Professional Support Program
Why Juice Plus+®?

When it comes to healthcare in the United States, we live in a very challenging and uncertain time. Health professionals are fighting two losing battles.

1. On the health side of the equation, people overall are becoming less and less healthy, despite tremendous advances in our understanding of the human body and our ability to treat illness.

2. On the business side, financial reimbursements are declining while your expenses keep rising.

Unfortunately, healthcare today is no longer simply a matter between the individual and his or her healthcare provider. The pharmaceutical industry, hospitals, the government, employers, and insurance companies are all part of the equation as well. These and other influences make it difficult for physicians and other health professionals to stay solely focused on the objective of achieving and maintaining optimal health for their patients and clients.

Juice Plus+® offers you a way:

- to help improve the health of your patients or clients.
- to add to the existing revenue streams of your practice.

Juice Plus+® allows you to do this:

- without investing large sums of money or time.
- in a way that fits perfectly in both tone and substance with your practice.
We need to do something.

People's unwillingness or inability to make even minor changes in diet and lifestyle are having a disastrous effect – on both the health of individuals and on the nation as a whole.

- Cancer affects 10.7 million people each year at an estimated cost of $219.2 billion.\(^1\)

- Heart disease impacts more than 80 million people, with an annual price tag of over $475 billion.\(^2\)

- Diabetes now afflicts nearly 21 million Americans, with another 41 million diagnosed with pre-diabetes.\(^3\)

- Almost two-thirds of Americans are officially considered overweight, and as many as 400,000 premature deaths occur each year in the U.S. due to excess weight and obesity.\(^4\)

As a committed health professional, you work hard to make a difference in your patients’ or clients’ lives by recommending preventive health measures such as regular exercise and a better diet that includes more fruits and vegetables. But you know that very few of your patients can (or will) follow that advice by eating the recommended 7-13 servings of fruits and vegetables every day.

In fact, Americans on average consume only about 20% of the servings of fruits and vegetables they need.\(^5\)

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Sources:
1 American Cancer Society
2 American Heart Association
3 U.S. Centers for Disease Control and Prevention
4 U.S. Centers for Disease Control and Prevention
5 U.S. Department of Health and Human Services
Help your patients get started down the road to better health with Juice Plus+®.

All major health organizations – and years of clinical research – consistently emphasize that people need to eat more fruits and vegetables to improve their chances of living longer and healthier lives. **Juice Plus+® provides easy-to-consume whole food based nutrition** from 17 different fruits, vegetables, and grains in convenient and inexpensive capsule form.

**Juice Plus+® is made from fresh, high-quality fruits and vegetables.** The fruits and vegetables are juiced, and the juices are then concentrated into powders using a proprietary, state-of-the-art process.
Juice Plus+ Orchard Blend® provides whole food based nutrition from apple, orange, pineapple, papaya, cranberry, peach, and acerola cherry.

Juice Plus+ Garden Blend® provides whole food based nutrition from carrot, parsley, beet, kale, broccoli, cabbage, spinach, tomato, oat bran, and brown rice bran.

Juice Plus+® is not a substitute for actually eating a wide variety of fruits and vegetables every day. It simply helps bridge the gap between what your patients or clients should eat and what they do eat.

“The news isn’t that fruits and vegetables are good for you. It’s that they are so good for you, they could save your life.”

—Time, October 20, 2003
Juice Plus+® is an easy first step that can lead to other changes in diet and lifestyle.

Over 100,000 respondents to the Juice Plus+® Children’s Health Study report that, after just one year of taking Juice Plus+®,

<table>
<thead>
<tr>
<th>Healthy Habits</th>
<th>Adults</th>
<th>Children</th>
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</thead>
<tbody>
<tr>
<td>Eating more fruits and vegetables</td>
<td>69%</td>
<td>59%</td>
</tr>
<tr>
<td>Drinking more water</td>
<td>79%</td>
<td>67%</td>
</tr>
<tr>
<td>Consuming less fast food and drinking fewer soft drinks</td>
<td>72%</td>
<td>71%</td>
</tr>
<tr>
<td>Becoming more aware of their own health and wellness</td>
<td>88%</td>
<td>86%</td>
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</table>

Source: Juice Plus+® Children’s Health Study

Good health habits can have a “snowball effect” on one another. Juice Plus+® gets that “health snowball” rolling in the right direction.

For survey methodology and complete details, visit www.ChildrensHealthStudy.com.
Many other health benefits of taking Juice Plus+® have been demonstrated in published clinical research.

Numerous clinical studies on Juice Plus+® conducted by investigators at leading universities and hospitals have shown that:

**Juice Plus+® delivers key antioxidants and other phytonutrients that are absorbed by the body.**

Wise JA, et al. beta-Carotene and alpha-tocopherol in healthy overweight adults; depletion kinetics are correlated with adiposity.
—*International Journal of Food Sciences and Nutrition* 2009; 60: 65-75

**Juice Plus+® reduces oxidative stress.**

Lamprecht et al. When compared to placebo, Juice Plus+® Orchard, Garden, and Vineyard Blends taken in combination effectively reduced an exercise-induced marker of oxidative stress and improved several indicators of immunity.
—*Medicine & Science in Sports & Exercise* 2009 Jan.; 41(1): 155-63

**Juice Plus+® helps support a healthy immune system.**

Lamprecht M, et al. Several indicators of oxidative stress, immunity and illness improved in trained men consuming Juice Plus+® Orchard, Garden, and Vineyard Blend encapsulated juice powder concentrate for 28 weeks.
—*Journal of Nutrition* 2007; 137: 2737-2741

**Juice Plus+® protects DNA.**

Nantz MP, et al. Immunity and antioxidant capacity in humans is enhanced by consumption of a dried, encapsulated fruit and vegetable juice concentrate.
—*Journal of Nutrition* 2006; 136: 2606-2610

**Juice Plus+® positively impacts several key indicators of cardiovascular wellness.**

—*Journal of the American College of Cardiology* 2003; 41: 1744-1749

The large and growing body of Juice Plus+® clinical research is leading to increasingly wide acceptance of Juice Plus+® among doctors and other health professionals.

Create an additional revenue stream for your practice by improving your patients’ nutrition with Juice Plus+®.

The Juice Plus+® Virtual Franchise® is a low risk, low investment, low overhead, and “low hype” business that fits in perfectly with your professional activities – both in tone and in substance. It’s built around Juice Plus+®, one of the world’s most widely respected and professionally endorsed nutritional products.

The business model is simple, tried, and proven: you share Juice Plus+® with your patients or clients and we do the rest.

- We process the orders.
- We ship Juice Plus+® directly to your patients or clients.
- We collect their payments and provide customer support.
- We compensate you for your efforts. (We’ll even deposit the checks.)

Thanks to our Professional Support Program, you don’t have to “sell” anything.

You simply share the Juice Plus+® nutritional message with your patients or clients and let someone we call a “Wellness Coordinator” do the rest.

Your Wellness Coordinator can be just about anyone – your sponsoring Juice Plus+® representative, for example, or a member of your office staff – anyone who is a good “people person” and is enthusiastic about helping others achieve better health through better nutrition.
You share Juice Plus+® with your patients or clients as part of your preventive education message – usually along with a CD or DVD – and tell them that your Wellness Coordinator will contact them about it. The Wellness Coordinator “asks for the order” in our friendly, understated style; and then stays in touch to answer questions and help ensure that your patients or clients are taking Juice Plus+® as recommended.

How much money can you make by sharing Juice Plus+®?

One of the many things that health professionals like about the Juice Plus+® business is that we don't make exaggerated income claims or create false expectations. Your income will obviously depend on how many people you share Juice Plus+® with – and how many of them decide to take it. But we do know what each regular Juice Plus+® customer is worth.

For example, if just one patient or client a day became a regular Juice Plus+® customer, you could build an additional income stream of up to $30,000 or more by the end of your first year of sharing Juice Plus+®.

Here’s the “fine print.” This figure is based on a 20-day month, a $21 per carton retail profit, and your reaching our 22% commission level, which would happen automatically in this example. Our commissions begin at 6% and increase based on your cumulative revenue. If you elect to use a Wellness Coordinator – as most of our health professionals do – a portion of this income would be used to compensate him or her.

Many doctors and other health professionals simply share the Juice Plus+® product with their patients or clients. But you can earn even more by introducing the Juice Plus+® business to others, if you choose.
“Juice Plus+® is a great way to get fresh fruits and vegetables into kids. In fact, it’s the only supplement I take.”

—Bill Sears, M.D.
Pediatrician, best selling author, and medical consultant to Parenting and Baby Talk magazines

“Juice Plus+® has been an extremely helpful and positive voice in helping us ‘turn the tide’ on the problem of poor nutrition in this country.”

—David Katz, M.D.
Director, Yale-Griffin Prevention Research Center and creator of the Nutrition Detectives classroom education program

“Eating fresh fruits and vegetables every day is critical to good nutrition. I take Juice Plus+®. My family takes Juice Plus+®. It’s the next best thing I know to fresh fruits and vegetables.”

—Isadore Rosenfeld, M.D.
Cardiologist, best selling author, columnist for Parade magazine, and Fox News medical correspondent

Listen to what other leading health professionals from across the country have to say about Juice Plus+® at www.JuicePlus.com.
Today, literally thousands of health professionals take Juice Plus+® and recommend it to their patients and clients.

We hope that you will be interested in learning more about Juice Plus+® – and consider joining the growing ranks of health professionals who recommend it.

- **Ask for a CD or DVD.** You’ll not only learn more about Juice Plus+®, but you’ll also see the understated, education-oriented manner in which we share information about our product.

- **Take a look at the clinical research.** You’ll find summaries and links at www.JuicePlus.com; or ask your Juice Plus+® representative for a copy of our one-page Clinical Research Summary.

- **Talk to a fellow health professional about Juice Plus+®.** Your Juice Plus+® representative will be happy to arrange a three-way call.

Recommendating Juice Plus+® to your patients or clients as part of a preventive approach to better health is a great way to help your patients or clients while also helping your practice.