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## Transcript of

### The Safety of Juice Plus+®

If you are looking at Juice Plus+ for the first time and you are wondering whether you should add Juice Plus+ to your family's diet and if it's safe to do so - know that you are not alone. The first concern that comes up for many people looking at Juice Plus+ is safety. I was certainly one of these people. When I first looked at Juice Plus+, it made sense to me conceptually. I knew that fruits and vegetables were the guardians of my health. I also understood as a biochemist that it was feasible to make such a product.

Now if you could hear the Vice President of Product and Development, John Blair, speak on behalf of their concerns, you would know that safety is also their first consideration. You have to understand who is behind this product. National Safety Associates (NSA), with a name they acquired back in the seventies for introducing smoke and fire detection, is a company that has been around for 38 years and I've been very impressed with the integrity of this company. The product itself has been around for 15 years and in those 15 years, it has risen to become the number one encapsulated nutritional product in the world. So, a lot of people are eating this product! Any yet, no one has ever reported to have gotten sick from it.

Quality and consistency is a main concern for the company in making the product and cost of manufacturing (by using cheaper ingredients) is not the consideration. They want to know that their suppliers are providing exactly the ingredients that they specified, and each ingredient comes with a paper trail. Every batch is tested in the end.

When it comes to the question, is Juice Plus+ organic or not, well technically, no. That is, it doesn't have a certified organic label. Practically, I



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think it's actually better than organic. You see, they set out to make the product organic, but the problem is there isn't enough certified organic produce on the planet to fill the demand. So they also work with transitional farms on their way to being organic as well as organic farms. And in a few cases where they use traditional farming methods, they do use topical chemicals that can be removed by washing them, such as cranberries.

Why do they have cranberries in the product? Well, because cranberries have wonderful healing properties and you can do some research on your own to find out about them. But no one is eating them raw on a daily basis and benefiting from these healing properties. So it's in the product. And the final product is actually tested not only for the absence of herbicides and pesticides but the report actually includes all toxins to mankind.

Natural Alternatives is a company that is involved in the final mixing of the juice powders and encapsulation and they conduct a final certificate of analysis, and they are authorized by the Therapeutic Goods Society – the highest authority in the world for nutritional supplementation.

Also, I want to remind you 'what does the word organic mean today anyway?' You can get organic produce from China – but NSA chooses not to get any ingredient from China yet as they don't have the infrastructure or reliable quality control that NSA is looking for. They are looking for the best available ingredients from reliable sources.

NSA also constantly challenges them self to be their own best competitor. For instance, when they first started making Juice Plus+, it took them over 24 hours to go from wet juice to dry powders. Today this process takes a few seconds. That means they get higher nutrient content into their product. That means that the Juice Plus+ of today is better than the Juice Plus+ of yesterday. It also helps to be able to keep the costs down to be



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able to dry in a few seconds instead of 24 hours. This helps them to invest in further research and invest in the future.

This is why Juice Plus+ has attracted the very best and most forward thinking doctors and health care professionals. Thousands of health care professionals today are recommending Juice Plus+. This is why Juice Plus+ has risen to be the number one nutritional supplement in a capsule in the world. It works and it will continue to work. So, know that you have a lot of people behind you – there are 25 top companies involved in making this highly, effective and safe product.

Mitra Ray, Ph.D.