



# Healthy Starts at Home





# Focus on what's important - their future.

If you have children, you know the importance of giving them a healthy start in life. We believe that healthy kids come from healthy homes, so we've made it our mission to help the whole family cultivate positive habits. Healthy Starts for Families is a wellness initiative designed to inspire healthy living at home and empower families to make the simple, but meaningful lifestyle changes that will propel them forward on their journey to better health.



With our well-connected community, you have access to helpful resources as you make decisions about your family's wellness. Modern life is busy and taking Juice Plus+® is a simple way to make sure your family gets quality nutrition.

# Parenting isn't always easy - but good nutrition can be.

Juice Plus+ is whole food-based nutrition made from an abundance of fruits, vegetables and grains. With so many on-the-go solutions, Juice Plus+ helps bridge the gap between what you and your family should eat and what you do eat, giving you the fuel to conquer the day.

From capsules and chewables to bars and shakes, we believe making healthy living easier builds healthy individuals, healthy households and healthy communities.

Simple changes like taking Juice Plus+ can lead to positive habits that easily become part of your family's routine. But that's just one piece of the puzzle.



We believe that adopting a healthy lifestyle is a holistic effort, which is why we focus on four core pillars of wellness:



## Fitness

A healthy lifestyle is an active one. Whether it's just adding a few minutes to playtime each day, or pushing yourself toward new fitness goals, finding ways to get your family moving is necessary to keep everyone healthy.



## Sleep

Sleep and stress management are often overlooked in the health picture. Setting healthy bedtime habits for the whole family and finding ways to cope with day-to-day stress are vital not just for mental health, but for physical health as well.



## Hydration

Drinking enough water is a key component of a healthy lifestyle. Replacing sugary drinks with water, eating high-water-content fruits and vegetables, and replenishing fluids after exercise are all key steps to living and feeling your best.



## Nutrition

Eating well means eating with balance. In addition to making sure we get enough fruits and vegetables in our diets, portion control and regular mealtimes are also key nutritional habits.



# The Family Health Study

One key component of the Healthy Starts for Families initiative is the Family Health Study. With more than 1.5 million participating families and nearly 20 years of results, the Family Health Study helps you document the lasting, positive effects

of the changes you and your family make.

Sign up to participate and receive Juice Plus+ capsules or chewables for your child – free of charge – for up to four years as a study participant.

**“We as a family are more aware of the responsibilities we have in eating good food to make our bodies healthier!”**

- Study participant

After beginning the Family Health Study, parents reported the following about their children:



**60%**

were missing fewer days of school



**66%**

were visiting the doctor less



**56%**

were taking fewer over-the-counter and/or prescription drugs



**71%**

were consuming less fast food and soft drinks



**71%**

were drinking more water



**61%**

were eating more fruits and vegetables

\*These results are based on 250,000 study respondents



