

Virtual Franchise



**Are You Planning
For Your Future?**

Where Is The Security?



REAL LIFE

How to Feel Safe When Your Job Isn't

What do you do if your industry is shrinking, but your monthly bills aren't? You come up with a plan—and hope you don't need it.

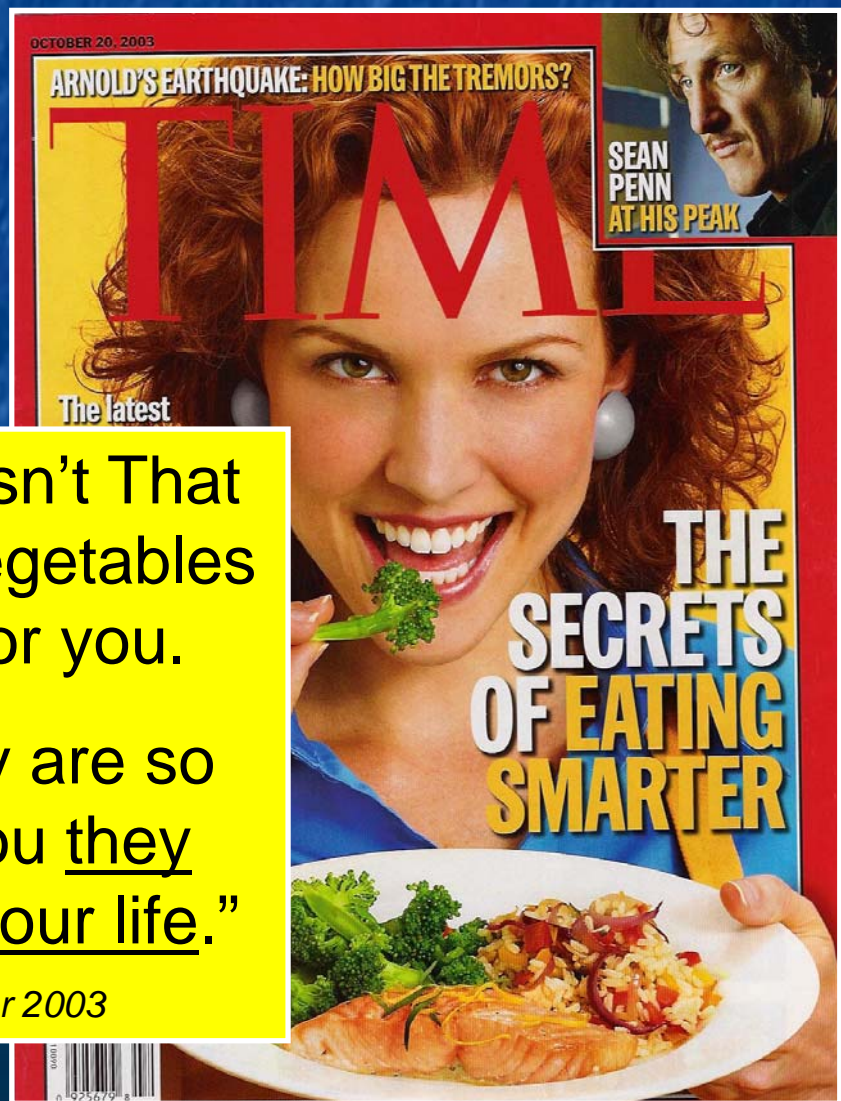
BY JOSH HYATT

PROFESSIONALLY, DON MEGGE is living on borrowed time. For starters, he works in the auto industry—a field in which plant closings, employee buyouts and layoffs are an everpresent threat. But Megge's job insecurity isn't just an industrywide issue, it's something he's staring straight in the face. A nine-year veteran of Chrysler, where he oversees production systems, Megge has already been laid off twice and has seen his work group of 125 cut in half. And that was before February, when the company announced plans to slash an additional 13,000 workers from its payroll in the next three years. "At any time, management could look at me and ask, 'Why are we keeping this person?'" says

PLAN “B”

- **68% of women cite “financial strain” as a major threat to the American family.**
- **79% of women in dual-income households say it is “essential for both spouses to be employed in order to make ends meet.”**
- **60% of women are concerned about being able to pay their bills each month; 80% among single mothers with children under the age of 18.**

You Can Invest In Prevention Now Or Disease later



“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, October 2003

“Children are more harmed by poor diet than by exposure to alcohol, drugs & tobacco combined”

— DAVID KATZ MD
Yale Prevention
Research Center

“Today’s children could be headed for a shorter life expectancy than their parents.” Dr. David Katz

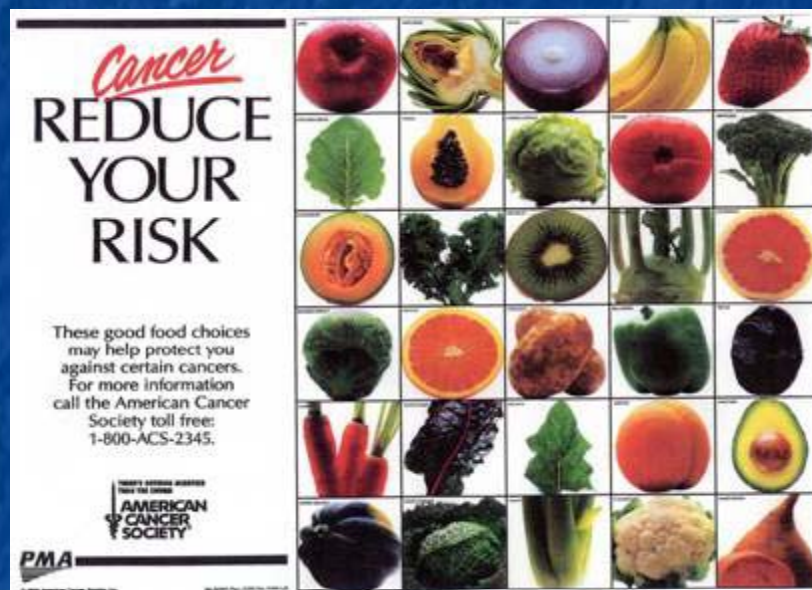
- Former director of medical studies in Public Health at Yale University School of Medicine
- Directs Yale Prevention Research Center
- Board certified in Internal Medicine & Preventive Medicine/Public Health
- Published nearly 100 scientific articles and 9 books, including Nutrition in Clinical Practice, used at the Harvard School of Medicine.

The Experts Agree

150 doctors researched 4500 studies and the only common denominator to prevent degenerative disease was a diet rich in fruits and vegetables.*

We should eat 9 – 13 servings of fresh, raw fruits and vegetables daily

Optimum nutrition comes from a wide variety of fresh raw fruits and vegetables.



“The doctor of the future will give no medicine, but will interest his patients in the care of the human frame, in diet, and in the cause and the prevention of disease.”

Thomas Edison

* American Institute of Cancer Research & World Cancer Research Fund, “Food, Nutrition, and the Prevention of Cancer: A Global Perspective”, 1997

Vibrant Color = Dense Nutrition



If you can't,
won't or
don't...



The Super Star



- 17 raw fruits, vegetables & grains in Capsules, Chewables and Gummies.
- Rich in vitamins, antioxidants, minerals, phytonutrients, fiber and enzymes.
- Reduces oxidative stress associated with cancer, stroke, heart disease, aging and other degenerative diseases.
- Convenient, affordable whole food nutrition for your busy lifestyle.



Peer Reviewed Clinical Research

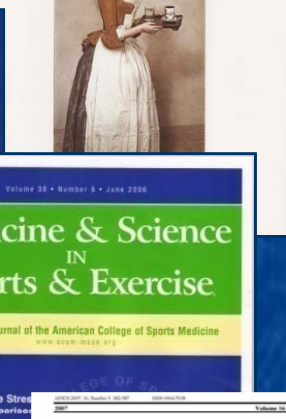
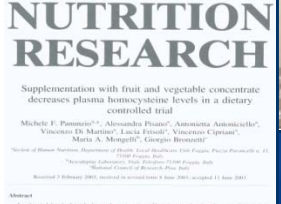
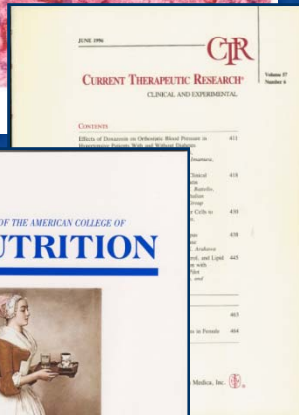
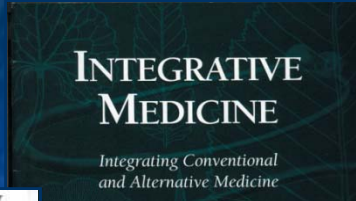
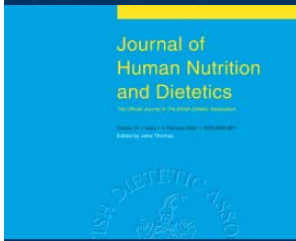
- **Bioavailability
(9 Studies)**

- **Immune Function
(3 Studies)**

- **DNA Protection
(2 Studies)**

- **Circulatory Health
(5 Studies)**

- **Oxidative Stress
(6 Studies)**





Juice Plus®

Research Affiliations

**Brigham Young University
Georgetown University & UCLA
King's College, London, UK
Medical University of Graz, Austria
Medical University of Vienna, Austria
Tokyo Women's Medical University, Japan
University of Arizona
University of Birmingham, UK
University of Florida
University of Maryland School of Medicine
University of Milan, Italy
University of Mississippi Medical Center
University of North Carolina-Greensboro
University of South Carolina
University of Sydney, Australia
University of Texas Health Science Center
University of TX/M.D. Anderson Cancer Center
University of Würzburg, Germany
Vanderbilt University
Wake Forest University
(with the National Institutes of Health)
Yale University-Griffin Hospital**



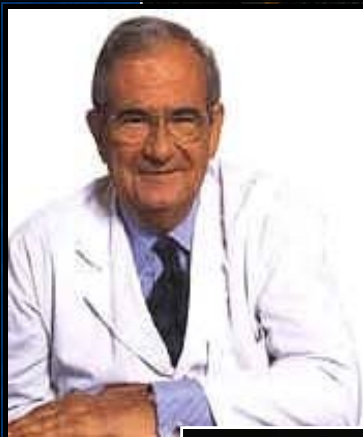
Richard Dubois, M.D.

Four terms as Chief of Internal Medicine
At Atlanta Medical Center



Delia Garcia, M.D.

Radiation oncologist, St. Louis.
Leading expert in breast cancer,
Best Doctors in America



Isadore Rosenfeld, M.D.

Author, *Power to the Patient*,
Parade Magazine Medical Editor



Paul Stricker, M.D.

Board-certified pediatrics & sports
medicine. Team physician US
Olympic team & many national teams



Mitra Ray, Ph.D.

Research biochemist, Stanford.
Published in *Science*, *Journal of Cell
Biology*, & *Proceedings of the Nat'l
Academy of Sciences*

The Wellness Industry

People are searching for real solutions
to slow the effects of aging!

- Feel better
- Look better
- Live longer



People have discovered their dollars
are better spent on prevention!

Paul Zane Pilzer

The Wellness Industry Is
“The Next Trillion Dollar Industry”



A TALE OF TWO INDUSTRIES

TWO MAJOR FORCES HAVE
CONVERGED TO CREATE ONE OF
THE GREATEST ENTREPRENEURIAL
OPPORTUNITIES IN THE HISTORY
OF OUR NATION.

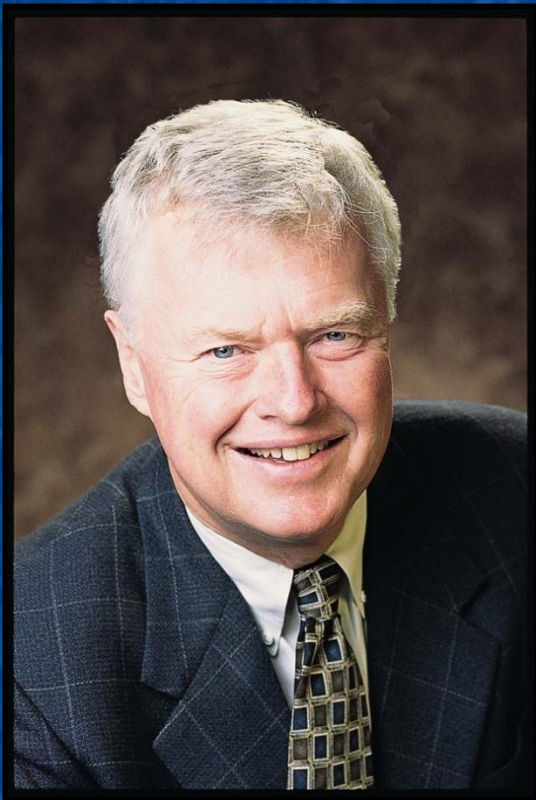
By PAUL ZANE PILZER

What Is The Perfect Business?

- **Offers a unique product that no one has, everyone needs and uses for their lifetime**
- **Shares a product that cannot be easily substituted or copied**
- **Has minimal labor requirements**
- **Enjoys low overhead and minimum inventory**
- **Does not require large cash outlays**
- **Portable and easily moveable**
- **Satisfies your intellectual & emotional needs ... being fascinated**
- **Leaves you with free time**
- **Is not limited to your personal output**

The Virtual Franchise

Our Mission Statement



A black and white image of a handwritten signature, which appears to be "Jay Martin", enclosed in a thin black rectangular border.

“To build a stable and lasting company that will help as many people as possible realize their dreams.”

Jay Martin
President & Founder
NSA - 1970

The World Of NSA

Juice Plus Is In Over
20 Countries Worldwide



Over 38 Years Of Success Product-Driven Business

- 1970s: Smoke Detection
- 1980s: Water Filtration & Air Filtration
- 1990s: Juice Plus+®
- 2000s: “Brand Name for Prevention”





Corporate Highlights



- Headquarters in Collierville, TN
- Over \$6 billion in sales
- Debt free
- Jay Martin, President and founder
- Strong management team



The Business Model

We combine the strengths of many traditional marketing strategies to create one very unique . . .

**Home Based
Business
Model**



THE NSA
VIRTUAL FRANCHISE

Traditional Business

- Benefits Plan
- Marketing Support

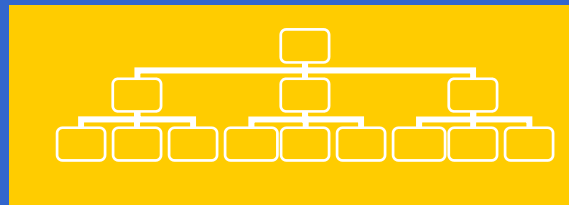
Franchise

- Brand Name Product
- Tried and Proven System

Direct Sales

- Person to Person (Word of Mouth) Marketing

Network Marketing



- Exponential Compensation Plan

NSA Virtual Franchise

Designed for people who want to start their own business, but want to avoid the cost & risk with traditional business.

- ✓ **No fixed overhead or labor costs**
- ✓ **No financial risk**
- ✓ **No fixed territories or set schedules**



What NSA Does

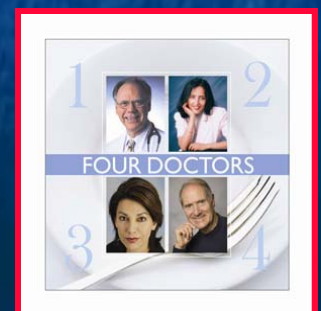
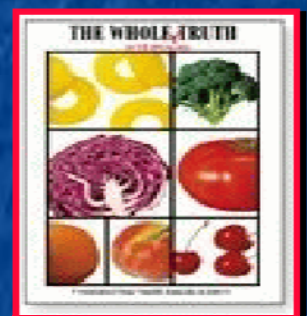
- **Manufactures products**
- **Research & development**
- **Ships to your customers**
- **Collects the payments**
- **Tracks your customer base**
- **Assists in follow-up**
- **Tracks your distributor base**
- **Produces analysis & reports**
- **Maintains our web presence**
- **Provides trainings**
- **Assists in lead generation**
- **Creates marketing tools**

A collage of various promotional materials for Juice Plus, including brochures, a magazine, and a spiral notebook. The materials feature images of fruits, vegetables, and people, along with text such as "Juice Plus", "The Science of Juice Plus", "The Whole Truth", "An Easy Solution", and "The NSA Virtual Franchise".

What Do I Do?

1. Build your Juice Plus® Customer Base...One customer at a time!

- ✓ Share your excitement about Juice Plus® with the people you care about. It's easy...qualified professionals tell the Juice Plus® story on, CD or DVD.
- ✓ NSA ships Juice Plus+®, bills your customer, collects the money and sends your profits automatically every month.
- ✓ Your income grows every time you add a new Juice Plus+® customer.
- ✓ Follow up and customer care.



2. Build a distributor Network.



At least 1 out of every 10 Preferred Customers will want to join your team!



3. Build a part-time Income in to full time income

Build a qualifying business (42 customers)	\$500/month \$6,000/year
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Teach three others to do the same...

3 Club (3 qualifiers)	\$1,250/month \$15,000/year
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12 Club	\$3,333/month \$40,000/year
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39 Club	\$10,000/month \$120,000/year
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100 Club	\$25,000/month \$300,000/year
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National Marketing Director

a goal worth pursuing:

- Average annual income over \$100,000
- Major Medical Insurance
- Life Insurance
- Dental Insurance
- Disability Insurance
- Prescription
- Family Tuition Program
- Expense Allowance up to \$3000/mo
- Holiday Bonus



**We can impact the lives of so many people.
How fortunate for us that we have a
business that does just that!**

Where Are You?

1. **Juice Plus® makes sense. I want the best price possible.**
(\$50 application fee)
2. **I'd like to share it with some people I care about & cover my costs of my Juice Plus®.**
(Listen to the rebroadcast training calls & schedule a Wellness Presentation)
3. **I see a huge market and would like to be involved.**
(Listen to training calls, read the manual and understand our fast track program.)

You Can Start Today!

1. Become a Juice Plus+® Preferred Customer



2. Submit an NSA Distributor Application

A scan of the NSA Independent Distributor Application form. The form includes fields for personal information, business details, and a section for the distributor's agreement. The NSA logo is visible in the top left corner of the form.

3. Review Starter Kit & Manual



4. Create a business plan with your personal support team

**Understand The
Fast Track**

**The
Marketing
Plan**

5 Ways To Create Income

- 1. Retail Profit**
- 2. Wholesale Commissions
(6%, 14%, 22%)**
- 3. Performance Bonus (5%)**
- 4. Promote Out Bonus (4%)**
- 5. Business Incentive Bonuses**

\$50.00
Application

**SALES
COORDINATOR**

**VIRTUAL
FRANCHISEE**

SC

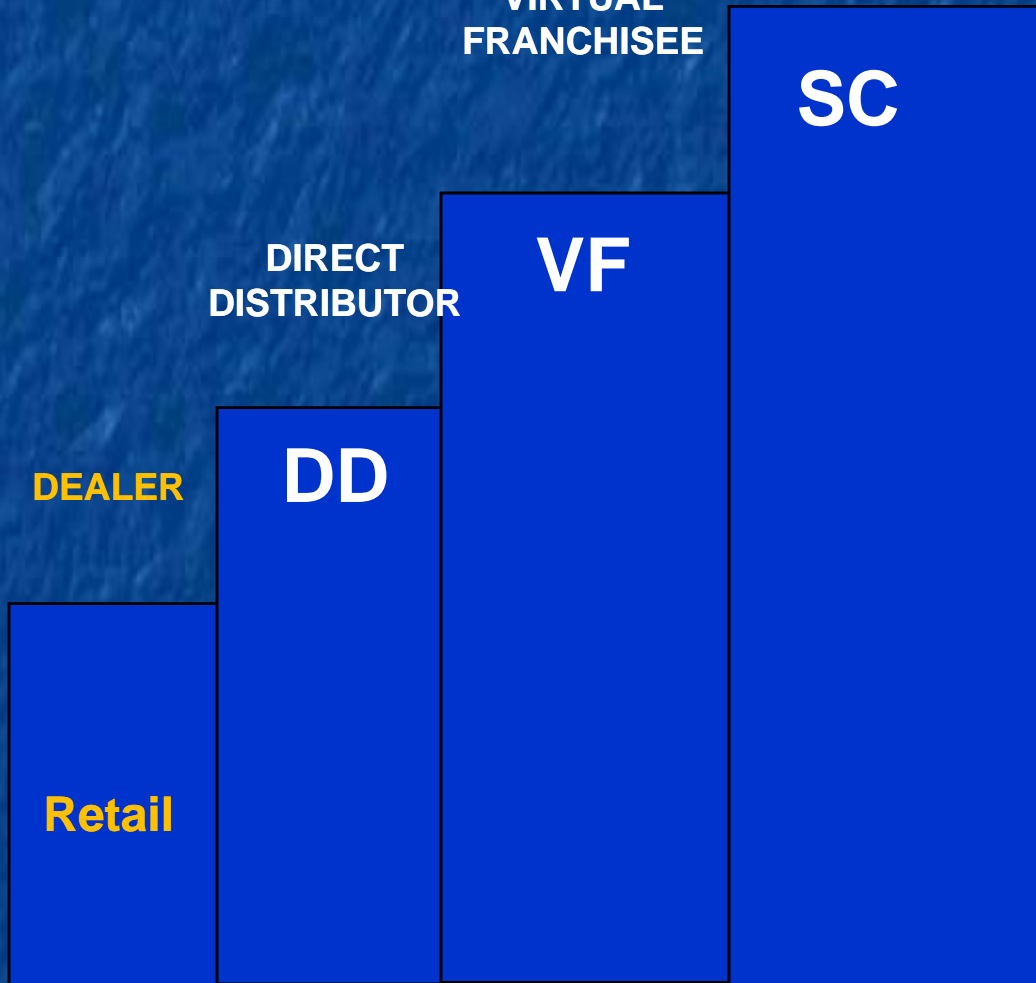
**DIRECT
DISTRIBUTOR**

VF

DEALER

DD

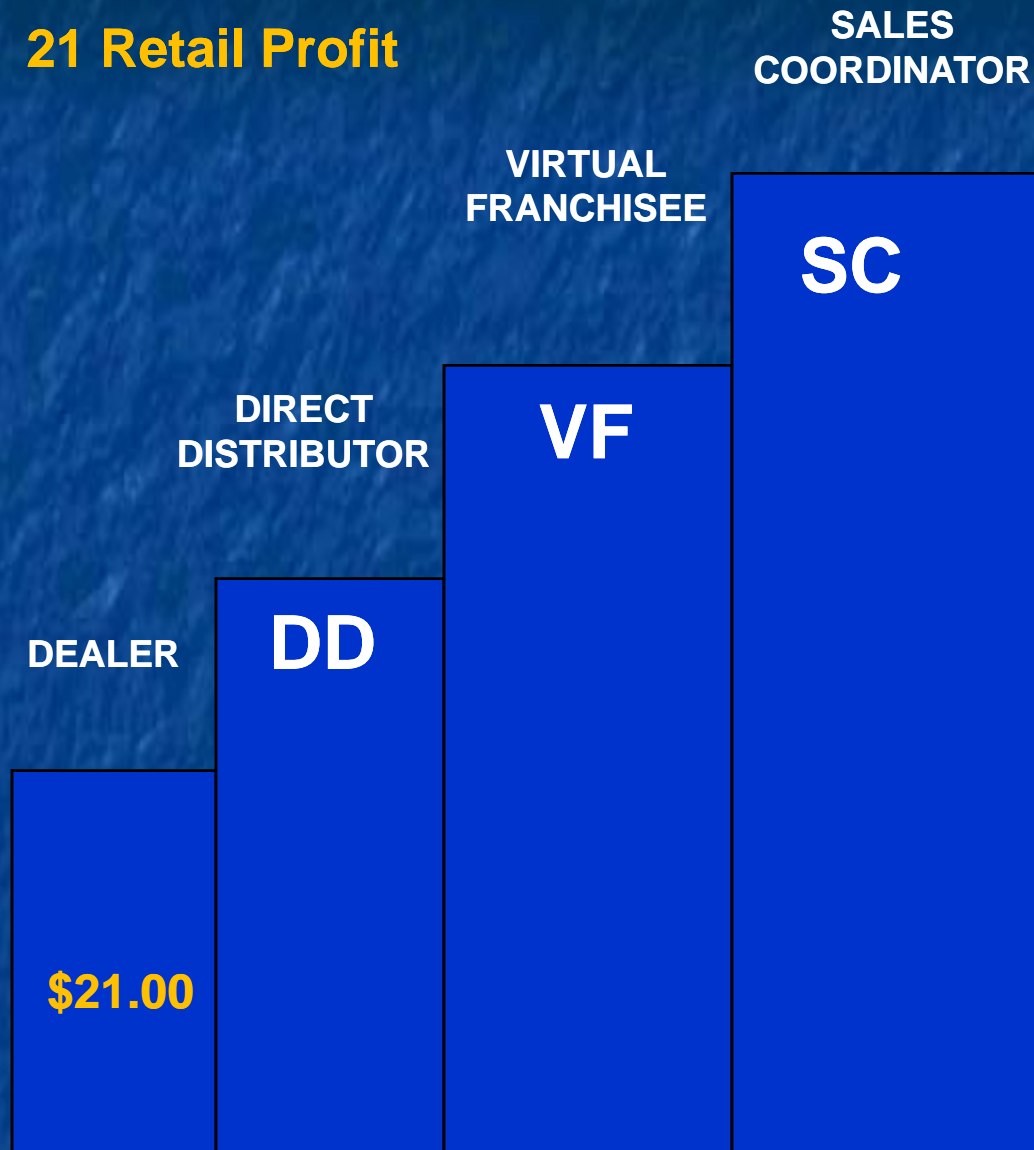
Retail



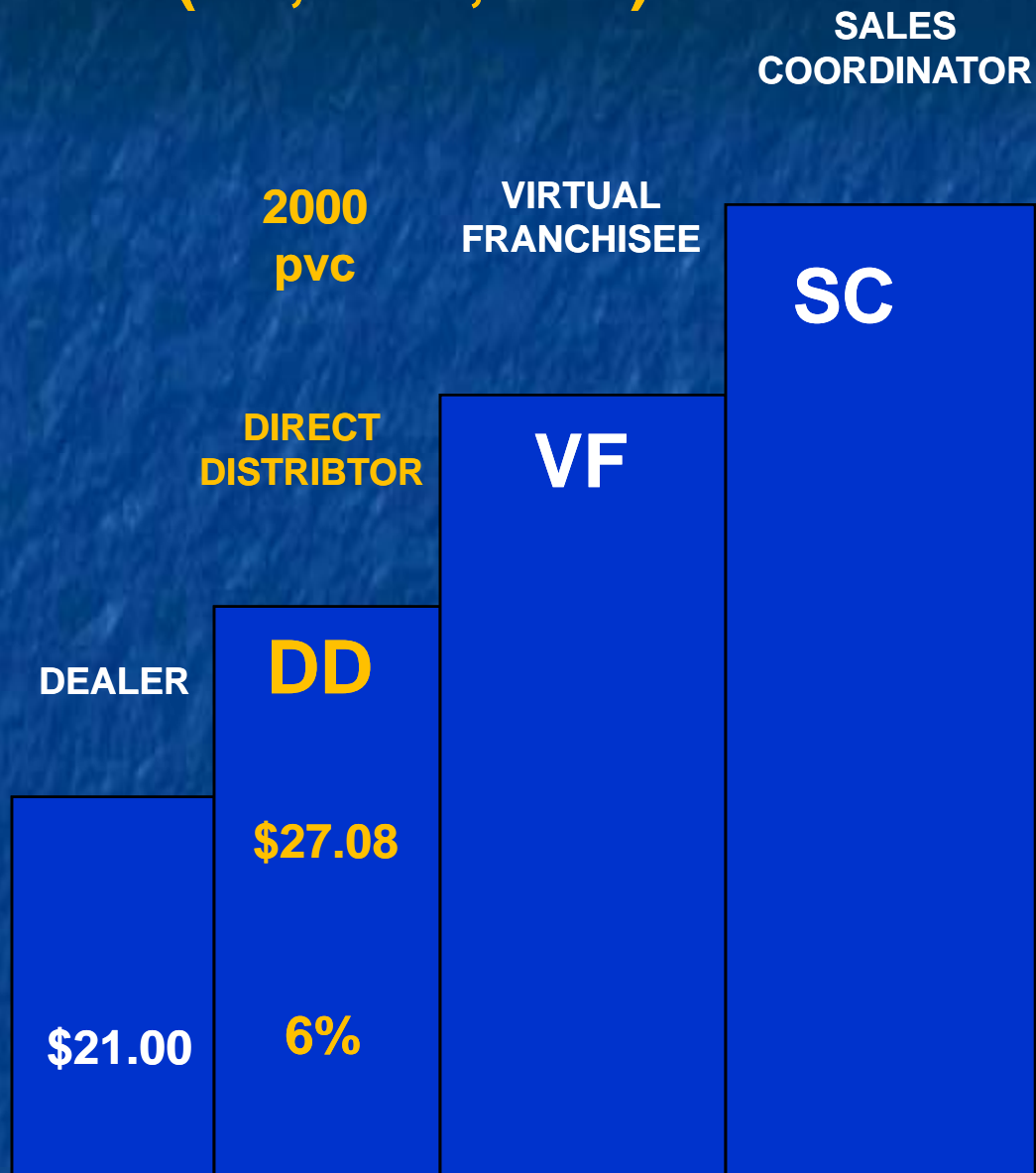
\$156 Preferred Customer Price

-135 Wholesale Cost

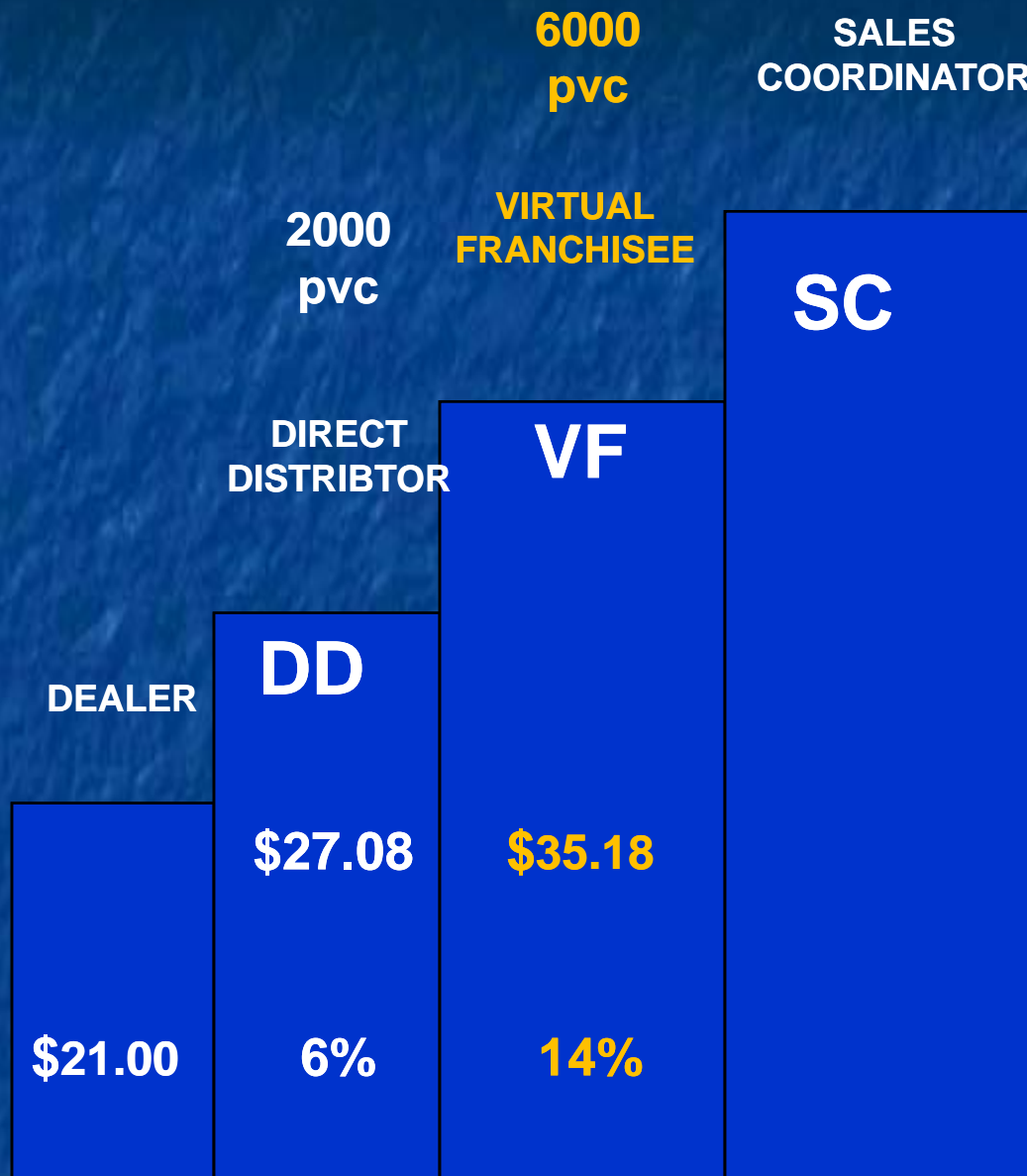
\$ 21 Retail Profit



2. Wholesale Commissions (6%, 14%, 22%)



All volume is cumulative
All positions are permanent
No quotas or minimums



**Accumulate
12,000 group pvc
and 3 legs with DD**

6000
pvc

**SALES
COORDINATOR**

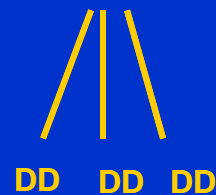
2000
pvc

**VIRTUAL
FRANCHISEE**

**DIRECT
DISTRIBUTOR**

VF

SC



DEALER

DD

\$27.08

6%

\$35.18

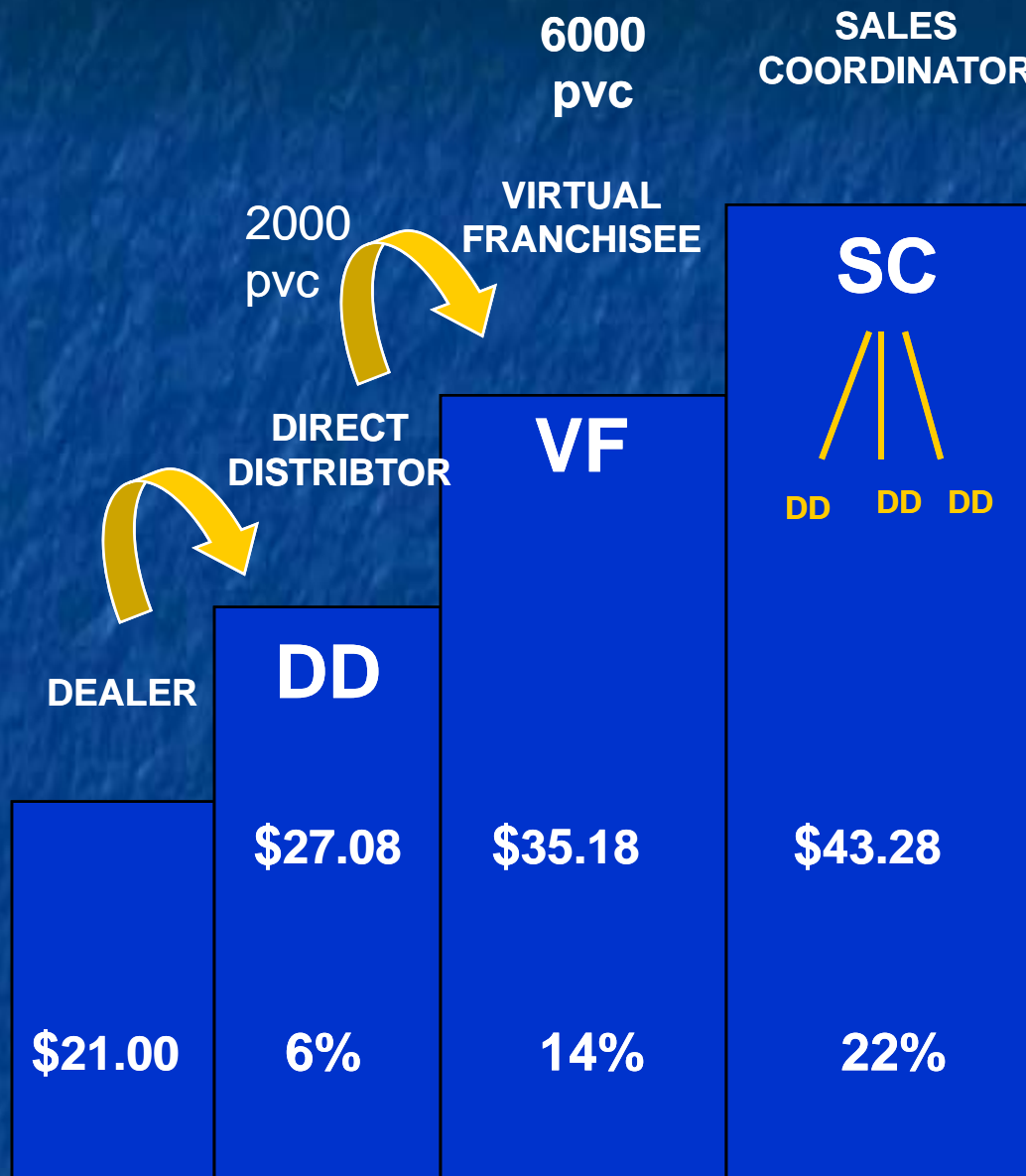
14%

\$43.28

22%

\$21.00

Fast Track Program



To become:

Direct Distributor

Virtual Franchisee

Accumulate:

2000 PVC

6000 PVC

or Fast Track:

500 PVC in 30 days

2000 PVC in 60 days

- 3. Performance Bonus (5%)**
- 4. Promote Out Bonus (4%)**
- 5. Business Incentive Bonus**

(Similar to an expense allowance)

Depending upon your Leadership Position, 10% or 20% of your previous month's commissions will be added to the current month's total earnings.

LEADERSHIP BENEFIT POSITIONS

NMD

**20% BIB
up to \$3,000/mo.**

Plus

Major Medical

Dental

Life Insurance

Disability Insurance

Prescription Card

Family Tuition

**Holiday Bonus
and more!**

QNMD

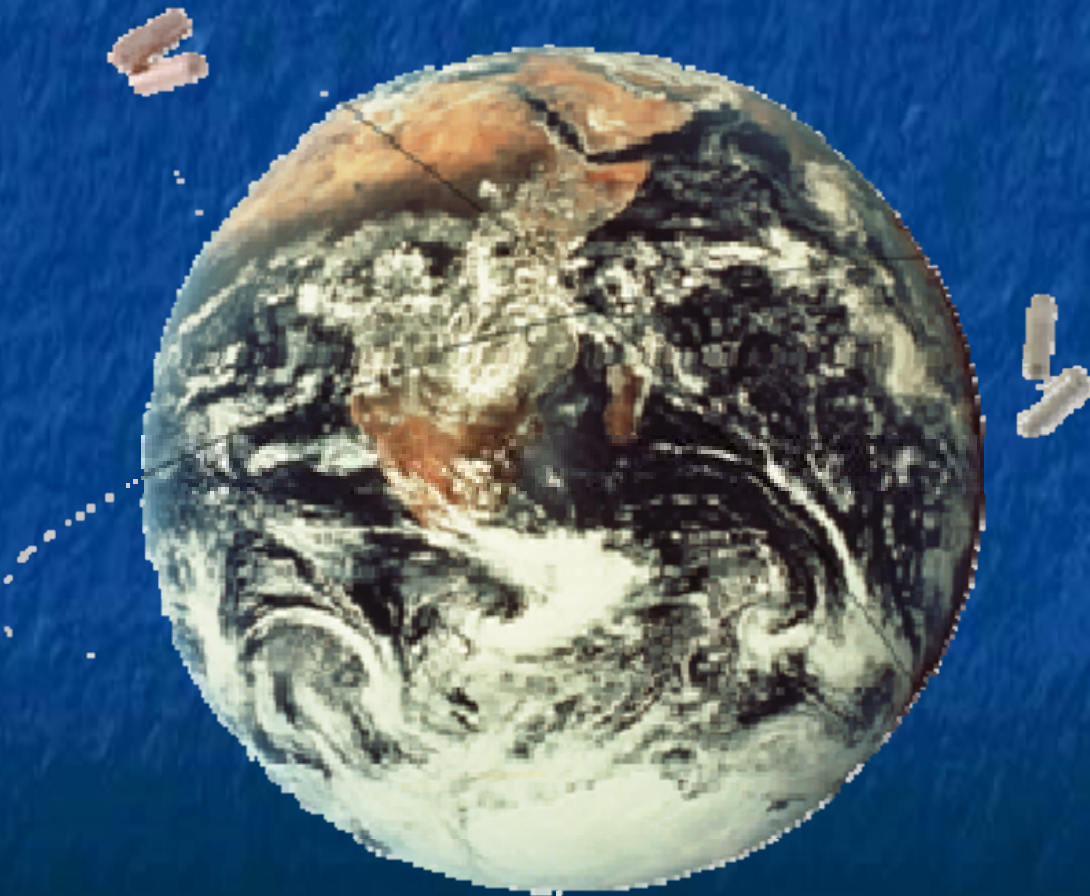
**20% BIB
up to
\$1,000/mo.**

SSC

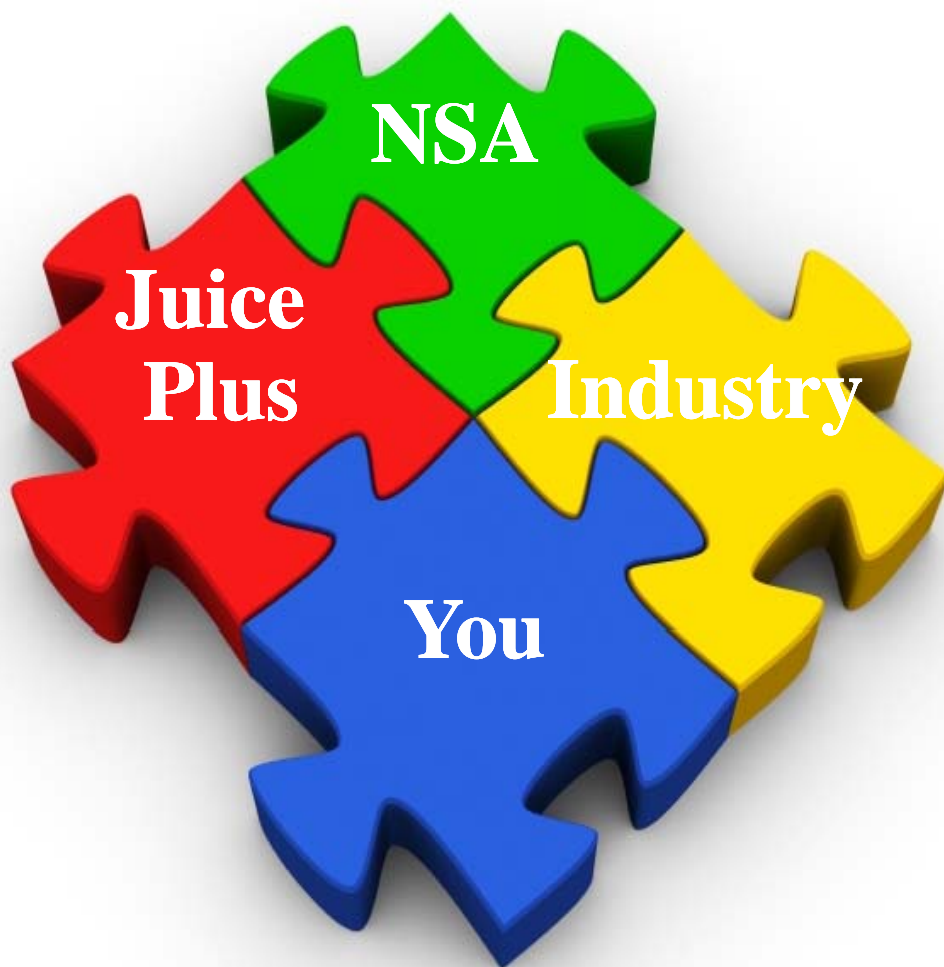
**10% BIB
up to
\$500/mo.**

There is a crisis, a trend of epidemic proportions opposite to wellness-a crisis of overweight & obesity....When you go out into the world to help improve people's personal & economic wellness, you are adding value to society and contributing to the betterment of the world.

Paul Zane Pilzer
A Tale of Two Industries



The Pieces Are All In Place



What does your
future hold?



Design your life

**We invite you to
join our team**



Making a difference