

# Power Point Talking Points

## Slide 1: Inspiring Healthy Living

Tell your story. Why do you love JP? Why do you want to share it?

## Slide 2: Two Trends

Increased toxicity due to changes in our environment, such as use of pesticides, fertilizers, air and water pollution, etc. We are affected by this toxicity every day.

## Slide 3: Two Trends

Nutrient density of our food has decreased due to mass production of food, which depletes the soil, picking fruits and veggies before they are ripe and transporting long distances—all of this negatively affects the nutritional content of our food. People are also consuming more processed foods.

## Slide 4: Food Dye

It is in a large percentage of processed foods. Pickles, marshmallows, yellow cake mix to name a few. You can buy most food without dye if you look in natural food section and check labels.

## Slide 5: Fake Food

Try to buy food with 5 or fewer ingredients whenever possible. Check labels—if you can't pronounce it or don't know what it is, you probably shouldn't be eating it.

## Slide 6: FACT

There is good news!

## Slide 7: Oxidative Stress

The increase in free radical damage is contributing to all the problems you see listed in this slide. Read verbatim from physician's letter.

"In order for us to carry out life's basic processes, we must burn fuel for energy. Burning fuel is called oxidation, and whether we're burning calories in our bodies or gasoline in our cars, the process is the same. The byproducts of oxidation are called free radicals. Much like smoke from a fire, their production cannot be avoided as long as we are alive and kicking and burning fuel. The free radicals lack an electron, and once created, will attack our own bodies, in effect stealing an electron from healthy tissue to fill their need. Our bodies repair much of the damage at first but, over time, this process takes its toll. This is why so many seemingly unrelated diseases can have a common source. The disease process depends upon which healthy tissue is damaged by the free radicals. DNA damage causes mutations resulting in cancer. Damage to the nerve sheath results in multiple sclerosis. Damage to the endothelium, the inner lining of blood vessels, causes plaque formation resulting in stroke or heart disease. **So where do fruits and vegetables come in?** Fruits and vegetables are rich in antioxidants and, when consumed in adequate amounts, these antioxidants neutralize free radicals before they can accumulate in the body and cause damage. It is the antioxidants which provide the extra electron the free radicals crave. The formula is simple. Adequate amounts of fruits and vegetables in our diets, plenty of antioxidants to **neutralize the free radicals**, leaving our bodies healthy. Poor intake of fruits and vegetables, and free radicals predominate, damaging our cellular structure in unpredictable ways, a situation called oxidative stress." *Thomas Hudson, M.D., Women's Center for Radiology*

## Slide 8: Veggie Chart

Have a fun discussion

## Slide 9: Bridge the Gap

This is my family's solution to making sure we get the recommended 9-13 servings of fruits and veggies daily.

Slide 10: What about vitamins?

Study published in Annals of Internal Medicine. Dangers of over the counter "vitamins". Fragmented megadose vitamins are made in a lab. Body does not know what to do with them.

Slide 11: These are the first 400 phytonutrients in an apple. Scientists aren't sure how many there actually are. The phytonutrients work together to create the amazing health benefits in an apple. Can you see why this can't be successfully duplicated in a lab?

Slide 12: Over 35 Published Studies

Point out a few of the prestigious universities conducting the research. Talk about the fact that yes, Juice Plus does fund their own research b/c if they didn't, who would? Most research is funded by the company that wants their product studied. However, the universities and medical centers involved in the research would not risk their reputations to provide results that were paid for.

Slide 13: Clinically Proven

The research has shown Juice Plus to do these things in the body...

Slide 14: Complete

Highly nutritious whole food shake. It is not the same as Juice Plus, but is a great complement to it.

Slide 15: Child Health Study Results

A child in your life can get JP at no cost to you because I choose to participate in the CHS by paying a portion of the child's order. Go over results

Slide 16: Tower Garden Slide

The Juice Plus company deals in only 3 products, and for that reason, they are able to do those 3 products really well. Their 3 products are Juice Plus, Complete (shakes and bars) and the Tower Garden. Read TG slide

Slide 17: Transform30

Total health transformation. Read guidelines on slide.

Slide 18: One Simple Change

A total health transformation isn't for everyone. In that case, we recommend one simple change. Make one simple change one month and then add another the next. After several months, you have many several changes to improve your health. Talk about our FB group.

Slide 19: Hippocrates

Thank you for coming. I hope you have learned something new and valuable.