

*Juice* PLUS+  
COMPLETE

IT'S  
YOUR  
**LIFE.**  
MAKE IT  
COMPLETE.

# CONGRATULATIONS ON CHOOSING JUICE PLUS+ COMPLETE!

It's not just about toning your body. It's about having a healthier lifestyle by changing just one small thing each day.

## Keep it simple!

With Juice PLUS+ Complete you have an excellent balanced alternative to your everyday meals. Plus, in here you'll find "10 things to keep in mind". Each day you should try your best to integrate one of them into your life. With each day, and each small change, you will be one step closer to achieving your goals: feeling good, looking great, and creating the lifestyle you have always dreamed of.

## WHY JUICE PLUS+ COMPLETE?

**Juice PLUS+ Complete** provides the nutritional elements of a whole meal delivering a balanced mix of carbohydrates, protein and fat, and also contains a useful amount of fibre and micronutrients (such as vitamins and minerals).

The protein, which is solely plant based, has a high biological value, and Juice PLUS+ Complete is characterised by its low glycaemic index.

**Juice PLUS+ Complete** has been formulated by our team of nutritional experts, and draws on our extensive knowledge and history of sourcing the best materials, so you can trust that the ingredients we use and how our product is produced is of the highest quality.

**YOUR  
EVERYDAY DRINK  
FOR A BETTER  
LIFESTYLE!**



# “HEALTHY LIFESTYLE”

WHAT DOES IT ACTUALLY MEAN?

A **HEALTHY LIFESTYLE** IDEALLY INCLUDES **NUTRITION, EXERCISE** AND **RELAXATION**, ACCORDING TO YOUR INDIVIDUAL NEEDS.

**THIS MEANS:**

## NOURISH!

A varied, plant-based diet which provides you with nutrients in the right proportions

[More on page 10]

## MOVE!

Being active not only by doing sports, but also including activities in your daily routine (e.g. taking the stairs, travelling by bike)

[More on page 13]

## RELAX!

Finding your balance is the key to your personal stress management

[More on page 15]

# READY? GO!

# 10 THINGS TO KEEP IN MIND.

To keep it simple:  
each day pick one of the tips in this section.

1, 2, ... 10!  
**READY? GO!**

1

IT'S ALL  
IN THE  
BALANCE

**THE WORLD HEALTH ORGANISATION, GOVERNMENTS, DOCTORS AND NUTRITIONISTS ALL OVER THE WORLD RECOMMEND A DIET RICH IN**

- › **fruit, vegetables and beans**
- › **nuts and grains** for carbohydrates
- › **lean meats and fish**
- › **protein** (dairy or plant sources such as beans, nuts, grains)
- › **healthy fats from plants** such as olive or rapeseed oil, avocados, unsalted nuts and oily fish

These foods will give you the macronutrients, (carbohydrate, protein and fat) and the micronutrients, (vitamins, minerals, phytonutrients) your body needs to fuel itself through the day. This is essential for growth, recovery and for proper immune and metabolic functioning.



## 2 **FOCUS ON PLANT-BASED NUTRITION:**

Try to eat at least **5 servings of fruits and vegetables every day** – this equates to about 650 g of fruit and veg. Whether it's fresh, frozen, dried or canned (but try to avoid canned in syrup!), they all count towards the quota. 1 portion of fresh fruits or vegetables equates to roughly a handful. Fruits and vegetables are not only full of **vitamins** and **minerals** but also **fibre** which makes you feel full – so munch away on fruit and veg for a **healthy snack!**

You can easily enrich your meals to help you to reach the recommended 5 portions: Add flavor to your sandwich by throwing in some lettuce, sliced tomatoes, cucumber and other greens. You can also try to get used to eating a fresh side salad with some olive oil and balsamic vinegar as dressing to your cooked meals.

**No question:** Fresh or frozen fruit like peach, pear, mango or berries, spiced with some ginger or cinnamon, can turn your morning porridge into the perfect start to your day!

## GET THE POWER!



## **DON'T STAY THIRSTY**

You should **ensure** an intake of **1.5 to 2 litres a day** of low calorie liquid. Try having your water with slices of lemon/lime, cucumber or mint leaves. Unsweetened fruit or herbal teas are also good alternatives.

# [ 10 THINGS TO KEEP IN MIND. ]

## IT'S ALL ABOUT PREPARATION

**Gentle preparation** of meals (eg. **steaming** and **poaching**) is the best way of keeping **valuable nutrients** and the natural taste of your food in.

4

**PRE-  
PARATION**

5



## CEREAL AND DAIRY PRODUCTS

- > **(sweet) potatoes** (200-250 g; cooked),
- > **bread** (wholegrain) (4-6 slices or 3-5 slices and 50-60 g cereal flakes)
- > **rice** (150-180 g; cooked)
- > **pasta** (200-250 g; cooked)

**Fibre rich carbohydrates** like these are the best choice. They should make up about **one third** of your daily consumption.

**Lower-fat milk** and **dairy products** such as cheese and yoghurt are great sources of **proteins** and **minerals** like calcium.

6

**YELLOW,  
RED,  
GREEN ...**

## BRING COLOUR IN YOUR LIFE

Choose fruits and **vegetables of different colours**. They contain different amounts of **fibre**, **vitamins**, **minerals** and **secondary plant-products**. Why not try some rarer fruits and vegetables? Discover the possibilities and offers at your local market or supermarket and extend your taste experiences, then you will get the most benefit!

## FATS: NOT BAD IN MODERATION!

Choose **healthy vegetable fats** such as avocado, olives, unsalted nuts and seeds. Use **rapeseed** or **olive oil** for cooking and dressings (in total 1-2 tablespoons).

Try to **reduce reliance on take-outs and junk food**. They should be a treat and not an everyday occurrence. Food like crisps, chocolate, cakes, sweets, chips, sugary drinks and alcohol are empty calories. There is little to no nutritional value to these foods and they are just adding to your fat stores. No one is saying you can't ever have your favourite treat again, of course you can! Just make it count, and keep it as a treat.

**Make it worth the calories!**

7  
HEALTHY  
FAT

8

LESS IS  
MORE

## REDUCED SUGAR AND SALT

Spice up your meals by using **fresh herbs** like basil, chives, parsley, coriander, marjoram or dill. Seasonings like ginger, chili, curry and garlic will give your meals flavour and will help you to reduce your salt usage.

Try **mixing your own yoghurt**, by using plain, reduced fat yoghurt and fresh or frozen fruits. This will make your yoghurt taste naturally sweet.

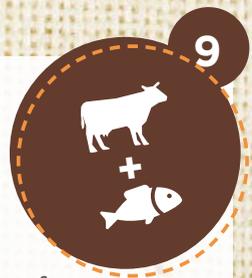
**Super sweet and so healthy!**

## MEAT AND FISH

If meat is part of your diet, make sure to **eat lean meat** such as poultry and try to **reduce the amount of red meat**. The recommendation is 300-600 g meat (prepared), processed low-fat meat and sausage products per week.

Also, don't forget your weekly helpings of fish. Ideally, one bigger portion of **low-fat sea fish**, for example cod, and one **smaller portion of fatty sea fish like salmon** for your omega-3 fatty acids supply. This equates to 150-220 g fish (prepared) per week.

**For reference:** One portion of meat or fish corresponds to the size of the palm of your hand. This way of measuring allows for the differences in individual needs (for example, compare the palm size of a woman and a man!).



# [10 THINGS TO KEEP IN MIND.]

10



## ENJOY CONSCIOUSLY

Enjoy what you are eating consciously, don't be distracted by watching TV, playing with your Smartphone or on your computer.

**The good thing is: you will feel full faster.**

**So put your meal in the limelight!**



## FURTHER INFORMATION:

**NHS, UK:**

<http://www.nhs.uk/Livewell/Goodfood/Pages/eatwell-plate.aspx>.

# WHAT ARE YOUR PERSONAL GOALS? WHERE DO YOU WANT TO BE IN FOUR WEEKS?



**Setting goals** that are **realistic and achievable** will help you stay on track and focused. Always give yourself a date that you want to achieve your goal by. This helps **formulate a plan** and encourages adhering to it - you'll also see short-term goals achieved on the way to the main goal. However, in order to know what you have to do to get to where you want to be, you have to know where you are at right now. That means taking measurements, looking at your fitness level, at your choice of food or at your current lifestyle. This way you can track your success which in turn will motivate you to stick with it.

START TIP:  
**FOCUS ON YOU!**

**Visualise your goal! How?** Simply take a photo of yourself and print it out, preferably in A4 format. Take a coloured pen and draw your ideal silhouette and hang the picture where you can always see it. This way you will always have an eye on your goal. It's always present and will stay with you throughout your day. Now just set a realistic time frame and everything is perfect. Losing the odd inch from your waistline over the next few months is perfectly feasible.

## READY? GO!

You should always set yourself **S.M.A.R.T.** goals, which stands for: **S**pecific, **M**easurable, **A**chievable, **R**ealistic, **T**ime specific.

# NOURISH!

## Living a health conscious lifestyle depends a lot on a long-term change to a healthy eating habit.

Whether you want to build your muscles, tone your body or consciously work on your health you have to replace empty calories by what your body actually needs.

You should have **no more than two snacks per day**. It is better to have a high liquid intake of calorie-free drinks than to eat snacks between meals. This keeps hunger pangs at bay. **A large glass of water fills the stomach and causes a stretch stimulus, which in turn suppresses hunger.**

KEEP IN MIND

DID YOU KNOW THAT...

### ... Juice PLUS+ Premium can significantly help you while losing weight?

Only 1-2 balanced meals are insufficient to supply the recommended daily 650 g of fruit and vegetables. Furthermore in the fat burning phase, known as lipolysis, the metabolism is placed under particular stress. The ingredients of Juice PLUS+ Premium offer protection in this respect.



#### IMPORTANT NOTE

##### Pregnant women

Diets should not be undertaken during pregnancy. In some cases the development of the unborn child can be harmed by a lack of adequate nutrition. Pregnant women should eat a healthy and balanced diet throughout pregnancy; in other words, they should avoid too many fatty or sugary foods.

##### Specific health issues

If you have any specific health issues that could be negatively influenced by participation in a weight management programme please consult your doctor before embarking on the programme.



## JUICE PLUS+ COMPLETE FOR BODY TONING PURPOSES

LESS IS  
MORE

If you wish to lose a few kilos of weight you should bring a daily calorie reduction of approx. 800 kcal/day. This does not need to be achieved exactly each day. However, within a week you should be able to replace 2 of your 3 main meals a day with the Juice PLUS+ Complete Shakes (1 portion = 1 scoop), Soups and Bars. You can decide for yourself which meal you wish to replace.

IT IS  
SCIENTIFIC  
PROVEN  
THAT:

Substituting one daily meal of an energy restricted diet with a meal replacement product of this kind contributes to the maintenance of weight following weight loss.

You should only ever eat as much of your balanced meal as you need to start to feel full and satisfied. Chewing your food properly and eating slowly allows your brain and stomach to recognise that you are becoming satisfied and you will feel full and can stop eating. If you feel that your sugar levels have dropped too low, drink a large glass of water and then eat a small snack like an apple. This way, hunger pains are avoided altogether.

It is tempting to want to lose weight fast but it really is not the right way. It is advisable to not reduce your calorie intake too low, very low calorie diets are not sustainable and many times result in more weight gain after you finish your plan. What is advised, is a whole lifestyle change that IS sustainable; changing the way you eat, changing the food you eat and WHY, and embracing it for good, not just the short term.

**BE REALISTIC!**  
**BE CONFIDENT!**  
**BE SUCCESSFUL!**

## JUST STAY THE WAY YOU ARE - ENJOY YOUR LIFESTYLE



If you wish to maintain your weight or just enjoy a healthier lifestyle, the focus is on adjusting to a healthy diet and laying down permanent healthy eating habits. For that reason only one meal is replaced by a Juice PLUS+ Complete Shake, Soup or Bar. Here, too, you are able to decide for yourself which meal you wish to replace.



## HOW TO SUBSTAIN WHAT YOU ACHIEVED?

**You have succeeded and reached your defined target? Now the challenge is to maintain your new shape. There are some tried and tested strategies for avoiding any relapse.**

Consider making one day a week your very special health day. On that day you should concentrate hard on replacing empty calories. It helps to take a structured approach.

### **EXAMPLE:**

**Every (!) Thursday you do sports.** In addition you have **1 meal replacement product (Bar, Shake or Soup)** at midday or in the evening. This will prove extremely helpful in enabling you to maintain your achievements in the long term and make life easier!



# MOVE!



## GRADUALLY GET YOURSELF MOVING

Exercise is just as vital for a healthy lifestyle as diet and motivation. The Department of Health (UK) has called being sedentary the ‘silent killer’ due to the increased risk of chronic diseases and the WHO cite physical inactivity as the 4<sup>th</sup> leading risk factor for death.

WE ARE MEANT TO MOVE, WE ARE BUILT TO MOVE, **LET’S GET MOVING!**

It means subcutaneous fat melts away faster and more permanently, as well as many other positive effects. 30 minutes per day is sufficient, according to the WHO. Whether it’s walking, climbing the stairs or gardening – the individual movement intervals that you integrate into your day only need to be 10 minutes long. That’s achievable.



150 MIN.  
EVERY WEEK

**OR IN OTHER WORDS:** Adults should aim for 150 minutes of moderate intensity activity every week. Children need more, 60 minutes of moderate to vigorous in-

tensity every day. So get the whole family away from the TV and out to the park for a game of football or a bike ride!



60 MIN.  
EVERY DAY

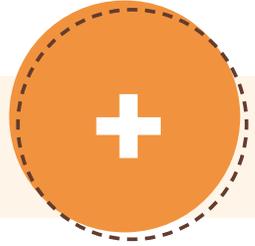
### FURTHER INFORMATION:

**www.healthfinder.gov:**  
<http://www.healthfinder.gov/HealthTopics/Category/health-conditions-and-diseases/diabetes/get-active>

## WHAT THE RESEARCH SAYS:

- **Physical activity** contributes to losing and maintaining weight due to **higher energy consumption**.
- To permanently **stabilise your weight**, **3-5 hours of increased exercise per week** with a total energy consumption of at least 1,500 kcal is required.
- Increasing your **day-to-day activity** has a favourable effect on weight stabilisation, similar to that of a structured exercise programme.

## THE EFFECTS OF EXERCISE



### LUNGS:

Improves lung function

### IMMUNE SYSTEM:

- Increases powers of resistance
- Lowers stress hormones

### BRAIN:

- Develops new nerve pathways
- Releases semiochemicals (messengers), for example from endorphins
- Increases concentration and creativity

### MUSCLES/ VASCULAR SYSTEM:

- Burns subcutaneous fat more quickly and more permanently
- Lowers high blood pressure
- Protects against cardiovascular diseases
- Lowers the risk of diabetes and osteoporosis



**DON'T FORGET  
TO REST!**

**RELAX!**

**Sleep. Along with activity, rest is just as important. When we sleep, we restore, we repair and we reduce stress levels. Some people say they can't sleep because they are stressed, exercising will also help with busting stress and makes you tired.**

**Exercise and rest are the perfect pair!**

**WITH THESE TIPS IT'S REALLY EASY:**

- Do what you love. Take pleasure in the small things. Create your own special moment.
- Focus on your happy place. Relax. Feel free.
- Take time to practice getting into it. Become an expert in enjoyment.
- Make these special moments a highlight of each day!

**ENJOY  
THE  
MOMENT**

Enjoying the moment helps you to let go and get the power you need for each day. Without reaching for a snack as a reward!

# GET THE JUICE PLUS+ EXPERIENCE!

## TRY NOW!

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