



JUICE PLUS+
BUSINESS BASICS
FROM START TO FINISH

Juice
PLUS+



FIND A BUDDY

Success is a team sport

The majority of our partners tell us that their friends are the reason for their success. The ability of two people to influence a third is significantly easier than one person trying to influence a second.

If you multiply 1 x 1 a thousand times the answer would still be one. On the other hand, if you multiply 2 x 2 just ten times the answer is 1,040.

King Solomon wrote a chapter in the book of Ecclesiastes nearly 3,000 years ago about the power of two. Bob Dylan wrote a song about the power of two 3,000 years later. The title was "If Not For You."

The entire Juice Plus+ Family wants you to succeed.

Find that buddy!

Women represent 85% of the Juice Plus+ Partners.



LEARN FROM OTHERS

- A. Juice Plus+ is the largest selling product of its kind in the world.
- B. 8,000 health professionals in North America use and recommend Juice Plus+.
- C. 15,000 business partners have been with The Juice Plus+ Company more than 15 years.
- D. 7,500 schools and universities use Juice Plus+ Tower Gardens in order to teach students how to grow fruits and vegetables with less than 10% of land and water use.
- E. The Juice Plus+ Company has continually invested in clinical research for 25 years. This research is available for you and the general public.

**Bill Withers wrote a powerful song called “Lean on Me.”
So let’s lean on others and let others lean on us.**

PROVEN STRATEGIES

The most proven success strategy is twofold: Keep it simple and make it personal. Start by making a list of people you know, and keep adding to that list.

When you learn to share information about Juice Plus+ products and the Juice Plus+ business, remember to keep it simple and personal. Most partners recommend the Juice Plus+ products they began with. Most start with Fruit and Vegetable capsules and add either Omega or Berry Blend capsules. Whether you choose two blends or three, you'll spend less per day than you would on an average cup of Starbucks coffee.

Events are cornerstones of our success. They are both live and virtual. The more you can convince your team members and prospects to participate in events, the more successful you will be — and so will they! Don't forget that success is a journey, not a destination.



**Whether you choose two blends or three,
you'll spend less per day than you would on
an average cup of Starbucks coffee.**

BUILDING CONFIDENCE

Self-confidence can come from others but even more importantly from you.

Remember

- + The Company has been in business 50 years.
- + We provide you with 25 years of research.
- + We warehouse, take orders, and ship products to your customer's door.

Dozens of other support gets you even more confidence

One of the best ways to build your own confidence is to never give up. Here's an example from an all-time champion Girl Scout cookie seller.



They asked her to tell how she did it

"I never give up. I knocked on a door and the meanest looking man I ever saw answered. I asked him if he wanted to buy some Girl Scout cookies. He said no. Have you tried our lemon thins - No. How about chocolate - No. I know you would like samoas - No I wouldn't, I don't want any cookies, period. Do you have some friends that would like some cookies, I said? Young lady, I don't have any friends. I smiled and looked at him in the eye and said I'll be your friend if you'll buy some cookies."

Remember, "No Is on backwards."





SHOW AND TELL

Project-based learning is a pillar of education and is a vital component of our success.

Juice Plus+ is a wonderful product, but it's also a catalyst. Our customers and partners tell us that Juice Plus+ helps them eat more nutritional foods, sleep better, and exercise. When that happens, you can show and tell the whole world.

A classic example is our Juice Plus+ Tower Garden. You can grow indoors or out, and you can show and tell in all kinds of ways. You can invite friends over, share some produce, or send some pictures.

Always learn by doing.

More than one million children have participated in the Juice Plus+ Family Health Study and the Healthy Starts for Families program.



TECHNOLOGY AND “TOUCHOLOGY”

The key to open both of these doors is balance. That’s why The Juice Plus+ Company and our partners promote both live and virtual events.

Several decades ago, the country music industry found itself with only one way to promote its music: records and radio. The industry built a kind of fence around itself, not realizing it had cut itself off from new ideas. While records and radio were working well, it was time to take country music to a new level: The industry decided to “get out there amongst its fans” via live events.

The technology of computers is incredible, but they cannot hold the hand of a child.

**Balance Technology with
“Touchology.”**



Dr. Bill Sears, “America’s Pediatrician,” has written 40 books and has used and recommended Juice Plus+ to families for 20 years.

PROCRASTINATION, THE KISS OF DEATH

Most of us don’t remember when seat belts were first introduced in 1947. For years, automobile companies resisted and drivers seemed to prefer taking huge risks with their safety.

When seat belts years later became mandatory, drivers didn’t heed the new laws. Seatbelt “buzzers” came next, but drivers disconnected

them or sat atop buckled belts.

Thousands died and were injured as a result. That’s an example why procrastination is called the “Kiss of Death.”

Elvis tried to help out with the song “Now or Never.”



When families become more aware of their health, they will be much more likely to be a healthy family.

CHILDREN ARE THE FUTURE

There's nothing more important to families than healthy children.

There's nothing more difficult for families than unhealthy children.

Over a million children from 4 to 18 have participated in our Family Health Study. Since the study began, families have reported back to us:

- 60% Missing fewer days of school
- 56% Taking fewer over the counter and/or prescription drugs
- 71% Drinking more water
- 66% Visiting the doctor less
- 71% Consuming less fast food and soft drinks
- 61% Eating more fruits and vegetables
- 90% WE ARE MORE AWARE OF OUR HEALTH



**Hunger drowns
out hope, and hope
drowns out hunger.**

THE JUICE PLUS+ FAMILY CARES

Your Juice Plus+ Foundation supports those in need:

Volunteers of America is the epitome of caring. It was founded in 1896 and has been helping people ever since. Today, it has 75,000 volunteers and employees and has served more than a million people per year in need. Juice Plus+ has been involved with VOA since 1995.

Juice Plus+ Global CEO Paulo L. Teixeira has served as board chair of the Boys and Girls Clubs here in our headquarters market, and he and President Jay Martin built the Juice Plus+ Company Technical Training Center in Memphis. To date, more than 3,000 Boys and Girls Club members have been placed in jobs, and the program is serving as a model for clubs around the country.

St. Jude Children's Research Hospital has been treating childhood cancer free of charge since 1962. When they began, the survival rate was 20%. Today it's more than 80%.

In 2002, St. Jude decided to sponsor a marathon race to raise needed funds. Juice Plus+ was asked to be the lead sponsor and said yes. In 2019, 25,000 people ran, and over ten million dollars was raised. More than a hundred million dollars has been raised since we began, and not one single family has had to pay.

The Children's Hunger Fund has delivered more than 300 million meals to hungry children. Hunger drowns out hope, and hope drowns out hunger.

Juice Plus+ will be honoring our customers. They believe in Juice Plus+ and our commitment to feed these children.

Juice Plus+ founded an inner-city Technical Training Center in Memphis, which has placed more than 3,000 Boys and Girls Club members in jobs.



JUICE PLUS+ SPEAKERS SPEAK OUT

Dave O'Brien is an energetic and passionate speaker and a Juice Plus+ fanatic. At age 56 Dave completed the 4 Deserts Ultramarathon series, running across the Atacama, Sahara, Gobi and Antarctica Deserts. Each desert run was 155 miles for a total of 620 miles.

Stephen Ritz is a teacher who taught children to grow fruits and vegetables with Tower Garden by Juice Plus+, and he became known as the Green Bronx Machine. Stephen was honored as one of the top ten educators in the world.

Bear Grylls has spoken at Juice Plus+ events a number of times. Bear joined the UK SAS and soon after that suffered a terrible back injury. After the injury, he climbed Mt. Everest at age 23. Man Against Wild.

Shannon Miller is one of the most decorated United States gymnasts, with a total of seven Olympic medals and nine world championships. Shannon is a long-term Juice Plus+ proponent and a wonderful speaker.

Winter Vinecki at age 14 ran seven marathons in seven continents. Today she's training for the next Winter Olympics.

Dr. Jim Sears is not only a well-known pediatrician, medical celebrity and author but has spoken at numerous Juice Plus+ events.

Kathrine Lee has been a Juice Plus+ partner nearly 25 years. She has been on the Oprah show and has spoken all over the country.

**Come see these incredible, inspiring speakers
at live and virtual events.**

WHY WOMEN GET INVOLVED

- + 85% of Juice Plus+ partners are women.
- + They wanted a business of their own.
- + The risk was \$52 a year.
- + They wanted to spend more time with their children.
- + They see big changes in their kids' lives: when my 3-year-old ate lettuce, I cried.
- + We quit blaming others and start looking in the mirror.
- + Some people think being healthy is expensive. How about sickness?
- + Juice Plus+ matters and the Juice Plus+ family cares.



JUICE PLUS+ IS FOR **EVERYONE**

- + More families are enjoying Juice Plus+ Fruit, Vegetable and Berry Blends, Omega Blend, and Complete by Juice Plus+. They also have fallen in love with Juice Plus+ Tower Gardens.
- + And again are also becoming more involved in the Juice Plus+ business.

25,000 Partners	age 55 and above
25,000 Partners	between ages 45 - 55
25,000 Partners	between ages 35 - 45
25,000 Partners	between ages 25 - 35
200,000 Children	between ages 4 - 18 participate in the Juice Plus+ Family Health study





FRUITS, VEGETABLES, AND BERRIES

Fruit and Vegetable Blends were our first two products and were first to be studied by clinical research.

Fruit, Vegetable and Berry Blends were also the foundation of the worldwide process, the research, and our success.

If our Juice Plus+ customers capsules were all tied together, they would reach the moon.



The Juice Plus+ Fruit, Vegetable and Berry Blends contain 30 different varieties of fruits and vegetables.



FARM-FRESH NUTRITION

Juice Plus+ starts with farm-fresh nutrition. Each capsule and chewable is the product of high-quality plants and seeds, well-cultivated fields and orchards, and the best fruit and vegetable farmers. After our fruit and vegetable varieties are grown, harvested, cleaned, juiced, and dried, they're blended into nutritious Juice Plus+ products that are part of a healthy diet.

FAMILY-FARM GROWN

Locally Grown Fruits and Vegetables for the Best Quality Nutrition

We start with farm-fresh produce - **the highest quality fruits and vegetables we can find**. We work wherever possible with midsize family farms run by some of the best fruit and vegetable farmers in North America, which helps us provide the best quality nutrition. We inspect farming operations – from the process of handpicking to the natural control of weeds and insects – to make sure we deliver the best quality nutrition so you and your family can experience the healthful benefits of Juice Plus+.

CAREFULLY PRESERVED

We Carefully Preserve Them After Harvest for the Best Nutrition

Fruits and vegetables lose much of their nutritional content when they're picked early and shipped long distances. We solve that problem by locating our juicing and drying facilities as close to our farmers as possible. Where that's not close enough, we utilize a process called Individual Quick Freezing (IQF) to ensure the freshness of each fruit and vegetable.

Once the produce has been harvested and cleaned, it goes through our **proprietary Juice Plus+ juicing and drying process**.

- We start with whole food.
- We juice the whole fruit or vegetable, including peels, leaves and seeds, whenever possible to harvest the greatest amount of nutrients.
- We don't shortcut the drying process like others do.

NSF CERTIFIED

Expert Tested and Expert Approved to Ensure the Best Nutrition

Juice Plus+ is produced at state-of-the-art facilities that meet or exceed highest food industry standards for blending, encapsulating, and packaging. Our standards are reviewed and our facilities inspected by NSF, the public health and safety company. Not-for-profit NSF also inspects and certifies our products, as confirmed by the **NSF seal on every Juice Plus+ bottle or pouch**. As NSF-certified products, all Juice Plus+ products undergo independent testing that ensures they meet and exceed strict guidelines for quality and safety.



OUR OMEGAS ARE HERE TO STAY

Juice Plus+ spent five years researching the omega fatty acids that make up our plant-based Omega Blend. The time spent perfecting our formula played a big part in Omega Blend being our most successful product introduction ever.

Our plant based omegas are sustainable; fish are not.

- + Five trillion fish are caught every year.
- + More than two trillion are discarded including 6,000 dolphins, porpoises, and whales.
- + It takes four pounds of fish to produce one ounce of fish oil.
- + And 90% of our fish beds are over fished or fished out.

Juice Plus+ Omega Blend
doesn't taste like fish either.

Dr. Jan Roberto is a managing partner
of the Center for Family Medicine in
Springfield, Ohio, serving 20,000
patients. She believes Juice Plus+
is vital in family health care.





COMPLETE IS COMPLETE

- + Feel better from the inside out thanks to plant-powered nutrition-packed with prebiotics, fiber, protein, greens, and superfood blend of essential nutrients.
- + Made with simple ingredients
- + Gluten-free
- + Made without GMO ingredients
- + Complete by Juice Plus+ has provided 350,000,000 servings in the last five years to customers.
- + Complete has been researched and studied by MD Anderson.



Dr. David Phillips was an all-American swimmer at Harvard. He combines his athletic and medical backgrounds to recommend Juice Plus+ everywhere he goes.



TOWER GARDEN PICTURES ARE WORTH A MILLION WORDS

A million people come into contact with Tower Garden by Juice Plus+ every day. You can have a garden year-round, grow hundreds of fruits and vegetables, and use less than 10% of the water and space required for traditional growing. MOST importantly, you're in control of what you grow, where you grow, and how you grow.

Let pictures tell the story.

Tower Garden by Juice Plus+ helps teachers in schools and universities teach students how to grow their own fruits and vegetables.



RESEARCH



BIOAVAILABILITY AND NUTRIENTS

Antioxidants and other nutrients on a product's label aren't always bioavailable, meaning they may not actually be utilized by your body. To be called bioavailable, those nutrients must be present in the bloodstream. Multiple studies conducted on Juice Plus+ show that your body is receptive to absorbing the nutrients in Juice Plus+. In fact, 19 studies conducted over 20 years found significant increases in the amount of antioxidants and other nutrients in the blood.



HEART HEALTH

Combined results from twelve studies show that Juice Plus+ produces positive effects on several measures of vascular health. Juice Plus+ helps maintain normal levels of homocysteine, a biomarker for cardiovascular health. Juice Plus+ also helps maintain normal, healthy elasticity of the arteries, healthy LDL cholesterol, and blood pressure levels that are already in the normal range, and protects lipids and proteins from oxidation.



IMMUNE SYSTEM

Separate studies were conducted on healthcare professionals with direct patient contact, young law school students, an elderly population, and athletic men. The combined results of those studies show that Juice Plus+ supports the function of the immune system.



DNA AND NUTRIGENOMICS

The antioxidants from fruits and vegetables in Juice Plus+ can help maintain healthy DNA. Combined results from three studies show that Juice Plus+ protects DNA from oxidation and support its structural integrity. Healthy, middle-aged subjects saw a 7%-12% reduction in DNA strand breaks over 60 days. Young subjects saw a 44% reduction over 80 days. Research on nutrition and gene interactions (nutrigenomics) demonstrated that several genes were changed beneficially after Juice Plus+ intervention. These include genes that affect lipid, glucose, and energy metabolism.

Dr. Manfred Lamprecht, PhD, PhD, serves as the director and is also a co-founder of the Juice Plus+ Science Institute (JPSI). He holds a PhD in Medical Science acquired at the Medical University of Graz, Austria, and a PhD in Exercise Physiology obtained at the Karl-Franzens-University of Graz, Austria. He also holds a habilitation/venia docendi in human physiology earned at the Medical University of Graz, Austria.

Dr. Richard DuBois, Atlanta's "Doctor of Choice," has used and recommended Juice Plus+ to patients and audiences around the world for more than 20 years.



OXIDATIVE STRESS AND REDOX BIOLOGY

Redox Biology is the field of research that studies how biological systems respond to oxidation and perform actions against oxidation, known as anti-oxidation. When your body's antioxidants are overwhelmed by free radicals, you enter a state of oxidative stress. Numerous clinical studies reported increased levels of key antioxidants in the bloodstream after taking Juice Plus+, which allows the body to protect lipids and proteins from oxidation.



HEALTHY SKIN

Proper circulation is important for healthy skin. It ensures nutrients and oxygen get to your skin tissue, giving it a healthy glow. Juice Plus+ increases micro-circulation by 39%, along with boosting skin hydration, thickness, and density.



INFLAMMATION

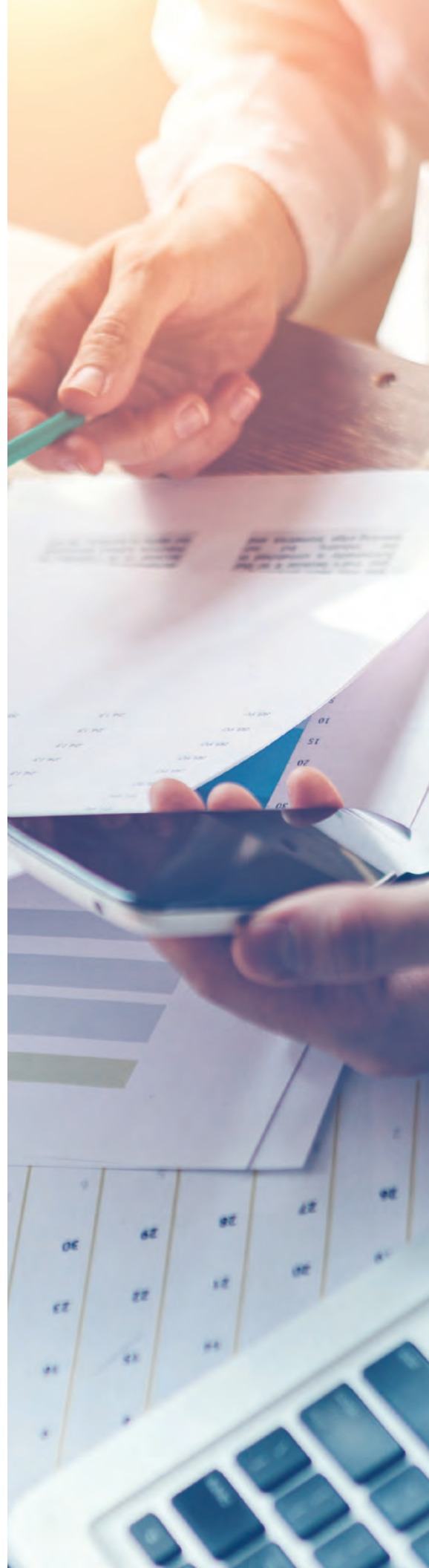
Juice Plus+ supports a healthy inflammatory response. Inflammation is a silent condition that can contribute to a variety of health issues. Combined results from several studies show that Juice Plus+ decreases levels of several key biomarkers of inflammation.



THE NEXT BEST THING

In a study where one group of subjects was given 10 servings of fruits and vegetables, and another was given 5 servings of produce, Juice Plus+, and Complete by Juice Plus+ Shake Mix, Juice Plus+ improved markers of phytonutrients and cell health. The soy in the Complete shake mix contributed to better protein levels with no issues.

Dr. Pamela Benitez, M.D., oncology breast cancer surgeon, has recently been named Michiganiaan of the Year. We congratulate her and thank her for her support of Juice Plus+.





UNIVERSITIES

- **Academic Centre for Dentistry**, Amsterdam, Netherlands
- **Brigham Young University**, Provo, Utah
- **Charité University Medical Centre**, Berlin, Germany
- **Georgetown University**, Washington, D.C.
- **Heinrich Heine University**, Düsseldorf, Germany
- **King's College**, London, England
- **Medical University of Graz**, Graz, Austria
- **Medical University of Vienna**, Vienna, Austria
- **Nemours Children's Clinic**, Jacksonville, Florida
- **Tokyo Women's Medical University**, Tokyo, Japan
- **University of Arizona**, Tucson, Arizona
- **University of Birmingham**, Birmingham, England
- **University of Cambridge**, Cambridge, England
- **University of Florida**, Gainesville, Florida
- **University of Maryland School of Medicine**, Baltimore, Maryland
- **University of Milan**, Milan, Italy
- **University of Mississippi Medical Center**, Jackson, Mississippi
- **University of Newcastle**, Callaghan, Australia
- **University of North Carolina**, Greensboro, North Carolina
- **University of Parma**, Parma, Italy
- **University of South Carolina**, Columbia, South Carolina
- **University of Sydney**, Sydney, Australia
- **University of Texas Health Science Center**, San Antonio, Texas
- **University of Texas/MD Anderson**, Houston, TX
- **University of Toronto**, Toronto, Canada
- **University of Witten-Herdecke**, Witten, Germany
- **University of Würzburg**, Würzburg, Germany
- **Vanderbilt University School of Medicine**, Nashville, Tennessee
- **Wake Forest University (NCI-NIH)**, Winston-Salem, North Carolina
- **Yale University-Griffin Hospital**, Derby, Connecticut

JOURNALS

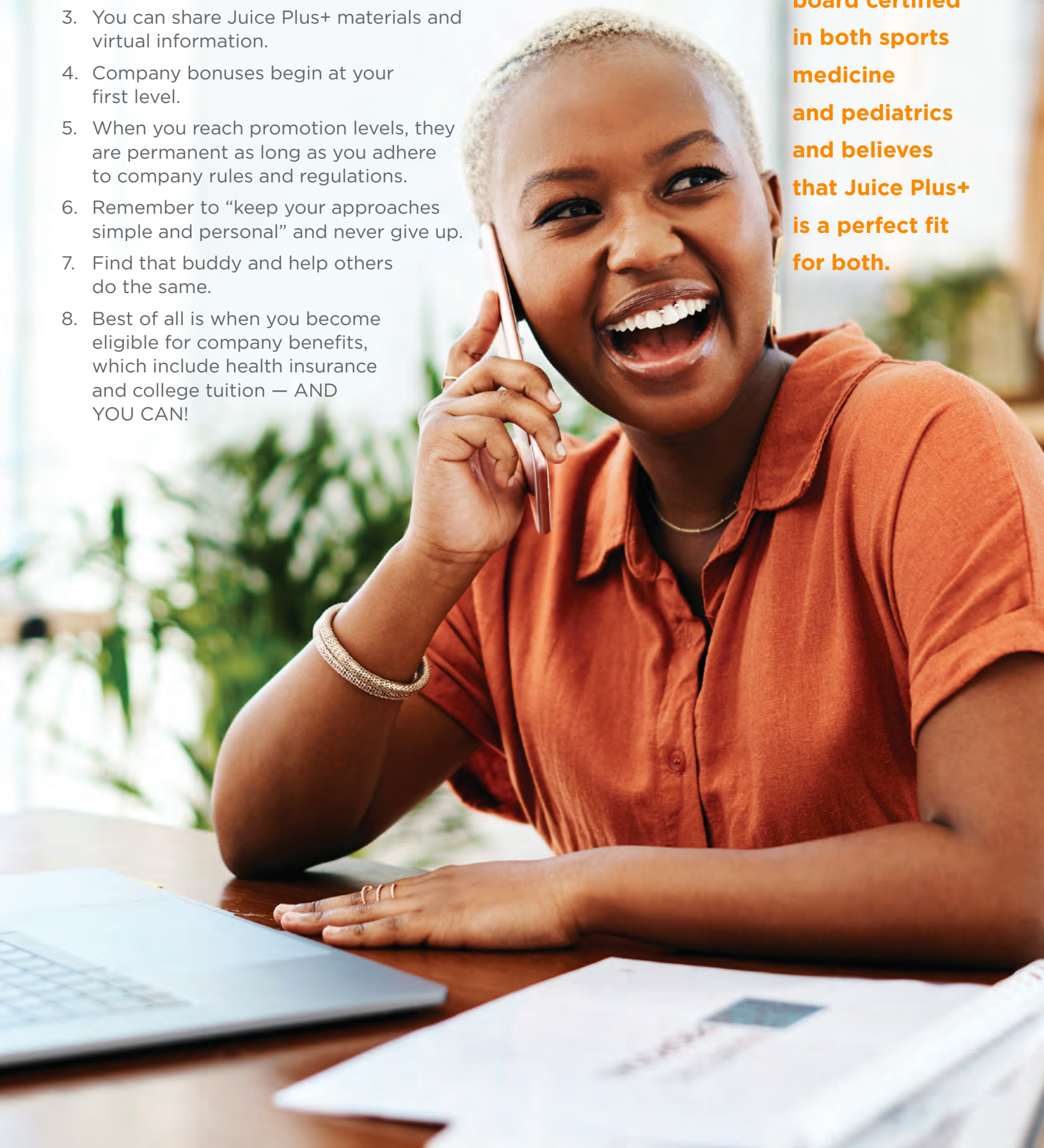


Studies on the health benefits of Juice Plus+ have been published in prestigious medical and scientific journals around the world.

YOU CAN DO IT

1. ONLY OUR JUICE PLUS+ PARTNERS CAN SELL JUICE PLUS+ PRODUCTS, AND YOU CAN TOO.
2. You can share Juice Plus+ clinical research with others.
3. You can share Juice Plus+ materials and virtual information.
4. Company bonuses begin at your first level.
5. When you reach promotion levels, they are permanent as long as you adhere to company rules and regulations.
6. Remember to “keep your approaches simple and personal” and never give up.
7. Find that buddy and help others do the same.
8. Best of all is when you become eligible for company benefits, which include health insurance and college tuition — AND YOU CAN!

**Dr. Paul Stricker
is one of less
than 200 doctors
board certified
in both sports
medicine
and pediatrics
and believes
that Juice Plus+
is a perfect fit
for both.**





YOU SHOULD NOT DO IT

Here are eight simple rules to help us, and you, protect the reputation of The Juice Plus+ Company, our Juice Plus+ brands, and your Juice Plus+ business.

1. Don't make any product claims involving diseases or medical conditions.
2. Don't portray Juice Plus+ products as weight loss products.
3. Don't make income claims.
4. Don't share the Juice Plus+ experiences of others secondhand without their consent.
5. Don't use paid advertising to promote Juice Plus+ products or the Juice Plus+ business.
6. Don't use Juice Plus+ and Tower Garden brand names in the names of social media profiles or social media groups.
7. Don't create your own Juice Plus+ promotional resources.
8. Don't participate in media interviews or respond to media inquiries.

Dr. Mitra Ray, PhD, is a research biochemist earning her PhD from Stanford University. Her work is focused on degenerative disease. Dr. Ray has spoken all over the world recommending Juice Plus+.



LAUGHTER IS THE BEST MEDICINE

Don't do the job alone.

This letter came from a friend in the insurance business.

"Dear Sir:

I am writing in response to your request for more information concerning block #11 on the insurance form which asks for 'cause of injuries' wherein I put 'Trying to do this job alone.'

You said you needed more information so I trust the following will be sufficient. I am a bricklayer by trade, and on the date of the injuries I was laying brick around the top of a four-story building, when I realized I had 500 pounds of brick left over. Rather than carry the bricks down by hand, I decided to put them into a barrel and lower them by a pulley which was fastened to the top of the building. I secured the end of the rope at ground level and went up to the top of the building and loaded the bricks into the barrel and swung it out with the bricks in it. I then went down and untied the rope, holding it securely to insure the slow descent of the barrel.

As you will note in Block #6 of the insurance form, I weigh 145 lbs.

Due to my shock at being jerked off the ground so swiftly, I lost my presence of mind and forgot to let go of the rope. Between the second and third floors I met the barrel coming down. This accounts for the bruises and lacerations on my upper body.

Regaining my presence of mind, I held tightly to the rope and proceeded up the side of the building not stopping until my right hand jammed in the pulley.

This accounts for my broken thumb.

Despite the pain, I regained my presence of mind and held tightly to the rope. At approximately the same time, however, the barrel of bricks hit the ground and the bottom fell out of the barrel. Devoid of the weight of the bricks, the barrel now weighed about 50 lbs.

I again refer to Block #6 and my weight of 145 lbs.

As you can guess, I began a rapid descent. In the vicinity of the second floor I met the barrel coming back up. This explains the injuries to my legs and lower body.

Slowed only slightly, I continued my descent landing on the pile of bricks. This accounts for my sprained back and internal injuries.

I am sorry to report, however, that at this point, I again lost my presence of mind and let go of the rope, and as you can imagine, the empty barrel crashed down on me.

This accounts for my head injuries.

I trust this answers your concern. Please know that I am finished, TRYING TO DO THIS JOB ALONE."

How do you Find a Buddy? Use Plan B. "Be" a Buddy.

Dr. Valerie Miles founded Progressive Pediatrics in the year 2000 in Jacksonville, Florida.

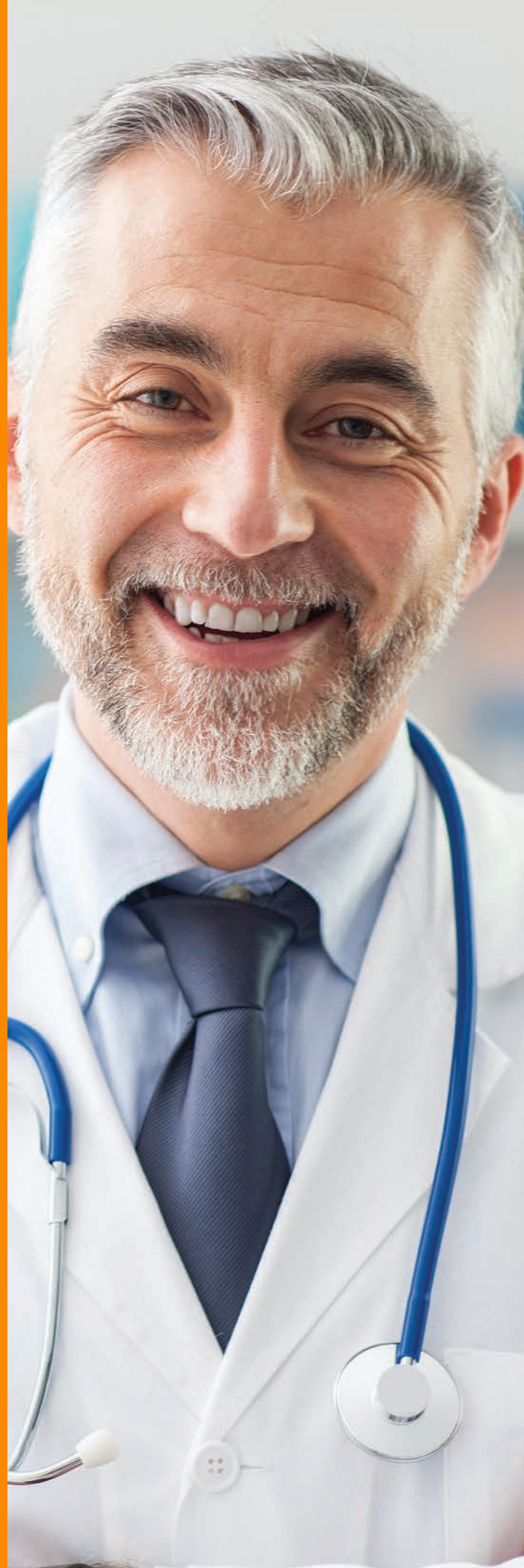
Dr. Miles has integrated conventional and complementary medicine, including Juice Plus+.

Dr. Tamara Sachs, MD, graduated from the Mount Sinai School of Medicine and completed her residency at Yale University. Her focus is prevention, and Juice Plus+ is a significant part of her practice.

Dr. Frank Eggleston, an enthusiastic Juice Plus+ proponent, has served as president of the Texas Dental Association and trustee of the American Dental Association.

Dr. Paul Williams graduated both his schooling and his residency at the West Virginia School of Medicine and practiced emergency medicine for twenty years.

Dr. Marcos Mercado is one of the top brain surgeons in Puerto Rico and a Juice Plus+ believer.



INSPIRING
HEALTHY LIVING
AROUND
THE WORLD

Juice PLUS⁺

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