

THE *Juice* PLUS+ COMPANY

July 28, 2014

To whom it may concern;

In 2004, Congress approved the Food Allergen Labeling and Consumer Protection Act (FALCPA). It requires that the label of a food that contains an ingredient that is or contains protein from a "major food allergen" declare the presence of the allergen in the manner described by the law.

But FALCPA's labeling requirements do not apply to the potential or unintentional presence of major food allergens in foods resulting from "cross-contact" situations during manufacturing, e.g., because of shared equipment or processing lines. The reason those labeling requirements do not apply is because food plants are required by law to handle and process allergens in such a way that they do not contaminate other products they make (and to keep documentation to prove it).

The advisory statements used on our Juice Plus+® Complete labels which state it is produced in a plant or in equipment that also produces foods which include any of the major allergens are only for the benefit of those that have extremely sensitive allergies, like those to airborne particles. The statements are in no way an implication the product is contaminated or an excuse for the plants to be lax in keeping allergens separated.

Juice Plus+® takes pride in dealing only with suppliers that adhere to the highest food safety standards. We audit their facilities regularly, and so does NSF for their certification.

Best regards,



Carlos F. Madero, Ph.D.

Director of Quality and Technical Support

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