressed with the quality and quantity of published research on this product, that we believe that it is *universally appropriate for all health-seekers.*

“For years, our educational materials and programs have touted the healthful benefits of whole fruits and vegetables. Juice Plus+® offers an excellent way for people to add more much-needed whole food based nutrition to their diets.”

The Center for Advancement in Cancer Education is a non-profit cancer information, counseling and referral service



(continued on next page)

Juice Plus+® earns CACE Seal of Approval (continued)

specializing in nutritional, immunological and psychological support for cancer prevention and control. Their mission is three-fold: 1) to provide resources for cancer prevention through lifestyle education; 2) to offer individualized counseling, information and referrals to cancer patients; and, 3) to help educate healthcare professionals regarding nutritional intervention and other “alternative” approaches to cancer prevention and recovery.

In the last 25 years, the Center has provided individualized consultations to over 20,000 cancer patients across North America and abroad. CACE charges no fee for service and is supported almost entirely by donations.

To learn more about the Center for Advancement in Cancer Education and their programs, call them at 610-642-4810 or visit their website at www.beatcancer.org.

Juice Plus+® Sponsors Science and Medical Symposia

In 2002, NSA, the maker of Juice Plus+®, continued to support science and medical symposia designed to share advances in research regarding whole food nutrition and whole food based supplementation.

The *Science of Juice Plus+® Symposium* in October brought together scientists and researchers from around the world to share and discuss the large and growing body of independent scientific research conducted specifically on Juice Plus+®. More than 2,000 Juice Plus+® distributors, doctors, and other health professionals turned out to hear firsthand from the researchers who have made Juice Plus+® the most thoroughly tested nutritional supplement in history.

NSA also continued its support of the American Nutraceutical Association’s *Symposia on Nutraceuticals and Medicine* through an unrestricted educational grant. The ANA symposia provide continuing educational credit for doctors, nurses, pharmacists and dieticians. ANA Symposia were held in 2002 in Tucson, Arizona and Memphis, Tennessee. This year’s ANA Symposia will be held March 29 in San Diego, California and October 11 in Nashville, Tennessee.

To learn more about the *Science of Juice Plus+®*, ask your Juice Plus+® distributor for a free copy of our new audiotape or CD featuring Dr. Richard DuBois, M.D.

To learn more about the ANA Symposia, call the American Nutraceutical Association at 800-566-3622 (205-833-1750 outside the U.S.) for additional information and a conference brochure.

Code
955365