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How new Juice Plus+® Chewables compares

*Prevention Plus+ Profile:
F. Matt Brown, M.D.*

*New Chewables: good
for the environment*

*Monkey see,
monkey do*

New Juice Plus+® Chewables: a healthy treat for all ages

Goodbye, Juice Plus+® “hard chewables.” Goodbye, JP+ Gummies®. Say hello to a breakthrough Juice Plus+® product: *new* Juice Plus+® Chewables.

“Some might call it a revolutionary advance in nutritional technology,” says **John Blair, Senior Vice President of Product Development and Research** for Juice Plus+®. “We call it business as usual, since we’re always working to keep our Juice Plus+® products on the leading edge of food science and technology.”

New Juice Plus+® Orchard and Garden Blend Chewables provides you the same fruit and vegetable juice powders as Juice Plus+® Orchard and Garden Blend capsules – only in a tasty new soft chewable form. “You can enjoy Juice Plus+® Chewables as **an alternative to Juice Plus+® capsules** if you’re not a capsule fan,” Blair offers. “But you also can enjoy our new Chewables as a **healthy, whole food based snack.**”

“Either way, Juice Plus+® Chewables delivers added whole food based nutrition from 17 different fruits, vegetables, and grains in a form that’s sure to please both the children and adults in your family.”

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Blair tells us why Juice Plus+® Chewables is unlike any other “soft chewable” or “gummi” product on the market today.

- The great taste comes from the fact that we use two **all-natural sweeteners** – tapioca syrup and organic cane syrup – and absolutely **no corn syrup** of any kind.
- Each adult serving of Juice Plus+® Chewables contains **only 8 grams of sugar** – and each child serving, **only 4 grams of sugar**. “That’s significantly less sugar than you’d get from eating an orange,” Blair explains. (According to the United States Department of Agriculture, a medium orange contains 12.25 grams of sugar.)
- Juice Plus+® Chewables is **100% vegetarian**; the “chewiness” comes from natural fruit pectins, not gelatin, as in most other “soft chew” or “gummi” products.
- Juice Plus+® Chewables contains **no artificial flavors, artificial colors, or artificial preservatives**.

- Most important of all, Juice Plus+® Chewables delivers to you the **same fruit and vegetable juice powder blends as Juice Plus+® capsules**.



John Blair

“Juice Plus+® Chewables is not just for kids,” Blair continues. “But one of the most important reasons we offer them is to provide added nutrition from fruits and vegetables in a form that appeals to the “sweet tooth” that many of us have – especially children.

“Like Juice Plus+® capsules, Juice Plus+® Chewables helps bridge the gap between what we should eat and what we actually eat – every day,” Blair concludes. “If it takes a little bit of all-natural sweeteners to help bridge that gap, then that’s a nutritional trade-off that most people – especially parents – are more than willing to make.”

How does new Juice Plus+® Chewables compare to our existing “hard chewable” and “gummi” products?

JP+ Gummies® and Juice Plus+® Chewables have always been a great way to get even more nutrition from fruits, vegetables, and grains into your diet every day. New Juice Plus+® Chewables is even better.

- We’ve reduced the overall sugar content by more than 33%, compared to our old gummi product – and by more than 50%, compared to our old chewables.
- We’ve accomplished this by replacing corn syrup with two other all-natural sweeteners.
- According to taste tests with both children and adults, we’ve improved the taste and the texture of the product as well. Our new chewable is “softer” than our old one – more like a bigger “gummi” – a texture that was overwhelmingly favored in our testing.
- We’ve added almost 2 grams of fiber to each child’s serving. (That’s 4 grams for adults.)
- And, finally, new Juice Plus+® Chewables is 100% vegetarian: the “chewiness” comes from natural fruit pectins, not gelatin.

Of course, *new* Juice Plus+® Chewables is the same as *old* Juice Plus+® Chewables and JP+ Gummies® in two very important ways.

- Like all Juice Plus+® products, new Juice Plus+® Chewables contains no artificial flavors, artificial colors, or artificial preservatives.
- New Juice Plus+® Chewables delivers to you the same Juice Plus+® fruit and vegetable juice powder blends as Juice Plus+® capsules. In fact, two of the *new*, larger chewables are equivalent to three of our *old* gummies in terms of the amount of Juice Plus+® fruit or vegetable powder blend that they contain.

If you already enjoy our existing Juice Plus+® Chewables and JP+ Gummies® products as a Juice Plus+® Preferred Customer, you will begin to receive new Juice Plus+® Chewables in your next shipment, starting in late February.

If you’re not currently a Juice Plus+® Chewables or JP+ Gummies® customer, let your Juice Plus+® representative know that you’re interested in new Juice Plus+® Chewables.



Prevention Plus+ Profile: F. Matt Brown, Jr., M.D.

"Juice Plus+® is the only whole food based nutritional product with solid evidence of safety, tolerability, and efficacy. It functions as a catalyst toward lifestyle modification."

Home: Boone, North Carolina

Medical Specialty: Internal medicine

Education and training: Received his undergraduate degree from Emory University in Atlanta in 1982 and his medical degree from the Medical College of Georgia in 1986. Interned as a Lieutenant in the U.S. Navy Medical Corps at the Naval Hospital in San Diego. Completed his residency at Duke University Medical Center.

Naval Career: Served as General Medical Officer for the Fleet Marine Force Pacific in Camp Pendleton, California. Practiced abroad for the Navy as head of the Internal Medicine Clinic for the U.S. Naval Hospital in Naples, Italy and as head of the Clinical Investigation Branch of the U.S. Naval Medical Research Unit in Cairo, Egypt.

Key Military Achievements: Army Commendation Medal for outstanding service in coordinating medical support for the Joint Task Force clean-up operation of the Yellowstone National Park fires (1988); promotion to Commander before honorable discharge from active duty (1997).

Current Position: Physician at High Country Proactive Health in Boone, North Carolina.

Professional Affiliations: Served as Chairman of the Department of Medicine for Watauga Medical Center in Boone. Currently serves as Chairman of the Pharmacy and Therapeutics Committee there.

Why he recommends Juice Plus+® to his patients: The phytonutrients in fruits and vegetables are powerful enough to "switch on" good genes and "switch off" bad ones. You can take greater control of your health today with a diet rich in fruits and vegetables – and with the additional support of the whole food based nutrition found in Juice Plus+®.

Health Perspective/Health Advice: A diet rich in fruits, vegetables, and whole grains combined with regular physical activity offers the real solution to the ongoing healthcare crisis in this country. The findings of countless studies are consistent and compelling: whole food nutrition is so powerful it could save your life! Add consistent physical activity to that program and you dramatically reduce your risk of chronic disease and dramatically improve your quality of life.

I see Juice Plus+® as an integral part of that goal. Juice Plus+® is the only whole food based nutritional product with solid clinical evidence of safety, tolerability, and efficacy – and it functions as a catalyst toward lifestyle modification. For that reason, I strongly advise consuming Juice Plus+® on a daily basis.

Favorite Nutrition Quote: "The No. 1 cause and cure of America's health care crisis is right under your nose – it's what you put in your mouth." (T. Colin Campbell and Caldwell B. Esselstyn, Jr.)

Dr. Brown 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.

New Juice Plus+® Chewables isn't just better for you. It's better for the environment, too.

New Juice Plus+® Chewables isn't just a quantum leap forward in terms of the great new product that's *inside* the package. Our new "stay fresh" stand-up pouches represent a significant advance in packaging, too.

Once you see them, we think you'll agree that our new stand-up pouches are both attractive *and* practical. They've helped us hold the line on price, too, despite the many expensive enhancements we've made to the product formulation. But our new packaging will also have a significant positive impact on the environment by:

- reducing total packaging material used by 21%.
- reducing total waste by 33 tons a year.
- reducing plastic waste by 70 tons a year.
- reducing our use of fuel.

Caring about the quality of the environment outside our bodies can be just as important in many respects as caring about what we put into our bodies. At Juice Plus+®, we try to have a positive impact on both.

Monkey see, monkey do



Our children struggle just as we adults do with eating right – especially in terms of getting the recommended daily servings of fruits and vegetables. The good news is that **you can make a big difference in your family's health** by making healthy eating a priority in your household.

In a recent article in *USA Today*, health writer Nanci Hellmich reported on several recent studies on children's eating habits presented at the annual meeting of The Obesity Society, the leading scientific society dedicated to the study of obesity (www.obesity.org). Among the findings:

- “If you offer kids more fruits and vegetables before and during meals, they'll eat more of them, even if some turn up their noses at specific varieties they don't like.”
- “When nutrition experts examined the eating habits of overweight children 4 to 9 and their parents, they found that kids tended to eat what their parents ate.”

Dr. Hollie A. Raynor, a researcher at the University of Tennessee Department of Nutrition, points out in the article that “if parents want their children to eat their vegetables, they have to eat them, too.”

There is so much that you, as a parent, can do. Begin to teach your children the importance of eating lots of fruits and vegetables every day – in addition to taking their Juice Plus+®. Explain how eating fast food less often – along with drinking fewer

soft drinks and a lot more water – is also important. As Dr. Raynor suggests above, if you approach food and food choices in a healthier manner yourself, your children will learn to make better choices, too.

The even better news is that **Juice Plus+® can help you make a difference**. After just one year of taking Juice Plus+®, both children and adults report healthier eating habits, along with a greater awareness of health and nutrition in general.

After a full year of taking Juice Plus+®	Children	Adults
They're eating more fruits and vegetables in addition to taking Juice Plus+®.	59%	69%
They're consuming less fast food and drinking fewer soft drinks.	71%	72%
They're drinking more water.	67%	79%
They're more aware of their health in general.	86%	88%
Based on more than 100,000 respondents to the Juice Plus+® Children's Health Study (www.ChildrensHealthStudy.com)		

