



## THE MAKER OF JUICE PLUS+®

### Mission Statement

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

### Corporate Highlights

- Founded 1970 – over 35 years of success
- Over \$6 billion in sales to date
- Global operations in over 20 countries
- Founder: Jay Martin, President
- Strong management team in place

### Product-driven Business

- Narrow product focus
- 1970s fire and smoke detectors
- 1980s water and air filtration
- 1990s preventative health care
- 2000 Juice Plus+® “The next best thing to fruits and vegetables”

### The NSA Virtual Franchise®

- Distributor-focused/customer-driven
- \$50 application fee
- Build one customer at a time
- Brand-name product
- Less than 2% turnover in field leadership
- Low fixed costs
- Relationship driven

### Juice Plus+® Highlights

- 17 different fruits, vegetables, and grains
- Whole food based nutrition
- Food label
- Independent research  
13 published studies  
Many ongoing
- Involvement of health professionals

### Compensation Plan

- Designed for immediate and long-term income
- Repeat sales through automatic shipment by NSA
- Performance bonuses
- Leadership benefits
  - Health Insurance
  - Life Insurance
  - Dental coverage
  - Disability
  - Tuition reimbursement
  - Year-end bonus

### The NSA Promise:

#### 100% No-risk Guarantee

*NSA is so certain that you can use their Juice Plus+® product and their tried and proven system to build a profitable business of your own – your own successful NSA Virtual Franchise® – that NSA offers a 100% “No-risk” Repurchase Guarantee on your initial product purchase as a new NSA distributor during your first 90 days in business. This gives you plenty of time to follow the NSA game plan, work the business, and experience success for yourself.*

# NSA

## Past, Present, and Future

NSA was founded in 1970 by Jay Martin, a young school teacher-turned-entrepreneur who is still President and CEO of the company today. Under his leadership, NSA has grown from a small direct sales company in the early 1970s into a large, successful and profitable enterprise operating in more than 20 countries today. NSA's focus has always been on marketing innovative new products that improve people's health and well-being.

- In the early 1970s, NSA marketed in-home fire detectors years before they were mandated by building codes.
- During the 1980s, NSA built a water and air filtration business that helped fuel a growing public awareness of the importance of drinking better water and breathing cleaner air.
- During the 1990s, NSA introduced Juice Plus+® at a time when only a few members of the medical and scientific community were beginning to realize the importance of whole food based nutrition.

One of the keys to NSA's long track record of success lies in its marketing approach: NSA has always sold its products through independent distributors and always will.

- In the 1970s, NSA laid a solid strategic foundation for its future as a successful direct sales company.
- In the 1980s, NSA implemented an innovative compensation plan adapted from the network marketing industry.
- In the 1990s, NSA added the simple sales system, the unique Preferred Customer Program, state-of-the-art Internet Support, and a number of other innovative marketing and support programs that have made the NSA Virtual Franchise® what it is today.

Now, more than 35 years and over six billion dollars later, NSA continues to focus on improving people's health and wellness with Juice Plus+®, and on providing people the opportunity to build stable and lasting businesses of their own with the NSA Virtual Franchise®.

## **The NSA Virtual Franchise®**

The NSA Virtual Franchise® is designed for people who want to start their own business and control their own financial destiny, but want to avoid the cost and the risk involved with more traditional businesses.

Like a traditional franchise, your NSA Virtual Franchise® allows you to build a profitable business of your own, behind a brand-name product, using a tried and proven system. You then share that system with others and receive a share of their profits in return, with the support of a large and stable parent company.

### **However, the NSA Virtual Franchise® offers important advantages over a traditional franchise:**

- You don't need to spend a lot of money.
- You don't have fixed overhead and labor costs.
- You don't face any financial risk.
- You don't have fixed territories or set schedules.

### **The NSA Virtual Franchise® links you and NSA in a unique, rewarding business partnership, which allows you to:**

- build a profitable business using name-brand products and a tried and proven system.
- build a customer base and develop a distributor network by sharing the system with others.
- receive a percentage of the sales volume of the other businesses.
- receive effective support for you, your customers, and your distributors.

It's really that simple.

### **With the NSA Virtual Franchise® you have three long-term objectives:**

- Build a customer base of satisfied, consistent users of the Juice Plus+® products.
- Build a nucleus of people who are effectively building their own Virtual Franchise businesses.
- Build an income stream from a part-time income to a full-time income.

## **It starts with the product: Juice Plus+®**

Your NSA Virtual Franchise® is built around one of the most compelling new products of our time – Juice Plus+®.

Like most breakthrough products, the idea behind Juice Plus+® is simple. It provides the nutritional essence of 17 fruits, vegetables, and grains in convenient and inexpensive capsule form: a wide variety of nutrients, including vitamins and antioxidants, phytonutrients and enzymes, minerals and fiber.

Medical evidence is mounting that whole food based nutrition, like that found in Juice Plus+®, is the key to better health, especially when it comes to helping prevent degenerative diseases like heart disease, stroke, and cancer. Despite this growing evidence of the value of good, whole food nutrition, people are eating more poorly than ever.

Whole food based nutrition is the answer, and Juice Plus+® is leading the way.

- Juice Plus+® has become a recognized brand name in the United States and is now expanding that recognition around the world.
- Juice Plus+® is backed by an unprecedented program of independent clinical research demonstrating, among other things, that taking Juice Plus+® supports the immune system, improves circulation, lowers homocysteine, and may reduce DNA damage.
- Research on Juice Plus+® has been published in peer-reviewed international scientific journals like *Current Therapeutic Research*, *Nutrition Research*, *Integrative Medicine*, *Journal of the American College of Cardiology*, and *The Journal of Nutrition*.
- Thousands of health professionals are taking Juice Plus+® themselves and recommending Juice Plus+® to their patients and clients.

Juice Plus+® is the right product at the right time.

## **The NSA Virtual Franchise®: You build it. We support it.**

Your primary responsibilities as the “owner” of an NSA Virtual Franchise® are to: build a customer base, develop a distributor network, and maintain an ongoing relationship with both. We do everything else, supporting not only you and your business, but your customers and distributors on your behalf.

When you “sign up” a Juice Plus+® Preferred Customer, for example, we:

- ship their Juice Plus+® product directly to them from our warehouse.
- send them a “welcome letter” in their first shipment of Juice Plus+®.
- enroll them in the e-Customer Follow-up Program (see Chapter 8 for more details).
- provide them with a special, toll-free Preferred Customer phone number where they can receive ongoing customer service and support.
- reinforce the Juice Plus+® habit by sending them our Prevention Plus+ newsletter two to three times a year.
- invoice them, collect their payments, and pay your retail profit and commissions – automatically.

We even offer a popular “installment” program in which we send your customers a full four-

month supply of Juice Plus+® up front and then collect from them in four easy monthly payments.

We also support you and the distributors in your organization by:

- sending all new distributors a “Starter Kit.”
- providing an experienced and professional Distributor Support Department.
- mailing active distributors our Prevention Plus+ newsletter, our *Success Express* and *Virtual Franchisee* magazines, and advance itineraries to our twice-a-year Leadership Conferences (a total of at least six mailings a year).
- maintaining distributor genealogies, calculating commissions, and mailing out checks – on time, without fail, every month.
- assigning a Corporate Business Partner to every distributor who is on his or her way to the Senior Sales Coordinator level.
- providing speakers for major Prevention Plus+ health education meetings around the country.
- sponsoring twice-a-year Leadership Conferences and supporting weekend “Boot Camps” and similar business training events throughout the year.
- recognizing distributor successes with cash awards and listings in our monthly “NSAwards” bulletin and other distributor recognition programs.
- offering a variety of training, business-support and sales-support services, including Voicecom, the Prevention Plus+ Hotline, and our NSA Virtual Office Internet Support Program. (For more information, visit us at [www.nsavirtualoffice.com](http://www.nsavirtualoffice.com).)
- developing and offering a variety of professionally produced Juice Plus+® CDs, DVDs, and printed materials, utilizing health professionals to tell the Juice Plus+® story.
- developing and implementing new marketing programs to help you attract new customers and build your NSA business.

The NSA Virtual Franchise®. You build it. We support it.

## NSA, THE MAKER OF JUICE PLUS+®

NSA  
140 Crescent Drive  
Collierville, Tennessee 38017  
901-850-3000



*In 2005, NSA was proud to open their new Corporate Headquarters in Collierville, TN, a suburb of Memphis. The new building is a result of distributor efforts that have led to the continuing double-digit sales growth of Juice Plus+®. NSA needed the additional space not only to make current operations more efficient, but also to accommodate future growth. This is all part of our plan to continue providing the best customer care and distributor support to keep NSA growing steadily for the next 35 years.*

# CORPORATE DIRECTORY

## Mailing Address

NSA  
140 Crescent Drive  
Collierville, Tennessee 38017

## Hours:

Monday – Friday, 8:00 a.m. – 5:00 p.m. (CT)  
Saturday, 9:00 a.m. – 1:00 p.m. (CT)  
(Wholesale Order Department Only)

## Telephone and Fax Directory:

	Phone	Fax
Main number	901-850-3000	
Distributor Support	901-850-3000, press 3	901-850-3058
Distributor applications and promotions	901-850-3000, press 3	901-850-3063
Product-related assistance	901-850-3000, press 2	901-850-3061
Distributors inquiring about a customer's account	901-850-3000, press 1	901-850-3061
Wholesale Order Department	800-347-5947	901-850-3059
Preferred Customer Department	800-347-6350	901-850-3061
Warranty	800-347-8525	901-850-3059
Returns and Exchanges	800-347-8525	901-850-3059
Juice Plus+® Children's Health Study	901-850-3009	901-850-3060

## E-mail Directory:

Juice Plus+® Customer Service	jpcustomer@nsai.com
Distributor Support	distsupp@nsai.com
Juice Plus+® Children's Health Study	info@childrenshealthstudy.com

## Website Directory:

Juice Plus+®	<a href="http://www.juiceplus.com">www.juiceplus.com</a>
NSA Virtual Franchise®	<a href="http://www.nsavirtualfranchise.com">www.nsavirtualfranchise.com</a>
Distributor Website	<a href="http://www.nsavirtualoffice.com">www.nsavirtualoffice.com</a>
Juice Plus+® Children's Health Study	<a href="http://www.childrenshealthstudy.com">www.childrenshealthstudy.com</a>
Promo Plus+	<a href="http://www.nsapromoplus.com">www.nsapromoplus.com</a>
Voicecom (Intelliverse)	<a href="http://www.nsa.intelliverse.com">www.nsa.intelliverse.com</a>

## Other Important Contact Information:

Promo Plus+	888-552-8200
Juice Plus+® 24-Hour Information Hotline	800-942-1260
Voicecom (Intelliverse)	800-327-8898
Prevention Plus+ Health Education Conference Call	800-942-2606
(2 <sup>nd</sup> Wednesday of each month at 8:30 p.m., 9:30 p.m., 10:30 p.m., and 11:30 p.m., ET)	
Owner's Manual Training Call	212-990-7090

# NSA HOME OFFICE

## VOICECOM DIRECTORY

**NSA National Broadcast                      759-2759**

### **Distributor Support**

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Anderson, Michelle .....	758-4943
Bacon, Ginger .....	758-7674
Feast, Kat .....	758-4709
Clifton, Mike .....	758-4134
Cooper, Gloria.....	758-7673
Dubose, Elton .....	758-4973
Gwaltney, Danny .....	758-4975
Mathis, Tom.....	758-4979
Oxley, Tanya .....	759-2750
Roberts, Caryl .....	759-4292
Salazar, Jerie .....	758-4932
Selph, Terri .....	758-4531
Ventress, Natalie .....	758-4750
Waites, Jerry .....	758-4977
White, Todd.....	759-2753
Young, Sharon .....	758-4184

### **Product Support**

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Madero, Carlos .....	758-4522
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### **Sales and Marketing**

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Brady, Melissa .....	751-9462
Martin, Meredith .....	758-4823
Mathews, Randy .....	758-4965
Paganoni, D.J. ....	751-8299
Robinson, Denise .....	758-4526
Sanders, Yvette .....	758-4116
Watkins, Ron .....	758-4967
Wiles, Erin .....	758-4710



## YOUR SUPPORT TEAM

Welcome! **You are in business for yourself, BUT NOT BY YOURSELF!!!** You have a team of experienced mentors willing to teach you everything they know to ensure your success. WHY? Because YOUR business is THEIR BUSINESS! NSA rewards your support team as they help you build your business. They have a true stake in your success. What a concept! It's a true WIN-WIN situation and the purest form of people helping people. Your sponsor will help you gather the names of those with a direct financial connection to your business and even introduce you with three-way calls! You'll read more about the power of **the team** in Chapter 6!

<b>Your Sponsor</b>	<b>Phone</b>	<b>Cell (or other)</b>	<b>Voicecom</b>
Name_____	_____	_____	_____
E-mail_____	_____	_____	_____

<b>Other Sponsorship Team Members</b>	<b>Phone</b>	<b>Cell (or other)</b>	<b>Voicecom</b>
Name_____	_____	_____	_____
E-mail_____	_____	_____	_____

Name_____	_____	_____	_____
E-mail_____	_____	_____	_____

Name_____	_____	_____	_____
E-mail_____	_____	_____	_____

Name_____	_____	_____	_____
E-mail_____	_____	_____	_____

<b>Other Team Information</b>	<b>Number(s)</b>	<b>Schedule (Days/Times)</b>
Training/Conference Call_____	_____	_____
Additional_____		

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## NSA ONLINE

NSA supports a wide variety of websites to support you and your Juice Plus+® business.

Also, be sure that NSA has your e-mail address, so that you can stay connected to what's happening in the world of NSA. If we don't have your e-mail address on file, log in to your Virtual Office and add it. Navigate to Personal File and select Edit Personal Information.

### **Juice Plus+® – [www.juiceplus.com](http://www.juiceplus.com)**

Find out more about Juice Plus+® online – read about the latest Juice Plus+® published research studies and ongoing research, as well as hear what Health Professionals are saying about Juice Plus+®. Receive your very own personalized Juice Plus+® website with your Virtual Office subscription – a great place to send your customers and prospects as an additional exposure to Juice Plus+®.

### **NSA Virtual Office™ – [www.nsavirtualoffice.com](http://www.nsavirtualoffice.com)**

Manage your Juice Plus+® business online 24 hours a day, 365 days a year with your very own password protected website. Receive up to the minute information about your customers and your team, access the latest sales tools, receive a personalized Juice Plus+® website, manage your customer's accounts, find events happening in your city and around the globe, and more.

### **The NSA Virtual Franchise® – [www.nsavirtualfranchise.com](http://www.nsavirtualfranchise.com)**

Want to learn more about what the NSA Virtual Franchise has to offer? Visit our Virtual Franchise website to learn what it's all about – and how you can benefit from sharing Juice Plus+® with those around you.

### **The Juice Plus+® Children's Health Study – [www.childrenshealthstudy.com](http://www.childrenshealthstudy.com)**

The Juice Plus+® Children's Health Study is dedicated to improving the state of children's health and nutrition. Find out more information about the Study – and find out who is eligible and how you can enroll people you know in the Study.

### **NSA Promo Plus+ – [www.nsapromoplus.com](http://www.nsapromoplus.com)**

The best way to share Juice Plus+® is through a series of exposures. What better way to “expose” people to Juice Plus+® than to share with them a wide variety of sales tools – from brochures to Audio CDs and DVDs. Visit NSA Promo Plus+ today for not only the latest sales tools, but also to see how you can share Juice Plus+® by wearing it – on shirts, bags, hats, and more!

### **Voicecom – [www.nsa.intelliverse.com](http://www.nsa.intelliverse.com)**

NSA provides to its distributors an interactive voice messaging system – a great way to stay in touch with what's happening in the world of NSA – and within your team! Visit [www.nsa.intelliverse.com](http://www.nsa.intelliverse.com) to learn how you can become connected.