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# Distributor Guide

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## LEARN HOW TO DRIVE:

Welcome to your Transform30 Holiday Club Training Period



Our business is akin to a fancy sports car. If you don't know how to drive, you shouldn't get into a sports car for starters, as Don Failla says. So we must first learn how to drive. This month your objective is to "Get on Top of Your Body and Mind", so you can "Get on Top of Your Bank Account and Leisure Time" by driving this well-tuned machine called the Juice Plus+ Virtual Franchise®.

Here is your action plan:

### 1) Transform Your Body:

- Take Juice Plus Capsules and have your daily Complete shakes. Try the new Complete Bars as snacks. Become a product of the product!
- Watch Dr. Mitra Ray's YouTube videos <http://youtu.be/fMwjhYgVc4g> (<2 min) and [info.transform30.com](http://info.transform30.com) (23 min.)
- Follow the Transform30 Guide (all the other health recommendations) your representative should have given you and is also under files in Facebook group
- Be sure you were added by your representative to the 30 Day Complete Transformation Facebook support page – this is a great community that will support you so be sure to tune in and ask for help when you need it
- Take before/after photos, journal and track your progress in the Transform30 Guidebook tracker
- Start sharing exciting results with family and friends but really short hints...no big explanation. Short texts, posts, photos work well to create curiosity. E.g. "OMG, I love my shakes! So yummy!" "Wow, lost 4 lbs and 2 inches in 1 week!" "Didn't think I had it in me, but I am loving it!" "I am loving all the complements I am getting."

### 2) Transform Your Mind:

- Transform30 Being Independent Program with Doug Barlow: <http://IOwnMyLife.Transform30.com> (23 min.)
- Listen to Emma Sneddon and how she got to the top in record time as a busy mom with a corporate job! <http://rs3104.freeconferencecall.com/fcci/cgi-bin/share.mp3/91811964-16.mp3>
- Your bible for this business: The 45 Second Presentation by Don and Nancy Failla. For the link to the PDF: <http://files.meetup.com/4020052/The%2045%20second%20Napkin%20Presentations.pdf>. You can order enhanced version with videos from Amazon for Kindle if you want as it is a great investment.
- Start writing down your Why? Start dreaming again about what your life could look like next month, next year, in 5 years, in 10 years.
- As you read, people will come to mind. Start writing down their names and start sharing. Really short texts, posts work well to create curiosity. E.g. "I love this book I am reading!" "Learning about sizzle sessions" "Hey Sue, do you own your life?" "Tom, who do you know that likes to go on vacation?"
- Get your personalized Juice Plus website and Transform30 website set up for business. <http://transform30.com/signup> (only \$4.99 a month)

Plan your first party with your sponsor and get ready to make \$500-\$2000 in your first business month (starts after your training period is complete – you decide how long your training period will be).

# Team Building Conference Calls

## **Mondays**

### **OWN YOUR OWN LIFE**

Monday calls for N America (6 pm PST – 8 pm CST – 9 pm EST)  
Invite your prospects anywhere to hear about how to share the love  
and own your life!!

USA: 424-203-8405 Passcode: 631372#

Canada: 661-673-8605

UK: 44 (0) 330 606 0180

Passcode for all: 631372#

Please mute your phone with \*6 and instruct your guests to do same

## **Mondays**

### **CHERYL CORTESE -EXECUTIVE PAC, NMD JP+ TEAM CONFERENCE CALL**

**Learn from other teams who are sharing their success of improved health and income.**

(212) 990-8000 Code 2690#

"Welcome" (Pre-Call) @ 5:30 PM/PT., 6:30 PM/MT., 7:30 PM/CT., 8:30 PM/ET.

Start Time @ 8:45 PM Eastern Time  
5:45 PM/PT. - 6:45 PM/MT. - 7:45 PM/CT.

## **Tuesdays**

### **TRANSFORM TUESDAY CALLS**

Jumpstart to optimum health with the Juice Plus Transformation Programs  
PST 6:25 PM - CNT 8:25 PM EST 9:25 PM

USA 712-432-1500 - ACCESS CODE: 360730#

## **Wednesdays**

### **CORTESE GROUP ~ JUICE PLUS+ TRAINING CALL 7:30 AM/PT., 8:30 AM/MT., 9:30 AM/CT., 10:30 AM/ET.**

(916) 233-0500 CODE 7687#

24/7 Rebroadcast Call available following the actual call and accessible for a full week.  
The NEW number is (916) 233-0657.

## **Fridays**

### **Gompers Juice Plus+ Team Conference Call Friday, October 10, 2014**

**Start Time: 10:30 am EST ~ 9:30 am Central ~ 8:30 am MT ~ 7 :30 am Pacific ~ 4:30 pm Denmark**

**916-233-0500 Code: 7687#**

**901-850-3000**

**JUICE PLUS+ COMPANY  
DISTRIBUTOR SUPPORT  
choose option #3**

**CUSTOMER SERVICE  
DEPARTMENT  
Choose option #1**

# Web Resource Guide

## Websites

### Cohen Team Page

<http://cohenteam.weebly.com/>

### Information Websites

<http://www.experiencejp.com>

<http://www.juiceplussports.com.au>

<http://www.childrenshealthstudy.com>

<http://www.juiceplusfacts.com/>

### Training websites

<http://teamkroupa.com/> (great tower garden resource produced by the Kroupa Team)

<http://www.jpvf.info> (recorded webinar training)

<http://www.teamjp.net/> (this is a huge website produced by the Campbell Team)

<http://jptoday.com/> (produced by The Beavers Team)

<http://www.campbellteam.net/>

<http://www.teamshiningstar.com/> (produced by Mitra Ray PHD team)

Look for Events in your neighborhood in your

<https://www.juiceplusvirtualoffice.com> under the EVENTS tab

<http://www.PreventionMichiana.com>

<http://www.PreventionChicago.com>

### Youtube Channels

<http://www.youtube.com/officialJuicePlus>

<http://www.youtube.com/officialTowerGardens>

<http://www.youtube.com/transform30>

### Facebook Pages

<http://www.fb.com/transform30>

<https://www.facebook.com/juiceplus>

<https://www.facebook.com/groups/wackyforwellnessgroup/> (Cohen team customer / representatives private group)

<https://www.facebook.com/groups/zestyforhealth/> (Cohen team transform30 private group)

<http://www.facebook.com/JuicePlusNorthernIndianaNetwork> (Cohen team page)

## Team Facebook Pages

Susan Doolittle Wittenbach, National Marketing Director (NMD) Grand Rapids, MI / Phoenix Arizona

<http://www.facebook.com/susan.wittenbach>

Candace Corson MD, National Marketing Director (NMD) South Bend, IN

<http://www.facebook.com/candace.corson>

Cindy Cohen RN, Qualified National Marketing Director (QNMD) South Bend, IN

<http://www.facebook.com/cindycohenrn>

## Helpful Smart Phone Apps

There is an app for iPads to the Juice Plus Virtual Office and Juice Plus website  
You will find it by going to [www.juiceplusvirtualoffice.com](http://www.juiceplusvirtualoffice.com) from your iPad.

Evernote ~ (save information / to do lists and send to others) <https://evernote.com/>

Google Keep ~ (save information / to do lists) <https://keep.google.com>

**Voxer Walkie Talkie (Keeps you connected to your team) ~ <http://voxer.com/>**

CardMunch (copies business cards and syncs with LinkedIn) ~ <https://cardmunch.com/howitworks.html>

Remember the Milk (task manager syncs with Evernote) <https://www.rememberthemilk.com/>

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## Distributor / Reps Training Events

**Leadership Conference [www.juiceplusconference.com](http://www.juiceplusconference.com)**

This conference is twice per year. The locations rotate in North America and Internationally. They are held in the fall and spring of the year generally October and April.

### Bootcamp

Bootcamps are smaller trainings generally 100 – 150 throughout the US and are sponsored by the local leadership.

You will find listing for Bootcamps in your [www.juiceplusvirtualoffice.com](http://www.juiceplusvirtualoffice.com) under the EVENTS tab.







### Regional Trainings

These trainings are sponsored by the local leadership and are generally one day.

### QSchool and NMD School

QSchool is a special leadership training held just for those who are Senior Sales Coordinators and Qualifying National Marketing Directors. This is once per year generally in the summer. **NMD School** a special leadership training held just for National Marketing Directors generally before Leadership Conference.

## Line of Sponsorship (Juice Plus Family Tree)

<p>Jeff Roberti jr@roberti.net</p> 	<p>941-346-7300 ext 109 Chrystal (assistant) Sarasota, FL</p>	<p>Top Income Earner Newsletter signup <a href="http://www.roberti.net">www.roberti.net</a></p>
<p>Cheryl Cortese cortesegroup@aol.com</p> 	<p>504-208-8593 office Missy (assistant) Louisiana</p>	<p>School teacher</p>
<p>Cynthia Gompers cyngom@comcast.net cynthia@thegompers.com</p> 		<p>Hotel Owner Interior Designer</p>
<p>Susan Wittenbach susan@wittenbachwellness.com susanwittenbach@gmail.com</p> 	<p>616-446-4990 cell Grand Rapids, Michigan Phoenix, AZ</p>	<p>Interior Designer Breast Cancer survivor Newsletter</p>
<p>Candace Corson dr.corson@gmail.com candace@corsonwellness.com</p> 	<p>574-850-2039 cell Voxer Granger, IN</p>	<p>Board Certified Family Practice -Holistic Approach Facebook Page-Garden Team Newsletter</p>
<p>Cindy Cohen RN cindycohenrn@yahoo.com cindy@cindycohenrn.com</p> 	<p>574-210-3958 cell 800-245-8917 Voxer South Bend, IN</p>	<p>Registered Nurse Health Coach Wellness Consultant Author Facebook-Wacky for Wellness Zesty for Health (transform30 group) Newsletter</p>

# Fast Track Bonus Overview

Done



Begins on date of 1<sup>st</sup> order

**Requirements:**

- 500 PVC
- 2 outside households

**Rewards:**

- Retail Sales Profit
- 6% commission
- \$100 bonus



Begins on date of 1<sup>st</sup> order

**Requirements:**

- 2000 PVC
- 7 outside households
- 1 new team member

**Rewards:**

- Retail Sales Profit
- 14% commission
- \$250 bonus & conf ticket



Begins on date of 1<sup>st</sup> order

**Requirements:**

- 8000 PVC
- 3 lines (2 FV's 1 DD)
- Qualify your business

**Rewards:**

- Retail Sales Profit
- 22% commission
- \$500 bonus & conf ticket

I saw this from a different company and just had to make one for us... See More



4 Likes



# HEALTHY LIVING PLAN

Make a personal commitment to a healthier lifestyle by taking the Juice Plus+® products!

## + WHO'S IT FOR?

- New Representatives
- Existing Dealers

## + WHAT ARE THE SPECIFIC REQUIREMENTS?

- Total of 500 Points within first 30 days
- Must have a minimum of 2 households outside your own

## + WHAT ARE THE REWARDS?

- Retail Sales Profit
- 6% Commission Level
- \$100 bonus

## + WHAT IS THE TIMEFRAME?

- New Representatives have 30 days from their application date to fulfill the above requirements.
- Existing Dealers must fulfill the above requirements within a 30-day period.
- Final date to start 30 day requirements is October 31, 2014.

*Juice* PLUS+  
VIRTUAL  
FRANCHISE®





## + WHO'S IT FOR?

- New Representatives
- Existing Dealers and Direct Distributors

## + HOW DOES IT WORK?

New representatives follow the 2000 PLUS+ plan during their first 60 days (or 30 days if you want to go faster!) and achieve the level of Virtual Franchisee:

- Step 1:** Start by sharing Juice Plus+® with friends and family and create new preferred customer orders
- Step 2:** From those customers, find at least 1 new representative to join your team
- Step 3:** Work together to complete 2000 Points within 60 days

## + WHAT ARE THE SPECIFIC REQUIREMENTS?

1. Total of 2,000 Points within first 60 days (or 30 days if you want to go faster!)
  - 500 Points minimum for the qualifying distributorship
  - 600 Points maximum in personal household orders for the qualifying distributor
  - Points will be counted from the qualifying distributor and their frontline distributors
  - Preferred Customer orders must come from a minimum of 7 different households outside your own
  - Tower Garden® Family Garden orders will count as 2 households
  - Preferred Customer orders must be paid for by customers
2. The "1" new distributor must:
  - live in a different household from his/her sponsor
  - have at least one active Preferred Customer order on his/her account
  - be frontline to the qualifying representative

## + WHAT ARE THE REWARDS?

- Retail Sales Profit
- 14% Commission Level
- \$250 bonus (\$250 + \$100 HLP Bonus, if completed in first 30 days) paid to the new Virtual Franchisee
- \$250 bonus - paid to the sponsor of the new Virtual Franchisee
- Conference Ticket

## + HOW DO I GET PAID?

Your sponsor must submit a Report of New Promotion form as usual, selecting the Virtual Franchisee 2000 PLUS+ option. Once verified, the Bonus checks will be printed and mailed.

## + WHAT IS THE TIMEFRAME?

- New Distributors have 60 days from their application date to fulfill the above requirements.
- Existing Dealers and Direct Distributors must fulfill the above requirements within a 60-day period.
- Final date to start 60 day requirements is October 31, 2014.



## ... TO GET STARTED

### 2000 PLUS+ Plan

You do this:

- + Complete the HLP requirements (\$100 Bonus)
- + Add at least one team member to help share the Juice Plus+® Products.
- + Together, add customer orders to reach a minimum total of 2000 Points within your first 60 days (or first 30 days if you want to go faster!)
- + Customer orders must come from at least 7 separate households
- + Maximum of 600 total Points can come from your own personal household orders
- + Your initial HLP Points and Households count toward your 2000 PLUS+ Goal

You get this:

- Retail Sales Profit
- Reach 14% Commission Level
- Qualify to receive a Team Building Bonus

The following chart shows the Points on all Juice Plus+® products:

### Juice PLUS+® PRODUCT POINTS:

Juice Plus+® Capsules (Orchard, Garden, Vineyard).....	169.50	Juice Plus+ Complete® Shake Mix (4 Pouches).....	70.50
Juice Plus+® Capsules (Orchard and Garden).....	106.50	Juice Plus+ Complete® Nutrition Bars (60 Bars) .....	70.50
Juice Plus+® Capsules (Vineyard).....	63.00	Tower Garden® Growing System.....	352.50
Juice Plus+® Chewables (Orchard, Garden, and Vineyard).....	181.50	Tower Garden® Family Garden.....	1,132.50
Juice Plus+® Chewables (Orchard and Garden).....	111.00	Tower Garden® Mineral Blend (A and B).....	20.00
Juice Plus+® Chewables (Orchard and Garden)		Extension Kit.....	35.00
Child Serving.....	55.50	Tomato Cage.....	30.00
Juice Plus+® Chewables (Vineyard).....	70.50		

## + NEW DISTRIBUTORS

- Volume:** 8,000 Payline PVC in any one month during the 12 month period  
Only Preferred Customers Orders will count (No wholesale volume)
- Time:** 12 months from Application Date  
The last day to start a Fast Track to SSC is October 31, 2014
- Structure:** 1 Sales Coordinator line  
Active working line with 6 or more distributors that are COM qualified
- 2 Virtual Franchisee lines  
1 must be 2000 Plus+
- 1 Direct Distributor line
- Note: No household members**
- Performance:** Must be a "3 Club" with two of the four lines qualified for Performance Bonus in your qualifying month for SSC.

## + EXISTING SALES COORDINATORS (as of April 1, 2014)

- Volume:** 4,000 new Payline PVC  
Total Payline PVC must exceed 8,000  
Will average January, February, March PVC to determine base  
(i.e. If your base is 5,000, you must complete 9,000 in total payline PVC)
- Time:** Any one month between April 2014 and September 2014
- Structure:** Same as for a new distributor
- Performance:** Same as for a new distributor
- NOTE:** These requirements may exceed SSC qualifications of the current Marketing Plan. If so, you can be promoted to SSC and proceed to the above qualifications by September 2014 to receive Fast Track incentives.

## + EXISTING DISTRIBUTORS, DIRECT DISTRIBUTORS & VIRTUAL FRANCHISEES (as of April 1, 2014)

- You may also earn the position of SSC by completing the new distributor requirements.  
8,000 Payline PVC requirement must be from business originated from April 1, 2014

## + REWARD FOR COMPLETING REQUIREMENTS

- \$1,000 Team Building Bonus
- \$200 credit toward a Juice Plus+® Boot Camp

**Start-Up 60 DAY BONUS \$1,095**

1st 30 Days	FOR EXAMPLE	TO QUALIFY	POINTS	APPROX. EARNINGS W/no commission
Example: # 1	3 orders Orchard, Garden, Vineyard Blends (169.5 ea.)	500 points + delivered to 2 households + your order	508 + your order	\$90
Example: #2	2 orders Transform30 (240 ea.)		480 + your order	<b>\$110</b>

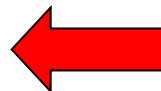
Bonus	<b>\$100</b>
<b>Total</b>	<b>\$210</b>

2nd 30 Days (60 day total)	FOR EXAMPLE	TO QUALIFY	POINTS	APPROX. EARNINGS W/no commission
Example: # 1	9 orders Orchard, Garden Vineyard Blends (169.5 ea.)	Add 1 team member  Between you and your new team member Product delivered to 5 more households = 1500 points	1,525.5	\$270
Example: #2	7 orders Transform30 (240 ea.)		1,680	<b>\$385</b>

Bonus (Cindy)	<b>\$250</b>
<b>Total</b>	<b>\$885</b>

**Income earnings**  
Month 1 \$210  
Month 2 \$885

**2 MONTH (60 days) TOTAL EARNINGS \$1,095**



**PRODUCT / POINT VALUE / Retail Sales Profit/Bonus**

JPFV caps 106.50 (\$20)  
JPFV chews 111.00 (\$10)  
JPV 63.00 caps (\$10)  
JPV chews 70.50 (\$10)

JPC Shakes 70.50 (\$10)  
JP Bars 70.50 (\$10)  
Samples 63

Tower Garden 352.50 (\$60)  
Transform30 307.00 (\$50)

**Fast Track Program**

30 days = DD (6%) \$100  
60 days = VF (14%) \$200 + conference  
6 months SC (22%) = \$500





## GET INTO FIRST GEAR:

**EARN \$800 in Bonuses: FAST TRACK to Sales Coordinator in your First 30-60 days with**

Sign me up for	PVC	Transform 30 Price I am worth it!	Retail+ Commission Profit for all Positions
 Silver 1 shake a day	Promo = 70.50 Real = 35.25	\$2/day \$61.50/month	D = \$ 16 DD = \$20.23 VF = \$25.87 SC = \$31.51
	Gold 1 shake a day + JP Trio	Promo = 240 Real = 77.63	\$4.40/day \$132.75/month
Platinum 2 shakes a day + JP Trio	Promo = 240 Real = 112.88	\$6.00/day \$181.25/month	D = \$ 55 DD = \$69.40 VF = \$88.60 SC = \$107.80*

\*Note same as Gold or Platinum 1<sup>st</sup> shipment profits but reorder on Complete increased frequency, i.e. profits down the road higher, real monthly volume towards qualifying higher with Platinum

- **Minimum total team volume requirement: 8000 Promo PVC**
- **Minimum team structure requirement: 3 of your 5!**
  - 2 at Virtual Franchisee (14%, they have 2000 Promo PVC total volume and 1 team member)
  - 1 at Direct Distributor (6%, 500 Promo PVC)

**FAST TRACK TO VIRTUAL FRANCHISEE!**  
**GET 3 DISTRIBUTORS & FAST TRACK TO SALES COORDINATOR!!!**

<b>Your PVC:</b>	
Trio:	169.50
Complete:	70.50
Tower Garden:	352.50
Sell 1 Trio:	169.50
Sell 1 TG:	<u>352.50</u>
	1,114.50

**+**

<b>New Partner's PVC:</b>	
Trio:	169.50
Complete:	70.50
Tower Garden:	352.50
Sell 1 Trio:	169.50
Sell 1 TG:	<u>352.50</u>
	1,114.50

**=**

<b>Total 30 Day</b>
<b>2229 PVC</b>
<b>= VF</b>

<b>Cost of 1<sup>st</sup> month:</b>	
Application:	\$50.00
Trio:	71.25
Complete:	30.75
TG ++:	<u>98.00</u>
Total Investment:	\$250.00

<b>Retail Sales Profit:</b>	
Trio:	\$39.00
Complete:	16.00
Tower Garden:	55.00
Sell 1 Trio:	39.00
Sell 1 TG:	<u>55.00</u>
Total RSP	<b>\$204.00</b>

<b>Team Building Bonus</b>	
<b>Earnings:</b>	
VF Bonus	\$300
Sponsor Bonus	300
Sponsor's TBB 2+3	600
FT to SC	<u>500</u>
Total TBB	<b>\$1,700</b>

**Total Earnings - \$1904.00**



# Sample with Total Promo Team Volume = 8010 (more than enough to reach Sales Coordinator)

1. Hard way – try try to all 8000 alone
2. Easy way – Build a team



You have 2040 personal volume



Mary + 2712



Jim +2580



Sally + 678

## NEXT STEP:

Help 5 team members FT to SC with their own teams.  
If each of those 5 SCs has 85

Transform 30 orders on their team, you will reach the level of  
National Marketing Director.

33,000 PVC/month = 425 T30 customer total  
on your team and you need 5 SC legs so...

425 T30/5 SCs = 85 customers per SC team;

85 / 5 SC legs / approx. 6 people per SC leg = 15 T30 per team member!

**So doable!**

### Your personal customers Promo PVC

1. Myself = 310.50 Platinum + Bars (60)
  2. Janet = 240 Gold
  3. Jill = 240 Platinum
  4. Mom = 240 Platinum
  5. Donna = 240 Gold
  6. Jane = 240 Platinum
  7. Sammy = 105.75 Silver + Bars (30)
  8. Dad = 70.50 Bars (60)
  9. Sis = Tower order 352.50
- Total = 2039.25

- Learn to track your own personal customer

# Fast Track to VF using the 5-3-5 Model for Duplication

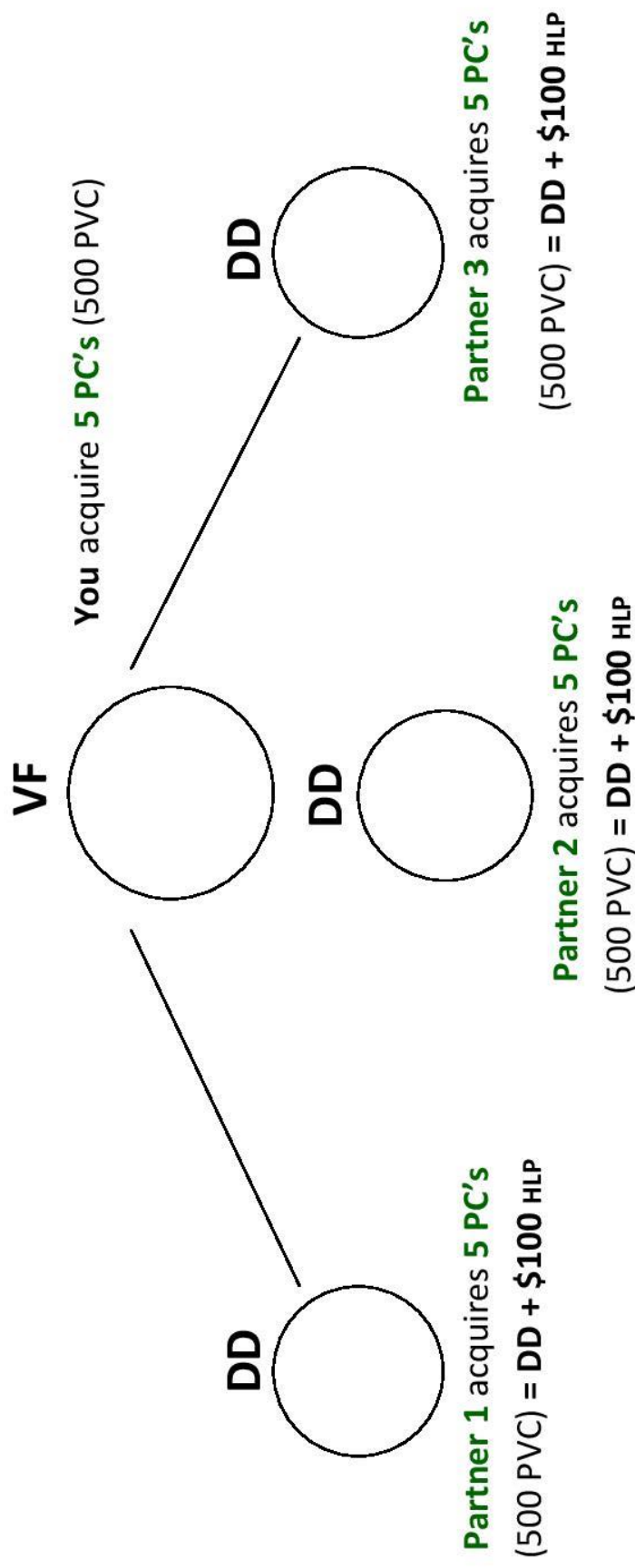
“Fast Track” to Virtual Franchisee, 30-60 days, with 2000+

You and 3 JP+ Partners Acquire 20 TEAM Preferred Customers = 2000 PVC

**30-60 days:** New VF & Sponsor receive **\$250 Bonus + \$100 Conference Ticket** for New VF!!

Plus earned \$100 Fast Tracking to DD

**You** acquire **5 PC's**, (500 PVC), and **3 Partners** each acquire **5 PC's**, total **2000 PVC = VF!**



# Goal Setting Worksheet

**YOU**

Name	Name	Name	Name	Name	Name
1. _____	1. _____	1. _____	1. _____	1. _____	1. _____
2. _____	2. _____	2. _____	2. _____	2. _____	2. _____
3. _____	3. _____	3. _____	3. _____	3. _____	3. _____
4. _____	4. _____	4. _____	4. _____	4. _____	4. _____
5. _____	5. _____	5. _____	5. _____	5. _____	5. _____
6. _____	6. _____	6. _____	6. _____	6. _____	6. _____

**30 – 60 DAY FAST TRACK 500 points = 6% commission 2000 points = 14% commission**

**PRODUCT / POINT VALUE / Retail Sales Profit/Bonus**

- JPFV caps 106.50 (\$20)
  - JPFV chews 111.00 (\$10)
  - JPV 63.00 caps (\$10)
  - JPV chews 70.50 (\$10)
  - JPC Shakes 70.50 (\$10)
  - JP Bars 70.50 (\$10)
  - Samples 63
  - Tower Garden 352.50 (\$60)
  - Transform 30 307.00 (\$50)
- Fast Track Program**
- 30 days = DD (6%) \$100
  - 60 days = VF (14%) \$200 + conference
  - 6 months SC (22%) = \$500

# Marketing Plan

## 1<sup>st</sup> Month:

Find 6 people to do the program in addition to your own order

3 of them will have success & want to share/join the business

This will get you to VF position (14% commission) in 30 days which is a \$250 bonus and free conference ticket; plus you will earn retail sales & commission on orders

To start the program and become a distributor is \$325 (shipping costs will vary; you pay \$275 for the product & \$50 distributor fee)

## 2<sup>nd</sup> Month:

Focus on the same thing

Find 6 more people to do the program (3 of them again who want to share the program and join the business)

Help your first set of reps do what you did the 1<sup>st</sup> month (6 customers with 3 of them becoming distributors)

### **Cost of month 2 (wholesale prices)**

\$56.50 for Orchard, Garden and Vineyard Blends

\$94 (1 box) if you drop to having 1 shake every other day

\$188 (2 boxes) if you drop to having 1 shake a day

You earn \$750 in bonuses for fast tracking your first 3 reps to VF as each VF earns you a \$250 bonus. This does not include retail & commission which you also earn along the way

You are now SC which gives you \$500 bonus, top commission level of 22%, and a free conference ticket.

### **End of Month 2 you have:**

- 6 frontline distributors or 6 or 7 customers
- Qualified business
- 5% performance bonus

This is when you need to give excellent customer care. Call to see how they are doing, share new recipes or exercises, etc.

## 3<sup>rd</sup> Month:

Have the 1<sup>st</sup> round of reps repeat your 2<sup>nd</sup> month. This will get each of them to SC which will give you a \$500 bonus for each one

Have your 2<sup>nd</sup> round of reps follow your 1<sup>st</sup> month to attain VF. This will give you all bonuses of \$250 each

By the end of the month:

3 VF (Virtual Franchises  $\$250 \times 3 = \$750$  bonus)

3 SC (Sales Coordinators  $\$500 \times 3 = \$1,500$  bonus)

13 customers

You are promoted to Senior Sales Coordinator ( $\$1,000$  bonus)

You will now become SSC with  **$\$3250$**  in bonuses ( $\$1000$  for SSC,  $\$1500$  for your reps that became SC, and  $\$750$  for your reps that became VF) +++ does not include retail sales or commission\*\*\*

#### **4<sup>th</sup> Month:**

Repeat = they do what you do!!!

Help your 1<sup>st</sup> set of reps repeat your 3<sup>rd</sup> month – SSC

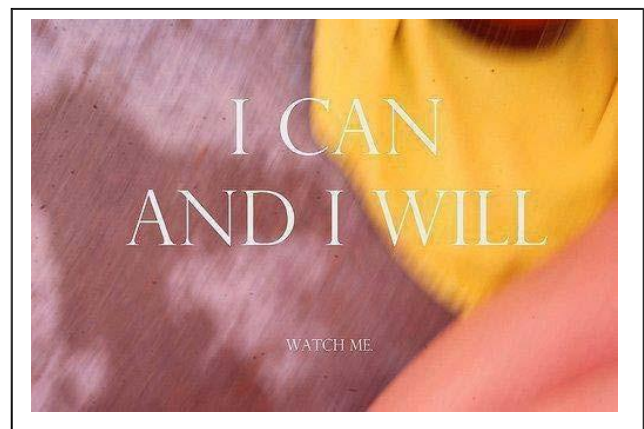
Help your 2<sup>nd</sup> set of reps attain SC ( $\$500$  for each one).

At the end of the month you will have:

3 SSC

3 SC

\*\*\*Total bonuses for the 1<sup>st</sup> 4 months =  $\$7500$  does not include retail sales or commission\*\*\*



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## 30 DAYS CAN CHANGE YOUR LIFE THE TRANSFORM CHALLENGE

It is a challenge to put self-care on the top of your priority list for 30 days.



**LOSE WEIGHT & FEEL GREAT THE FIRST WEEK!**

Juice Plus+ (Trio) Orchard Blend,  
Garden Blend, Vineyard Blend

Foundational support to guarantee "metabolic reprogramming"  
Immune system support, DNA rebuilding  
Detox, cleanse and rebuild to a new you!

Juice Plus+ Complete Protein Drink (shake)

Casein free, lean muscle support, sugar stabilizing, rebuild  
muscle, detox, reduce fat and quick exercise recovery.

With the program you get:

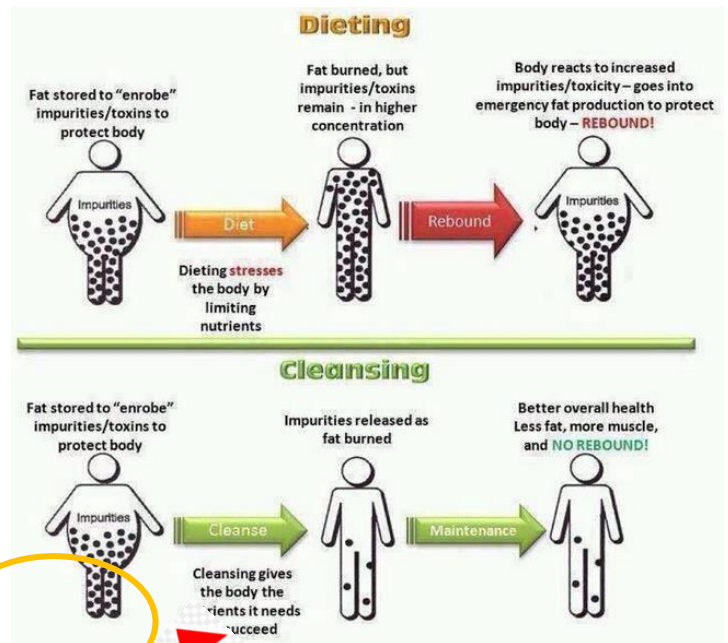
- ★ Health Coach
- ★ Complete Protein Shake  
(10 meals will save you \$150 in restaurant costs)
- ★ Garden, Orchard and Vineyard Whole Food Blends
- ★ Transform30 Customer Guide, Shopping Planner
- ★ Smoothie / Snack Recipe Book
- ★ Community Support – Private Facebook Group



Silver Program (1 shake/day) = \$2.00/day  
Gold Program (1 shake/day + trio) = \$4.43/day

**For MAXIMUM BENEFIT**

**Platinum Program (2 shakes/day + trio) = \$6.66/day**







## Distributor Guidelines

**Sharing information** Call your current Juice Plus customers, family and friends and update them about the new 30 Day Challenge. Your conversation starter will sound something like this: “Hey, I am doing a 30 day challenge to improve my overall health, have more energy, better skin...and lose a few pounds (if that is applicable to you). I am looking for 6 people to join me this month and I thought of you to be one of my accountability buddies. Is this a good time for you to start putting self-care as a priority for just 30 days to see what happens? I have a website you can check out the details.”

Be sure to share with enthusiasm and excitement! Let them know that you are also participating and you would love for them to join you. (Help participant first place two separate orders: *Juice Plus trio of capsules on the installment plan*, and a *paid in full box of Complete* – see below) Once they order their products, add them to your Facebook group. You can create a group on FB or ask us to add you to our group ZESTY FOR HEALTH (TRANSFORM 30 GROUP) WACKY FOR WELLNESS GROUP (CUSTOMER / DISTRIBUTOR /REPRESENTIVE GROUP) very easily and share necessary documents like menus and recipes – ask your sponsor if you need help.

Using social media to post results and share your group’s success is an important tool in this program. This will help create new participants.

You can also have a “30 Day Challenge” event locally. You can either share information about the challenge, or you can have a weigh in and measurement event to make it fun for your participants. You can also have a “Transform Launch Party” to introduce the program in your area to existing customers, friends and family.

**Signing up participants** Make sure that when you are signing up a new participant for the challenge, you enter the “Complete shake” order in the system as a *paid in full item* and then put that order on hold for future shipments. Your customer will be meal supplementing with 2 smoothies a day for the first month. So they will go through 4 bags or a full box in the 30 day Challenge. You will handle their rate of shipment after their 1<sup>st</sup> month.

Remember, because the “Shakes” will be “*paid in full*” and the “*Trio*” will be billed monthly, you will need to put in two separate orders: one for each so it is easier to manage once they figure out frequency of shakes. The trio order should not have to be changed.

After the payment has gone through go back into your Virtual Office and cancel the “*Complete shake*” order so that it is not on auto ship. We do not want another shipment to go out to them until they know what they wish to do in month 2. The Juice Plus and vineyard orders will be as normal on a 4 month installment plan.

**Beyond the 30 days we will still be encouraging our customers to continue on with the healthy food choices and physical activity along with their Juice Plus “Trio” then one shake per day if they want to continue to lose weight, then 2 -3 shakes per day for the maintenance program.**

You will need to discuss with them if they would like to continue with the smoothies for the next month as maintenance. It is your job to follow up with them. You will want to find a way to keep track of when your participants started their “Challenge”. An option would be to put alerts in your calendar 30 days from the day they started.

**Support** Always encourage your new participant to find a friend or friends to do the 30 Day Challenge with them. This way it will be more fun for them and they will be able to share in their excitement. This will also help you for team building. As many of your participants will become distributors. Our goal is to build on their positive experiences in the first few weeks and then share the business opportunity with them.

As you sign up a new participant for the 30 Day Challenge you will need to get the starter package (Transform30 Customer Guide, Shopping List and Recipes along with the Smoothie and More Recipe Book) to them, this includes information about the program, the foods they can eat and more. You will need to give each of your participants a copy of this.

Please visit your group Facebook page 30 Day Challenge (ZESTY FOR HEALTH GROUP AND TRANSFORM30 INNER CIRCLE) and look under files. ALSO VERY IMPORTANT – DO NOT POST BUSINESS RELATED QUESTIONS OR POSTS ON THE 30 DAY CHALLENGE FACEBOOK GROUP. THIS IS A CUSTOMER SUPPORT GROUP, TO SHARE TESTIMONIALS, RECIPES, ETC, NOT BUSINESS!!

We will also be adding our new participant to the Facebook page ZESTY FOR HEALTH GROUP. This is where we will all give your customers the support they need during the 30 days. Please encourage them write a post to introduce themselves. **Also you want to strongly encourage them take a before picture and pictures throughout the 30 days and beyond if they wish. We also have measurement sheet for them to track their progress. Even if they do not want to share these pictures it is motivating for them to stay on the program when they can see their progress.** We would love for them to upload their before and after pictures to help encourage others. We need all distributors to get on the Facebook page and help support the participants even if you don’t know them. This page is only for distributors or customers doing the 30 day challenge.

We have designed this program to help you build your business to a whole new level. We as leaders are here to support your teams and help you along the way. Our goal is to bring on as many distributors as possible through this program and have them duplicate the system.

Shining Star International, Inc.

# Celebrating HEALTH & HAPPINESS



## 30 DAYS...

- ✓ Gain financial freedom
- ✓ Have more time for the things you love
- ✓ Live a healthier life

**Let us show you how!**

✓ Income

✓ Time

✓ Lifestyle



**Weekday, Month, Day, Year**

Doors: 0:00, Start: 0:00

Venue Name

Street/Avenue, City, Province

*Juice*  
PLUS+

**FOR MORE INFORMATION CONTACT:**

+ **NAME:** Enter your name here

+ **PH:** Enter your phone number here

+ **EMAIL:** Enter your email address here

## GETTING STARTED

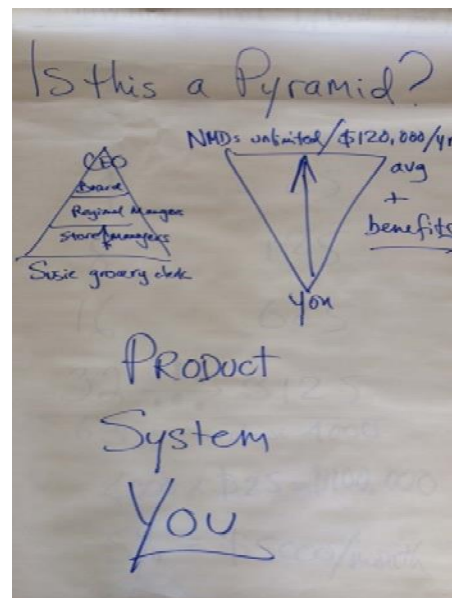
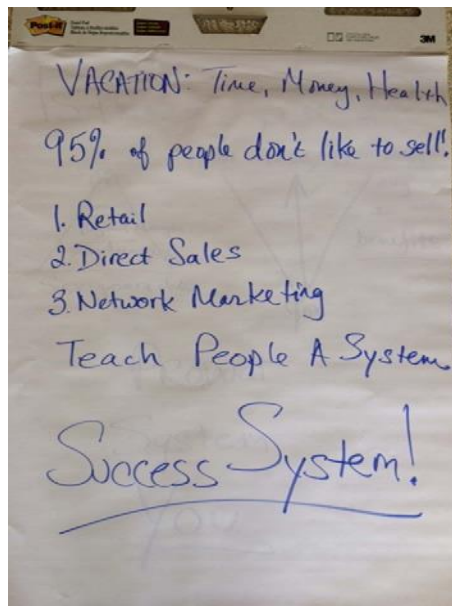
1. **Tell your story of health result and why you are a representative.** And share other's stories in the room – this can totally replace product presentation if done right and take very little time. Be vulnerable and real. Share from the heart what your health, finances (or even your lack of a vision for, or mission in your life) were like before and what has shifted since starting T30 Health and Independence program.

After your story, follow the general script below - you can read and write the **bold/underline** parts on a flipchart in front of an audience:

2. **Set the stage:** Now I would like to ask a question. How many of you like to go on vacation? Well what do you need for more vacations? **Time, money** and good **Health**. Well T30 can certainly give you great health and you would feel you great in your bikini as well! When get out of the shower and look in the mirror, how do you feel about yourself? Would you be motivated to try T30 for 30 days and see for yourself what can change for you easily and affordably? I think anyone can follow a plan for just 30 days to see if this can become a lifelong lifestyle? It has for me! OK, so if you like going on vacation, and you need more time and money, let's talk about that and see if this could be a fit for you or someone you know. What stops people from doing a business like ours?
3. **Sheet 1:** One reason people rule themselves out is because **95% of people do not like to sell!** Would you agree? Well this is not sales! The only thing that resembles sales that we do is we submit orders online. How many of you recommend books, movies, stores, etc. all the time. But do you get paid for it? Do you get upset if your friends don't go to a movie that you recommended? Important to share your experience, but not badger people...that is when it turns into a "hard sell." We don't do that, we just openly share our experience, and especially through social media, this is very effective. We don't even say Juice Plus in our posts...just create curiosity and intrigue so people ask you, "Hey watcha doin?"



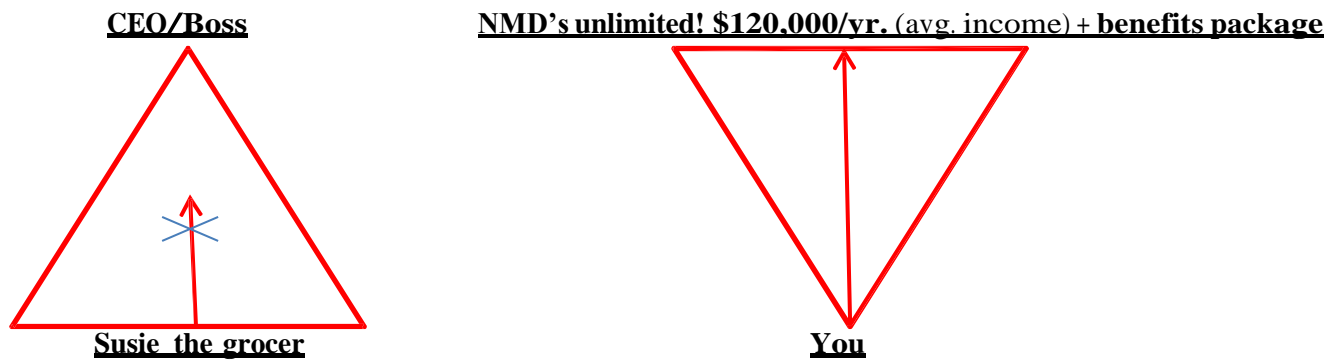
4. **SHEET 1:** OK, let's talk about how does merchandise get to people or how do you buy things? (What are some examples of retail and direct sales?)
- **Retail Stores**
  - **Direct Sales** (You sell 200 customers T30 to make \$20,000/month)
  - **Network Marketing** or word of mouth marketing (people fail at network marketing when they treat it like direct sales and think they need hundreds of customers to be successful)
  - What we REALLY do is **Teach people a system**. We are all teachers – teach your children stuff all the time, show a friend how an app works or show your grandma how the computer works. All successful companies have **Success System** and we much of what we do is teach people our Success System.



5. **SHEET 2:** Another question that come us - **Is this a pyramid?** How many have a job? How many of you know someone who works as a grocery clerk or cashier? Let's talk about **Susie the grocer**. Now in each grocery store you have lots of levels starting with the **CEO** of the store (use local example of a store), then the **Board of Directors**, then the **regional managers**, **store managers** and finally the grocery clerks. Now will Susie ever become the CEO or get on that board? But do you think she is interested in a raise or a promotion? Is it clear how she is going to get that promotion or raise? Will the promotion just mean

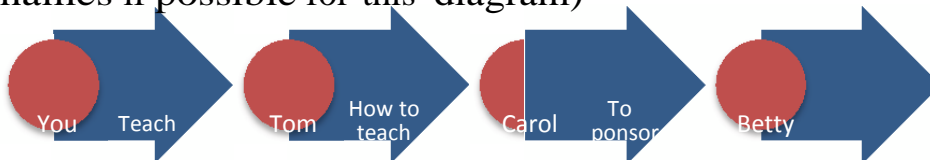
more work? The corporate structure really is a pyramid with no room at the top!

In our company, everyone starts at the same place. And everyone in this room can get to the position of **National Marketing Director** where the **avg income is \$120,000** and even though you would be an independent rep and have all those tax advantages, you still would get a benefits package that includes, health, dental, optical, tuition reimbursement for continuing education, a holiday bonus of \$1000 and a monthly expense reimbursement up to \$3000 for which you don't even have to show receipts. How sweet is that? Anyone interested?



Now we all have the same **PRODUCT**, and the same **SYSTEM**, the only real variable is **YOU** and if you want to apply yourself to **BE INDEPENDENT**

- SHEET 3: If I can effectively teach Tom to teach Carol how to teach Betty our Success System then I can create residual income and more free time for myself down the road as we all become independent. (use real example for names if possible for this diagram)





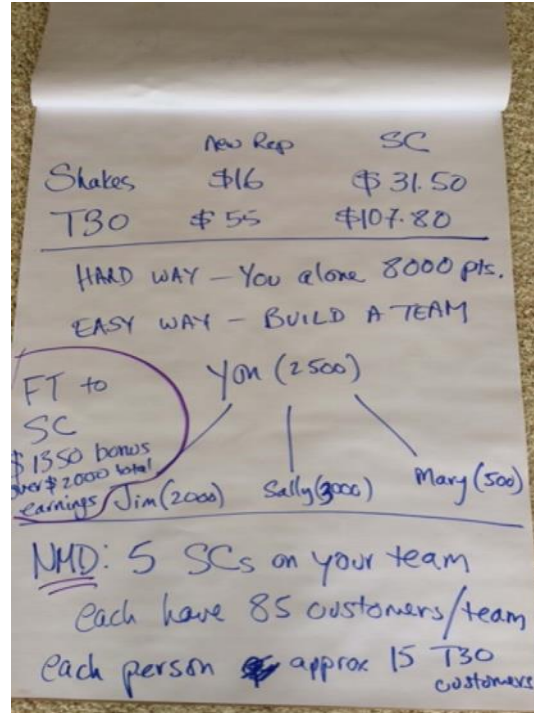
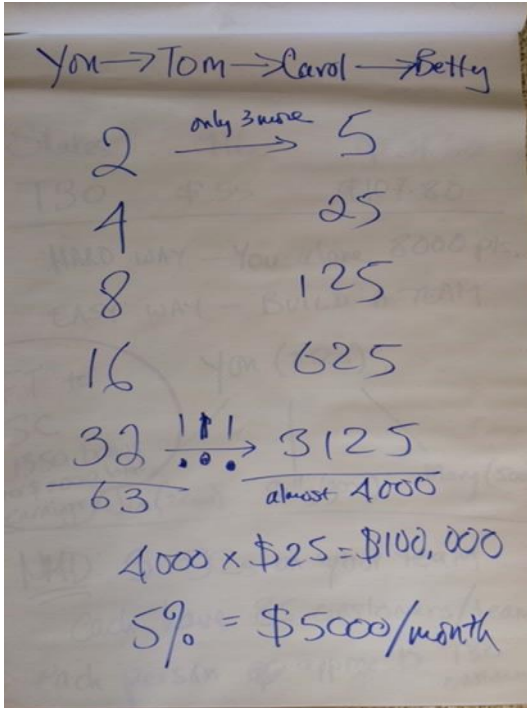
Most people mistake Network Marketing with Direct Sales and fail because they think... or they were told by someone, that they have to sign up hundreds of people in order to be successful. This is not true. Let's talk about the Power of Numbers. Do you have maybe 2 friends in your phone contacts that want to get healthy and make an extra \$500-\$1000 a month? And do you think that those two may have two friends? Show 2x2 matrix up to 5 generations. Now maybe, just maybe you know 5 dissatisfied people in your contact list. What if you just talked to 3 more people and this duplicated?

2	You only talk to 3 more people at each level		5
4			25
8			125
16			625
32			3125
63 total with you	But huge difference 5 generations down in total		Almost <b>4000</b> people total

So let's say you build such a network and then all these 4000 people were consume just \$25 worth of a product for themselves. That means you have a total volume of \$100,000 moving through your network. And what if you got paid 5% on that volume? Could you live on \$5000 and maybe quit your day job?

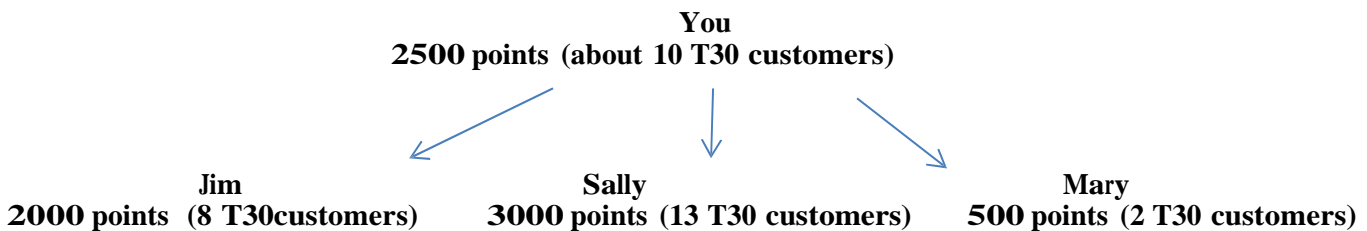
**4000 x \$25 = \$100,000**

**5% of that = \$5000/month**



7. So every network marketing company works on a point system. Ours is called PVC and don't worry too much about that now, but our job is to get you to a position called Sales Coordinator ASAP because at that position you double your earnings on average every time someone purchases either the capsules, shakes, bars, gummies, tower gardens. So let's use **shakes** as an example. As a **new rep** you make **\$16** but at **SC** you make **\$31.50**. What about **T30** as an example order - that is capsules and shakes? As a new rep you make **\$55** but at SC you make **\$107.80**.

So what do you need to get to SC? Well you need 8000 points. Now the hard way is to try to do all those points yourself. In fact, the company won't even let you do that! The easy way is build a team!



Wahlah! You are there with **8000 points** and you can earn up to **\$1350 in bonus** money in your first 30-60 days and that doesn't even include retail profits which takes you over **\$2000** easily. Where else can you start a business for \$50 and make that kind of profit right away?

8. Optional: How many want a sneak peak at how to get to NMD?

**Help 5 team members do what you did and FT to SC** with their own teams. If each of those 5 SCs has 60 Transform30 orders on their team, you will reach the level of National Marketing Director.

**33,000 PVC/month = 425 T30 customer** total on your team

**425 T30/5 SCs = 85 customers per SC team**

Most SC teams have about 5-6 team members so that looks like an average of 15 customers a perso



# The 30-Day Complete Transformation CHALLENGE

## 30 Days can Change Your Life

Exploit 15 years of research for long-term health and a slimmer you! You'll be supported by our vibrant, private Facebook group, with people of all ages and walks of life. Plus lots of tasty recipes!

Learn more at:

[YourSite.Transform30.com](http://YourSite.Transform30.com)

Thursday, Nov. XX  
?:00pm – ?:00pm

Home of Your Name  
XX Something Street,  
City/Town, BC

RSVP to Your Name:  
yourname@gmail.com  
M: (XXX) XXX-XXXX



Share the love of health & Independence with Transform30. Let's get this party started!



## GET STARTED WITH A TRANSFORM 30 LAUNCH PARTY

### Pre-Event:

- Schedule Get Started T30 Party Date – if you commit to doing 1 party a week for 6 months to a year, with the support of sideline and team members, you will achieve remarkable results in your business.
- Invite (emails, phone calls, snail mail, Facebook, Twitter, Postcards, other social networking groups)
- Items needed:
  - Transform30 before and after pictures, dieting vs cleansing, and posters on display (see posters under Transform30.com/tools) , Tower Garden or a poster of TG
  - Transform 30 Guide printed and spiral bound (optional – great incentive to get people onto Platinum or Gold right away - gift once they purchase Transform30 order)
    - Back cover has space for your personal website info – good to have as someone else may see it and want more information
  - Transform 30 Order Forms (with benefits) and Tower Garden order forms
  - For some crowds, using clipboards is effective (enough for each guest with benefits page on top and order form beneath) order form and cheat sheet on the clipboard – let guest take home cheat sheet so you have at least planted the seed of the business!!!! This works real well.
  - For gen Y, can just place orders online using smart phones, tablet using VOGO
  - Shakers (you can give to your new T30 sign-ups as a bonus along with Transform30 packets) – T30 shakers are available at <http://www.drmitraray.com/store/#!/~/category/id=8982891&offset=0&sort=normal>
  - Pens
  - Complete – chocolate & vanilla; New Complete Bars for sampling
  - Shaker for on-the-go demo (1 flavor with liquid; coconut water, coconut milk, almond milk, etc)
  - Blender for at home recipe options (second flavor with additions in the shake; fruits/vegetables, etc.)
  - Small paper cups for shake samples
  - Easel with flip chart (Newsprint); bold, dark colored markers

### During Event:

- Host
  - Keep it simple
  - Start meeting with “Who likes to go on vacation? Where would you go?” Write on flip chart “Vacation – you need \$, Time, Good Health” You can now choose to do product or business part first. Some people like to lead with business, others the product. Either is fine.
  - Business presentation: Follow Cheat sheet for rest of presentation and be sure to involve audience and draw/write on flip chart
  - Product presentation: Ask FESS UP questions, Share your stories and before after pics, discuss dieting vs cleansing poster, taste the shake
  - Fitness: How many of you are /Are you....interested in being fit or staying fit?  
Energy: Do you want more even energy throughout the day?  
Salt/Sugar Cravings: Do you have salt/sugar or junk food cravings?  
Sleep/Stress: Would you like to sleep better and experience less stress?  
Swimsuit: How you like to feel more confident in your swimsuit?



- When you come out of the shower and look in the mirror, how many of you are happy with how you look and feel?  
U as in You: You will be excited to learn about this program. Can You give this an honest 30 day try? I know anyone can commit to 30 days to prove this is a doable program for the rest of your life.  
P as in pay: I can even show you how you can pay for it.
- ☐ Pass out Complete samples if they are watching video or as you begin discussion, 1<sup>st</sup> the on-the-go version they can take to work or workout, second option for more of a meal at home. Let them know there are recipes available.
- ☐ Possible discussion points as they taste shake:
  - Understand the dieting vs cleansing poster – discuss. Guilt is not necessary because you haven't been told about the need to cleanse toxins.
  - Transform30 is simple to follow
  - The Complete shake will help manage your hunger and cravings
  - We have some current T30 participants who would love to share with you their results.
  - Ask current T30 participants to share results (if no one to share results then read through collective results attached)
  - Transform30 provides you with 2 no-brainer meal options with the Complete shakes
  - Transform30 provides an 'on the go' way of giving your health and well-being the best support.
  - Let's take a look at how affordable this program really is by passing around the order form so you can get started.
- ☐ Pass around the clipboards with the Benefits Chart/Order Form attached
- ☐ Show people benefits sheet and ask "Are you worth \$6/day? That's the cost of a fancy Starbuck's drink or a glass of wine at a restaurant."
  - **ABC close:** A you took in a lot of great information and you can continue with your life as is. B you can give Transform30 a go for 30 days and see how great you will feel for yourself. Or C, you can also start to get into your training month as you try the products and study Don Failla's two books, start making your list of people and get going on Owing Your Life.
- ☐ Help people fill out forms, make sure all is legible
- ☐ Remind them they will get shaker and packet printed out already, as a bonus if they order today.
- ☐ Host – Close with thanking everyone who attended and thanking those who invested in themselves. Can't wait to hear about your results over your first 30 days. Announce any other upcoming Transform30 health events or other JP events.

NOTE: Be ready for this question: "What will this do for my XYZ?" (arthritis, back pain, etc)

- SIMPLE ANSWER: "It will probably help. Prove it to yourself. Try this for 30 days."
- Resist the urge to say more. If it occurs to you that you have some more info to share, offer to share anything extra outside of the party separately by saying same thing basically "I will email/share additional information with you one-on-one. And for sure this will help. Prove it to yourself. Just try it for 30 days."



## Post-Event:

- Submit/manage orders
  - Make sure you place JP trio order on installment with JP Effect box on top of VO page when you place order. If CHS, still click JP Effect.
  - Place Complete order as a separate order as Paid in Full for first month (not one time order)
  - Placing both on same order causes issues such as slowing down CHS order and not having Complete paid in full in first month.
- Follow-ups
  - New Transform30 members
    - If on FB, then friend on FB if not already a friend. Invite to T30 secret FB page
      - Announce them to the group and make sure they see packet under files for support
    - If not on FB, support via email, phone calls as per distributor support email reminders. Be sure they have packet. Ask about detox. This is important to do even with FB customers as well.
    - 2-4 weeks later, once they get results – ask for referrals or if they see themselves sharing this program with others in their life. Would they be willing to host a Transform30 event for you or invite people to any of your events? Share Doug's Monday night marketing call if appropriate for those interested.
    - Those interested in business need to start reading Don Failla's books and start making a list of who they want to talk to.

## **HOW TO ORDER AFTER THE TRANSFORM30 PRESENTATION**

Verbiage by Carol Watson, NMD to help folks order Platinum for Max Results!

The Platinum plan is for you if you want maximum results! That's what most of us are doing to gain our health and vitality quickly!

So, please get out the order form and here's what I'd like you to do:

Write a "1" at the top one with a PAY IN FULL... it just gets too confusing to pay on monthly installments. This is going to be everything you need for 30 days and if you decide you want to go on beyond that, I'll be sure you get some more at that time. But, right now you're not locked into anything.

With the pay in full option, you are going to pay \$110 + shipping and handling and sales tax if applicable.

Now, slide down to where you see the trio bottles; the red, green, and purple.

Write a "1" there. You're going to be paying just \$71.25 a month for the next 4 months on the same day every month. This monthly price already includes shipping and handling but you need to add applicable sales tax if your state taxes Juice Plus (in Indiana we do)! This is the preferred customer price and it is on auto ship for convenience. No worries though, you have my word that I will be monitoring your progress and make sure you are always ready for that next box BEFORE it ships!

If you have a child between 4 and full time college, you can enroll them in the Children's Health Study at the bottom and they can receive Juice Plus FREE. You contribute an additional \$1.75 per month per box for your child to cover S/H; the Juice Plus Company and I will contribute the rest!

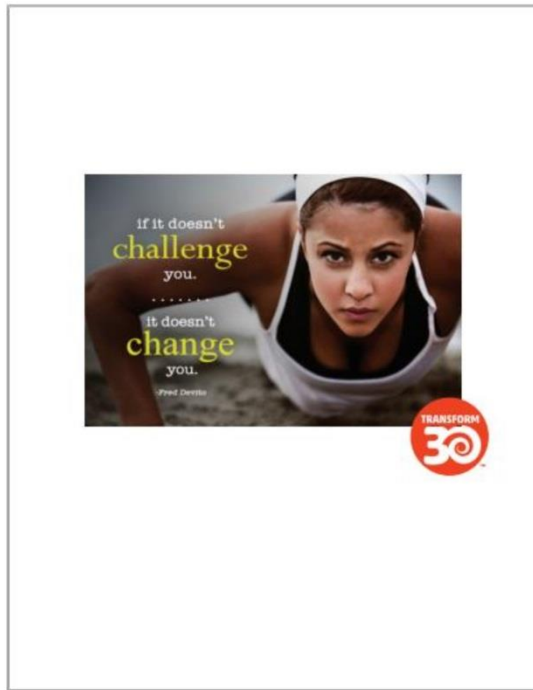
So, that's \$110 for 2 shakes a day for 30 days and \$71.25 is for your first monthly installment for your Orchard, Garden, and Vineyard!

After 30 days if for whatever reason you decide not to continue, there is a 100% money back guarantee that the company stands behind!

And, I'll tell you what, for those opened bottles that you've already started, if for whatever reason you're not happy with the results you're getting which I can't imagine that you won't be happy with those results, I will buy it back from you because we never have enough Juice Plus at my house!

# Juice Plus+ Transformation Programs

*These programs work interchangeably “sliding” between the programs adapting to your lifestyle demands.*



## Transform30 Day Challenge

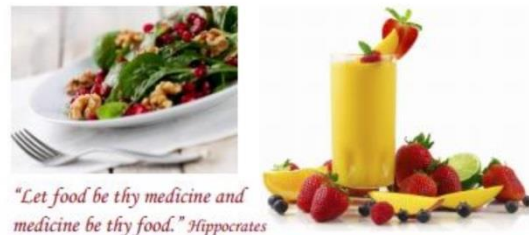
Detoxification → Weight Loss → Rebuild

Take times per day:

Garden, Orchard, Vineyard Blends

Complete Protein Shake

Follow the Transform30 Plan



*"Let food be thy medicine and medicine be thy food." Hippocrates*

## Complete Transformation - 40 Day Plan

Weight Loss → Rebuild

Take times per day:

Garden, Orchard, Vineyard Blends

Complete Protein Shake (once or twice per day)



Are you ready to make a non-radical leap to OPTIMUM health?

Ready to achieve your ideal weight?

Are you prepared to drastically change your body on a cellular level?

Ready for some simple solutions for healthy/clean living?

*Your 40-Day Roadmap to Vibrant Living!*

*Powered by Juice Plus+*

## Healthy Living Rules



Lifestyle Guide



#HLR

### Healthy Living Rules

Rebuild to a healthier life.

1 or 2 Complete Protein Shakes per week

Smoothie Recipe Book

JUICE +  
COMPLETE



SMOOTHIES & MORE

## **Transcript for Message on Detoxification: A unique opportunity for the body to cleanse thru Juice Plus+**

So you get started with Juice Plus® and suddenly you find that you don't feel so good. You may feel tired or sluggish; you may have bloating, gas, diarrhea, constipation, flu-like symptoms, bad breath etc., and you are wondering why you got talked into this in the first place. Don't worry, the only physiological reason for why Juice Plus would make you feel bad is that you are detoxifying. Congratulations, you are on your way to better health.

What you have to understand about detoxification is that the body is constantly trying to detoxify itself from endogenous substances such as its own dead tissue, cholesterol and uric acid. It is also trying to eliminate exogenous substances such as microbes, dioxin, PCB and other chemical residues. We live in a world of environmental pollution – everything from toxic chemicals to radiation. Furthermore, we have moved from a nomadic lifestyle of eating 600 hundred different plants – which is still typical for today's rare nomadic societies – to a sedentary life and a diet seriously lacking in that level of variety of plant-life.

The body is a miraculous machine and when it is operating optimally, it can repair damaged tissue and cleanse dead material out of the body as well as foreign chemical pollutants. This is done by the numerous biochemical reactions that require a whole plethora of enzymes. However, without the variety of plant matter in the modern diet, for most of us, this process of detoxification remains incomplete. This is because with our modern diet, we do not get enough vegetables and fruits in our diet to adequately nourish all the cells to make their full complement of enzymes to facilitate all the possible trillions of biochemical reactions that the body wants to engage in to operate optimally.

For instance, the liver is a powerhouse organ for detoxification. There are, what scientists call, phase I and phase II enzymes that help in this process (and some believe there is yet another phase III set of enzymes). Phase I enzymes are involved in what I'll call the first stage in "tagging" foreign substances for removal in the body. These enzymes unfortunately also generate loads of free radicals in the process and this can lead to secondary damage to the cells. Here an adequate supply of antioxidants being present is critical to prevent such damage (and Juice Plus can provide them). Now it gets a little more complicated because this tagging of foreign substances such that body can remove them requires phase ii enzymes to complete the process and this also requires a higher level of nutrient intake.

Now when a person gets on Juice Plus® – with nutrients from over 25 different plants in the Orchard, Garden and Vineyard blend, the liver becomes very happy as it can finally make all the enzymes necessary to get the job done. This relative increase in the cleansing reactions can show up as excess gas, bloating, constipation or diarrhea, since the liver dumps toxins into the bowel to be excreted.

The other major system in the body involved in cleansing is the lymphatic system.

Most people don't know that there is twice as much lymph fluid in your body as blood. The lymph continuously bathes each cell and drains away the debris in a circulatory system powered only by your breathing and movement. If the movement of the lymph stopped entirely you would die in a matter of hours. The lymph system's primary function is to isolate infection and cellular detritus from the rest of the body and deal with it. This process is happening all over the body all the time. Amazingly, the lymphatic system has no central pump but depends on muscle contraction and manual manipulation to move fluid. Just as an aside, deep breathing is another essential way we can enhance movement of lymph through our bodies.

Now when you get on Juice Plus, you might also experience your lymphatic system getting very active in removing debris. You may feel weak, or you may feel like you have the flu, or just swollen glands. You need not worry as this is a good sign that your lymphatic system is hard at work cleaning out your entire body.



The consequences of not cleansing the body are actually far more severe, long- lasting and symptoms get worse with time. Imagine you can have a clean running river of lymphatic fluid running thru the body with optimal nutrition or you can have debris piling up in the river and blockages over time and, because the lymph cleanses nearly every cell in your body, symptoms of chronic lymph blockage are diverse such as allergies and food sensitivities, frequent cold and flu infections, joint pain, headaches and migraines, menstrual cramps, arthritis, fibrocystic breasts, breast tenderness, sinusitis, GI issues, muscle cramping, tissue swelling, fatigue, mental fuzziness, mood irregularities, depression, parasites, skin breakouts, and acne to name a few.

It is best to try to rest, breathe deeply, and drink lots of water to help the body eliminate toxins as quickly as possible and then you can enjoy the long term benefits of Juice Plus.

If you have a hectic workload you might want to back off on Juice Plus® and take a smaller dosage for a short period and then work your way back up to 2 fruits, veggies and vineyard capsules. The most important thing to remember is to not quit as once you are thru this phase, you will experience the long term results with Juice Plus®.

-Dr. Mitra Ray

# Juice PLUS+

## 71 Whole Foods



### Orchard Blend

1. Apple
2. Acerola Cherry
3. Orange
4. Pineapple
5. Cranberry
6. Papaya
7. Peach

### Garden Blend

1. Beet
2. Tomato
3. Spinach
4. Broccoli
5. Cabbage
6. Parsley
7. Carrot
8. Kale

### Vineyard Blend

1. Cranberry
2. Elderberry
3. Black Currant
4. Blackberry
5. Blueberry
6. Red Currant
7. Raspberry
8. Bilberry
9. Concord Grapes
10. Pomegranate
11. Cocoa

### Complete Shakes

1. Soy Protein
2. Chickpea Powder
3. Pea Protein
4. Rice Protein
5. Tofu Protein
6. Organic Cane Sugar
7. Stevia
8. Natural Gum Fiber
9. Fructooligosaccharides
10. Natural Plant Cellulose
11. Rice Bran
12. Soy Fiber
13. Pectin
14. Apple Fiber
15. Pumpkin Powder
16. Pomegranate Powder
17. Spirulina Pacifica
18. Yucca Powder
19. Broccoli Sprouts
20. Alfalfa Sprouts
21. Radish Sprouts
22. Organic Amaranth
23. Organic Quinoa
24. Organic Millet

### Complete Bars

1. Soy Nuts
2. Organic Tapioca Syrup
3. Oats
4. Apples
5. Chicory
6. Fig
7. Raisins
8. Organic Flax
9. Sunflower Oil
10. Vanilla
11. Pea Protein
12. Broccoli Sprouts
13. Alfalfa Sprouts
14. Radish Sprouts
15. Organic Amaranth
16. Organic Quinoa
17. Organic Millet
18. Cinnamon
19. Sea Salt
20. Allspice
21. Ground Nutmeg

## JUICE PLUS+® WHOLE FOOD BASED NUTRITIONAL PRODUCTS



	Product Points	4 Month Installment (shipping included)	Preferred Customer Price	Wholesale	Retail Profit
Juice Plus+® Capsules (Orchard, Garden, and Vineyard)	169.50	71.25	265.00	226.00	39.00
Juice Plus+® Capsules (Orchard and Garden)	106.50	44.50	165.00	142.00	23.00
Juice Plus+® Capsules (Vineyard)	63.00	28.25	100.00	84.00	16.00
Juice Plus+® Chewables (Orchard, Garden, and Vineyard)	181.50	76.75	280.00	242.00	38.00
Juice Plus+® Chewables (Orchard and Garden)	111.00	47.50	170.00	148.00	22.00
Juice Plus+® Chewables (Orchard and Garden)—chew serving	55.50	24.50	85.00	74.00	11.00
Juice Plus+® Chewables (Vineyard)	70.50	30.75	110.00	94.00	16.00
Juice Plus+ Complete® Shake Mix (4 Pouches)	70.50	30.75	110.00	94.00	16.00
Juice Plus+ Complete® Nutrition Bars (60 Bars)	70.50	32.50	110.00	94.00	16.00
Juice Plus+® Chewables Sample Packs	63.00	—	—	84.00	—



## TOWER GARDEN PRODUCTS

	Product Points	Preferred Customer Price	12-Month Installment Price	Preferred Customer Price
Tower Garden® Growing System	352.50	525.00	45.25	55.00
Tower Garden® Family Garden	1,332.50	1,690.00	142.33	180.00
Mineral Blend (A and B)	20.00	40.00	—	—
Extension Kit	35.00	70.00	—	—
Tomato Cage	30.00	60.00	—	—





## The Juice Plus+® Effect

Juice Plus+® is more than a simple way to add whole food based nutrition to your diet every day. It can help you make other healthy changes, too.

Juice Plus+® is an easy and inexpensive way to help you and your family bridge the gap between what you should eat and actually do eat, every day. Many of our customers tell us that Juice Plus+® has also helped them make other healthy changes – something that we call the “Juice Plus+® effect.”

After just one year, both children and adults taking Juice Plus+® report healthier eating habits and a greater awareness of their health in general.\*

	Children	Adults
They're eating more fruits and vegetables <i>in addition to</i> taking Juice Plus+®.	61%	71%
They're drinking more water.	71%	75%
They're consuming less fast food and drinking fewer soft drinks.	71%	72%
They're taking less prescription or over-the-counter medication.	56%	42%
They're missing less school or work.	60%	52%
They're more aware of their health in general.	89%	90%

\*Based on 150,000 respondents to the Juice Plus+® Children's Health Study (www.ChildrensHealthStudy.com)

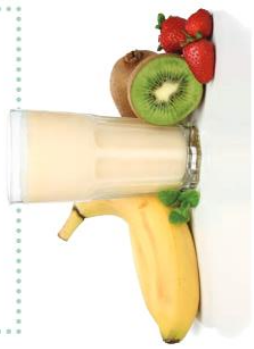
**Tell us about your own experience with Juice Plus+® – and we'll send you \$50 worth of another Juice Plus+® product, absolutely free.**

After about three months of taking Juice Plus+®, we will ask you to complete our Juice Plus+® Effect survey. It's just a few questions, and we promise that it will only take a few minutes of your time.

If you do that, we'll send you your choice of a free two-month supply of Juice Plus+® Vineyard Blend® capsules, a free two-month supply of Juice Plus+® Vineyard Blend® Chewables, two free pouches (30 servings) of Juice Plus+® Complete® shake mix, or 30 Juice Plus+® Complete® nutrition bars (15 of each flavor) - more than a \$50 retail value - along with your next shipment of Juice Plus+®.



- + A healthful anytime snack.
- + Add more whole food based nutrition to your diet.
- + Replace empty calories with healthy ones.









## 30 DAY COMPLETE TRANSFORMATION ORDER FORM

**YES!** I am ready to get started on my 30 Day Complete Transformation challenge with  
**Juice Plus+® Trio of blends and Juice Plus+® Complete Power Shakes.**

Name \_\_\_\_\_ Date \_\_\_\_/\_\_\_\_/\_\_\_\_

Address/City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Method of Payment (circle one):    **VISA**    **MC**    **AMEX**    **DISCOVER**    **BANK DRAFT\*\***

Credit Card # \_\_\_\_\_ Exp. Date: \_\_\_\_/\_\_\_\_

Name of Card: \_\_\_\_\_ Signature \_\_\_\_\_

**\*\*Bank Draft**    Checking Acct # \_\_\_\_\_ Routing # \_\_\_\_\_

Juice Plus+® Representative: \_\_\_\_\_ FIN #: \_\_\_\_\_

Quantity	Juice Plus+® Products	Transform 30 Price
	<p style="text-align: center;"><b>Juice Plus+® Complete Power Shake Mix - 2 shakes a day (Platinum)</b>  <input type="radio"/> Vanilla    <input type="radio"/> Chocolate    <input type="radio"/> Variety (suggested for first month)</p>	<p><b>\$110</b> paid in full 2 shakes a day (\$3.67/day)</p>
	<p style="text-align: center;"><b>Juice Plus+® Complete Power Shake Mix - 1 shake a day (Silver or Gold)</b>  <input type="radio"/> Vanilla    <input type="radio"/> Chocolate    <input type="radio"/> Variety (suggested for first month)</p>	<p><b>\$61.50/month</b> 1 shake a day (\$2.05/day)</p>
	<p style="text-align: center;"><b>Juice Plus+® Orchard, Garden and Vineyard Blends</b> (4 month supply of Capsules for 1 adult)</p>	<p><b>\$71.25/month</b> (\$2.38/day)</p>
	<p style="text-align: center;"><b>Juice Plus+® Orchard, Garden and Vineyard Blends (Gold or Platinum)</b> (4 month supply of Chewable for 1 adult)</p>	<p><b>\$76.75/month</b> (\$2.56/day)</p>
	<p style="text-align: center;"><b>Juice Plus+® Bars</b> (30 bars)    <input type="radio"/> One time    <input type="radio"/> Reorder  <input type="radio"/> Apple Raisin    <input type="radio"/> Cranberry    <input type="radio"/> Variety (Great whole food snack bar)</p>	<p><b>\$55 pay in full</b> (\$1.83/bar)</p>
	<p style="text-align: center;"><b>Subtotal</b> (tax and shipping will be added based on delivery address)  <b>Platinum 2 shakes + JP capsule trio = \$181.25 subtotal (\$6.04/day)</b>  <b>Gold 1 shake + JP capsule trio = \$132.75 subtotal (4.43/day)</b></p>	



*I understand that my child will receive free Juice Plus+® product (capsules or chewables) for the period of one year. I agree to be a Juice Plus+® Orchard and Garden Blend capsule customer during this period. I agree to pay shipping/handling for my child's free product: 1 box of capsules or chewables (\$1.75 monthly) or 2 boxes of chewables (\$3.50 monthly).*

Sponsoring Adult's Name \_\_\_\_\_

Child's Name \_\_\_\_\_ Child's Birthdate \_\_\_\_/\_\_\_\_/\_\_\_\_

College Attending (Full-time undergrad) \_\_\_\_\_ Student's email \_\_\_\_\_

Desired Juice Plus+ product for ages 4-12     Capsules     Chewables (Participants 13 and older, as well as sponsoring adults automatically receive capsules)

**Yes! Enroll me in the Juice Plus+® Effect Program! (Available with Orchard/Garden trio pack, not with Vineyard only or Complete only)**

I will participate in a short survey in 90 days to receive, with my next shipment, a complimentary choice of:

2 bottles of Juice Plus+ Vineyard Blend®     2 pouches of Juice Plus+ Complete®     2 pouches of Juice Plus+ Vineyard Blend® Chewables

Improve your sense of well-being, willpower to make changes, and athletic performance with the Transform30 Juice Plus+ Product Support System



<b>15 years of Clinical Studies show...</b>	<b>Silver</b> 1 shake a day	<b>Gold</b> 1 shake a day + JP Trio	<b>Platinum</b> 2 shakes a day + JP Trio
<i>reduce abdominal fat</i>		✓	✓
<i>improve recovery from exercise</i>		✓	✓
<i>reduce inflammation</i>		✓	✓
<i>improve skin health</i>		✓	✓
<i>reduce number of sickness days</i>		✓	✓
<i>improve respiratory system</i>		✓	✓
<i>improve cardiovascular function</i>		✓	✓
<i>improve gum health</i>		✓	✓
<i>improve antioxidant status</i>		✓	✓
<i>promote lean mass</i>	✓	✓	✓✓
<i>reduce body fat</i>	✓	✓	✓✓

	<b>Sign me up for</b>	<b>Full Retail</b>	<b>Transform 30 Price I am worth it!</b>	<b>Eligible for</b> 
	<b>Silver</b> 1 shake a day	<b>\$65/month</b>	<b>\$2/day</b> <b>\$61.50/month</b>	
	<b>Gold</b> 1 shake a day + JP Trio	<b>\$143/month</b>	<b>\$4.43/day</b> <b>\$132.75/month</b>	✓
	<b>Platinum</b> 2 shakes a day + JP Trio	<b>\$208/month</b>	<b>\$6.04/day</b> <b>\$181.25/month</b>	✓



# Juice PLUS+ children's health study

**Based on 150,000 Respondents**

	After 4-8 Months of Juice Plus+®		After 1 Year of Juice Plus+®		After 3 Years of Juice Plus+®	
	Children	Adults	Children	Adults	Children	Adults
Eating more fruits and vegetables	51%	61%	61%	71%	76%	83%
Less fast food/Fewer soft drinks	64%	65%	71%	72%	81%	81%
Drinking more water	63%	68%	71%	75%	83%	86%
Taking less prescription/OTC medication	46%	34%	56%	42%	70%	56%
Fewer doctor's visits	55%	42%	66%	51%	79%	66%
Increased awareness of health	81%	82%	89%	90%	95%	95%
Less school or work missed	48%	43%	59%	52%	73%	67%
Positive benefit of some kind	92%	94%	96%	98%	99%	99%





**TO ORDER:**  
 Fax form to: 901-850-3060  
**OR**  
 Mail form to: Children's Health Study  
 140 Crescent Drive  
 Collierville, TN 38017  
 Telephone: 901-850-3009

# REGISTRATION FORM

Name: \_\_\_\_\_

FIN: \_\_\_\_\_

**+ JUICE PLUS+<sup>®</sup> PRODUCT ORDER**

**+ HEALTH STUDY PARTICIPANT AGREEMENT**

Name: \_\_\_\_\_

**Participation Criteria:**

- I confirm that my child and I are not currently using Juice Plus+<sup>®</sup>. I confirm that my child is between the ages of 4-18 or is a full-time undergraduate student.

Address: \_\_\_\_\_

**Adult Participation:**

- I agree to become a Juice Plus+<sup>®</sup> Preferred Customer and use Juice Plus+<sup>®</sup> as recommended. (2 Orchard Blend capsules and 2 Garden Blend capsules every day) for a period of one year.

City/State/Zip: \_\_\_\_\_

Daytime Telephone: \_\_\_\_\_

**Choice of free product for child: (Ages 13+ automatically receives capsules)**

Shipping and handling will be charged on free product.

- Juice Plus+<sup>®</sup> Capsules (ages 6+)
- Juice Plus+<sup>®</sup> Chewables (ages 4-12)

**Child Participation:**

- I understand that my child will receive free Juice Plus+<sup>®</sup> product (capsules or chewables) for the same one-year period. I agree to pay shipping/handling for my free product.
- I agree to ensure to the best of my ability that my child takes the recommended children's serving of Juice Plus+<sup>®</sup> during the one-year study period.

**Method of Payment for Juice Plus+<sup>®</sup> Capsules (for adult):**

- \$44.50 (plus applicable taxes and \$1.75 S&H on child's product) every month
- \$165.00 (plus applicable taxes and freight) every 4 months

**Product Shipment and Study Questionnaires:**

- I agree to complete the Juice Plus+<sup>®</sup> Children's Health Study Enrollment Questionnaire and submit it within the next seven days.
- I understand that I will receive an initial 4-month supply of Juice Plus+<sup>®</sup> for both me and my child.
- I understand that I will receive two subsequent shipments containing additional 4-month supplies of Juice Plus+<sup>®</sup> for both me and my child approximately four months and eight months from now.
- I agree to complete the Follow-up Study Questionnaires (either paper or online) and submit it within seven days of receiving it.

**Process First Order:**

- ASAP **OR**  Date: \_\_\_\_\_

**Bank Draft:**

Bank Routing #

Checking Account #

**Credit Card (Circle one):**

VISA DISCOVER MC DINERS CLUB JCB AMEX

Card #

Expiration Date \_\_\_\_/\_\_\_\_

**Today's Date:** \_\_\_\_/\_\_\_\_/\_\_\_\_  
Month Day Year

Cardholder Name: \_\_\_\_\_

**Participating Child's Name:**

\_\_\_\_\_

Billing Address: \_\_\_\_\_

**Participating Child's Birthdate:** \_\_\_\_/\_\_\_\_/\_\_\_\_  
Month Day Year

City/State/Zip: \_\_\_\_\_

**Name of College (if 19 or over):**

\_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

**Student's e-mail:**

\_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_

**Participating Adult's Name:**

\_\_\_\_\_

**Participating Adult's Signature:**

\_\_\_\_\_



# ORDER FORM

Phone: 866-235-0414 · Fax: 901-850-3061  
 NSA, LLC: 140 Crescent Drive, Collierville, TN 38017  
 www.towergarden.com

Please print.

Today's Date: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

Representative Name: \_\_\_\_\_ FIN: \_\_\_\_\_

## SHIPPING ADDRESS

Shipping is not available to P.O. boxes.

Only available in the Continental United States.

We cannot process any orders for AK, HI, GU, PR, US Virgin Islands, AS, FPOs or APOs.

Customer Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

## PROCESSING DATE

ASAP (Order will be processed today or following business day)

Date to Process: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

## PAYMENT OPTIONS

PAY IN FULL

PAY IN 12 PAYMENTS

Order must include Tower Garden® Growing System.  
 Installment fee of \$18 will be added to your order.  
 The first installment will include the total freight.

I understand that I will be billed according to the payment plan selected above.

Signature: \_\_\_\_\_

## METHOD OF PAYMENT (circle one):

VISA MC AMEX DISCOVER ACH  
 (Debit or Credit)

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_ / \_\_\_\_

Checking Acct #: \_\_\_\_\_ Routing #: \_\_\_\_\_

## BILLING ADDRESS Same as shipping

Name on Account: \_\_\_\_\_

Billing Address: \_\_\_\_\_

\_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_

QTY	Tower Garden® Product	Price	Freight	Total
	Tower Garden® Growing System <i>Includes everything needed to start growing vegetables, herbs, and fruits at home — including our specially formulated plant food and gourmet seeds.</i>	\$525.00	\$50.00	
	Tower Garden® Extension Kit	\$70.00	\$19.00	
	Tomato Cage	\$60.00	\$19.00	
	Tower Tonic™ (Gallon) A & B	\$40.00	\$19.00	
	pH Kit (pH+, pH-, Test Kit)	\$19.95	\$9.00	
	Seedling Starter Kit	\$19.95	\$9.00	
	Net Pot (30)	\$11.95	\$9.00	
	Rock Fiber Plugs (98 Cubes)	\$19.95	\$9.00	
	Tower Garden® Dolly	\$69.95	\$19.00	
<b>Tax</b> Any applicable tax is based on city, county, and state taxes.				
<b>Freight</b> A 30% freight discount is applied on accessories if three or more are ordered at the same time. Discount does not apply to freight for Tower Garden® Growing System.				
			<b>Order Total</b>	



