

Nutrition and Wellbeing



A conscious journey towards
a better lifestyle



Juice
PLUS[®]

A good lifestyle

The secret of wellbeing is finding the right balance



- ▶ LESS STRESS/MORE RELAXED
- ▶ MORE PHYSICAL EXERCISE
- ▶ BETTER NUTRITION



Better Nutrition

A varied and balanced diet if associated with regular physical activity helps to maintain better health.

The eatwell plate

Use the eatwell plate to help you get the balance right. It shows how much of what you eat should come from each food group.



Reproduced with the kind permission of the UK Food Standards Agency

Eating habits

Obesity

In England 67% men and 56% women are either overweight or obese. The number of obese children has tripled over the last 20 years.



Little physical activity

40% men and 28% women are active for 30 mins, 5x week.



No nutritional balance

We eat too much protein and fast-food, and too many snacks.



Only 28% men and 32% women eat 5+ portions F&V/day.

Source : National Healthy Survey for England, 2008

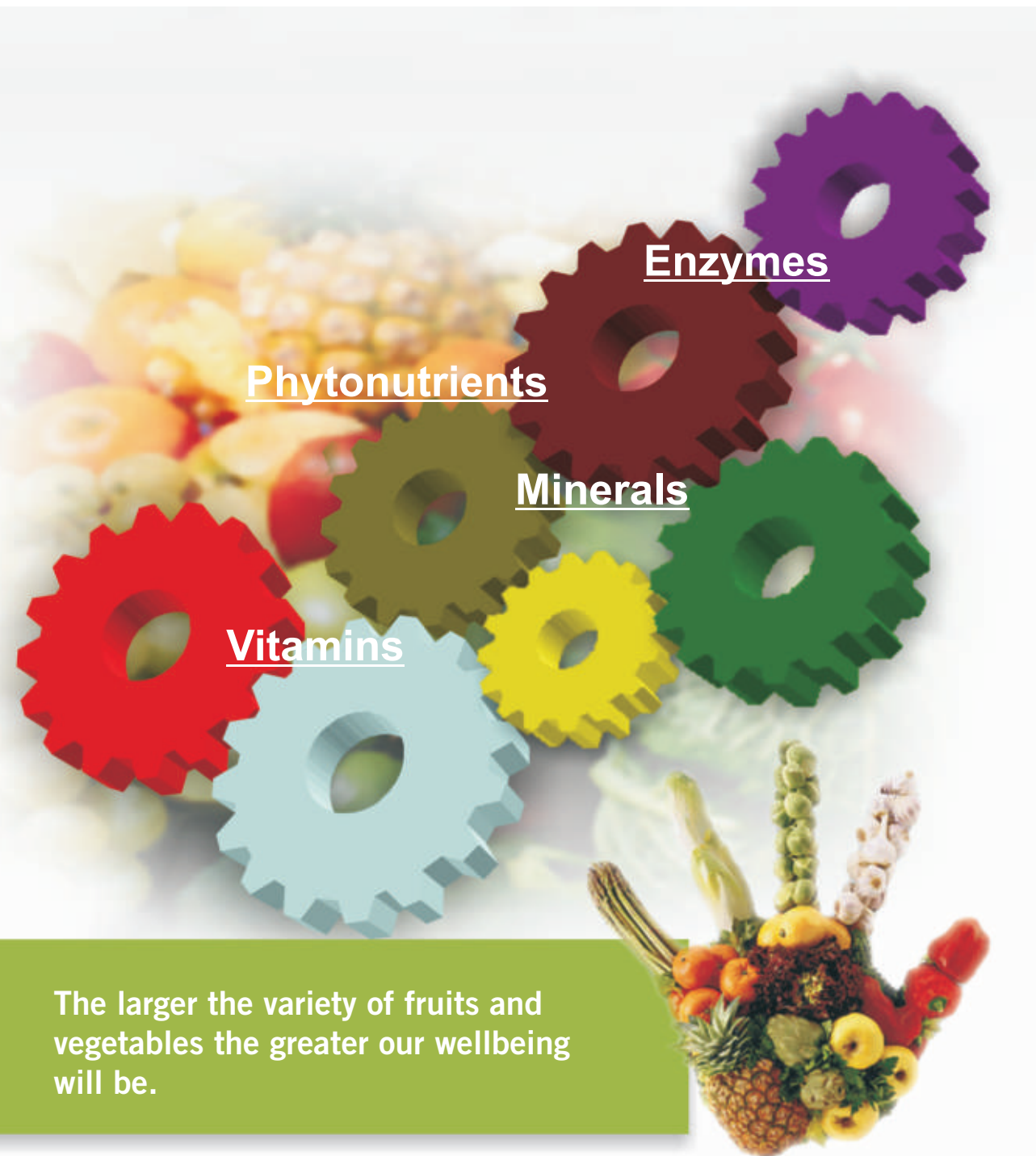
Scientific certainties



The main scientific institutes all over the world agree that we need to eat at least 5 servings of fruits and vegetables a day (400-600g).

Source : World Health Organisation

Orchestra effect



The larger the variety of fruits and vegetables the greater our wellbeing will be.

Free radicals and oxidative stress

The nutritional elements of fruits and vegetables - vitamins, minerals and phytonutrients - neutralize free radicals and in this way help to maintain health longer.



Free radical sources

Every days our cells suffer billions of attacks from free radicals.



What can we do?

Although we know the benefits of fruits and vegetables, it's not easy to consume the recommended 5+ servings every day.



Obstacles:

- ▶ Time for buying and preparing
- ▶ Preservation
- ▶ Taste/Variety

26 different fruit, vegetables and berries



peach



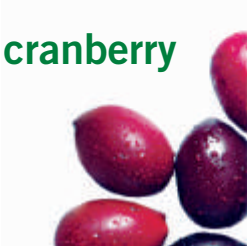
dates



acerola
cherry



broccoli



cranberry



pineapple



parsley



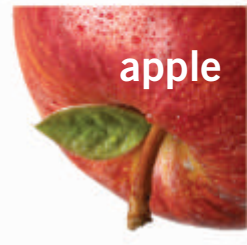
prune



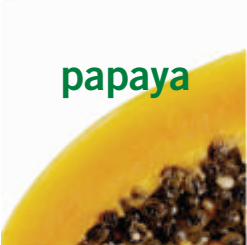
carrot



orange



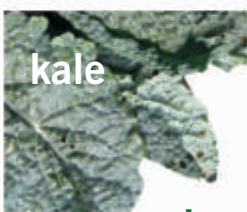
apple



papaya



spinach



kale



beet





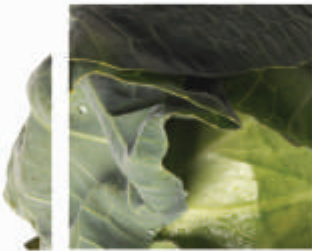
raspberry



tomato



bilberry



elderberry



cranberry



cabbage



blueberry



blackberry



black
currant



red
currant



Science and Juice PLUS+®

20 clinical studies published in important international scientific journals demonstrate that Juice PLUS+®:

- Is bioavailable, it delivers key phytonutrients that are absorbed by the body
- Helps reduce oxidative stress
- Helps support a healthy immune system
- Helps maintain DNA integrity
- Positively impacts several key indicators of cardiovascular health
- Positively influences several markers of systemic inflammation

Beta-carotene
+510%

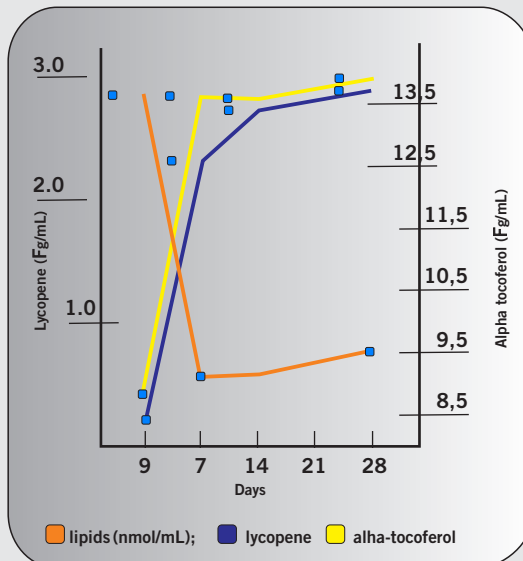
Alpha-carotene
+119%

Lutein/Zeaxanthin
+44%

Lycopene
+2046%

Alpha-tocopherol
+58%

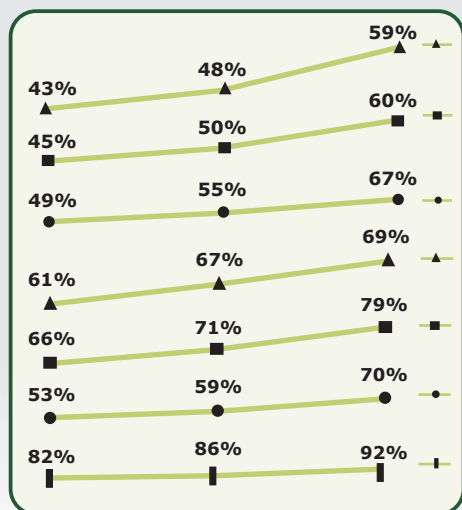
Lipid peroxides
(marker of oxidative stress)
-75%



Hospitals and Universities that investigated or are investigating Juice PLUS+®

- . Brigham Young University, USA
- . University of Mississippi Medical Center, USA
- . Charité University, Berlin, Germany
- . Wake Forest University, USA
- . Georgetown University, USA (with the NCI-National Institutes of Health)
- . University of Florida, USA
- . Tokyo Women's Medical University, Japan
- . University of Texas/MD Anderson, USA
- . University of North Carolina-Greensboro, USA
- . King's College, London, England
- . University of Arizona, USA
- . University of Maryland School of Medicine, USA
- . University of South Carolina, USA
- . University of Würzburg, Germany
- . Yale University-Griffin Hospital Prevention Research Center, USA
- . Medical University of Graz, Austria
- . University of Birmingham, England
- . University of Milan, Italy
- . University of Sydney, Australia
- . Vanderbilt University School of Medicine, USA
- . University of California, Los Angeles, USA
- . Medical University of Vienna, Austria
- . University of Texas Health Science Center, USA
- . Healthcare Unit, Foggia, Italy
- . University of Witten/Herdecke, Germany

The participants in the Juice PLUS+® Children's Health Study declare :



More participation in organised extra-curricular sports/athletic activities

More concentration and attention in school with positive results on academic performance

Fewer school days missed

Drinking more water

Eating less fast food/drinking fewer soft drinks

Eating more fruits and vegetables

More aware of their health



Results based on 200,000 participants responding to our follow-up questionnaires.



The production

**NSA CREATED Juice PLUS+®, THE NEXT
BEST THING TO FRUIT, VEGETABLES
and BERRIES.**



Wellbeing for life

- **Simple,**
it's fruits, vegetables and berries.
- **Effective,**
its micronutrients are proven to be bioavailable.
- **Convenient,**
you can take it anywhere anytime.
- **Affordable,**
26 different types of fruits, vegetables and berries.



Juice PLUS+® is a convenient and affordable way to help bridge our nutritional deficiencies by adding the nutritional benefits of fruits, vegetables and berries to our daily diet.

Juice
PLUS+®



NSA Italia,
Agrate Brianza (Milan)



NSA International Memphis, Tennessee, USA

- **Founded in 1970**
- **World headquarters in Memphis, Tennessee, USA**
- **Group office based in Milan, Italy, to support the UK, Irish, Italian, Dutch, Belgian and Spanish markets**
- **Operating in over 20 Countries**
- **With a turnover of over \$7 billion in sales since inception**

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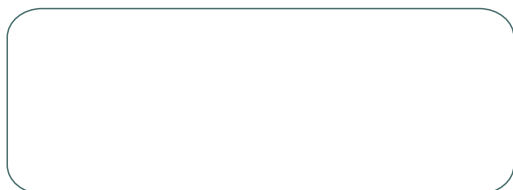
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