

## “ONE SIMPLE CHANGE” EVENT SCRIPT



Hello everyone! My name is \_\_\_\_\_. We're so excited you're joining us to learn how One Simple Change can add up to huge and meaningful results in your health. I didn't always have thriving health but I do today! I'm so excited to share with you today. This information has changed everything for me.



Healthy used to be simple. It wasn't the latest super food or the new diet craze. Healthy was fresh vegetables from grandma's garden. Kids played outside until it was dark, drank water from a hose, and at the end of the day we were tired and went to sleep.

Today looks very different. Family dinners are replaced with fast food. Neighborhood games outside are replaced with games online and smart phone socializing. Sugary sodas and desserts used to be birthday party foods, but are now everyday treats. And people turn to energy drinks because they don't have the energy to get through their day.



So how are you taking care of yourself? I think we can all agree that our health is made up of these 4 core things...

How are you doing with...

**Eating Real Food**, not something from a box or package

**Exercise**...Find something you love and DO IT!

**Water?** We should strive for ½ of our body weight in ounces per day

**Getting enough Sleep and Reducing Stress**...your body does all kinds of things while you are sleeping...it detoxifies, repairs, and your hormones are able to do their thing. Society today is sleep deprived...almost like it's a badge of honor. We need proper sleep to be healthy.

## THERE ARE **TWO** STARTLING TRENDS IN OUR WORLD



There are TWO startling trends in our world!

## ENVIRONMENTAL TOXINS ARE **INCREASING**



Environmental Toxins are increasing

## FOOD QUALITY IS **DECREASING**



And our food quality is decreasing which is causing THE PERFECT STORM IN OUR BODIES

## **OXIDATIVE STRESS IS LINKED TO POOR HEALTH**

"In each human cell, the DNA is hit about 10,000 times a day by mutagenic oxidants."

Bruce Ames, Ph.D.  
National Institute of Environmental Health Sciences Center



Increased environmental toxins and decreased quality of food is causing Oxidative Stress in our bodies everyday. But there are other causes as well: smoking, exercise, stress, medications, flying in an airplane and even pregnancy. This is important to understand because oxidation causes aging and disease. Wrinkles are an example of oxidative stress happening in our skin cells.

Another illustration of oxidative stress is the APPLE – if you cut an apple in half and you leave it out. What happens? (Right, it turns brown, it ages) So if you squeeze lemon juice on it (which is the ANTIOXIDANT), it slows down the aging process.

Your best defense is  
*antioxidants*



Just like that lemon helps to lessen the oxidative stress on the apple, ANTIOXIDANTS from fruits and vegetables neutralize that harmful oxidative stress and they are our best defense. They shield and protect us!

The news isn't that fruits and vegetables are good for you. It's that they are so good for you they could save your life.

Time Magazine, 2003

Time Magazine says "The news isn't that fruits and vegetables are good for you. It's that they are so good for you they could save your life." So we need to eat 7-13 servings of fruits and vegetables every day. But almost no one does - and certainly not the variety or the consistency we need.

## Phytonutrients

**DETOXIFY AND PROTECT**



vs



Multivitamin

Apple

1. Vitamin A	2. Vitamin B1	3. Vitamin B2	4. Vitamin B3	5. Vitamin B5	6. Vitamin B6	7. Vitamin B7	8. Vitamin B9	9. Vitamin B12	10. Vitamin C	11. Vitamin D	12. Vitamin E	13. Vitamin K	14. Calcium	15. Magnesium	16. Zinc	17. Iron	18. Copper	19. Manganese	20. Selenium	21. Iodine	22. Fluoride	23. Chromium	24. Molybdenum	25. Nickel	26. Vanadium	27. Boron	28. Silicon	29. Aluminum	30. Phosphorus	31. Potassium	32. Sodium	33. Chloride	34. Sulfur	35. Nitrogen	36. Carbon	37. Hydrogen	38. Oxygen	39. Water	40. Fiber	41. Protein	42. Fat	43. Carbohydrates	44. Antioxidants	45. Phytonutrients	46. Enzymes	47. Hormones	48. Vitamins	49. Minerals	50. Nutrients
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Most people know they're not eating enough fruits and vegetables everyday, so 70% of Americans turn to vitamin supplements. But let's talk about the difference between vitamins and whole food. A vitamin has 35-50 isolated nutrients in it, whereas an apple has 10,000 nutrients in it! Each fruit or vegetable has that many and they work together to protect our bodies. There's no comparison – vitamins barely scratch the surface as far as potential or effectiveness! Science is telling us over and over to get our nutrients from whole food instead of from isolated nutrients, and that isolated nutrients may do more harm than good!

**DID YOU KNOW THAT TODAY'S MASS PRODUCED PRODUCE PACKS**  
*less* nutritional punch?

"Some varieties have lost 5% to a whopping 40% of their nutrient content."

Journal of Horticulture Science



We need  
**7-13 servings**  
of fruits and  
vegetables  
every day.

It is important to eat as many fruits and vegetables as you can daily – even beyond the minimum recommendation. Maybe you are someone who DOES eat a lot of fruits and vegetables. This is great but it's important to know that our fruits and vegetables today are picked too early, transported thousands of miles so they are not as nutritionally dense. So that's why we need at least 7 - 13 servings per day. A serving is the size of your fist. If you're a serious athlete you may need to eat as many as 16-18 servings per day. WOW!

## STORIES

SHARE YOUR JP+ STORY AND HAVE A GUEST SHARE THEIRS (i.e. New Rep, Existing Rep, Raving Fan Customer)

### How to write your product story:

\_\_\_\_\_ years/months/days ago I was \_\_\_\_\_ (describe BEFORE Juice Plus+). Then I learned about a simple change I could make to flood my body with 30 fruits and vegetables every day. I can't believe the difference it has made in my health. Now I'm \_\_\_\_\_ (describe AFTER Juice Plus+) I'm so thankful I learned about Juice Plus+!



So the ONE SIMPLE CHANGE we made is called Juice Plus+. Juice Plus+ is a way to add 30 raw, vine ripened fruits and vegetables to your diet. Vine-ripening is so important because over half of the nutrients develop in the last 2-3 days of the ripening process. After the produce is picked, they are juiced and dried and put into a capsule or chewable. They even juice the peels, leaves and seeds. It's like getting the rainbow – a huge variety of fresh produce everyday! It's not a substitute for the real thing – it helps us bridge the gap.

(Optional: SHOW CAPSULES IN ONE HAND AND CHEWABLES IN THE OTHER)



Let's talk about the Juice Plus+ shakes. The Chocolate and Vanilla Complete is vegan, gluten-free, whole-food protein, fiber, amino acids, and fruits and vegetables in a shake. It's great for any meal, post-workout recovery, or a mid-afternoon snack. The Complete also comes in snack bars. This is the MACRONutrition and it is a beautiful compliment to the MICRONutrition of the capsules or chewables. Macronutrients are like the gas in your car, micronutrients are like the oil. You have to have both!

(Share your own personal experience with the shake and how you make it)

*Example: When I started drinking this for breakfast I noticed that I wasn't starving at 10:00 in the morning any more and again at 3:00 in the afternoon. I started realizing that this shake was affecting my blood sugar in a positive way.*

*Example: I've had digestive issues for years and that started to change when I drank the shake. Then I heard a doctor speak about this shake and he said the prebiotic fiber was like a broom sweeping through the intestinal track.*

And the JP Complete is delicious!" I CRAVE IT EVERYDAY!



When you add the JP+ Complete shake to the capsules you are now getting 45 whole foods everyday.



10 years ago the Juice Plus Company sent out a survey asking what else customers are taking in addition to Juice Plus and the answer was Omegas. So the company found a way to create an ALL PLANT based blend of Omega 3, 5, 6, 7 and 9 fatty acids. They cut out the middle “fish” and went straight to the algae and plants to get the omegas. The Juice Plus+® Omega Blend is the first to use cold-fusion technology so the oils aren’t exposed to heat.



There are a lot of nutritional products out there but Juice Plus is unique in 3 ways:

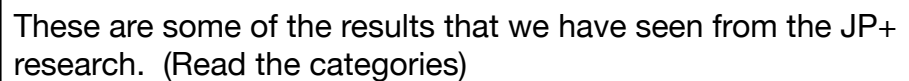
1. It’s food, not a vitamin. (show food label) This is a nutrition label, not a vitamin supplement label. It’s the same label you’ll see on a bag of frozen broccoli in the grocery store. The government considers this food.

2. NSF, a private company certifies JP+ products to be sure that what is on the label is in the product and they stringently test for pesticides, mold, bacteria, stimulants. etc. There is no warning label on JP+ —safe for people of all ages, pregnant & nursing mothers, children, elderly, and even professional athletes.

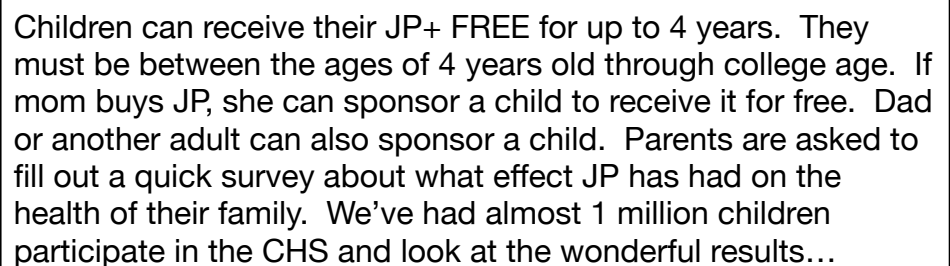
3. And JP+ is THE most thoroughly researched nutritional product in the world.

# The Most Researched Nutritional Product in the World.

(Point out some of your own favorite universities)  
*Example: I've heard about MD Anderson from people for years and about the credibility of that hospital. How impressive that Juice Plus has a study that was done there!*



*Example: As an athlete, I loved learning that Juice Plus has been published in the official journal of the American College of Sports Medicine. One of these studies showed that the oxidative stress was reduced in elite athletes and that JP strengthened the immune system too! Very exciting for me because I exercise so much!*

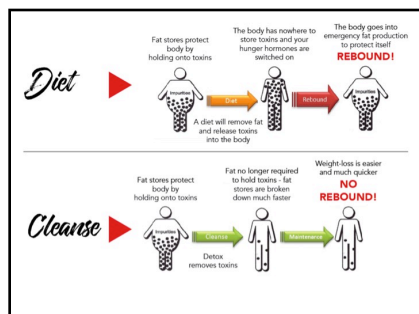


*Example: My favorite is that 61% are craving more fruits and vegetables! My kids are actually asking for salads now which is amazing!*



Juice Plus+ is the most proven and simplest change you can make and people are experiencing amazing benefits with JUST TAKING JUICE PLUS!

If you're also looking for a set of lifestyle guidelines we have a program called the Shred10™.



Let's talk about an important topic for many people - maintaining a healthy weight-because we know that excess fat contributes to over 20 different diseases. Remember the toxins we talked about earlier? Well, our bodies can't handle the onslaught of toxins, so it protects our organs by trapping the toxins in fat cells. The good news is this keeps the toxins from roaming and causing havoc in our bodies. The bad news is the fat cells expand and can cause weight issues.

When you burn fat in the wrong way without proper nutrition or with over-exercising, the toxins are re-released into the bloodstream...which stresses the body...so your body (very smartly) goes into fat production to once again enrobe the toxins, protecting vital organs, and the fat returns. Its a vicious cycle.

(CLICK) There is a better way. The safe and healthy way to lose weight is to allow your body to cleanse itself by removing the toxic load, and adding CLEAN eating, especially fruits and vegetables. Now you are shedding fat, and assisting your liver so it can do its job and cleanse the toxins. Weight loss is easier, quicker and leads to move permanent weight loss.

## OPTIONAL SLIDE



We always want to encourage you to eat more fruits and vegetables – sometimes it is helpful to grow your own. We use the Tower Garden to have more control over how our food is grown, and for the convenience of having a farmers market on our porch or in our house! This excites adults and children alike. We love to add greens to our Juice Plus shakes too! Get back with the person who invited you to learn more.

**FURTHER EXPLANATION:** The Tower Garden is a vertical aeroponic growing system that allows you to grow your own fruits and vegetables on your porch, patio, or even inside with grow lights. In a study, the TG actually had a 30% higher yield of produce and the nutritional equivalence to fruits and vegetables grown in the best soil. This makes growing fun and easy and is an amazing fit for the growing movements of Farm to Table, Eating local and organic. Schools are jumping on board and we even have a school curriculum for the TG! **(Show pictures of your own Tower Garden)**



We invite you to be part of our Healthy Living Community called the Healthy Living Revolution. We have some amazing resources for you! We have cookbooks, children's resources, Facebook groups for encouragement and educational events to help you continue making simple changes. You can access them by going on our website listed and also by joining our FB group.

## UPCOMING EVENTS

**INSERT FLYERS FOR UPCOMING EVENTS** (in your local area, on Zoom, Facebook, the monthly [HealthyLivingRevolution.com/LIVE](http://HealthyLivingRevolution.com/LIVE) event) Promote your upcoming events!

"We would love to invite you to join us \_\_\_\_\_. Every month the Healthy Living Revolution features a different medical speaker and whoever invited you, can send you the link."



So we invite you to join us (A, B, C close)

Some of you may be inspired to eat more F & V and that's great  
Some of you also want to make One Simple Change and add JP+ to your diet or jumpstart your health with the Shred10

Maybe you've been sitting here thinking about how you can share this information with your best friend, parents or siblings and if that's you we would love to tell you more about your options to share this with others.

Close: PLEASE GET BACK WITH THE PERSON WHO INVITED YOU to learn more about anything we discussed.

(Optional – hand out order forms and review with guests)

We are so happy to help you and thank you so much for spending this time with us!