

*Juice* PLUS<sup>+</sup>

# Expanding Your Audience

# Grow your business by appealing to a targeted audience.

With product combinations, you can identify new potential customers based on their specific needs and offer a solution that is tailored to them, seamlessly connecting new audiences to Juice Plus+ for the first time.

That will allow you to:

- Speak to potential customers that you may not have previously reached with **new product narratives and personas.**
- Present a combination of products created to **meet their specific needs.**
- Offer product combinations with **various price points** at initial point of sale, while creating the opportunity to upsell after the 3<sup>rd</sup> or 4<sup>th</sup> shipment.



Expand your customer base by appealing to a new target audience with product combinations to meet their specific need.

# Product Combinations Overview



Healthy Starts for Families Program



Shred 10



Feel Good Look Good



Protective Plus



Body & Soul



Heart & Body



Completely Balanced



Vibrance Duo



# Healthy Starts for Families

## PROGRAM

Healthy Starts offers families a simple and affordable way to jumpstart their family's health routines with products that help bridge the gaps in their diets.

### WHO DOES IT REACH

- Parents with children ages 4-18
- Family health and being a role model to kids by eating healthy is most important

### WHY DOES IT WORK

Incentivizes family health and makes adopting a healthy lifestyle a holistic effort by focusing on four core pillars of wellness: Nutrition, Fitness, Sleep, and Hydration.



Starting at  
\$50/month  
\$200/full payment  
\$1.67/day



# Reaching Parents

*Inspire healthy living at home by introducing simple ways to make meaningful lifestyle changes for the whole family with Healthy Starts.*

## WHO ARE THEY

*Their current lifestyle and attitudes toward health:*

- Parents with children 4-18 years old
- Looking to add more fruits and veggies in their family's diet
- Despite best of intentions for themselves and their families, the prospect of changing their lifestyle is overwhelming because it's hard to know where to start and they're already busy.

## THEIR MOTIVATIONS + MOMENTS TO REACH THEM

*Moments that could trigger a conversation about Healthy Starts:*

- Struggles with mealtime/eating healthy foods
- Eating junk food
- Sports (upcoming season or important match)
- Running out the door (family always on-the-go, makes decisions for convenience)
- Stress of juggling family, work, and life
- Back to school (K-12 or college)
- Discussing proper nutrition and healthy habits

## EMPOWERING PARENTS

*Positioning Healthy Starts as a solution based on emotional benefits:*

- Healthy Starts is proven by families to encourage other habits, like reaching for healthier snacks, drinking more water, getting enough sleep, and getting more exercise.
- Our tasty whole-food based chewables can help inspire kids to love fruits and veggies.

## FUNCTIONAL BENEFITS THAT WILL RESONATE

*Relevant product attributes to differentiate Juice Plus+:*

- All of our products start as close to nature as possible, so you know your family is getting the highest-quality nutrition.
- Plant-based nutrition
- Proven to work – Backed by Research (capsules) and Family Testimony (study)
- Vegan, Gluten-Free, Dairy Free





# Shred10

Better nutrition can transform your life, and Shred10 is a simple way to kickstart your healthy living journey or take it to the next level.

## WHO DOES IT REACH

- Female/ male, age 24+
- Looking for convenience due to busy daily schedule
- Often confused by conflicting reports about certain ingredients and nutrients

## WHY DOES IT REACH

Provides a simple eating and exercise regimen to change lifestyle habits; leverages JP+ community to produce tangible and lasting results.

\$140/month  
\$560/full payment  
\$4.67/day



# Talking Shred10

*Our Shred 10 product combination is about kickstarting your healthy living journey and helping you build healthy habits into your routine for good.*

## WHO ARE THEY

*Their current lifestyle and attitudes toward health:*

- Female / male age 24+
- Looking for convenience because of their busy daily schedule
- Feels confused by conflicting reports about ingredients and nutrients
- Overwhelmed at the prospect of lifestyle changes because it's hard to know where to start
- Hasn't always prioritized their own wellbeing, but ready to start
- Wants to look better and feel better and sees healthy habits and diet as a way to do that

## THEIR MOTIVATIONS + MOMENTS TO REACH THEM

*Create new healthy habits for accountability and a boost of self-confidence:*

### **Moments That Could Trigger a Conversation about Shred10:**

- Weekend binge
- Bloating/gut issues
- Suspected food allergies
- Considering eating plan like Whole30, Keto, etc.
- Habit breaking and building life events (milestone birthday, New Years, divorce, moving homes, etc.)

## EMPOWERING SELENA & WILL

*Positioning Shred 10 as a solution based on emotional benefits:*

- The program is a nutrition and fitness plan that has shown proven results across our global community who are working toward the same goals you are
- Shred 10 helps you break ties with bad habits to make way for healthy and sustainable ones

## FUNCTIONAL BENEFITS THAT WILL RESONATE

*Relevant product attributes to differentiate Juice Plus+:*

- Whole-food based capsules provide macro-nutrition from over 30 high-quality fruits and veggies
- Plant-based nutrition to bridge the gap in your healthy diet
- Capsules benefit skin and immune health while protecting cells from oxidative stress while helping to maintain healthy DNA
- Complete shakes are a gluten-free, low-glycemic source of plant-based micronutrition like fiber, protein, and other carbohydrates
- Our products are vegan, and, by using algae instead of fish oil, they provide essential DHA & EPA from more eco-friendly sources





# Feel Good Look Good

With more omega fatty acids and plant nutrition from more than 20 fruits & veggies, you'll feel as great as you look.

## WHO DOES IT REACH

- Female, age 25-50
- Self-image is important to feeling good, so they're interested in both short-term and long-term healthy solutions

## WHY DOES IT REACH

Leverages “beauty from within” by providing the essential micronutrients and fatty acids you need.

\$80/month  
\$320/full payment  
\$2.67/day



# Talking Feel Good Look Good

*Omega fatty acids including DHA & EPA from more eco-friendly sources, plus extra plant nutrition will help you feel as great as you look.*

## WHO ARE THEY

*Their current lifestyle and attitudes toward health:*

- Female, age 25-50
- Self-image is important to feeling good, so they're interested in both short-term and long-term healthy solutions
- To her, health isn't about hitting an end goal like weight, but about feeling balanced and like the best version of herself every day (physically, mentally, and spiritually)
- She tries to work out at least once a week and conscious of what she eats, but she's still flexible and will indulge when she feels like it
- She looks for products with specific ingredients/benefits

## THEIR MOTIVATIONS + MOMENTS TO REACH THEM

*She wants to look good and feel beautiful, giving her confidence in her appearance*

### **Moments That Could Trigger a Conversation about Feel Good, Look Good:**

- Date night
- Acne breakout
- Researching or buying makeup and skincare
- Special events with photo opportunities

## EMPOWERING CHELSEA

*Positioning Feel Good Look Good as a solution based on emotional benefits:*

- **Feel Good Look Good is packed with high-quality, whole-food, and plant-based nutrition in simple and convenient capsules.**
- Nourish your body to feel good and look good
- Beauty is about how you feel in your own skin
- Support yourself from the inside out to look your best and boost confidence

## FUNCTIONAL BENEFITS THAT WILL RESONATE

*Relevant product attributes to differentiate Juice Plus+:*

- Fruit & Vegetable blends support immune and skin health with nutrition from over 20 fruits and vegetables
- Paired with vegan Omega blend, made from plant-based oils rich in omega fatty acids 3, 5, 6, 7, and 9, including powerful DHA & EPA that support heart health
- More types of omega fatty acids than typical Omega 3 fish oils and more eco-friendly, too, since our omegas come from algae, not fish
- Bridges the gap between the nutrition you get and the nutrition you need
- Powerful combination (capsules and omegas) also supports healthy vision





# Protective Plus

No matter your age, nutrition plays a key role in living your life to the fullest. Lead the active life you love with whole-food, plant-based nutrition.

## WHO DOES IT REACH

- Silver Surfers: female/ male, age 55+
- Good health is increasingly becoming essential to enjoying their lifestyle for as long as possible

## WHY DOES IT REACH

Offers a convenient 360° nutrition solution while leveraging the specific needs and buying power of key audience.

\$105/month  
\$420/full payment  
\$3.50/day



# Talking Protective Plus

*Invest in your healthiest self with powerful nutrition that keeps up with you.*

## WHO ARE THEY

*Their current lifestyle and attitudes toward health:*

- Silver Surfers: female/ male, age 55+
- Have/had a fulfilling career and relative freedom in their private life
- Live a full and happy life, but recently felt age catching up with them
- Good health now increasingly becomes essential so they can keep up with lifestyle
- Ailments are starting to impact their social life/activities
- Often rely on supplements or medicine rather than a commitment to a healthy lifestyle

## THEIR MOTIVATIONS + MOMENTS TO REACH THEM

*I want to maintain my lifestyle as I age and overall wellbeing.*

### **Moments That Could Trigger a Conversation about Protective Plus.)**

- Ailments (joint, mobility, memory, eyesight, etc.)
- More concerned about their overall wellbeing than before
- Better quality of life when dealing with existing health concerns
- Looking for ways to enhance their ability to prevent new illness/pain
- Don't mind financially investing in ways to live a healthier lifestyle

## EMPOWERING THE SMITHS

*Positioning Protective Plus as a solution based on emotional benefits:*

- Nourish your body to continue your healthy lifestyle
- Support yourself from the inside out to maintain health
- Flood your body with nutrients from 30+ fruits and veggies

## FUNCTIONAL BENEFITS THAT WILL RESONATE

*Relevant product attributes to differentiate Juice Plus+:*

- Whole-food, plant-based nutrition supports normal immune function, heart, skin, teeth, and gum health
- Clinically-proven Fruit, Vegetable, and Berry blends protect cells from oxidative stress and support healthy DNA, giving you nutrients from over 30 fruits, veggies, and plants
- Combined with vegan Omega blend, you'll get extra vision and heart health benefits from a natural mix of plant oils rich in omega fatty acids 3, 5, 6, 7, and 9
- By using algae instead of fish oil, omegas give you essential DHA & EPA from more eco-friendly sources



# Body & Soul

When it comes to feeling good, what you put into your body is just as important as how you move it.

## WHO DOES IT REACH

- Female/ male, age 25-35+
- Understands the general idea and impact of nutrition, exercise, and mental health; Looking for a convenient foundation/solution for own wellbeing.

## WHY DOES IT REACH

For low price entry offer into shake and capsule portfolio, lay the foundation for a healthy lifestyle that will last



\$60/month  
\$240/full payment  
\$2/day



# Talking Body & Soul

*Make plant-based nutrition the easiest part of your wellness routine, and help your body feel good to its core.*

## WHO ARE THEY

*Their current lifestyle and attitudes toward health:*

- Female/ male, age 25-35+
- Understands the general idea and impact of nutrition, exercise, and mental health. Looking for a convenient solution for own wellbeing.
- Feels the tug of career, social life, and personal health as barriers to prioritizing health
- She is mindful about what she puts in her body, but balances eating organic/healthy food with not-so-healthy/fast foods

## THEIR MOTIVATIONS + MOMENTS TO REACH THEM

*She wants to feel like the best version of herself every day.*

### **Moments That Could Trigger a Conversation about Body & Soul:**

- Stress of juggling work, life, and health
- Eating a more plant-based diet
- Early morning at work + late night with friends (burning the candle at both ends)

## EMPOWERING ABRA

*Positioning Body & Soul as a solution based on emotional benefits:*

- Support health with convenient whole-food, plant-based capsules and great-tasting shakes
- Complete shakes (on their own or in recipes) are a great way to add tasty, easy nutrition on-the-go to fuel your day
- Being body positive: healthy is a lifestyle
- Feeling good starts with your mindset

## FUNCTIONAL BENEFITS THAT WILL RESONATE

*Relevant product attributes to differentiate Juice Plus+:*

- Berry Blend provides your body with unique phytonutrients from 11 different plants, including cocoa, grapes, and berries that you may not get every day
- Complete is gluten-free and vegan
- Each serving of Complete helps support muscle growth with plant-based protein and overall performance with fiber, greens, and a superfood blend of essential nutrients



# Heart & Body

However you maintain a healthy body and heart, don't settle for less than the best fuel.

## WHO DOES IT REACH

- Young professionals/athletes: female/ male, age 20-35
- Committed to performance and keeping their body and mind healthy over the long term with balanced nutrition

## WHY DOES IT REACH

Convenient and affordable solution that supports long-term physical and mental performance



\$65/month  
\$260/full payment  
\$2.17/day



# Talking Heart & Body

*Support your heart and body with plant-based nutrition and a superfood blend of protein and nutrients.*

## WHO ARE THEY

*Their current lifestyle and attitudes toward health:*

- Young professionals/athletes: female/ male, age 20-35
- Committed to performance and keeping their body and mind healthy long-term with balanced nutrition
- Goal-oriented and competitive, striving to improve and reach full potential in all aspects of life. Goes from job to the gym
- Aware of macronutrients and meal preps. Treats food more as a form of fuel than enjoyment

## THEIR MOTIVATIONS + MOMENTS TO REACH THEM

*Get or stay in shape (gain muscle, lose fat), improve performance*

### **Moments That Could Trigger a Conversation about Heart & Body:**

- Athletic event, workout, or sports participation (rec league, gym, Olympics)
- Researching nutrition for athletes
- Feeling tired after workout
- Wears a fitness tracker for performance optimization

## EMPOWERING ERIC

*Positioning Heart & Body as a solution based on emotional benefits:*

- Add the extra nutrition your body needs to perform from whole-food, plant-based sources
- Complete shakes are delicious and easy to prepare for on-the-go nutrition that everyone from performance athletes to parents of picky eaters can trust

## FUNCTIONAL BENEFITS THAT WILL RESONATE

*Relevant product attributes to differentiate Juice Plus+*

- Completely vegan Omega Blend combines Pomegranate Seed Oil, Raspberry Seed Oil, Algal Oil, Tomato Seed Oil, Safflower Seed Oil, and Sea Buckthorn Berry oil
- Powerful blend of omega fatty acids 3, 5, 6, 7 and 9 that includes DHA & EPA to support heart health
- Includes more types of omegas than a typical Omega 3 fish oil, and, because it's plant-based, it's more eco-friendly, too
- Complete shakes are gluten-free and vegan, supporting muscle growth with plant-based protein
- Complete shakes support overall performance with fiber, greens and a superfood blend of essential nutrients



# Completely Balanced

Whether training for your first 5K or just maintaining a healthy weight, it only takes one simple change to hit reset on your health routine.

## WHO DOES IT REACH

- Female/male, age 25-55
- Regularly diets to reduce weight but hasn't found one that is effective with long-term staying power.

## WHY DOES IT REACH

Leverages balanced, plant-based nutrition in combination with our OSC program around nutrition, exercise, and motivation to achieve results quickly but sustainably.



\$85/month  
\$340/full payment  
\$2.83/day



# Talking Completely Balanced

*Nutrition essentials that support you in balancing your health & fitness goals*

## WHO ARE THEY

*Their current lifestyle and attitudes toward health:*

- Female/male, age 25-55
- Didn't grow up in a house where healthy eating and exercise were a priority
- Most days is putting family or work priorities far ahead of personal ones
- She's never been too concerned with health but recently noticed that weight has gotten away from her
- Past attempts at 'getting healthy' have involved jumping on the latest health kick without setting clear goals

## THEIR MOTIVATIONS + MOMENTS TO REACH THEM

*Lose or maintain weight, gain confidence, start healthy habits in a low-maintenance way*

### **Moments That Could Trigger a Conversation about Completely Balanced:**

- Stress, juggling work, life, family, and health
- A desire to eat more plant-based
- Failed diet attempts/considering a diet
- Weight gain
- May have completed Shred 10 and needs a clear path forward

## EMPOWERING ISABELLE

*Positioning Completely Balanced as a solution based on emotional benefits:*

- Complete tastes great and is versatile and easy to prepare for good nutrition on the go
- Capsules are a convenient, easy-to-take source for added nutrition, making the routine an easy one to stick to

## FUNCTIONAL BENEFITS THAT WILL RESONATE

*Relevant product attributes to differentiate Juice Plus+*

- Complete shakes provide plant-based protein, fiber, greens, and a superfood blend of essential nutrients without adding empty calories or synthetic sweeteners
- Fruit & Vegetable Blends provide nutritional support from a variety of 20 different fruits and vegetables
- Capsules are clinically proven to support healthy functioning of your immune system and skin health





# Vibrance Duo

Add whole food-based nutrition from an extra 17 high-quality plant ingredients to your diet and level up your health.

## WHO DOES IT REACH

- Female/ male, age 30-50
- Already lives a healthy lifestyle and eats fruits and vegetables in their diet, but they know they can be doing more.

## WHY DOES IT REACH

Price-value offer to bridge the ultimate gap – the essential Omegas and Berries that are so difficult to get into your diet otherwise.

\$55/month  
\$220/full  
\$1.83/day



# Talking Vibrance Duo

*Protect your cells with 100% plant-based vegan blend of omegas and powerful antioxidants from 11 different plants*

## WHO ARE THEY

*Their current lifestyle and attitudes toward health:*

- Female / male, age 30-50
- Already lives a healthy lifestyle and eats fruits and veggies
- As he ages, he's interested in preserving and building upon past health successes, always aware that he can do more.
- Interested in the scientific elements of health, from oxidative stress and amino acids to specific nutrient benefits and body function needs.

## THEIR MOTIVATIONS + MOMENTS TO REACH THEM

*I want to protect my health and I believe in a plant-based sustainable lifestyle.*

### **Moments That Could Trigger a Conversation about Vibrance Duo:**

- "I don't need Juice Plus+! I already eat healthy!"
- Eats plant-based or fruits/veggies regularly (vegan, vegetarian, Meatless Monday, etc.)
- Interest in going plant-based and being sustainable in other areas of life
- Conversation about the environment, such as overfishing
- Exercise and activities (kayaking, golf, playing with kids, entertaining, hiking, etc.)

## EMPOWERING JAKE

*Positioning Vibrance Duo based on emotional benefits:*

- Real nutrition. Better life.
- Respect your body. Respect your planet.
- Nourish your body with plant-based, sustainable products to support your healthy lifestyle
- Flood your body with nutrients from a variety of fruits and veggies and concentrated seed oils.

## FUNCTIONAL BENEFITS THAT WILL RESONATE

*Relevant product attributes to differentiate Juice Plus+*

- Bridge the gaps in your diet with powerful, whole-food, plant-based nutrients from 17 different plants and oils
- Berry Blend capsules deliver phytonutrients from 11 concentrated whole foods that you may not get every day, and includes unique ingredients like bilberry and elderberry
- Omega Blend is made from plant-oils rich in omega fatty acids 3, 5, 6, 7 and 9, including powerful DHA & EPA that support heart health
- Omega Blend is sourced from concentrated seed oils and algae instead of fish, making them healthy for you and the environment



# How will this help me increase my business?

- ✓ Identifies a **specific audience**, offers a solution **based on their need**
- ✓ Provide an **all-in-one solution at the initial point of sale**
- ✓ Cost-of-entry **now less** of a burden