

Juice Plus+®



The most thoroughly researched name brand nutritional product on the market today.

Let's discuss the value of Juice Plus+®.

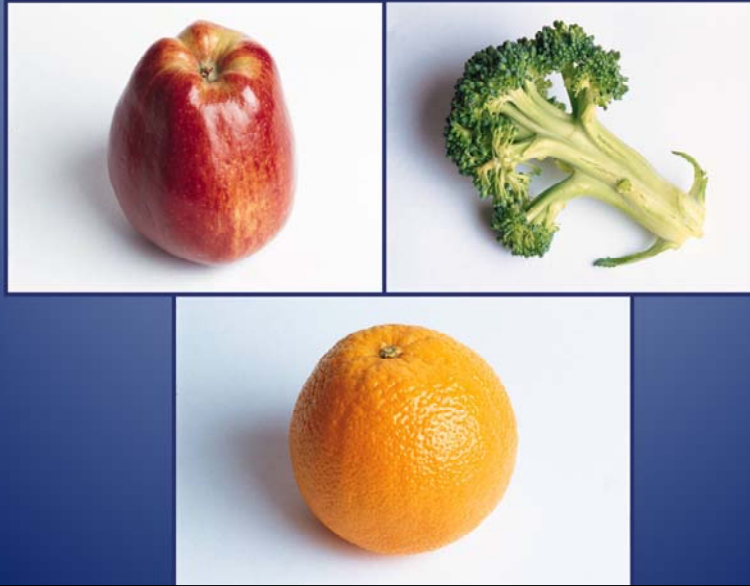
| JP+ Children's Health Study | | | | | | |
|---|--|--------------|--|--------------|---|--------------|
| Worldwide Results | | | | | | |
| | After 4 - 8 Months of taking Juice Plus+® | | After 1 Year of taking Juice Plus+® | | After 3 Years of taking Juice Plus+® | |
| | Children | Adult | Children | Adult | Children | Adult |
| Eating more fruits & vegetables | 53% | 64% | 59% | 69% | 70% | 79% |
| Less fast food/ Fewer soft drinks | 66% | 67% | 71% | 72% | 79% | 79% |
| Taking less prescription or OTC medication | 49% | 38% | 55% | 42% | 67% | 53% |
| Fewer doctor's visits | 56% | 44% | 63% | 49% | 74% | 61% |
| Increased awareness of health | 82% | 83% | 86% | 88% | 92% | 93% |
| Less school or work missed | 49% | 46% | 55% | 51% | 67% | 62% |
| Positive benefit of some kind | 90% | 93% | 93% | 95% | 97% | 98% |

There are now over 350,000 families in this study. These are the results from 100,000 questionnaires representing 200,000 people in numerous countries. The first category you see here is that children and adults alike are eating more fruits and veggies as a result of taking Juice Plus+®. And notice how for each of these categories, the improvements increase the longer people stay on Juice Plus+®. How much is it worth to a parent to have their children more aware of healthful choices? Notice the increased awareness of health numbers.



Let's talk about money. Every dollar you spend, you are either investing in your wellness or subsidizing your illness somehow. Do you spend money on beverages other than water? You know that the only drink that hydrates you is water. Everything else we drink is actually dehydrating in the least and most of them create serious health consequences. How much is your budget for random drinks other than water? And can you redirect some of that spending to invest in your wellness?

\$3.00?



How much vine-ripened, organic produce can you buy for \$3.00 at the store?

Less than \$3 a day for 35 more plants a day



Vineyard Blend

**Blueberry
Blackberry
Bilberry
Raspberry
Cranberry
Elderberry
Black currant
Red currant
Concord grape
Green tea
Ginger root
Grape seed
Artichoke**

Orchard Blend

**Apple
Acerola cherry
Cranberry
Orange
Papaya
Peach
Pineapple
Beet root powder
Date fiber
Prune fiber**

Garden Blend

**Beet
Broccoli
Cabbage
Kale
Carrot
Parsley
Spinach
Garlic
Tomato
Garlic powder
Oat bran
Rice bran**

There are 34 plants that go into making Juice Plus+® . Where else and how else can you add 34 plants to your diet in a convenient and affordable way and know that you are getting your monies worth because the product has been independently tested by over 25 universities on 4 continents?

What is the gift of health worth?

| | Estimated Unit Cost | Number | Estimated Annual Cost | People Reporting Fewer Occurrences* |
|--------------------|---------------------|--------|-----------------------|-------------------------------------|
| Doctor Visits | \$174 | 4 | \$696.00 | 49% |
| Prescriptions | \$ 53.34 | 12 | \$652.00 | 42% |
| OTC Medicine | \$ 25.00 | 24 | \$600.00 | 42% |
| Days Work Missed | \$150.00 | 8 | \$1,200.00 | 51% |
| Days School Missed | N/A | 8 | N/A | 55% |

* Based on more than 200,000 participants (from the Juice Plus+® Children's Health Study)

And we actually can make some estimation on the savings that Juice Plus+® provides people. For instance, the average doctor visit costs \$174 and on average families visit the doctor 4 times a year. So that becomes an average expense of \$696 a year. According to the Children's Health Study, we are seeing, even conservatively speaking, a 49% lower number of visits to the doctor. When you start to add up that with other expenses such as prescriptions, over the counter medication, days missed at work or - when a child misses school, usually that is an expense for the parent because they now need to deal with childcare one way or the other – you can begin to see how Juice Plus+® is an investment that saves you money in the end and improves the quality of your life and the life of your family.

Juice Plus+®



The most thoroughly researched name brand nutritional product on the market today.

Juice Plus+® – you and your family are worth this sound investment in your health!