



You have questions. Here are the facts.

## Product Facts –

There are several aspects of Juice Plus+ that set it apart from vitamin supplements and other nutritional products. The facts below help explain the benefits of Juice Plus+ as a whole food based nutritional product and how Juice Plus+ differs from other products on the market.

### Q:

**Is Juice Plus+® a vitamin supplement?**

FACT:

No. Juice Plus+ is not a vitamin supplement. Multivitamins contain a limited number of specifically selected vitamins and minerals. Often these vitamins are not even derived from natural sources. Unlike multivitamins, Juice Plus+ contains juice powders from 17 fruits, vegetables and grains, and therefore provides a far greater variety of naturally occurring vitamins, antioxidants, and other phytonutrients – even some of the fiber – found in the fruits and vegetables themselves.

### Q:

**How long has Juice Plus+® been on the market?**

FACT:

Juice Plus+ was introduced in 1993, when most scientists and health professionals were only beginning to understand the importance of whole food nutrition.

### Q:

**Does Juice Plus+® replace the need to eat real fruits and vegetables?**

FACT:

No. Juice Plus+ should never replace a diet filled with a wide and colorful variety of fruits and vegetables. Juice Plus+ is a convenient way for people to get even more of the whole food based nutrition that is so important to a healthy diet – and so lacking in our diets today.

### Q:

**How is Juice Plus+® made?**

FACT:

Juice Plus+ is made from fresh, high-quality fruits and vegetables, and is carefully tested to ensure that no pesticides or other contaminants affect the natural purity of the product. The fruits and vegetables are juiced, and the juices are then concentrated into powders using a proprietary drying process that carefully maintains temperatures at levels that preserve as much of the original nutrient quality as possible.

**Q:**

**Does Juice Plus+® contain added vitamins?**

**FACT:**

Yes. While the predominant ingredients in Juice Plus+ are the juice powders made from fresh, high-quality fruits and vegetables, other naturally sourced ingredients are added to that juice powder base. These include a proprietary fiber blend and several phytonutrients that are added to ensure more consistent levels of key nutrients from season to season. All ingredients are listed on the product labels.

**Q:**

**How do I know that Juice Plus+® has been manufactured using quality practices and is safe to take?**

**FACT:**

All Juice Plus+ products are manufactured in certified facilities under the most exacting industry standards and are 100% compliant with all applicable regulations for foods and supplements. To independently verify this fact, both the manufacturing facilities and the products themselves (Juice Plus+ Orchard and Garden Blend capsules and Juice Plus+ Vineyard Blend capsules) have been tested and certified by NSF International's Good Manufacturing Practices programs and Product and Ingredient Certification programs.

NSF International is an independent, not-for-profit organization that helps protect consumers by certifying products and writing standards for food, water, dietary supplements and consumer goods. They have certified the Juice Plus+ products per NSF/ANSI Standard 173, the only accredited American National Standard for dietary supplements and functional foods. These requirements include:

Product testing for contaminants and heavy metals,

Label and formulation review to verify that what's on the label is in the bottle, and

Manufacturing facility audits to ensure they operate using Good Manufacturing Practices (GMPs).

NSF conducts on going testing to ensure that NSF-certified products such as Juice Plus+ continue to meet their rigorous quality standards.

## **Clinical Research Facts –**

Over 25 published, independent clinical research studies have demonstrated numerous healthful benefits of Juice Plus+. In addition to the studies already completed and published in peer-reviewed scientific and professional journals, another eight are currently underway. This page answers frequently asked questions about the clinical research conducted on Juice Plus+.

**Q:**

**Has Juice Plus+® been the subject of independent, peer-reviewed clinical research?**

**FACT:**

Yes. To date, Juice Plus+ has been the subject of more than 25 published clinical research studies examining its impact on a variety of biomarkers of good health, from chemical markers of oxidative stress to key indicators of cardiovascular wellness. There

are 4 additional clinical studies currently underway.

Clinical studies on Juice Plus+ have been conducted by university faculty affiliated with the Academic Centre for Dentistry Amsterdam, The Netherlands; Georgetown and UCLA; Brigham Young University; the University of Arizona; the University of Florida; the University of Texas Health Science Center; the University of North Carolina, Greensboro; the University of Maryland School of Medicine; Vanderbilt University School of Medicine; the University of Sydney in Australia; Tokyo Women's Medical University; King's College in London; Medical University of Graz, Austria; University of Witten-Herdecke, Germany; Yale University-Griffin Hospital Prevention Research Center; University of Würzburg, Germany; University of Milan, Italy; Wake Forest University funded by the National Cancer Institute; University of Texas/MD Anderson; University of South Carolina; the University of Birmingham, England, and the Medical University of Vienna.

The Juice Plus+ clinical studies conducted at these institutions have been published in peer-reviewed medical and scientific journals, including *The British Journal of Nutrition*, *The International Journal of Food Science and Nutrition*, *The Journal of Nutrition, Medicine & Science in Sports & Exercise*, *Journal of the American College of Nutrition*, *The Journal of American College of Cardiology*, *Asia Pacific Journal of Clinical Nutrition*, *Nutrition Research*, and *Journal of Human Nutrition and Dietetics*.

**Q:**

**Who pays for clinical research on Juice Plus+®?**

FACT:

Juice Plus+ funds most but not all clinical research conducted on its products. In fact, the company has invested more than \$10 million to ensure that independent, primary research on Juice Plus+ is conducted by leading researchers in their fields at highly respected hospitals and universities around the world.

Unlike much clinical research on nutritional products, these clinical studies are conducted on the Juice Plus+ product itself and not on individual components and ingredients. Juice Plus+ insists that any and all clinical research conducted on its products conform to the very highest research standards, including the Good Clinical Practice Standards established by the U.S. Food and Drug Administration; and that all studies are performed in accordance with the Declaration of Helsinki under the oversight of a Human Ethics Committee or Institutional Review Board.

**Q:**

**Is this dependence on your own funding unusual?**

FACT:

No. Funding for most all published research in the United States and around the world comes from sponsored projects such as these. In fact, most universities maintain offices dedicated to working with sponsors like Juice Plus+ to ensure that funds are donated transparently and that research results are produced without company bias.

**Q:**

**Is any research on Juice Plus+® funded by outside sources?**

**FACT:**

Yes. Some clinical research on Juice Plus+ is funded by outside sources such as federal grants. For example, there is a study involving Juice Plus+ currently underway by a research team affiliated with Wake Forest University and other institutions. That research is funded by a grant from the National Cancer Institute of the U.S. National Institutes of Health.

**Q:**

**Are clinical research studies regarding Juice Plus+® truly independent and unbiased?**

**FACT:**

Yes. Like many companies, Juice Plus+ must provide funding for most clinical research on its products. This helps ensure that top-quality clinical trials are conducted by leading researchers in their fields at highly respected institutions. The company carefully follows established protocols within the academic community to ensure that reported findings are independent and unbiased.

Once investigations regarding Juice Plus+ are complete, independent academic and scientific peers at the scientific and professional journals review the results before they are published to ensure that the science is valid. Juice Plus+ has no influence over what data gets published and where it gets published; this is specifically stipulated in all of our sponsorship agreements with the various universities or research hospitals that oversee these projects.

**Q:**

**Has Juice Plus+® been proven by this research to prevent or cure any disease?**

**FACT:**

No. Juice Plus+ is not a medicine, treatment or cure for any disease or condition. It is whole food based nutrition that complements a healthy diet and provides the healthful benefits of adding nutrition from 17 fruits, vegetables and grains to your diet.

**Q:**

**What does the clinical research show?**

**FACT:**

Clinical research has demonstrated many healthful benefits of taking Juice Plus+. The findings include:

Juice Plus+ delivers key antioxidants and other phytonutrients that are absorbed by the body.

Juice Plus+ reduces oxidative stress.

Juice Plus+ reduces key biomarkers of systemic inflammation.

Juice Plus+ supports a healthy immune system.

Juice Plus+ helps protect DNA.

Juice Plus+ supports cardiovascular wellness.

Juice Plus+ supports healthy skin.

Juice Plus+ supports healthy gums.