

THE *Juice* PLUS+ COMPANY

Dear Juice Plus+ Partner,

Health Canada recently changed the recommended consumption of our Juice Plus+ Fruit and Vegetable Chewables for children. Our label now recommends that children ages 4-9 consume two chewables a day, and that children over 10 consume four per day, the same as adults. This is, of course, only a suggested serving.

As you probably know, our Healthy Starts for Families Program starts providing enough free product for four chewables a day once a child is – or turns – 13, not 10. These have always been the parameters for the program both in Canada and globally, for more than 20 years, and need to remain so from both a cost and study results standpoint.

Unfortunately, some HSF customers with a 10-12-year-old child have been following the new chewables label recommendation and have been running out of chewables before their next shipment arrives. These customers have two options:

1. Continue to give their 10-12-year-old two chewables a day until they receive their next shipment after the child turns 13. This is a perfectly acceptable level of consumption that provides the benefits previously experienced by thousands of families since the Family Health Study began.
2. Add a second paid carton of Juice Plus+ Chewables to their order. This will provide enough product for their child to consume four chewables per day.

We would encourage you to look over your list of HSF families; and, if you know (or think) that any of them have children in this age group that are consuming chewables, reach out and let them know about this situation.

Thank you,

Sueli Oliveira
Customer Experience Manager
Juice Plus+ Canada Inc.

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