



Juice PLUS⁺
children's
health study

TEAM
RHINO
leading the charge...

Are we paying
enough attention
to our children's
nutrition?

As parents we would like
to give our children the best.
This calls for a lot of dedication.
But we all have busy lifestyles
and we can't always devote
enough time to their nutrition.
That's why so many mums,
dads and kids have turned
to Juice PLUS⁺® Fruits,
Vegetables and Berries.



What problems do we face as parents?

The facts speak for themselves:

- The number of obese children has tripled over the last 20 years: 32.6% of English 10-11 year olds are now overweight or obese.

Health Survey for England/National Child Measurement Programme

- Children do far too little physical activity. Fewer than 1/3 of children aged 2-15 meet the recommended level of physical activity of 60 minutes or more a day.

National Health Service

- Fruit and vegetables are an efficient instrument to fight obesity but the English children don't eat enough of them. Only 1 in 5 children consumes five or more portions of fruit and vegetables a day. The average fruit and vegetables intake for children aged 5-15 is 2.5 portions a day, far below the recommendation.

National Health Service/Ofcom

- Nowadays, children do not receive the nutritional education which helps them to keep healthy habits for the rest of their lives. In Britain, the demand for ready-meals grew by 44% between 1990 and 2002. Many mothers say they do not have time to do "proper cooking".

This reduces parents' control over what goes into food, making it more difficult to monitor the fat, salt and sugar contents.

Ofcom

Healthy eating to create well-being: with the help of Juice PLUS+®

Scientific studies show that a correct and balanced nutrition has to include an abundant daily consumption of fruit and vegetables which supply us with immeasurable benefits for our health. The World Health Organisation recommends that we eat at least 5 portions a day.

Juice PLUS+® Fruit Blend contains: apples, oranges, pineapples, peaches, cranberries, papayas, acerola cherry, dates and prunes.

Juice PLUS+® Vegetable Blend contains: beets, broccoli, cabbage, carrots, kale, spinach, parsley, garlic and tomato.

Juice PLUS+® is also available as Juice PLUS+® Premium which also includes **Juice PLUS+® Vineyard Blend** with 9 varieties of berries: Concord grape, raspberry, blueberry, redcurrant, cranberry, blackcurrant, blackberry, elderberry and bilberry.

The Juice PLUS+® powders are produced according to the highest standards, mixed with selected other ingredients and carefully packaged, to guarantee you and your family receive top quality products.

Juice PLUS+® does not replace the consumption of fruit and vegetables but can help us to bridge the gap between what we do eat and what we should eat every day.



The children participating in the CHS Study can choose between Juice PLUS+® Capsules, Chewables and Soft Chewables.

The participating parents can choose between Juice PLUS+® Capsules and Juice PLUS+® Premium.

YOUR children could participate in the Juice PLUS+® Children's Health Study!

The objective of the Juice PLUS+® Children's Health Study (CHS) is to improve the nutritional habits of children and is based on the following understandings:

- raising awareness of nutrition leads to a healthier lifestyle;
- the foundation for good health and good habits is created during childhood;
- the support and influence of parents in developing healthy habits is fundamental.

The Study, an analysis of real behaviour, has been underway for several years. Its objective is to monitor thousands of families around the world to observe the effect of consuming Juice PLUS+® fruit and vegetables on the general well-being of children and adolescents.

In order to obtain the biggest possible sample, the aim is to have as many families as possible participating in the study. Juice PLUS+® is therefore provided FREE for one year to children and adolescents between 4 and 18 years of age, on condition that one of the parents buys and consumes Juice PLUS+®. The offer is automatically renewed for another 2 years making 3 years in total.

It is important that the parent is engaged in the study in this way, as the support and influence of parents in developing healthy nutritional habits during childhood is fundamental.

The parents have another important role in this programme which is to fill out and return the 6 CHS Questionnaires which allow the researchers to monitor the set parameters assuring the accuracy of the Study. This will take up very little time since it is done in a practical and fast way via e-mail; so in order to participate you must have an e-mail address.



Based on the responses of 150,000 families participating in the Children's Health Study, taking Juice PLUS+® has far-reaching effects on health and well-being.



Results of the Children's Health Study

After taking Juice PLUS+® for just a few months, adults and children are:

	Children	Adults
+ Eating more fruits and vegetables	51 %	61 %
+ Consuming less fast food / soft drinks	64 %	65 %
+ Drinking more water	63 %	68 %
+ More aware of their health	81 %	82 %
+ Missing less school or work	48 %	43 %
+ Seeing positive benefit of some kind	92 %	94 %

For a complete summary results, please visit the Children's Health Study website at www.juicepluschildren.info

The Juice PLUS+® nutritional supplements can claim an incomparable scientific profile, over 23 independent clinical studies, published in important international scientific journals have demonstrated that Juice PLUS+®:

- Is bioavailable, it delivers key antioxidants and other phytonutrients that are absorbed by the body
- helps reduce oxidative stress
- helps support a healthy immune system and maintain DNA integrity
- positively impacts several key indicators of cardiovascular wellness

For a complete overview of the studies please visit: www.juiceplus.co.uk or www.juiceplus.ie and go to the "Science" section.

The Juice PLUS+® Children's Health Study Advisory Committee



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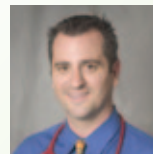
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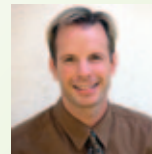
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