



Healthy Starts for Families

Program Overview

Designed to inspire healthy living at home, the Juice Plus+ Healthy Starts for Families initiative empowers families to make simple but meaningful lifestyle changes, propelling them forward on the journey to better health.

What It Is

A wellness initiative offering families support on their quest to lead healthier lifestyles. You'll see these components utilize the "core four" messaging from our One Simple Change campaign. Components of Healthy Starts for Families include:

Actionable content addressing topics such as nutrition, hydration, physical activity, stress management and sleep

Quarterly "Healthy Starts" micro-campaigns that give Juice Plus+ sales representatives distinct moments in time to check in with the families they serve

Video series featuring parents who took charge of their families' health with the help of Juice Plus+

How Families Get Involved

Introduce your customer to the Healthy Starts for Families program. Let them know that by purchasing Juice Plus+ capsules or chewables and participating in the Family Health Study, they can qualify to receive Juice Plus+ for their child at no charge for up to four years. (See requirements below.)

During the first year, be sure to follow up with your customer regularly to ensure they are completing the surveys and sharing how taking Juice Plus+ has impacted their family. After the first year, they'll be surveyed annually to track their family's continued progress on their journey to better health.

Requirements

For Adults - Must be over the age of 18 and play an active role in a child's life (as a relative, mentor or godparent) to sign up as a Juice Plus+ customer.

For Youth - Child must be between the ages of 4 and 18 or a full-time undergraduate college student in a four-year degree program.

Survey Completion Prize

All customers that complete a Family Health Study (formerly Children's Health Study) questionnaire from May 1, 2018 - August 31, 2018 will be entered into a drawing to win a Family Prize Pack. The prize, totaling \$500, will include Juice Plus+ family active wear, a trial for a healthy meal delivery service and a family membership to a local recreational activity in their hometown, like their zoo, nature center or children's museum. All new and existing customers that fill out an enrollment or follow-up questionnaire is eligible. And, if your customer is selected as the winner, you will receive the same Family Prize Pack for your family.

Sponsor Contribution

Sponsors of a Healthy Starts for Families order are responsible for a proportionate share (based on earnings type) of the \$45 contribution to support the Juice Plus+ Family Health Study. This contribution will be deducted from the sponsor's Juice Plus+ check for each year a participant remains in the study (four years maximum).

Pay-in-Full Order		4 Month Installment	
RSP	\$4.00	RSP (1 st installment)	\$4.00
Direct Distributor Commissions	\$1.28	RSP (remaining installments 1 st yr.)	\$1.00
Virtual Franchise Commissions	\$1.73	Direct Distributor Commissions	\$0.32
Sales Coordinator Commissions	\$1.73	Virtual Franchise Commissions	\$0.43
Performance Bonus 1	\$1.08	Sales Coordinator Commissions	\$0.43
Performance Bonus 2	\$1.08	Performance Bonus 1	\$0.27
Performance Bonus 3	\$1.08	Performance Bonus 2	\$0.27
Performance Bonus 4	\$1.08	Performance Bonus 3	\$0.27
Performance Bonus 5	\$1.08	Performance Bonus 4	\$0.27
Promote Out Bonus	\$0.86	Performance Bonus 5	\$0.27
Total collected per year	\$45.00	Promote Out Bonus	\$0.22
		Total collected per year	\$45.00