

The

Juice PLUS⁺

Guide To Better Health



g o o d h e a l t h / l o n g l i f e

Eat more fruits and vegetables.

Medical science reminds us every day that good nutrition and good health go hand in hand, especially when it comes to the health benefits of eating fresh, raw fruits and vegetables. Researchers continue to find elements in fruits and vegetables — vitamins and other antioxidants, phytochemicals, minerals, enzymes, and fiber — that seem to strengthen our immune systems, impede the development of degenerative diseases like cancer and heart disease, and further contribute to health and longevity.

Medical research also suggests that getting nutrients from whole food sources — real fruits and vegetables — is much better than supplementing the diet with specific, isolated vitamins. This has led health authorities like the National Cancer Institute, the American Heart Association, and the U.S. Food and Drug Administration to recommend that we eat at least 5-9 servings of fresh, raw fruits and vegetables every day for better health.

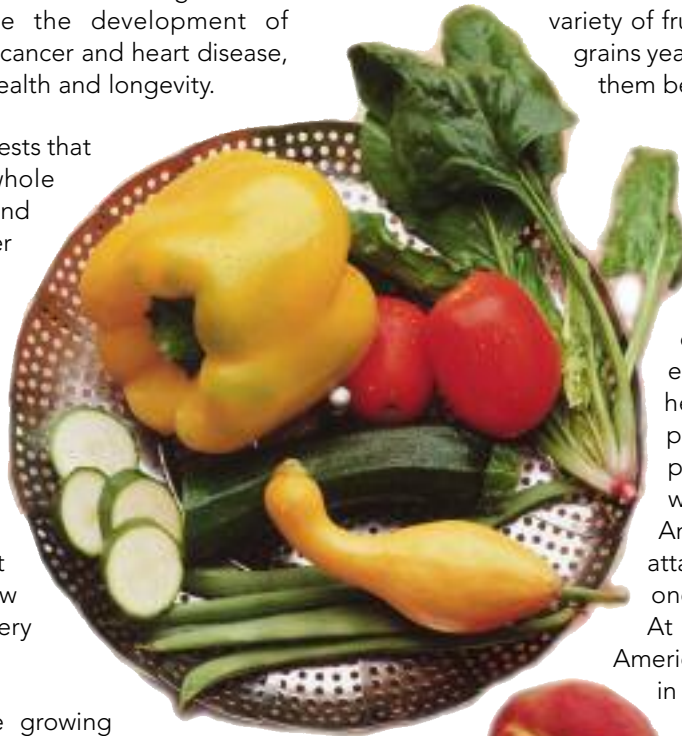
Unfortunately, despite the growing medical evidence and all the resulting publicity, less than 10% of American adults (and an even smaller percentage of our children) eat at least 5 servings of fresh, raw fruits and vegetables a day. Those we do eat tend to be overprocessed, overcooked, or too far removed from the field.

If we know better, why don't we eat better? "It's too hard." Buying and preparing 5-9 servings of different fresh fruits and vegetables every day takes a lot of time. "We're too busy," and fast food restaurants don't offer fruits and vegetables. "They don't taste good," and we don't eat a lot of what we don't like.

"I can't afford it." Buying a wide variety of fruits, vegetables, and grains year-round — and using them before they go bad — can be pretty expensive.

Largely as a result of our poor diets, Americans suffer a higher incidence of degenerative diseases like cancer and heart disease than people just about anywhere else in the world. 1.5 million Americans have heart attacks every year, and one-third of them die. At current rates, 1 in 3 Americans will have cancer in his or her lifetime.

We need to eat more fruits and vegetables. In a very real sense, our lives depend on it.



Order Juice Plus+

Develop the Juice Plus+® habit: take Juice Plus+® every day.

Taking Juice Plus+® capsules every day is an easy and inexpensive way to add nutrition from a wide variety of different fruits, vegetables, and grains to your diet.

Juice Plus+® contains the nutritional essence of 17 different raw fruits, vegetables, and grains in convenient capsule form. Juice Plus+ Orchard Blend® contains seven of the most nutritious fruits around: apples, oranges, pineapple, cranberries, peaches, acerola cherries and papaya. Juice Plus+ Garden Blend® contains ten nutrient-dense vegetables and grains: carrots, parsley, beets, kale, broccoli, cabbage, spinach, tomatoes, and barley and oat fibers.

Juice Plus+® is made from the freshest, highest quality fruits and vegetables, carefully tested every step of the way to ensure no pesticides, herbicides, or other contaminants affect the natural purity of the product. They are juiced to extract their nutritional essence, and then reduced to powder using a special proprietary process.

This drying process is carefully monitored to ensure that our all-natural ingredients are never exposed to the high temperatures that destroy so much of the nutritional value of fruits and vegetables when they are processed or when we overcook them. Most of the vital nutrients found in the fresh, raw fruits and vegetables thus remain intact,

making Juice Plus+® the next best thing to actually eating fresh, raw fruits and vegetables.

And Juice Plus+® actually offers a key advantage over eating fresh, raw fruits and vegetables: almost all of the salt, sugar and calories are eliminated from Juice Plus+® when the juice is reduced to powder. Think of it as getting most of the “good” stuff without a lot of the “bad.”

Juice Plus+® also comes in chewable form, so that anyone who doesn't like to swallow capsules can enjoy more of the important nutritional benefits of fresh, raw fruits and vegetables, too.



There is no substitute for eating a wide variety of fresh, raw fruits and vegetables, at least 5-9 servings every day. But if you're like most people, you don't do that. This is why you need to develop the Juice Plus+® habit. It's an easy way to get started down the road to better health.

DIRECTIONS FOR TAKING JUICE PLUS+®:

Take 2 Orchard Blend capsules in the morning and 2 Garden Blend capsules in the afternoon or evening, every day, each time with a full glass of water.

Order Juice Plus+

“Juice Plus+® is an easy way to add good nutrition from fruits and vegetables to your diet every day.”

Juice Plus+® is backed by independent scientific research.

Juice Plus+® is packed with whole food based nutrition. But is that nutrition assimilated by the body? That's what the original Juice Plus+® **Bio-Availability Study** – published in 1996 in the journal *Current Therapeutic Research* – showed. Investigators found that daily use of Juice Plus+® significantly increased blood plasma levels of key antioxidants after only 28 days. This study also found that Juice Plus+® reduced serum lipid peroxides – a key indicator of oxidative stress – by 75% overall, and reduced them to undetectable levels in a third of the subjects.

Next, investigators at the **University of Arizona** found that after 80 days, daily consumption of Juice Plus+® effectively increased levels of important antioxidant nutrients and led to an improvement in several markers of immune system function in an elderly population. Results of this study were published in the journal *Integrative Medicine* in 1999.

Another study, conducted at **Brigham Young University**, analyzed DNA from white blood (lymphocyte) cells and found that after 80 days, daily use of Juice Plus+® reduced susceptibility of DNA to damage in elderly subjects by an average of 66% – and improved carotenoid status in the process. These results were published in the journal *Nutrition Research* in October 1999.



Another Juice Plus+® bio-availability study, lasting only seven days, was conducted by researchers at **King's College** in London. They concluded that even in this short time, key antioxidant nutrients in Juice Plus+® were absorbed by the body, and lipid peroxidation – an indicator of oxidative stress – was reduced. Results from this study were published in the *Journal of Human Nutrition and Dietetics* in 2000.

In a double-blind, placebo-controlled cross-over study published in 2003 in *The Journal of Nutrition*, researchers at the **University of Sydney** analyzed the effect of Juice Plus+® on the levels of homocysteine, an amino acid produced by the body that often accumulates to unhealthy levels when nutritional status is compromised. Research has shown that elevated levels of homocysteine in the blood correlate significantly to poor cardiovascular health.

As in previous studies, the Australian researchers found significant increases in antioxidant levels in subjects taking Juice Plus+®. Their most compelling finding, however, was a reduction in homocysteine levels. The Sydney researchers concluded that even in the absence of dietary modification, Juice Plus+® produced responses consistent with improved cardiovascular health.

Another study focusing on homocysteine conducted in **Foggia, Italy** was published in 2003 in the journal *Nutrition Research*. Investigators found that daily use of Juice Plus+® for four weeks increased folate and decreased homocysteine in Italian subjects.

A double-blind, placebo-controlled investigation by researchers at the **University of Maryland** found that Juice Plus+® helps reduce vascular constriction and “can reduce the adverse impact of a high fat meal.” Their study was published in 2003 in the

Journal of the American College of Cardiology.

A study at the **Medical University of Vienna** – conducted using a randomized double-blind, placebo-controlled cross-over research design – found that, when compared to placebo, Juice Plus+® effectively increased plasma levels of important antioxidant nutrients and folate. This study was published in the *Journal of the American College of Nutrition* in 2004.

More Juice Plus+® clinical studies are underway:

A study at the **University of Mississippi Medical Center** is measuring the impact of Juice Plus+® on pregnancy health.

An investigation at **Wake Forest University** and other sites in the USA, funded by the **National Cancer Institute of the National Institutes of Health**, is evaluating the effects of Juice Plus+® on nutritional status and various markers of cell health.

A study at the **University of North Carolina-Greensboro** is investigating the impact of Juice Plus+® on exercise-induced oxidative stress.

An investigation at the **University of Texas/MD Anderson Cancer Center** is observing the effect of Juice Plus+® capsules and Juice Plus+ Complete® on nutritional status and quality of life.

A study at **Yale University-Griffin Hospital Prevention Research Center** is evaluating the effects of Juice Plus+® on endothelial function in healthy insulin-resistant adults.

A study at the **University of Würzburg** in Germany is investigating the effects of Juice Plus+® on periodontal health in smokers

An investigation at the **University of Florida** is studying the effects of Juice Plus+® on markers of immune function in healthy young adults.

An investigation of bio-availability in an Asian population is being conducted at **Tokyo Women's Medical University** in Japan.

A study by researchers at the **University of Milan** is measuring the effect of Juice Plus+® on the oxidative stress in smokers.

A study by investigators at the **University of Birmingham** in England is analyzing the effects of Juice Plus+® on periodontal health and antioxidant status in non-smokers.

An investigation by researchers at the **Medical University of Graz** in Austria is evaluating the effects of Juice Plus+® on oxidative stress and antioxidant status with intense exercise.

A study by researchers at **Georgetown University** and **UCLA** is assessing the bio-availability of Juice Plus+® in an overweight population.

A study by a research team from **Vanderbilt University** is determining the effects of Juice Plus+® on several indicators of cardiovascular health.

Juice Plus+® has been investigated in a variety of populations under a variety of circumstances at leading universities and research hospitals around the world.

Juice Plus+® is – and will continue to be – the most thoroughly tested nutritional product in the world.



Order Juice Plus+

Take a serious look at how you eat.

“How” you eat can be just as important as “what” you eat.

For example, we tend to eat too many BIG meals. Bigger meals are harder for the body to digest; and we tend to eat more than we need to before our brains get the “I’m full” signal, especially if we eat too quickly. Most people would be better off eating smaller amounts of food more often.

Skipping meals is unhealthy, too: it makes you much too hungry for the next one. We need to eat at least three, smaller meals every day. Start your day with a light nutritious breakfast. Take time for a light nutritious lunch. Watch your portions at dinner, and eat as early in the evening as possible. If you’re in a hurry, or looking to reduce calories in a healthy way, consider a healthy, balanced meal replacement product like Juice Plus+ Complete®.

Always allow yourself enough time to eat, and eat slowly. This gives your body time to “feel full” and reduces the tendency to eat too much. And avoid the “clean your plate” mentality. Remember that the food you leave on your plate costs less than the health problems it can cause you later in life.

Snacking between meals is actually healthy, as long as you snack on the right things; it helps reduce your tendency to eat too much at your next meal. The biggest problem with between-meal snacking, of course, is what we eat. We tend to snack on foods high in calories and saturated fats — like potato chips, candy bars, and ice cream.

Instead of potato chips or cheese puffs, go for pretzels or plain popcorn (with a little salt, if you like). Instead of candy bars or ice cream, try fresh fruit or raisins (they’re great frozen), frozen fruit juice bars or yogurt, or a bagel or English muffin with spreadable fruit. If you want to be really healthy, try some raw baby carrots or celery or other sliced vegetables.

Also, make sure you’re snacking for the right reason — because you’re hungry; and not for wrong reasons — like stress, habit, or boredom. If you know you’re going to feel hungry mid-morning or mid-afternoon, it’s ok; don’t fight it. Simply avoid the vending machine at school or at work by bringing a healthy snack along.

“How” you eat can be just as important as “what” you eat. A few simple changes in your eating habits can go a long way toward creating a healthier you.



“Snacking between meals is fine, as long as you snack on the right things.”

Juice Plus+ Complete® provides balanced nutrition for a healthier you.

Juice Plus+ Complete® is a whole food based beverage product offering balanced nutrition in every scoop. It's great tasting, all-natural, and non-dairy, and contains Juice Plus+® fruit and vegetable powders, along with a proprietary blend of other foods and nutrients typically lacking in today's diet. For example, one scoop of Juice Plus+ Complete® contains 24 mg of isoflavones from soy protein, which are particularly important for women's health.

Juice Plus+ Complete® comes in two delicious flavors — French Vanilla and Dutch Chocolate — and provides a whole meal's worth of good, balanced nutrition for as little as 110 calories, depending on what you mix it with. And you can mix Juice Plus+ Complete® with almost anything: fruit juices, whole fruits, skim milk, yogurt, or soy milk, to name a few.

Use Juice Plus+ Complete® in any number of ways:

FOR AN "ON-THE-GO" BREAKFAST Get a great nutritional start on the day.

AS A PRE-EXERCISE ENERGY DRINK Slow releasing, low-glycemic carbohydrates assist in longer, more

intense workouts. One 33-gram serving provides 13 grams of high quality plant-based protein.

AS A POST-WORKOUT RECOVERY DRINK Replenish your energy levels with Juice Plus+ Complete® — a balance of carbohydrates, proteins, vitamins, and minerals.

FOR WATCHING YOUR WEIGHT Use low-calorie Juice Plus+ Complete® in place of a meal or as a between-meal snack, once or twice a day.

AS A LATE NIGHT SNACK A tasty substitute for things you shouldn't be eating before you go to bed.

No matter how you use it, Juice Plus+ Complete® will improve your diet by providing more of the good nutrition you really need.

DIRECTIONS FOR TAKING JUICE PLUS+ COMPLETE®:

For optimum taste and nutritional benefit, add a scoop of Juice Plus+ Complete® powder to one cup of skim milk, soy milk, rice milk, fresh juice, or cold water. Stir, shake, or blend until smooth. For added nutrition and variety, blend with additional wholesome ingredients, such as berries.



"Juice Plus+ Complete® provides a whole meal's worth of balanced nutrition."

Add a little exercise to your life.

Exercise is critical for good health and a longer life.

Exercise helps you lose excess weight or maintain a good weight by burning fat and increasing muscle tissue. The more muscle you have, the more calories you expend because more muscle also increases your metabolic rate and energy level. Regular exercise improves digestion and sleep, lowers blood pressure, improves cholesterol levels, increases mental alertness, strengthens muscles and bones, increases flexibility, improves stamina, reduces depression, and improves self-esteem.

Studies show that just 30 minutes of moderate exercise a day can:

- cut your risk of heart disease by 50%.
- reduce your risk of hypertension, diabetes, and colon cancer by 30%.
- cause you to lose an extra 14 pounds a year (if you're overweight) without any other changes in your lifestyle.

60% of Americans do not exercise regularly; 25% of us don't exercise at all. Fortunately, you don't have to be a marathon runner to reap the benefits of exercise. Participating in moderate exercise for 30 minutes a day a few days a week is all it really takes. Doing this for about a year gets most people back into the same physical condition they would have been in had they been exercising regularly for years.

One of the easiest forms of exercise is walking. Walking burns almost as many calories as jogging, swimming or aerobics classes. And walking briskly for 30-45 minutes a day at least three days a week provides the regular aerobic exercise that helps

strengthen your heart, lungs and cardiovascular system and helps improve blood circulation. If sparing 30 minutes a day sounds difficult, taking three 10-minute walks yields almost as many health benefits as a single 30-minute walk.

Over 17 million Americans "walk for fitness", making it the #1 fitness activity for women and #2 for men. And walking doesn't require special training, equipment, or skills. It's always "there" and easy to fit into most any schedule. Just wear comfortable shoes that support and cushion your feet.

Of course, walking is not the only answer to your need for exercise, and may not be the best answer for you. Be active: everyday activities like yard work or housework, and choices such as taking the stairs instead of the elevator, can make a difference. But the key is a regular exercise habit, something you enjoy doing (or at least don't mind doing) — and will keep doing — month in and month out.



Juice Plus+ Thins® helps you reduce fat and build muscle mass.



Juice Plus+ Thins® is specially formulated snack that helps reduce hunger, and increases fat metabolism and energy, without the use of any stimulants or drugs. It contains a variety of all-natural ingredients including:

- fruit powders and extracts like malabar tamarind (garcenia cambogia), a citrus fruit that enhances the body's ability to burn fat and helps naturally reduce hunger
- a proprietary blend of nutritional chromium, a mineral essential for insulin function. Since insulin regulates blood sugar levels and fat storage, chromium helps minimize energy fluctuations and reduce food cravings. According to the USDA, only 1 in 10 Americans gets even the minimum daily recommended amount of chromium
- a carefully-balanced blend of soluble and insol-

ble dietary fibers. Americans don't get nearly enough fiber every day, and Juice Plus+ Thins® — along with Juice Plus+® capsules and Juice Plus+ Complete® — helps reduce that daily fiber deficit.

Using a combination of Juice Plus+ Thins®, Juice Plus+® capsules, and Juice Plus+ Complete® can also increase lean muscle mass and reduce body fat. A study published in *The Journal of the American Nutraceutical Association* analyzed 100 people who were given a simple weight loss program to follow. Half were given the three Juice Plus+® products to use; half were not.

After only 60 days, the Juice Plus+® group not only lost more weight and more fat, but did it without reducing lean muscle mass, which usually occurs with "crash" diets. That's good, because muscles burn calories, so when your weight loss comes from muscle instead of fat, your body's ability to burn calories is impaired. In fact, the Body Composition Index (BCI) — which counts fat loss as positive and muscle loss as negative — was more than three times higher for those taking the Juice Plus+® products.

	Juice Plus+® Test Group	Control Group
Fat gain or loss	-5.8 lbs.	-2.5 lbs.
Muscle gain or loss	+1.9 lbs.	0.0 lbs.
BCI	+7.7	+2.5

DIRECTIONS FOR TAKING JUICE PLUS+ THINS®:
Enjoy 2-4 of the Thins as a snack anytime between meals to maintain energy levels and reduce unhealthy snacking. Always eat Juice Plus+ Thins® with at least 8 ounces of water.

"Juice Plus+ Thins® helps maintain energy levels and reduce hunger."

It's never too early to teach good eating habits.

Children today have terrible eating habits, usually much worse than their parents. Over time, these habits will lead inevitably to an increased risk of degenerative diseases like heart disease, stroke and cancer. Unfortunately, for many children that risk comes sooner than later:

- 40 million American children have abnormally high cholesterol levels.
- By the age of 12, an estimated 70% of our children have developed the beginning stages of hardening of the arteries.
- At least 1 child in 4 in the United States today is seriously overweight, and that number keeps growing.
- Over the last 20 years, the number of overweight children has increased by more than 50%, and the number of extremely overweight children has nearly doubled.

These statistics and trends are frightening. They will only get worse unless we change our children's eating habits.

Part of the problem is that our children are not getting good information about eating. The average child watches up to 10,000 food commercials a year. \$36 billion is spent every year on food advertising. Most of that money is spent on advertising for fast

foods and snack foods, sugary cereals and candy. By comparison, the National Cancer Institute spends only about \$1 million a year on its "five servings of fruits and vegetables a day" message.

It's up to parents to take charge and bring some balance back to this equation.



The result of this marketing blitz is that our children eat too much sugar, too much salt and fat, and not enough fruits and vegetables. According to a study done at Washington State University, the average American child eats 275 pounds of refined sugar a year. American children eat 5-10 times the amount of sodium they need. About 4 out of 5 children eat a diet containing well over 30% fat. And according to the National Cancer Institute, 25% of

school-age kids do not consume a single serving of vegetables a day, and 50% of kids 2-18 years of age eat less than one serving of fruit a day.

You can make a difference by making healthy eating a priority in your household. Learn more about what constitutes a healthy diet and begin to teach your children the importance of eating fresh fruits and vegetables.

Don't let your child become a statistic. Give your child the gift of good health.



[Order Juice Plus+](#)

JP+ Gummies® makes good nutrition fun for kids!

Children like candy. Children don't like most fruits and vegetables, and don't come close to the recommended 5-9 servings of fruits and vegetables a day. That's why we created JP+ Gummies®: Juice Plus+® fruit and vegetable powders in tasty "gummi" form.

JP+ Gummies® is a breakthrough product, unlike anything on the market today:

- Like Juice Plus+® capsules, JP+ Gummies® offers whole food based nutrition from a variety of fruits, vegetables, and grains. Unlike traditional "fragmented" kids vitamin and mineral supplements, new JP+ Gummies® contains the wide array of "whole food" nutrients found in fruits and vegetables themselves: the vitamins and the antioxidants, the phytochemicals and the enzymes, the minerals and the fiber.
- They're healthy gummies, not empty calories. JP+ Gummies® packs lots of good nutrition into every little handful. Apples, oranges, pineapples, cranberries, peaches, acerola cherries, and papaya. Carrots, parsley, beets, and kale. Broccoli, cabbage, spinach, and tomatoes. Even fiber from barley and oats. All providing the variety of nutrients that only "whole foods" offer.
- They taste great, and with less sugar than regular gummies. The sugar that our gummies do contain comes from a variety of all-natural sweeteners, including grapejuice concentrate and sugar beet powders.
- They contain no artificial flavors, no artificial colors and no hydrogenated oil. Unlike regular gummies, JP+ Gummies® is flavored only with natural fruit flavors, and colored only with natural fruit colors. And while regular gummies are coated with unhealthy hydrogenated oil, Juice Plus+® gummies are not.
- They contain a proprietary blend of plant-based fibers, specially balanced with a child's diet in mind.

And adding JP+ Gummies® to your child's diet costs about 67 cents a day — less than one unhealthy trip to the soda or candy machine.

We know our children need to eat better. We know we have a hard time making that happen. New JP+ Gummies® will ensure that your child is getting added nutrition from 17 different fruits, vegetables, and grains . . . every single day!



"JP+ Gummies® is a tasty and nutritious alternative to candy!"

The Juice Plus+® difference is whole food based nutrition.

Nutrient-dense whole foods such as fresh fruits and vegetables are packed not only with lots of vitamins, but also with a wide array of other powerful phytonutrients. Moreover, scientific research continues to show that the nutrients found in whole foods *work together* to strengthen our immune systems, impede the development of disease, and contribute to good health in many other ways.

Isolated vitamins and multivitamin combinations simply can't deliver the wide range of nutrients that whole foods provide.

That's why, unlike simple vitamin supplements, all Juice Plus+® nutritional products are *whole food based*, specifically designed to provide more of the whole food nutrition lacking in most of our diets today. Juice Plus+® products contain not only a much wider variety of vitamins and antioxidants, but also the many other phytonutrients – and even some of

the fiber – found in healthful whole foods.

- Juice Plus+® capsules and chewables provide whole food based nutrition from 17 different fruits, vegetables, and grains.
- Juice Plus+ Complete® offers a meal's worth of whole food based nutrition in every scoop.
- The whole food based nutrition of Juice Plus+ Thins® helps you reduce fat and build lean muscle mass.
- JP+ Gummies® makes good whole food based nutrition fun for kids.

Now, Juice Plus+ Vineyard Blend® – the newest addition to the Juice Plus+® family of products – provides whole food based nutrition from nine varieties of berries and grapes.



Juice Plus+ Vineyard Blend® is the next best thing to berries and grapes.

New Juice Plus+ Vineyard Blend® provides the nutritional essence of nine varieties of berries and grapes in convenient capsule form.

- blueberry
- blackberry
- bilberry
- cranberry
- raspberry
- elderberry
- black currant
- red currant
- Concord grape

These foods provide some of nature's most powerful antioxidant flavonoids and polyphenols.

Juice Plus+ Vineyard Blend® has also been specifically formulated with cardiovascular (heart and circulatory) health in mind. It contains a proprietary mixture of natural powders and extracts that are derived from green tea, ginger root, grape skin, grape seed, and artichoke, and include L-arginine, L-carnitine, coenzyme Q10, and vitamins C and E.

Each ingredient is specially selected to provide a broad range of nutritional benefits.

What most distinguishes Juice Plus+® from other nutritional products, of course, is the large and growing body of clinical research performed on our products. Juice Plus+ Vineyard Blend® is no exception.

A study conducted at the **University of Maryland** and published in 2003 in the *Journal of the American College of Cardiology* shows that taking Juice Plus+ Vineyard Blend® along with Juice Plus+® Orchard and Garden Blends can help improve circulation.

Maryland researchers had previously shown that eating a high-fat meal impairs circulation. Normally, arteries expand when there's a sudden increase in blood flow. Eat a high-fat meal, however, and the

ability of the arteries to properly respond is diminished for at least four hours.

The same research team analyzed the effect of Juice Plus+® on post-meal constriction of the arteries. They found that the blood vessels of subjects receiving Juice Plus+® Orchard and Garden Blend capsules were better able to respond to changes in blood flow compared to the blood vessels of volunteers receiving placebo capsules.

The combination of all three types of Juice Plus+® capsules, however – Orchard, Garden, and Vineyard Blends – virtually eliminated the negative blood flow effects of eating a high fat meal. These results were achieved after only 28 days on the products.

Additional clinical research involving the combination of Juice Plus+® Orchard and Garden Blends and Juice Plus+ Vineyard Blend® is currently being conducted on coronary heart disease patients at **Vanderbilt University**, on athletes at the **University of North Carolina/Greensboro**, and on subjects with symptoms of metabolic syndrome – often a precursor to both coronary heart disease and type 2 diabetes – at the **Yale University-Griffin Hospital Prevention Research Center**. Studies are also being conducted at the **University of Birmingham** in England (on periodontal health and antioxidant status in non-smokers) and the **Medical University of Graz** in Austria (on oxidative stress and antioxidant status with intense exercise).

Juice Plus+® has always provided a convenient and inexpensive way to add more whole food based nutrition from fruits and vegetables to your diet. Now Juice Plus+ Vineyard Blend® lets you add more whole food based nutrition from berries and grapes to your diet – conveniently and inexpensively – every day.

“Juice Plus+ Vineyard Blend® is supported by independent clinical research.”

The key to success is finding the right balance.

You may be asking by now: "How do I make all these changes without turning my world upside down?" The key is to find the right balance.

Obviously, the more positive changes you make in your life and the more quickly you make them, the faster you'll improve your health. On the other hand, only those things that you stick with are going to really help you in the long run, so you need to be careful not to try to go too far, too fast when it comes to changes in either diet or exercise.

For example, most of us have too much fat in our diets, especially "bad" fats such as saturated fats and hydrogenated oils.

Yet it's very difficult to suddenly cut down on all the fat. That's because most of us have developed a "fat taste" that causes us to enjoy foods containing fat.

Try cutting down on fats more gradually in the beginning, and start to replace them with healthier foods like fresh, raw fruits and vegetables and whole grains.

Your body will begin to develop a taste for the "good stuff" and fat cravings will start to disappear. Taking Juice Plus+® helps tremendously in this regard, by giving your body more of the good nutrition it really needs.



[Order Juice Plus+](#)

Look at exercise in the same way. Pushing yourself too hard right out of the gate can lead to burnout, not to mention possible injury. You begin to reject exercise, physically and psychologically, and start looking for excuses to avoid it. Start easy. Remember there are a lot of different ways to exercise, so find something you like and stick with it.

Stress affects your health, too, and coping with day-to-day stress can be very challenging. Stress is a mental and physical state resulting from the perception that the demands on you are greater than your ability to meet them.

Improving your diet and exercise can help you reduce stress. Getting enough rest and relaxation is also very important. Be sure to set aside some quality time for yourself every day. A healthy state of mind is an essential part of good health.

This *Juice Plus+® Guide To Better Health* is intended to be a personal guide for both you and your family as you embark (or continue) on the road to better health. We've made several recommendations on how to improve your health. Some are very simple, like taking Juice Plus+® every day. Others are more involved.

Hopefully, this booklet has provided you with some basic information that will help you take control of your health. Don't forget: there are no quick fixes. But there are some easy first steps you can take. And any steps you take in the direction of better health will pay big dividends down the road.



“Good health is not a single step but a lifelong journey.”

For more information about Juice Plus+® products or Juice Plus+® research,
please contact your Juice Plus+® representative.

Juice PLUS+®