

# Juice Plus+® Omega Blend

Plant based omega supplement

## Juice Plus+® Omega Blend Positioning

Juice Plus+ offers variety of nutritional products that add much needed plant-based, whole food nutrition to your diet. It starts with **Juice Plus+ Orchard, Garden, and Vineyard Blends**, “the next best thing to fruits and vegetables.” These foundational products provide a wide variety of healthful nutrition from the dried juice powders of 30 different fruits, vegetables, and berries in convenient capsule and chewable forms.

Our newest Juice Plus+ capsule blend – **Juice Plus+ Omega Blend** – complements our Orchard, Garden, and Vineyard blends. We’ve learned that the #1 supplement that our

customers take in addition to Juice Plus+ Orchard, Garden, and Vineyard is an omega fatty acid supplement of some kind– usually containing only omega 3. Juice Plus+ Omega Blend takes omega supplements to a whole new, whole food level. Our omega product is a naturally balanced plant-based blend of omega fatty acids – not just Omega 3, but also Omega 5, 6, 7 and 9. We don’t extract our omegas from fish sources, as most other omega supplements

do; we use the original source, algae, instead. We also include cold-pressed oils from five other seeds and berries in which omega fatty acids naturally occur.



We all need to eat better. We especially need much more nutrition from fruits and vegetables in our diets – including omega fatty acids. Juice Plus+ Orchard, Garden, and Vineyard Blends help you Bridge the Gap® between what you should eat and actually do eat, every day, when it comes to antioxidants and other micronutrients from fruits and vegetables. Juice Plus+ Omega Blend helps you Bridge the Gap® between the omega fatty acids you should be getting from your diet, and the omegas you are actually getting from your diet, every day.

## Why Juice Plus+® Omega Blend capsules?

- As we've already mentioned, an omega fatty acid supplement is the #1 supplement that our customers take in addition to their Juice Plus+ Orchard, Garden, and Vineyard Blend capsules and/or chewables.
- There is large and growing scientific evidence that a diet rich in omega fatty acids supports a broad array of health benefits, including heart, brain, joints, skin, and eyes.
- Like most diet-related phenomenon, of course, the reality is that people can't, won't or don't get enough omegas in their diets – especially from high quality plant sources.
- Like our foundational fruit, vegetable, and berry blend products, Juice Plus+ Omega Blend “Bridges the Gap” between what people should eat, and what they actually do eat, every day.

## Juice Plus+® Omega Blend product and formula

Juice Plus+ Omega Blend is a naturally balanced blend of plant-based oils containing Omega 3, 5, 6, 7, and 9 fatty acids in convenient capsule form.



- We encapsulate oils from six different whole food sources: algae, pomegranate seeds, sea buckthorn berries, raspberry seeds, tomato seeds, and safflower seeds.
- We “cut out the middle fish” by taking our Omega 3s from the original algal source that the fish eat, not from the fish. This provides us a purer, more sustainable source of Omega 3s – from algal oil.

- We add oils from the berries and seeds of five other plants to round out the product’s Omega profile by providing a broad array of omega fatty acids – 3, 5, 6, 7 and 9 balances as they actually occur in nature. We cold press these oils to ensure minimal impact on their nutritional quality and integrity.
- We encapsulate these oils in a vegetarian capsule made from tapioca. The two halves of this capsule are fused together using a new, state-of-the-art encapsulation process that avoids the need for higher temperatures that can negatively impact the nutrition inside.



**Juice Plus+ Omega Blend:**

- contains 100% non-GMO ingredients.
- is gluten-free.
- contains no artificial colors, flavors, preservatives, or added starch.
- will be NSF and Kosher certified.

**Juice Plus+® Omega Blend Capsule and Packaging Configuration**

Capsule:	Vegetarian two-piece capsule. Size "00" - same size as other Juice Plus+ capsules.
Capsule count:	120 per bottle
Recommended daily consumption:	2 per day
Carton configuration:	2 bottles per carton, just like Vineyard Blend 4-month supply

## Why a Supplement Facts panel instead of a Nutrition Facts panel?

We have chosen to use a “Supplement Facts Panel” as opposed to the Nutrition Facts panel used in the U.S. for Juice Plus+ Orchard, Garden, and Vineyard Blends for two main reasons.

1. Because of the nature of the product and its focus on providing specific nutrients – Omega fatty acids – a Nutrition Facts label would be completely useless, offering little more than a series of zeros.
2. Providing a Supplement Facts panel will also facilitate quantitative comparisons with other omega supplements.

<b>Nutrition Facts</b>	
Serving Size 2 capsules (1.7g)	
Servings Per Container 60	
Amount Per Serving	
<b>Calories</b> 15	Calories from Fat 15
	% Daily Value*
<b>Total Fat</b> 1.5g	2%
<b>Sodium</b> 0mg	0%
<b>Total Carbohydrate</b> <1g	<1%
<b>Protein</b> 0g	
Vitamin A 0%	Vitamin C 0%
Calcium 0%	Iron 0%
*Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs:	

<b>Supplement Facts</b>		
Serving Size 2 capsules (1.7 g)		
Servings Per Container 60		
Amount Per Serving	% Daily Value*	
Calories	15	
Calories from Fat	15	
Total Fat	1.5 g	2%*
Proprietary blend of algal oil, pomegranate seed oil, sea buckthorn berry oil, raspberry seed oil, safflower seed oil, tomato seed oil		
	1354 mg	†
Typically providing the following fatty acid profile:		
Total Omega Blend	925 mg	†
Omega 3	375 mg	†
DHA (Docosahexaenoic acid)	175 mg	†
EPA (Eicosapentaenoic acid)	100 mg	†
ALA (Alpha-linolenic acid)	50 mg	†
Omega 5 & 7 Blend	250 mg	†
Omega 6 & 9 Blend	300 mg	†
*Percent Daily Values are based on a 2000 calorie diet.		
†Daily Value not established.		