“Let food be thy medicine and medicine be thy food.” Hippocrates

TRANSFORM 40
An Amazing Journey to Your Best Health

Are you ready to make a non-radical leap to OPTIMUM health?

Ready to achieve your ideal weight?

Are you prepared to drastically change your body on a cellular level?

Ready for some simple solutions for healthy/clean living?

Your 40 Day Roadmap to Vibrant Living!

Powered by Juice Plus+
“Transform 40” is a simple plan that brings immediate results and lasts a lifetime with a simple, affordable, ongoing track to run on.

This program helps transform our bodies by incorporating the power of whole foods into our diets for healthy, life-long living.

The initial 6 week journey helps us make lifestyle changes by stimulating a “Metabolic Reprogramming”: when you give your body the nutrients it needs and wants, you start to desire healthier foods. The more whole foods we put in our bodies, the better they are able to do what they were designed to do..... *Thrive!*

With this program, you may experience better energy, quality sleep, mental clarity, clearer skin, healthier nails and hair, diminished carbohydrate and sugar cravings, improved digestion and elimination, balanced hormones, improved immunity and better workouts and recovery.

Your weight will also move in the right direction as your body becomes healthier one cell at a time, and as your body is empowered to become cleaner because of your cleaner eating.

Congratulations on taking this journey to *Transform 40!*
THE TRANSFORM 40 PLAN:

- Week 1: One Complete shake daily, 2 healthy meals, snacks, and Juice Plus+ Trio (1)
- Weeks 2-5: Two Complete shakes daily, main meal lunch, snacks and Juice Plus+ Trio (2)
- Week 6: One Complete shake per day, 2 healthy meals, snacks and Juice Plus+ Trio (2)
- Healthy lifestyle for a lifetime: One Complete shake a day or every other day; continue to eat clean, drink water, exercise and take Juice Plus+ Trio (2)

**Juice Plus+ Complete Whole Food Shake Mix:** Add a scoop of Juice Plus+ Complete powder to one cup of almond milk, soy milk, rice milk, juice or cold water. Stir, shake, or blend until smooth. For added nutrition and variety, experiment with additional wholesome ingredients such as fruits and berries, kale or spinach. There are lots of delicious recipes in this [e-book](#).

**Main Meal:** Eat a healthy, solid meal; a big veggie meal with a small portion of organic meat (if you want meat) or fish; you can eat some small amounts of whole grains (1/2 cup).

**Water:** Drink at least half your weight in ounces of water daily to hydrate you and flush toxins.

**Snacks:** Eat something every 2-3 hours and do not skip meals. This is the key to success! Consider raw veggies & fruits mid-morning and seeds/nuts mid-afternoon. Ideas: sliced apple or pear with 1 tablespoon almond butter; carrot, celery and/or cucumber sticks with hummus; avocado slices with tomatoes & cheese; 10 to 15 raw almonds. Have Juice Plus+ Complete Nutrition Bars on hand everywhere you go – they are another perfect healthy snack.

**Juice Plus+:** Week 1 take ONE Juice Plus+ Orchard, Garden, and Vineyard Blend capsule (with a large glass of water) at meal times (for a total of 3 capsules daily). From Week 2 on, take TWO Juice Plus+ Orchard, Garden, and Vineyard Blend capsules (for a total of 6 capsules daily).

**Exercise:** Crucial to this program is regular physical activity: a 30-minute walk at least 5 days per week at a brisk pace and some sort of resistance training twice per week. The resistance training sessions can take the place of the walk if you are breathing harder than normal during your workouts. Check with your doctor if you have not been exercising!

**Limit (for best results):** Refined sugars & artificial sweeteners, processed foods (basically, anything in a box or a bag); soft drinks, energy drinks, alcohol.
Real Transformers’ Journeys

Johnny is 67 years old. He can't stop raving about how Juice Plus+ has changed his life. He has experienced a surge in energy, improved digestive function, eliminated brain fog, improved mental clarity, better skin and even his eye doctor recently told him that the veins behind his eyes have amazing circulation for a person his age! He has been able to stop taking his high blood pressure medication, no longer feels bloated, and says his hair and nails are growing faster than they have in years! He has lost 35 lbs, four inches in his waist and has increased 2 inches in his chest size. The best part....he is a Vietnam Vet with PTSD and he has so much more self confidence and a much more positive outlook on life.

“Suzy” Azucena and her brother, David, started this journey in an effort to save money, get healthy and to inspire their family to change the culturally-inspired unhealthy connection to food. Together, they have lost over 160 pounds and built muscle mass by walking and exercising, which was difficult to do before. They have had amazing results with dramatically altered food cravings, reduced medications, overall pain and much more. Their journey continues!

McKenzie, age 17, has been taking Juice Plus+ since she was 4 years old. During a week-long senior retreat, she accidentally forgot her Juice Plus. The retreat was full of the average teenage diet of fried and packaged foods, so she experienced common teenage acne, bloating, etc. This was 11 days before Homecoming and she decided to follow the T40 in hopes of clearing her acne and shedding a few pounds. Not only did her skin clear up and look radiant, but she began exercising and was proud to fit in her size 3 dress comfortably.

Kevin, age 17, began drinking 2 Complete shakes a day over a year ago. After a few weeks, his body was craving more fruits and vegetables, which left his parents stunned. Before they knew it, he asked to begin taking Juice Plus+ capsules. Within a month, he traded playing his video games hours a day for going to the gym and playing competitive basketball with his buddies for hours on end. During his transformation, his cravings changed to primarily whole foods, his mild acne cleared, he lost 35 pounds and 7 inches in his waist, while gaining muscle mass (going from 24% to 11% body fat) and his athletic performance improved dramatically.
PREPARE TO TRANSITION

We want to set you up to win in your Transformation journey. While you are waiting for your Juice Plus+ to arrive, following these preparation steps will ensure you have a great experience and achieve success.

Start Clean! Start your week eliminating sugar, caffeine and alcohol, and drink lots of water.

Start Fresh & Purge Your Pantry! Give away or throw out junk foods, highly processed foods, sugary items, cookies, ice cream etc.

Stock The Pantry & Refrigerator: It’s essential to have your pantry well-stocked with commonly used items to make it easy to prepare meals and snacks. If you don’t have available healthy foods in your house, it’s easy to resort back to old unhealthy habits.

Stock the pantry with low-perishable staples and shop for the week with perishables such as fresh fruits, vegetables, lean meats, fish and eggs.

Plan Ahead: If you can block out 30-60 minutes every week dedicated to meal and snack preparation your success rate will triple!
TRANSFORM 40 PRODUCT INFORMATION

The Plan calls for the use of several products from the Juice Plus+ family.

On the following pages you will see the Juice Plus+ labels and ingredients, as well as brief descriptions of each product.

If you are not familiar with Juice Plus+, you will also find these web links useful:

- **Complete Nutrition** – videos with more information on Juice Plus+ Complete.
- **Why We Take Juice Plus+** - describes some of the many reasons millions take Juice Plus+.
- **www.juiceplus.com** – our primary Juice Plus+ website, you will find tons of information answering the Why, What, When and How of achieving great health.
- **www.JPVideos.tv** - a series of 15 short videos covering many different aspects of our Juice Plus+ products, including how they are made.
- **www.OnEaglesWings.tv** – videos about our Products, our Company and more.

Ultimately, the only way to “know” Juice Plus+ is to “eat” Juice Plus+ (after all, it IS food!) Our **Transform40 Plan** will allow you to do that in the best way, and to experience the full Juice Plus+ Effect.

You will be glad you did!
THE LABELS (and ingredients)

Notice the “Nutrition Facts” not “Supplement Facts” because Juice Plus+ is ‘whole food’.

**Juice Plus+ Complete Drink Mix**

*Juice Plus+ Complete* is our delicious and nutritious whole food-based drink mix. You can use *Juice Plus+ Complete* as part of a weight management program, a healthful “on-the-go” breakfast, lunch, dinner, or snack. Use it pre- or post-exercise, too.

Here are some delicious [Complete Shake Recipes](#).

![Juice Plus+ Complete Drink Mix](image)

*Juice Plus+ Complete* is a whole food based powdered drink mix that provides balanced nutrition in every scoop. *Juice Plus+ Complete* is made from all non-GMO ingredients and is 100% plant based. It’s gluten free, it’s fat free and it contains no cholesterol, no artificial flavors, no artificial colors, and no preservatives. And it tastes great too, thanks to our unique, all-natural Sweetener Blend.

*Juice Plus+ Complete* is an excellent source of protein and fiber. Each serving of our proprietary Protein Blend provides 13 grams of minimally processed, water-washed soy and other natural proteins. Each serving of our proprietary Fiber Blend provides 8 grams of fiber — both soluble and insoluble.

### Ingredients

- Proprietary Protein Blend (processed soy protein, chickpea powder, pea protein, rice protein, isolate powder, apple fiber)
- Proprietary Fiber Blend (natural gums, xanthan gum, fructo-oligosaccharides, plant cellulose, soy fiber, rice bran, psyllium husk, apple fiber)
- Natural Sweetener Blend (organic evaporated cane juice, stevia, cocoa (processed with alkali), Natural Flavor, Ancient Grain Blend (broccoli sprout, alfalfa sprout, red beet sprout, organic amaranth, organic quinoa, organic millet, calcium (as citrate, phosphate, carbonate, ascorbate), Carrotseed, Sea Salt, Proprietary Powder Blend (pumpkin powder, pomegranate powder, spinach powder, yucca powder), Natural Enzyme Blend, xanthan gum, vitamin D2, soy lecithin, pyridoxine hydrochloride, choline, thiamine mononitrate, vitamin B12).
- Contains soybean.

### How to Prepare Juice Plus+ Complete:

1. Add a scoop (1/3 cup) of Juice Plus+ Complete powder to one cup of skim milk, soy milk, rice milk, fresh juice, or cold water. Stir, shake, or blend until smooth.
2. For added nutrition and variety, experiment with additional wholesome ingredients such as fruits and berries.

*Juice Plus+ Complete* can be used in a number of ways:

- As a healthful on-the-go breakfast, lunch, or dinner: Get a great nutritional start on the day — or stay fueled throughout your day.
- As a healthful snack: Juice Plus+ Complete is a tasty substitute for empty calorie snacks.
- As a pre-workout energy drink: Slow-releasing, low-glycemic carbohydrates combine with high-quality plant-based proteins to help prepare you for exercise.
- As a post-workout recovery drink: Replenish your energy levels with the balanced nutrition of Juice Plus+ Complete.

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JUICE PLUS+ CAPSULES

*Juice Plus+ Orchard, Garden & Vineyard Blends* provide the best of whole food based nutrition, including juice powder concentrates from 26 different fruits, vegetables and grains.

Everyone wants to eat right and maintain a healthier lifestyle, whether you're a busy mom hustling to feed on-the-go children, a business traveler trying to stay fit, or an active boomer keeping up with grandkids.

All of us try to eat better for good health, but a healthy diet is often a challenge. We simply don't eat enough fruits and vegetables. And that hurts our health and wellness. Juice Plus+ helps bridge the gap between what you should eat and what you do eat every day.

Not a multivitamin, medicine, treatment or cure for any disease, Juice Plus+ is all-natural and made from quality ingredients, carefully monitored from farm to capsule so you can enjoy improved nutrition and wellness.

Juice Plus+ is the most thoroughly researched brand name nutritional product in history, studied at prestigious hospitals and research centers around the world, with the results of more than 30 clinical studies published in respected medical and nutrition journals.

**Juice Plus+ Vineyard Blend Capsules (berries and grapes)**

![Juice Plus+ Vineyard Blend Capsules](image)

**Nutrition Facts**

<table>
<thead>
<tr>
<th>Serving Size</th>
<th>2 capsules (1.5g)</th>
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<tr>
<td>Servings Per Container</td>
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<table>
<thead>
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<td>&lt;1g</td>
</tr>
<tr>
<td>Protein</td>
<td>&lt;1g</td>
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</tbody>
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**Vitamin C** 46%

**Vitamin E** 20%

Not a significant source of vitamin A, folate, saturated fat, trans fat, cholesterol, dietary fiber, sugars, calcium, or iron.

*Percent Daily Values are based on a 2000 calorie diet.
Juice Plus+ Orchard Blend (fruit)

The next best thing to fruits and vegetables.*
+ apple
+ peach
+ cranberry
+ orange
+ papaya

+ acerola cherry
+ pineapple
+ prune
+ date
+ beet

Directions: Take two capsules every day with a meal and a glass of water.

Ingredients: Fruit and vegetable juice powder and pulp from apple, cranberry, orange, bees, pineapple, acerola cherry, papaya, peach, date, prune; gelatin, citrus peel, calcium ascorbate, citrus bioflavonoids, natural carotenoid blend (lutein, beta carotene, lycopene, astaxanthin, zeaxanthin), glucosamine, natural tocopherol blend (d-tocopherol, e-tocopherol, sunflower e-tocopherol), bromelain, papain, natural enzyme blend, Lactobacillus acido/philus, folic acid.

This product is non-GMO and gluten free; contains no artificial colors, flavors, or preservatives; and contains no added starch.

Keep out of the reach of children.

Store in a cool, dry place.

Formulated and distributed by: The Juice Plus+ Company
140 Crescent Drive, Collierville, TN 38017

Nutrition Facts
Serving Size 2 capsules (1.5g)
Servings Per Container 60

Amount Per Serving
Calories 5 Calories from Fat 0
% Daily Value
Total Fat 0g 0%
Sodium 5mg <1%
Total Carbohydrate 1g <1%
Protein <1g

Vitamin A (100% as beta carotene) 42%
Vitamin C 121%
Vitamin E 27%
Folate 24%

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, sugars, calcium, or iron.

*Percent Daily Values are based on a 2000 calorie diet.

Juice Plus+ Garden Blend Capsules (vegetables)

The next best thing to fruits and vegetables.*
+ broccoli
+ parsley
+ tomato
+ carrot
+ garlic
+ beet

+ spinach
+ cabbage
+ oat bran
+ rice bran
+ kale

Directions: Take two capsules every day with a meal and a glass of water.

Ingredients: Fruit and vegetable juice powder and pulp from carrot, parsley, broccoli, spinach, kale, tomato, garlic, oat bran, rice bran, beet, cabbage; gelatin, glucosamine, calcium ascorbate, natural tocopherol blend (d-tocopherol, e-tocopherol, sunflower e-tocopherol), natural carotenoid blend (lutein, beta carotene, lycopene, astaxanthin, zeaxanthin), calcium carbonate, spirulina, natural enzyme blend, Lactobacillus acidophilus, folic acid.

This product is non-GMO and gluten free; contains no artificial colors, flavors, or preservatives; and contains no added starch.

Keep out of the reach of children.

Store in a cool, dry place.

Formulated and distributed by: The Juice Plus+ Company
140 Crescent Drive, Collierville, TN 38017

Nutrition Facts
Serving Size 2 capsules (1.5g)
Servings Per Container 60

Amount Per Serving
Calories 5 Calories from Fat 0
% Daily Value
Total Fat 0g 0%
Sodium 5mg <1%
Total Carbohydrate 1g <1%
Protein <1g

Vitamin A (100% as beta carotene) 55%
Vitamin C 94%
Vitamin E 46%
Folate 55%

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, sugars, calcium, or iron.

*Percent Daily Values are based on a 2000 calorie diet.
FREQUENTLY ASKED QUESTIONS

Q1: Who is a good candidate for the Transform 40 Plan?

A: Everyone who wants to reach their own peak of health and personal vitality, or just make significant progress in that direction. You may want to lose a few pounds, you may want more energy or to sleep better at night. You may want to improve your level of fitness and know that good nutrition plays a huge part in that. You may want to get off some of those medications you “have to” take.

Juice Plus+ products are whole-food based (not a supplement). They contain no dairy or wheat; they are gluten-free and NON-GMO. “Every condition benefits from good nutrition.” Nevertheless, please talk to your Representative and/or physician regarding any concerns you may have. They will help guide you through the plan at an appropriate pace as necessary.

There is something for everyone in the Transform 40 Plan.

Q2: What are the typical results I can expect to see?

A: Replacing 2 meals a day with the Juice Plus+ Complete shakes, cuts calories and replaces those meals with whole food. That helps boost the metabolism and shrink the stomach, so overeating is less likely. Results like these are common (and supported by Juice Plus+ clinical research):

- Improved Immunity
- Better Sleep
- More Energy
- Fewer Sugar and Fat Cravings
- Healthier Skin, Hair and Nails
- Healthy Weight
- Increased Muscle Mass
- Decreased Need for Medications
- Better Digestion
- Decreased Allergies
- Reduced Inflammation
- ....the list goes on and on with a cleaner diet.

Q3: Why do you suggest starting with only 1 of each capsule of the Juice Plus+ Trio and 1 Complete shake every day in week 1?

A: Some people are simply not used to that much powerful nutrition and fiber; we prefer they ease into it. There is also a gentle cleansing that takes place when you make changes like these – mostly unnoticed if you start as recommended. To understand ‘cleansing’ please read this.
Q4: The Transform 40 Plan is 6 weeks long; what then?
A: The T40 Jump Start lasts 6 weeks, followed by a “lifetime” at the week 7+ level. We find that 6 weeks is long enough to establish healthy habits that will last a lifetime.

Q5: Can I replace Lunch with Juice Plus+ Complete instead of Breakfast or Dinner?
A: Yes, but ... many people skip breakfast and that’s a big mistake, so a Juice Plus+ Complete smoothie would be a much better choice. If you are disciplined and can eat a healthy dinner early enough and not snack afterwards, then fine: go ahead and replace lunch.

Q6: What Juice Plus+ products should I order at the start?
A: Here is the Order Form. The Plan calls for two orders of Juice Plus+ Complete and the Juice Plus+ Trio, paid on monthly installments; this spreads the cost over 4 months. Four pouches of Juice Plus+ Complete provide 60 servings about $2 a piece. You also have the privilege of sponsoring a child (aged 4 or over) or a college student in our Children’s Health Study; they eat Juice Plus+ free (for up to 4 years!)

Q7: How much will T40 Plan cost me?
A: $4.33 per day over 4 months – less than a designer coffee! The cost of the 6 week T40 Jump Start plus 10 weeks of ‘lifetime’ consumption is $129.75 per month for 4 months (plus sales tax where applicable.) In addition, with your second shipment (in month 5), you can receive 2 pouches of Complete free (a $61.50 value.) The average meal in America costs $3-10 so even if you add some good stuff to your smoothie, after a month you should see a difference in your food bills. During the ‘lifetime’ phase the cost drops to $3.40/day (a shake every other day).

Q8: How can I best stay motivated to follow the T40 Plan?
A: First, understand this truth - "To stay motivated to do anything that involves changing a behavior, I have to keep my eyes on the prize," says Dave Ramsey. So set a goal and commit. Second – go public and stay connected; sharing a goal with someone you trust, who will hold you accountable, is the best way to achieve any worthwhile objective. Share your story in our facebook group; then keep us posted - how you are feeling and what you are doing for exercising, meals, shakes, etc. We are all helping to motivate, inspire and keep each other accountable.

Q9: It’s tough to be disciplined and stick with the Plan every day; do you have any tips?
A: Concentrating on odd and even hours throughout the day helps us remember:

1. Even Hours (8am, 10am, 12pm, 2pm, 4pm and 6pm) - Think "E" for even = "E" for EAT! Try making these the hours to stop and eat something. 8am and 6pm can be when you do your shakes. 12pm can be your heart healthy lunch. 10am, 2pm and 4pm can be your clean snacks like fruit, veggies, nuts, etc.
2. Odd hours (7am, 9am, 11am, 1pm, 3pm, 5pm and 7pm) - Think "O" for odd = "O" for Oh...I need to drink a glass of water!

At first you may notice you are using the bathroom frequently, but your body will adjust. Water is IMPERATIVE to flushing toxins out of the body and keeping it hydrated. We simply don’t drink enough H₂O!

Some of us are using smartphone apps like [Water Your Body](#) to help keep us on track.

**Q10**: What are my options about coffee?

A: First, we recommend gradually cutting back on your coffee consumption, eventually (if possible) cutting it out completely. As you can see from the Plan, we recommend drinking lots of water; green tea is also a great option. Even though the popular press tells us coffee is healthy, dehydrates us and slows our metabolism, so we burn fewer calories. Caffeine also stimulates Cortisol production; that’s the stress hormone, and higher levels encourage our body to store fat.

**Q11**: What Happens When You Skip a Meal or a Snack?

A: Your body's metabolism slows down to make the food/fuel you gave it hours ago last longer. Your blood sugar drops, leaving you feeling cranky and light headed. You overeat at the next meal, to make up for the dip in blood sugar. Some benefits of eating 5 times a day are:

- Less hunger and less overeating
- More energy and a more positive outlook
- More stable blood sugar
- Fewer cravings for unhealthy foods

**Q12**: Could I become a Representative and save on the cost of my own product?

A: The cost to become a representative is $50 a year. Your ‘rebate’ on 2 orders of Complete would be $32.00, and on the Trio $37.00. This would cover your annual fee and set you up for the same or more savings in future. Get friends and family to transform with you to help cover your own costs and begin to create a solid residual income.