

Juice PLUS+ PREVENTION Plus+

THE HEALTH & WELLNESS NEWSLETTER FROM JUICE PLUS+® • SPRING/SUMMER 2012



"Grow Good Health" with Tower Garden® by Juice Plus+®

As a Juice Plus+® customer, you understand just how important eating lots of fruits and vegetables is to good health. You also know that Juice Plus+® capsules and chewables provide you an easy and convenient way to add more nutrition from a wide variety of fruits and vegetables to your diet, every day.

Now Juice Plus+® offers you another way to bridge the nutritional gap by growing your own fruits and vegetables at home – right outside your back door!

Introducing Tower Garden® by Juice Plus+®

Tower Garden® is our new state-of-the-art vertical aeroponic growing system that allows almost anyone, anywhere to grow their own fresh fruits and vegetables at home. Aeroponics is the process of growing plants in an air or mist environment without the use of soil, and Tower Garden® utilizes a proprietary aeroponic technology developed by horticulturist Tim Blank (see *Profile* on Page 3).

Made of food-grade plastic, Tower Garden® stands five feet tall, takes up very little space, and grows 20 plants (with room to add more).

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Because it's a self-contained growing system, it can be placed in any relatively sunny place outside, including decks, patios, and balconies. Best of all, Tower Garden® grows most vegetables, herbs, and flowers – and many fruits – in less time than it takes to grow them in soil.

Tower Garden® is healthier

It's a fact: people who garden eat more fruits and vegetables than people who don't. So one of the best ways to get your family to eat more fruits and vegetables is to grow your own.

One reason is simple: convenience. When you have fresh, delicious, vine-ripened produce within arm's reach, you're simply more likely to eat it – and more of it. Another reason is that homegrown fruits and vegetables simply taste better, look better, and even smell better – something that's particularly true with Tower Garden®.

Also, when we see fruits and vegetables in the store, many of us don't think so much about how they got there. But much of the produce we buy and eat today is picked well before it ripens, so it never reaches its peak of flavor and nutrition. By the time we see it on the supermarket shelf, it's days or sometimes even weeks old, so it loses even more of its taste and nutritional benefit.

This is actually one important reason why so many of us today don't enjoy eating fruits and vegetables – and why Tower Garden® can help your family enjoy an even healthier diet.

Yes, that even means the kids in your household! Studies have shown that gardening increases children's interest in eating fresh fruits and vegetables. In fact, after being introduced to gardening, children recognize more vegetables, are more willing to try new ones, and end up eating a greater variety.



With Tower Garden®, you can have fresh produce right outside your back door, the way nature intended – nutritious, great-tasting, and picked at the peak of ripeness.

Tower Garden® is easier

Let's face it: traditional gardening takes a lot of time and effort. In addition, some people simply don't have room for a vegetable garden where they live – or don't have a yard to garden in at all.

Growing fresh fruits and vegetables in a Tower Garden® is much easier. Unlike a regular garden, Tower Garden® uses no soil – which eliminates the need to till, kneel, pull weeds, get dirty, and battle ground pests. Because of its unique aeroponic design, water and nutrients are continuously cycling through the Tower itself, showering the plants' roots exposed inside. As a result, plants grow in less time than it would normally take in soil.

In short, you get much more produce for much less work. And you can do it almost no matter where you live, because its compact vertical design fits almost anywhere. As long as you have a small deck, patio, balcony – any place that gets a reasonable amount of sunlight – you can



PREVENTION PLUS+ PROFILE: Tim Blank, inventor of Tower Garden®

“My dream is that someday everyone will have access to healthy food in their own home and local community.”

HOME: Orlando, Florida

SPECIALTY: Horticulturist and inventor of Tower Garden® by Juice Plus+®.

EDUCATION AND TRAINING: Graduated from Valencia College in 1992 with a degree in Horticulture and Greenhouse Management. Served as Greenhouse Manager for the futuristic agriculture exhibit *The Land* at Disney World's Epcot Center, and acted as a research liaison for the Department of Energy and NASA partnership with Walt Disney World™. In 2005, founded Future Growing, LLC where he developed Tower Garden®.

CURRENT POSITION: President of Future Growing, where he now focuses on large, commercial Tower Garden® projects while also assisting with research and development for the residential Tower Garden® by Juice Plus+®.

PROFESSIONAL SERVICE: Member of the Horticulture Advisory Committee at Valencia College.

HONORS: Received numerous awards for diversity and leadership during his 12 years at the Walt Disney World™ in Orlando.

KEY PERSONAL ACCOMPLISHMENTS: “Finding the love of my life, my wife Jessica, while working together at Epcot. The birth of our daughter and the tremendous joy of raising her. Getting a job at Walt Disney World™, the very place that first inspired my interest in aeroponic food production. And knowing that I’m making a difference in the world today with Tower Garden®.”

HOBBIES: “Growing most of our own food in our backyard Tower Garden® farm. Hiking some of the most beautiful places on planet Earth.” Also enjoys traveling, biking, running, and volleyball.

PERSONAL MISSION STATEMENT: “My dream is that someday everyone will have access to healthy food in their own home and local community.”

FAVORITE QUOTE: “If I could offer you only one tip for the future, ‘sunscreen’ would be it. The long-term benefits of sunscreen have been proved by scientists, whereas the rest of my advice has no basis more reliable than my own meandering experience.”—Baz Luhrmann

grow your own fresh produce with Tower Garden®.

Setting up Tower Garden® is easy, too. It comes with everything you need to start growing – including a seed starter kit and a specially formulated plant food called Tower Tonic™ – and takes about 20-25 minutes to assemble. Maintenance is easy, too.

Now, many of you reading this might be thinking, “But I don’t know the first thing about gardening!” The good news is that when you purchase Tower Garden®, you’re also purchasing advice and support to help you have a successful growing experience. For example, your Tower



Tower Garden® is a growing sensation!

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Garden® representative has personal experience of his or her own to draw on – just a visit or phone call away.

Also, our online Resource Center gives you access to tons of information, including the *Tower Garden® Growing Guide*, which provides step-by-step assembly and growing instructions. The Resource Center also contains instructional videos, crop-specific growing guides, answers to frequently asked questions, and a Tower Talk forum, where you can connect with other Tower Garden® users and share and learn from one other.

Tower Garden® is smarter

Tower Garden® is a smarter way to help feed your family. Because Tower Garden® is a one-time investment – one that you can spread over 12 monthly installments, if you like – it easily pays for itself over time compared to buying the same produce at the grocery store.

It can even save you money compared to traditional gardening, when you take into account how much the tools, soil, fertilizer, and other products needed to cultivate a traditional garden at home cost.

Tower Garden® is smarter for the environment, too. The proprietary Tower Garden® aeroponic growing system recycles its nutrients and water, and the vertical design reduces the need for space. Thus, Tower Garden® plants use less than 10% of both the water and land commonly used in conventional gardening.

Also, because Tower Garden® is soil-free, you won't need as many pesticides, insecticides, and herbicides, either – or you can choose to use none at all. You control the growing.

Find out more about Tower Garden® today

To learn more about Tower Garden® – or to purchase a Tower Garden® of your own and get started growing fresh vegetables and fruits for your family – please contact your Juice Plus+® representative. You can also learn more about the Tower Garden® growing system at TowerGarden.com.

