

Juice
PLUS[®]

The Most Thoroughly Researched Brand-Name Nutritional Product On The Market



What do we mean when we talk about “**RESEARCH**”?



RANDOMIZED



DOUBLE-
BLIND



PLACEBO-
CONTROLLED



TESTED
ON THE
PRODUCT
ITSELF



HUMAN
CLINICAL
TRIALS



PUBLISHED
IN PEER-
REVIEWED
JOURNALS



ETHICAL

Juice Plus+[®]

research by the numbers

To date, 34 peer-reviewed research articles have been published on Juice Plus+[®]:

Original articles on
Juice Plus+[®]:



Review articles:

Original articles matching “Gold
Standard of Clinical Research”
(randomized, double-blinded,
placebo-controlled):



Original articles
matching GCP (“Good
Chemical Practice”):



Which hospitals and universities have conducted research on Juice Plus+®?

- Academic Centre for Dentistry, Amsterdam, Netherlands
- Brigham Young University, Provo, Utah
- Charité University Medical Centre, Berlin, Germany
- Georgetown University, Washington DC
- Heinrich Heine University, Düsseldorf, Germany
- King's College, London, England
- Medical Research Council, Cambridge, England
- Medical University of Graz, Graz, Austria
- Medical University of Vienna, Vienna, Austria
- Nemours Children's Clinic, Jacksonville, Florida
- Sun R and D Institute for Natural Medicines, Japan
- Tokyo Women's Medical University, Tokyo, Japan
- University of Arizona, Tucson, Arizona
- University of Birmingham, Birmingham, England
- UCLA, Los Angeles, California
- University of Colorado, Denver, Colorado
- University of Florida, Gainesville, Florida
- University of Maryland School of Medicine, Baltimore, Maryland
- University of Memphis, Memphis, Tennessee
- University of Milan, Milan, Italy
- University of Mississippi Medical Center, Jackson, Mississippi
- University of Newcastle, Callaghan, Australia
- University of North Carolina, Greensboro, North Carolina
- University of Padua, Padua, Italy
- University of South Carolina, Columbia, South Carolina
- University of Sydney, Sydney, Australia
- University of Texas Health Science Center, Houston, Texas
- University of Texas/MD Anderson, Houston, Texas
- University of Toronto, Toronto, Canada
- University of Witten-Herdecke, Witten, Germany
- University of Würzburg, Würzburg, Germany
- Vanderbilt University School of Medicine, Nashville, Tennessee
- Wake Forest University (NCI-NIH), Winston-Salem, North Carolina
- Yale University-Griffin Hospital, Derby, Connecticut

[illegible]

What is an **IMPACT FACTOR**?



- Not all scientific journals have the same impact (or influence in the scientific community.)
- Impact is measured by how often its articles are cited.
- Citations are like YouTube views: the more frequently articles in a particular journal are cited, the greater that journal's influence.

Putting it in context



Very few nutritional products have been subjected to rigorous human clinical research.



FTC has stated proof of a claim = two well-controlled human studies.



A good research program has an impact factor of 10-15.



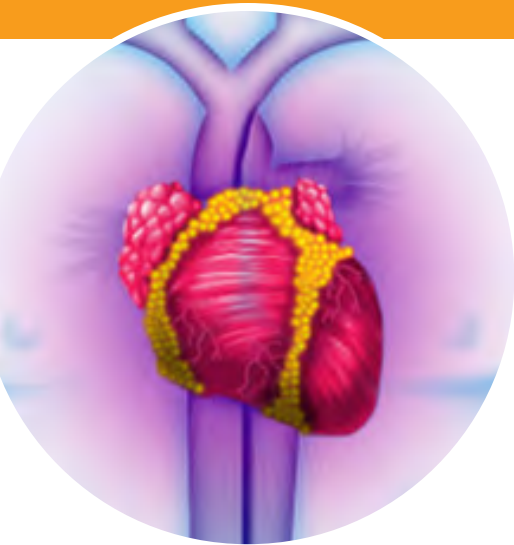
The Juice Plus+® Research Program is 100+!

What has the research found?

- Juice Plus+® is bioavailable
- Juice Plus+® contributes to cardiovascular wellness
- Juice Plus+® supports immune health
- Juice Plus+® helps protect DNA
- Juice Plus+® reduces oxidative stress
- Juice Plus+® supports healthy skin
- Juice Plus+® supports healthy gums
- Juice Plus+® supports a healthy inflammatory response
- Juice Plus+® supports quality of life in cancer survivors
- Juice Plus+® improves metabolism in overweight boys
- Juice Plus+® supports lung health in smokers

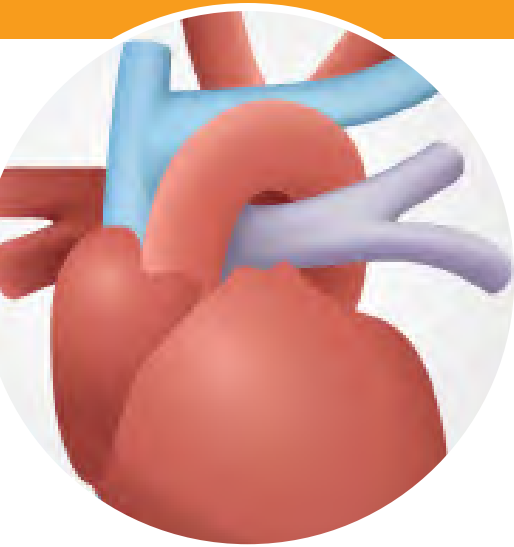


Juice Plus+®
is bioavailable.



- Just because antioxidants are on the label, it doesn't mean they'll be utilized in the body. It must be shown to be present in the bloodstream.
- Multiple clinical studies have investigated the bioavailability of antioxidants contained in Juice Plus+®.
- 18 publications show significant increases in blood levels of various antioxidants and other phytonutrients including vitamin C, vitamin E, folate, and beta-carotene.

Juice Plus+® contributes to cardiovascular wellness.

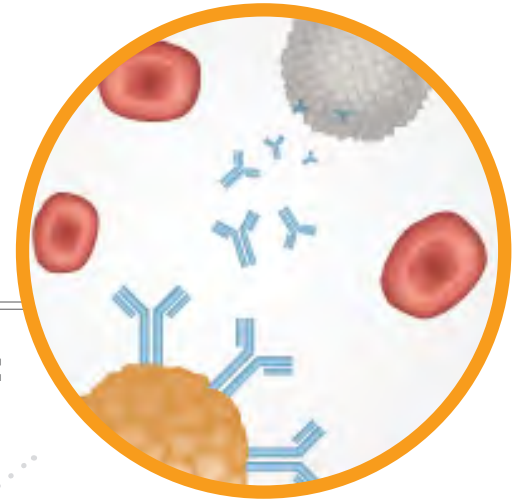


The combined results of 9 studies show Juice Plus+®:

- Helps maintain normal levels of homocysteine, a biomarker for cardiovascular health.
- Supports healthy blood flow, even after a high-fat meal.
- Helps maintain the normal, healthy elasticity of the arteries.
- Reduces the oxidation of LDL cholesterol.
- Helps maintain blood pressure levels already within a healthy range.

Juice Plus+® supports immune health.

The combined results of 4 studies show Juice Plus+®:

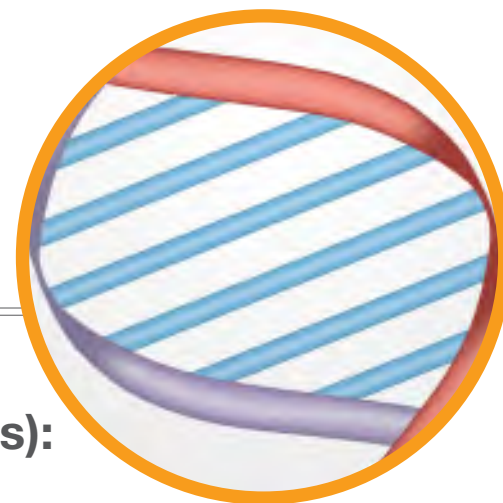


Reduces the severity of upper respiratory challenges.

Reduces the number of lost work days.

Increases the number and activity of circulating immune cells.

Juice Plus+® helps protect DNA.



The combined results of 3 studies show
Juice Plus+® reduces DNA damage (strand breaks):



IN HEALTHY
MIDDLE-AGED

7-12%
reduction over
60 days.



IN A YOUNG
POPULATION

44%
reduction over
77 days.



AMONG ELDERLY
SUBJECTS

66%
reduction over
80 days.

Juice Plus+® reduces oxidative stress.



When the body's antioxidant capacity is overwhelmed by free radicals, it enters a state of oxidative stress.

The combined results of 11 studies show:

- Juice Plus+® reduces oxidative stress by preventing the oxidation of proteins, fats, and DNA.

Juice Plus+®
supports healthy skin.



Proper circulation is important for healthy skin, ensuring the delivery of nutrients and oxygen to skin tissue, giving it a healthy glow.

- Juice Plus+® increases skin micro-circulation by 39%.
- Juice Plus+® also boosts skin hydration, skin thickness, and skin density.

Juice Plus+®
supports healthy gums.



In adults with a history of long-term challenges to gum health, Juice Plus+®, in addition to standard periodontal care:

- Improved pocket depth
- Reduced bleeding on probing
- Reduced plaque accumulation

Juice Plus+® supports a healthy inflammatory response.



Systemic inflammation is silent and can contribute to a host of health concerns.

The combined results of 3 studies show:

- Juice Plus+® decreases levels of several key biomarkers of inflammation.

Juice Plus+[®] improves quality of life in ovarian cancer survivors.



10 servings fruits and vegetables vs. 5 servings of produce, Juice Plus+[®], and Juice Plus+ Complete[®] drink mix

- Juice Plus+[®] improved quality of life, markers of phytonutrients, and cell health
- The soy in Juice Plus Complete[®] contributed to better protein status with no issues



Juice Plus +[®] improves metabolism in overweight boys.



Diet instruction alone vs diet instruction plus Juice Plus+[®] among lean and overweight boys ages 6-10

- Juice Plus+[®] improved insulin resistance in overweight boys
- Juice Plus+[®] reduced abdominal fat mass in overweight boys

Juice Plus +[®] supports lung health in smokers.



Cigarette smokers are more likely to have impaired lung function than non-smokers.

- Juice Plus+[®] improves several parameters of respiratory function, such as forced expiratory flow and diffusion capacity, in smokers.



More Research is Underway

**Researchers are currently studying the effects
Juice Plus+® on:**



Quality of
life after
wisdom tooth
extraction

Chronic
inflammation
in obese
subjects
(nutrigenomic
study)

Cardiovascular
health in
overweight
subjects

The
microbiome
of stressed
nurses

Periodontal
(gum) health

Juice PLUS[®]+