

# WHY SETTLE FOR LESS THAN THE BEST?

**Juice Plus+ capsules** lead the fruit and vegetable market around the world – and have for almost 30 years.

Other products might compare with Juice Plus+ in some respects, but no other product can match Juice Plus+ in all of the following ways.



*Juice* PLUS+



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## **Check out the label.** Does the other product have a **Nutrition Facts** label?

Other products may claim to be a food; Juice Plus+ proves it on the label. Juice Plus+ capsules are labeled with a **Nutrition Facts Panel** just like a loaf of bread, a carton of milk, or any other food – and not a **Supplement Facts Panel** like multivitamins.

2

## **The Plus+ in Juice Plus+.** Do other products contain the “Plus+” – additional plant-based nutrients?

The Juice Plus+ capsules contain not only our proprietary blend of 30 different fruit, vegetable, and berry juice powders but also a variety of other important plant-based nutrients. These include **mixed carotenoids** such as **beta-carotene**, which the body converts into Vitamin A, and **lutein**, which supports healthy vision; **mixed tocopherols**, powerful antioxidants including the natural form of vitamin E; **folate** from lemon peel, a B-vitamin your body needs to make DNA and other genetic material, and for your cells to divide; additional **Vitamin C**, to ensure a consistent amount of this important antioxidant is in every bottle of Juice Plus+ capsules; **citrus bioflavonoids**, a family of nutrients found in most of the same foods that contain Vitamin C; **spirulina**, blue-green algae grown in some of the most pristine waters in Hawaii that contain a wide variety of carotenoids; and **grape seed and green tea extracts**, which contain polyphenols like EGCG and Resveratrol.

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## **Show me the research.** Do other products have over 40 research papers to support their claims? Do they have any? Was the research done on the product itself or parts of it? Was the research done on people, or animals, or in a petri dish?

It's one thing to make claims about your product based on customer testimonials and “borrowed science” from individual ingredients the product contains. Juice Plus+ takes it to a higher level, supporting independent clinical research conducted on our products themselves.





# JUICE PLUS+ CAPSULES ARE THE MOST RESEARCHED NUTRITIONAL PRODUCT IN THE WORLD.



Expert researchers at leading universities and hospitals on four continents – including Georgetown University, King’s College in London, Nemours Children’s Clinic, University of Florida, and Tokyo Women’s Medical University – have demonstrated the positive impact of Juice Plus+ capsules on various aspects of the immune system, heart health, lung health, dental health, healthy skin, cognitive function, and the microbiome – even our DNA. The research is gold standard. Most studies on Juice Plus+ are randomized, double-blind, and placebo-controlled. The results have been published in leading peer-reviewed medical and scientific journals such as the *Journal of the American College of Cardiology*, *Journal of Nutrition*, *Journal of Pediatrics*, and *Skin Pharmacology and Physiology*.

The fact that these studies are peer-reviewed by medical and scientific colleagues is crucial. Professional journals have independent peer review boards made of leading experts in that journal’s field. Each time a study is conducted, and papers submitted, that independent board must review and approve it as solid science before it can be published. Time and time again, we have put our own finished Juice Plus+ product on the line, in the most objective forum possible, to prove our capsules have a positive impact on various markers of health.

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**Recommended by forward-thinking health professionals.**  
**Do other products have the endorsement of world renowned health professionals?**

Impressed by our imposing body of published clinical research, doctors and other health professionals recommend Juice Plus+ products to their patients, colleagues, families and friends. See what several of them have to say about the benefits of Juice Plus+ at [juiceplus.com/healthprofessionals](http://juiceplus.com/healthprofessionals).

Juice Plus+ also sponsors seminars offering Continuing Medical Education (CME) credits to doctors and other health professionals to update them on the latest in nutritional science and further their understanding of the power of whole food nutrition.

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**Only the best fruits and vegetables need to apply.** Do the other products source its ingredients from the best providers in the industry?

Juice Plus+ partners with family farmers who take pride in their seeds, fields, and orchards, to grow nutrient-rich fruits, vegetables, and berries that are the source of ingredients in our Juice Plus+ capsules. Our farmers harvest for us at the peak of ripeness, to capture the maximum nutrition possible. They also take care in leaving the earth better tomorrow than it was yesterday.

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**We “quick freeze” to lock in nutrition.** How do other products ensure they maintain as much of the valuable nutrition from the plants as possible in the production process?

When we can't utilize the produce right away, we take that ripened produce and “quick freeze” it to ensure we don't lose any valuable nutrition. Since much of the produce that we use is seasonal, we also “quick freeze” to ensure that produce picked in July is still just as nutritious in December.





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## **Even the capsule is vegan.** Do other products have a capsule that is vegan (in addition to the ingredients?).

The Juice Plus+ Fruit, Vegetable, and Berry Blend ingredients are put into a 100% plant-based capsule shell and preserved in special bottles that protect them from moisture and oxygen, which can have detrimental effects on the powders within.

Even our vegan capsules are special. Other companies have vegan capsules that are mostly made from hydroxyethyl cellulose, or HPMC, which comes from tree bark. The Juice Plus+ vegan capsule shell is made entirely from pullulan – a starch from tapioca, which is food. Even better, the tapioca pullulan is the best capsule available – vegan or otherwise – at protecting the contents from moisture and oxygen.

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## **World-class supply chain.** How tested and proven is the supply chain of the other products?

Juice Plus+ highest-quality ingredients are acquired and managed through a one-of-a-kind, world-class product supply chain. We provide specifications and requirements to our growing and manufacturing partners all along the way – and then we test our products and ingredients along the way, from farm to finished capsule.

From the family farmers who've grown for us for years, to our state-of-the-art manufacturing partners around the globe. We know where our ingredients come from, who is involved every step of the way, and what it takes to make our products consistently excellent. Our manufacturing standards are also reviewed – and our manufacturing facilities are inspected by – NSF, the public health and safety company.



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## **Our final assurance of quality: the NSF Mark on every bottle.**

**Does the other product assure third-party verification with the NSF mark on every bottle?**

The NSF mark on every bottle of Juice Plus+ capsules ensure they have undergone independent testing by non-profit NSF as well as meet and exceed strict guidelines for quality and safety. It provides confidence that what we say on the label is in our capsules is really in there, and things like pesticides and herbicides that shouldn't be there aren't.

Juice Plus+ capsules have also been certified by NSF as being made from crops that are not genetically engineered. NSF's certified non-GMO seal will soon begin appearing on all bottles of our Fruit, Vegetable, and Berry Blend capsules.

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**Nearly 30 years of product excellence, product safety, and customer satisfaction. Finally, does the other product have almost 30 years of history behind it?**

Since the introduction of Juice Plus+ Fruit and Vegetable capsules in 1992, we have been constantly improving the efficacy of our capsules by staying on the cutting edge of both nutritional science and food processing technology. In addition, every time a Juice Plus+ clinical study is approved by an institution, an internal review board conducts a safety review to ensure they can recommend Juice Plus+, and that it can be safely consumed by people who participate in the study.

As a result, Juice Plus+ capsules today help happy customers make healthful changes in their diet and lifestyle in more than 25+ countries across the globe.





# WHILE WE KNOW THERE ARE LOTS OF COMPETITORS, THERE IS ONLY ONE JUICE PLUS+.

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Just ask these questions of any other product and we are 100% confident you will find there is no other product that comes close to the proven quality of Juice Plus!

\*[washingtonpost.com/health/contaminated-supplements-unexpected-ingredients/2021/06/25/5d2227ec-bd62-11eb-83e3-0ca705a96ba4\\_story.html](https://www.washingtonpost.com/health/contaminated-supplements-unexpected-ingredients/2021/06/25/5d2227ec-bd62-11eb-83e3-0ca705a96ba4_story.html)

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