

**JUICE PLUS<sup>+</sup>**  
**Children's**  
**Research**  
**Foundation**

*"Improving the state of children's  
health and nutrition around the world"*

## Preliminary Results: 2 Years 3500 Children

**The Children's Research Foundation has just released the first preliminary results from the Juice Plus+ Children's Health Study. As many of you know, this study includes participants ages 6-15 who receive Juice Plus+ free when their parent agrees to start taking Juice Plus+. In addition, the parent is requested to complete and mail in a questionnaire about their child 3 times a year. The information from this questionnaire is then summarized and tracked to help us develop a picture of how improved nutrition can impact the health and well-being of children.**

**The results were just released this week. These statistics are based on the first 3500 participants for the first year. There are now over 20,000 families involved in the study, with a goal of ultimately 50,000 families to be studied. Something else that is exciting is that the Foundation has just announced that they have obtained funding to expand the study into 10 additional countries this year.**

**Here are the results just released:**

- ♥ *79% of children are more aware of health in general*
- ♥ *90% saw something positive as a result of taking Juice Plus+*
- ♥ *38% less doctor visits*
- ♥ *31% missed less school*
- ♥ *29% taking less over the counter medicines*
- ♥ *20% taking less prescriptive drugs*
- ♥ *55% drinking more water*
- ♥ *53% consuming less soft drinks or fast food*
- ♥ *35% eating more fruits and vegetables in addition to Juice Plus+*
- ♥ *Academic achievement and athletic participation were dramatically improved.*
- ♥ *Nearly one-third reported an improvement in image and self-esteem.*

**We hope you find these results as exciting as we do! Our commitment is to help as many families as possible have their children benefit from Juice Plus+. If you have friends, family or acquaintances that have children or relatives in the age group 6-15, we will be delighted to get them some information about the Children's Health Study and Juice Plus+. Once they enroll in the study, they have the option of continuing on for an additional two years in the study after the initial year. That means that the children will be getting Juice Plus+ for free during the entire three year period.**

**We certainly would be happy to get information to other families with children outside of the study group age. We know they also would benefit greatly from better nutrition. Please help us spread the word so that we can make a profound difference in the future of all children.**