

JUICE PLUS+®

PREVENTION *Plus*+



A Commitment to Quality

Juice Plus+® may be “the next best thing” to fruits and vegetables, but it’s second to none when it comes to product quality.

Highest quality ingredients and exacting manufacturing standards

Our commitment to quality starts in the fields and orchards where the fruits and vegetables are grown.

“We have longstanding partnerships with some of the best growers in the world,” Liza Pepple, Director of Juice Plus+® Product Development, informs us. “Many of these growers specialize in a particular crop, such as cranberries. Some of them grow their fruits and vegetables exclusively for us. It helps us ensure a large and steady supply of some of the highest quality produce available anywhere,” Pepple explains.



The Juice Plus+® difference doesn’t end there. The fresh fruits and vegetables you see in the supermarket go through a long and complex distribution chain. In most cases, they’re probably picked a week or two prior to appearing in the produce section. The fruits and vegetables grown for Juice Plus+®, on the other hand, are allowed more time to ripen. That’s very important, because so much of the nutritional value of fruits and vegetables develops in the later stages of growth.



Liza Pepple

“We typically deal with growers who have facilities right next to their fields,” she adds, “where they can immediately clean and process the produce they’ve just picked. It’s state-of-the-art in terms of preserving nutritional value.

“Once juiced, the produce then goes into our proprietary drying process,” Pepple continues. “We keep the juices very cold until the warmth required for drying the juice into powder is applied. Even then, we’re very careful to maintain temperatures at *(continued on next page)*

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“We believe there is no nutritional product made anywhere that is of a higher quality than Juice Plus+®.”

levels that do as little damage to the nutrients as possible,” she emphasizes. “As a result, there’s an enormous difference between the quality of most fruit and vegetable juice powders and the quality of the juice powders we use in Juice Plus+®.

“Finally, our juice powders are shipped to our manufacturing partners who do the blending, encapsulating, and packaging,” Pepple concludes. “All of our product partners adhere to our exacting quality control procedures every step of the way. They have their own labs; they do their own testing; and they provide us with certificates of analysis showing that their end product meets or exceeds our specifications.”

Quality control is essential for a quality product. We believe there is no nutritional product made anywhere that is of a higher quality than Juice Plus+®.

Independent verification and certification by NSF



Carlos Madero, Ph.D.

“We know that Juice Plus+® is a high quality product,” Dr. Carlos Madero, Director of Technical Support for Juice Plus+®, agrees. “But we wanted to offer independent proof that our products meet or exceed the highest standards. We turned to NSF International to help us do that.”

NSF, “the Public Health and Safety Company,” is a non-profit organization dedicated to ensuring product and ingredient safety. They provide peace of mind to both consumers and industry through their various product certification and Good Manufacturing Practices (GMP) programs.



“Our Juice Plus+® manufacturing facilities were already certified by NSF,” Dr. Madero, who has a Ph.D. in Food Science, explains. “But we wanted to go that next step and provide that same kind of independent quality assurance to our customers.”

We are proud to announce that, after meticulous review by NSF’s certification teams, Juice Plus+® Orchard and Garden Blend capsules and Juice Plus+® Vineyard Blend® capsules have earned the NSF product quality “seal of approval.” Beginning early this summer, all Juice Plus+® Orchard, Garden, and Vineyard Blend capsule cartons and bottles you receive will display the NSF seal, which reads “Contents Tested & Certified.”

NSF verifies that what is listed on the label is actually in the product, and that it does not contain undeclared ingredients or contaminants. Their certification also ensures that our products comply with the U.S. Food and Drug

Administration (FDA) *Code of Federal Regulations*. NSF is the only certifier of dietary supplements accredited by the non-profit American National Standards Institute. NSF conducts regular audits and periodically retest our products to ensure that we continue to meet their standards.

“One of the reasons I like working for NSA is how we market our products – through health education, and by using objective information instead of empty claims and over-the-top testimonials,” Dr. Madero concludes. “The NSF certification is simply another step in that direction.”

A continuing investment in clinical research

One of the ways that we have helped make objective information about Juice Plus+® available is through our unparalleled program of clinical research. Over the past 15 years we’ve invested millions of dollars to encourage and support independent clinical studies on Juice Plus+® by top researchers at leading hospitals and universities around the world.

“It’s something we’re very proud of,” says Dr. Anita Boddie, Director of Juice Plus+® Clinical Research. “It allows consumers to make the decision to use Juice Plus+® not just based on what we say about our product, but also based on what the scientific community has shown and published about it, too.”

Since 1996, 15 clinical studies on Juice Plus+® have been published in leading scientific and professional journals, such as the *Journal of the American College of Cardiology* and *The Journal of Nutrition*. And the investment continues, with 13 more studies involving Juice Plus+® now under way (see back page).

“To ensure this level of scrutiny, we have to fund much of the research ourselves,” Dr. Boddie continues. “But there are exceptions. For example, the **National Cancer Institute of the U.S. National Institutes of Health** is funding a study of Juice Plus+® on head and neck cancer survivors by researchers affiliated with **Wake Forest University** and other institutions.”

Dr. Boddie – who has a Ph.D. in Nutrition Sciences, is a Registered Dietician, and has authored scientific papers herself – occasionally gets questions about research funding. “We’re very open about it, and so are the institutions involved,” she responds. “Declaring your source of funding is a standard requirement for academic publication. It’s always in the paper.”

“Funding for the vast majority of all published scientific research – in the United States and around the world – comes from sponsored projects,” Dr. Boddie explains. “Most universities maintain offices specifically dedicated to sponsored projects: check out Cornell (www.osp.cornell.edu) and Georgia Tech (www.osp.gatech.edu), as two examples. Your state or



Prevention Plus+ Profile: Candace Corson, M.D.

*“Take Juice Plus+® every day. It’s food, it’s safe,
and your body knows exactly what to do with it.”*

Home: Granger, Indiana

Medical Specialty: Family Medicine

Education and Training: Graduated *summa cum laude* from Yale University in New Haven, Connecticut in 1973. Received medical degree from Yale University School of Medicine in 1976. Family Medicine Residency at University of Rochester, New York, 1977-79; Chief Resident, 1978-79.

Medical Interests: Nutritional medicine, wellness education.

Professional and Community Service: Served in the National Health Service Corps of the U.S. Public Health Service in rural North Carolina, 1979-1983. Served as medical consultant in Integrative Medicine for hospital-based Healing Arts Center in Mishawaka, Indiana, 1996-2000. Frequent lecturer on public health and nutritional education.

Published Work: Medical Editor for *Medicinal Plants of North America: A Field Guide* (Falcon Guides), 2008. Medical consultant for the video *The Diet for Natural Health*, 1999.

Other Key Accomplishments: Provided testimony for government healthcare briefings on acupuncture licensure in Indiana. Raising four “amazing and healthy” sons with her husband, an emergency physician and medical educator.

Hobbies: Herbal gardening, handcrafts from natural materials.

Health Advice: “Protect and support your immune system by getting adequate sunshine, rest, and family and community connections. And improve your nutritional status! Learn why and how to eat as many vegetables, fruits, and berries as possible. Sustain and strengthen your ‘whole food base’ by taking Juice Plus+® every day.”

Why she recommends Juice Plus+®: “America’s health crisis today is high-calorie malnutrition. People are grossly deficient in the protective micronutrients that come only from fruits, vegetables, and whole grains.

“Juice Plus+® is a breakthrough concept that combines ancient wisdom and modern science. As Hippocrates said: ‘Let your food be your medicine and your medicine be your food.’ Juice Plus+® is food, it’s safe, and your body knows exactly what to do with it for protection and repair.”

Dr. Corson is one of the many health professionals speaking to audiences around the world as part of our Juice Plus+® Prevention Plus+ Health Education Series. If you’d like to attend a Prevention Plus+ health talk in your area, ask your Juice Plus+® representative or visit our website at www.JuicePlusEvents.com.



Anita Boddie, Ph.D.

provincial universities likely have a similar office.

“University faculty often have several projects funded by different sponsors underway at once,” Boddie continues. “They typically have no personal interest in them other than advancing scientific knowledge, and having a publishable

paper in the end. The research contract is between the sponsor and the university. The researchers work for the university, and the sponsor pays the university.

“Once a clinical investigation is completed, the resulting paper is reviewed by academic and scientific peers at the ‘peer-reviewed’ journals in which they are published,” Dr. Boddie continues her explanation. “These people have no personal

interest in either the study or the sponsor, other than ensuring the validity of the science and the published paper.

“All in all, it’s an extremely rigorous process,” she concludes.



An ongoing commitment to clinical research



Our commitment to supporting independent clinical research on Juice Plus+® is reflected not only in the 15 clinical studies that have already been completed and published, but also in the large number of other studies that are currently under way.

Researchers at 13 different hospitals and universities around the world are currently conducting clinical investigations on Juice Plus+®. As we go to press, summary “abstracts” of six of these studies either have already been presented or are scheduled to be presented at leading scientific conferences this year, while a seventh has been accepted for publication in the scientific journal *Molecular Nutrition & Food Research*. See below for complete details.

| Researchers from | are investigating the effect(s) of Juice Plus+® on | and presenting a summary abstract in 2010 at: |
|---|--|---|
| Charité Medical University (Berlin, Germany) | “activity days” lost during the cold winter season | European Nutraceutical Association (March) Experimental Biology conference (April) |
| University of Birmingham (England) | periodontal (gum) health | European Nutraceutical Association (March) Experimental Biology conference (April) International Association for Dental Research (July) |
| University of Texas MD Anderson Cancer Center | nutritional status and quality of life of cancer survivors | Experimental Biology conference (April) |
| University of Milan (Italy) | nutritional status of smokers | Experimental Biology conference (April) |
| Germany | markers of skin health | Experimental Biology conference (April) |
| University of North Carolina-Greensboro | exercise-related muscle fatigue | American College of Sports Medicine (June) |
| University of South Carolina | markers of systemic inflammation | Accepted for publication in <i>Molecular Nutrition & Food Research</i> |



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