

California Proposition 65 Overview

(original email)

California Proposition 65 is a California law that requires that California consumers be advised when products contain amounts of certain “naturally-occurring and synthetic” substances that exceed the extremely low threshold levels established by this legislation.

It was recently brought to our attention that three of our Juice Plus+ Complete products – **Juice Plus+ Complete Dutch Chocolate Shake Mix**, **Juice Plus+ French Vanilla Shake Mix**, and **Juice Plus+ Complete Chocolate + Fig Nutrition Bars** – may modestly exceed these low threshold levels because of the presence of *naturally occurring* substances in some of the foods these products contain.

Our regulatory consultants have advised us that we can meet the requirements of this legislation by simply adding appropriate language in the “BUY” section of our JuicePlus.com websites.

- Rest assured that ALL of our Juice Plus+ products – including these three – are safe *and* effective, based on both consumer usage and acceptance and our rigorous testing of all our products every step of the way.
- California’s Proposition 65 thresholds levels are *significantly* lower than those in any other state in the United States or in any of the 22 other countries where these products are sold. This includes thresholds established by the U.S. Food and Drug Administration, Health Canada, Swiss Medic, and the Therapeutic Goods Administration in Australia.
- California residents have been accustomed to seeing this warning on a growing number of products since Proposition 65 was passed back in 1986, so we don’t expect any significant reaction to the addition of this language on our websites.

California Proposition 65 FAQs

We are providing you *full* background information on California Proposition 65 and Juice Plus+ Complete to help you answer any questions you may have and to share as needed with your customers and team members.

This information is meant as background information for you. We have included a one-page chart that you can use to answer questions quickly and simply.

First and foremost ... are Juice Plus+ Complete products safe?

Of course – based on our rigorous testing, third party certifications such as NSF, and years of marketplace use and acceptance. The California Prop 65 warning is simply a manifestation of a state law that is significantly out-of-step with health regulations everywhere else in the U.S. and around the world. **It is *not* a reflection on the safety and efficacy of any of our products.**

What exactly is California Proposition 65?

Proposition 65 is a California law passed in 1986. It requires that consumers be notified about the possible presence of certain listed substances in products sold in California. Substances included on the list are those that have been determined by a California state agency to cause cancer and birth defects or other reproductive harm. The list is updated each year. It now contains more than 900 different substances, with new ones being added every year.

How does California Proposition 65 affect Juice Plus+ Complete products?

Proposition 65 sets extremely low thresholds for specified substances, many of which are present in foods. That is the case with our whole food-based Juice Plus+ Complete products. The substance that has led us to include the Proposition 65 warning on our website is lead.

Many plant-based foods contain trace levels of lead. Lead, along with other heavy metals and trace minerals, is taken up by plants from the soil and assimilated into the plants' cell structures. Testing showed that some of our Complete products modestly exceeded the California lead threshold.

Just how low is the California Proposition 65 lead threshold?

The Proposition 65 threshold for lead is more than *500 times lower* than lead thresholds established by the World Health Organization (WHO), the European Union (EU), and the Therapeutic Goods Administration of Australia (TGA). (We've attached a chart that puts this in visual perspective.) Because of the low California threshold, many whole foods that naturally contain trace levels of lead automatically exceed the threshold.

Is there anything else in our Juice Plus+ Complete products that contribute to this issue?

No. Trace levels of lead from plant sources is the substance that triggered our decision to provide a Proposition 65 warning to all California customers.

Are there any substances in Juice Plus+ capsules and chewables that could potentially exceed California Proposition 65 threshold levels?

No. We have confirmed that the trace levels of lead present in capsules and chewables is below the California Proposition 65 threshold. As with our Juice Plus+ Complete products, we have also confirmed that there are no other substances in our capsules and chewables that surpass threshold levels established by California Proposition 65. These results are to be expected, since Juice Plus+ Complete products are *macro-nutrition* products while Juice Plus+ capsules and chewables are *micro-nutrition* products.

Didn't we know that our products contain trace amounts of lead?

Yes we did. Lead is one of the heavy metals we have always routinely tested for, knowing that trace levels of lead are present in plants. Our tests confirm that all our Juice Plus+ products contain *many times less* than the acceptable threshold amounts of lead according to all federal and international standards.

If California Proposition 65 was passed in 1986, why is this just now being addressed?

A recent product test put the California Proposition 65 issue on our radar. We have been working very carefully with our regulatory consultants for the past several weeks to determine what steps we need to take.

Have we looked into altering the ingredients of these products to reduce the amount of plant-based lead in our products?

Yes, that's one of the first things we looked at. The California Proposition 65 lead threshold is so low, however, that it is impractical to do so – certainly without significantly altering the three formulae in terms of taste and efficacy. Also, since there are trace levels of lead in most plants, simply swapping one set of ingredients for another probably wouldn't solve the issue anyway. Further, we shouldn't change the formula of these healthful and successful products because of *one* regulation in *one* U.S. state that is so significantly out-of-sync with health regulations throughout the rest of the United States and around the world.

Why does the warning on JuicePlus.com sound so much more serious than what you are telling me here?

Because it is a legally required warning specified by the State of California: "CA Prop 65 Warning: This product contains chemicals known to the state of California to cause cancer and birth defects or other reproductive harm."

Understand that one could just as accurately say "Many foods contain chemicals known to the state of California to cause cancer and birth defects or other reproductive harm."

Will the warning just appear on our JuicePlus.com websites, or must it appear on our packaging as well?

The warning does not need to appear on our packaging because our product is not sold from the retail store shelf.

What should I say to any of my customers who ask about this?

As we've said before, California residents have been accustomed to seeing this warning in restaurants, grocery stores, and other locations since Proposition 65 was passed back in 1986. We're providing you this information to help you explain understand California Proposition 65, so that you can reassure them about the science-tested, market-tested, and third-party confirmed safety of all Juice Plus+ products.

Toward that end, we have created the chart on the next page to share with any of your team members or customers who ask about the California Proposition 65 warning. It puts the issue clearly in perspective as being all about the California legislation, and not the safety of our products.