

# Juice PLUS+ PREVENTION Plus+

THE HEALTH & WELLNESS NEWSLETTER FROM JUICE PLUS+® • TWENTIETH ANNIVERSARY EDITION



## Bridging the Gap for Twenty Years

It started with a simple idea.

Parents and grandparents have told us to eat our fruits and vegetables for years. But it wasn't until the 1980s that scientists began to better understand why fruits and vegetables are so important to good health.

In 1991, the National Cancer Institute launched the "5 A Day Campaign" to encourage us all to eat more fruits and vegetables – because we simply weren't eating enough, and it was increasingly impacting our health.

At the same time, many Americans were joining the juicing craze in an effort to get more nutrition from fruits and vegetables into their diets every day. But juicing, while very healthful, can be expensive and time-consuming – not to mention very messy – which is why so many people who tried it gave it up.

### Introducing Juice Plus+®: The Next Best Thing to Fruits and Vegetables

It was against this backdrop that we introduced Juice Plus+® Orchard and Garden Blends back in 1993. This novel



product contained "concentrated nutrition from fruits and vegetables in convenient and inexpensive capsules."

We positioned Juice Plus+® from the beginning as "the next best thing to fruits and vegetables," because we wanted people to eat more of the real thing, too. (We still do.)

Juice Plus+® was based on a simple premise. People weren't eating nearly enough fruits and vegetables. Juice Plus+® was designed to help people "bridge the gap" between what they should eat, and what they do eat, every day.

*(continued on next page)*

1993

Orchard and Garden Blend capsules introduced



1996

First clinical study on Juice Plus+® published



1999

Juice Plus+® Children's Health Study Begins



Millions of customers later, Juice Plus+® is still helping families around the world bridge the nutritional gap.



### Not an old-fashioned vitamin supplement

Unlike old-fashioned vitamin supplements, Juice Plus+® provides whole food based nutrition from a wide assortment of nutritious fruits and vegetables. This means that Juice Plus+® contains a much wider variety of naturally occurring vitamins, antioxidants, and other phytonutrients than traditional vitamin supplements.

In fact, Juice Plus+® contains a full array of phytonutrients – and even some of the fiber – found in the fruits and vegetables it's made from. These nutrients work together in powerful combination to provide you more of the benefits of eating healthful whole foods than vitamins do.

### We don't just say it. We prove it.

We knew from the start that Juice Plus+® was a much-needed product. But over the ensuing 20 years, we've

gone to great lengths to assure our customers of the quality and efficacy of our products.

- As we've grown, we've developed a strong network of long-term relationships with farmers across North America, and with multiple manufacturing partners.
- We've invested millions of dollars to support independent clinical studies of Juice Plus+® at prestigious universities around the world. More than 25 of these studies have been published in leading peer-reviewed professional journals. More are underway.
- Juice Plus+® is reviewed and certified by NSF, the not-for-profit public health and safety company. You see their seal on every Juice Plus+® bottle and pouch.
- And through the Juice Plus+® Children' Health Study, more than 150,000 families have told us about the great results they've experienced since taking Juice Plus+® – from actually eating more fruits and vegetables to going to the doctor less. ([ChildrensHealthStudy.com](http://ChildrensHealthStudy.com))



### Thank you for a great first 20 years.

Of course none of this would have been possible without the support of loyal Juice Plus+® customers like you. Thank you for helping us fulfill our mission of "inspiring healthy living around the world."



2000

Juice Plus+ Complete®  
Drink Mix introduced



2001

Vineyard Blend  
capsules introduced



2002

National Cancer Institute  
funds Juice Plus+® study



# Fruit and Vegetable Inflation: From 5 a Day to Half Your Plate



One thing we've noticed over the course of the past 20 years: the more science uncovers about the importance of fruits and vegetables, the more of them public health organizations tell us to eat. Since we first

dren are overweight or obese, nearly *triple* the rate in 1963. Two-thirds of adults today are overweight or obese. In the U.S. alone, we spend \$190.2 *billion* treating obesity-related illness – 21% of our annual medical spending. Over 9 million young adults weigh too much to join the military.

introduced Juice Plus+®, we've seen recommendations go from 5-7 servings to 7-13 servings to *Half A Plate*. In order to keep pace, the well-known 5 A Day campaign has been replaced by *More Matters*.

Clearly one thing hasn't changed enough from 20 years ago: people still don't eat anywhere near the fruits and vegetable they need.

Of course, the more fruits and vegetables we're told to eat, the harder that becomes.

That's why so many of us now turn to Juice Plus+® to help us bridge the gap.

The good news is that we've begun to ever so slightly turn the tide of fruit and vegetable consumption at younger ages. Children under 12 have actually been eating a little more fruits and vegetables since 2004.



But on the flip side, vegetable consumption by teens has actually *declined* 6% since 2004. Almost two-thirds of Americans eat *two or less* servings of vegetables a day, and fruit consumption is even lower. We continue to overspend on sweets, fats, and processed foods as we underspend on fruits, vegetables, and grains.

Obesity – a result of bad food choices and too little physical activity – continues to rise. One-third of chil-

2003

Juice Plus+® cardio study appears in *Journal of the American College of Cardiology*



2006

University of Florida study shows Juice Plus+® helps support the immune system and protect DNA



2009

Orchard and Garden Blend Chewables introduced in eco-friendly pouches



# Coming Soon: A New Look for Juice Plus+®

You probably noticed something different on the front cover of this newsletter: our beautiful new Juice Plus+® bottles! (We hope you agree with our assessment.)

We're in the process right now of converting our Juice Plus+® bottles and pouches to the look you see below. You'll likely start to see it in your own shipment of Juice Plus+® later this year.

Our new packaging represents another big step in our efforts to make our product line even more ecologically friendly. Now, in addition to being made of recyclable plastic, each new bottle will contain 120 capsules instead of the current 60 capsules.

You'll still get the same amount of Juice Plus+® in each carton, of course, but Juice Plus+® Orchard and Garden Blend cartons will now contain four large bottles instead

of eight smaller ones – and use much less plastic in the process. (The size of the eco-friendly pouches of Juice Plus+® Chewables will remain the same.)

We've also launched a new Juice Plus+® website at [JuicePlus.com](http://JuicePlus.com). We've tried to make it the perfect "go-to" place by sharing interesting articles from several bloggers to help you keep up with the latest health and wellness news: a place to read summaries, watch videos, get cooking tips – you name it. And we mean that literally, because there's even the opportunity now for you to post your own comments about these articles, and begin a conversation with others.

Ask your Juice Plus+® representative to show you her or his own personalized version of our great new website.



2010

Juice Plus+ Vineyard Blend® Chewables introduced in eco-friendly pouches



2011

Clinical studies show Juice Plus+® supports healthier skin and gums



2012

MD Anderson Cancer Center diet study appears in *Gynecologic Oncology*  
Tower Garden® by Juice Plus+® introduced ([TowerGarden.com](http://TowerGarden.com))



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