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## **Juice Plus+, Leading Health and Wellness Company, Launches in Mexico**

The company brings its plant-based products and unique business opportunity to its 26<sup>th</sup> global market as part of its mission to inspire healthy living around the world.

**Mexico City, Mexico September 9<sup>th</sup>, 2020** | Starting today, The Juice Plus+ Company, the leading, global health and wellness company headquartered in Memphis, Tennessee, USA, is open for business in Mexico. Juice Plus+ products offer the best of plant-based nutrition, helping people bridge the gap between what they should eat – and what they do eat – every day.

Juice Plus+ products, which initially include Capsules and Chewables in Mexico, share a common nutritional philosophy that helps them stand out in the market: an emphasis on the whole food, plant-based nutrition that is so important in diets. These Juice Plus+ products, which are also vegan, gluten free, non-GMO and kosher, contain nutrition from a wide variety of fruits, vegetables containing thousands of micronutrients, along with selected vitamins and other whole food-based ingredients.

Juice Plus+ is sold through independent sales partners, offering people a unique part-time, home-based income opportunity that combines the best of direct sales and e-commerce. As part of today's gig economy, the C2C (Consumer to Consumer) business opportunity offers people from all walks of life a way to earn extra money by sharing Juice Plus+ products and helping others live healthier lives. It provides the opportunity for people to create a retail business without any of the costs and hassles of product selection, buying inventory, paying employees or billing and collecting from customers.

**Gustavo Beltran, Director, Mexico Operations at Juice Plus+** believes that Juice Plus+ is a great fit for the Mexican market. "Health and wellness have never been more prominent in the minds of Mexicans and now is the perfect time for us to bring Juice Plus+ products to Mexico. We believe adding more nutrition from fruit and vegetables to your diet in a convenient way is something that everyone needs. Our Juice Plus+ products help you bridge the gap between what you should eat, and what you actually do eat."

**Beltran continues**, "We know that the people of Mexico have never been more open to new income opportunities. For those interested in building a business of their own, we like to think of ourselves as an "entrepreneurship factory," bringing a unique home-based C2C business opportunity to anyone with the energy and the desire to build it. All you need is a passion for healthy living."

**Paulo L. Teixeira, CEO of Juice Plus+**, is pleased to add Mexico to the growing list of Juice Plus+ countries. "We are thrilled to be entering into this very promising and dynamic market – our 26th market, globally. We are living in unprecedented times and we are excited to bring our truly exceptional, clinically tested products to Mexico, through our world class supply chain supported by a mission-driven community of 200,000 independent sales Partners and 1.2 million customers."

### **What is Juice Plus+?**

Juice Plus+ offers the best of plant-based nutrition, helping people bridge the gap between what they should eat – and what they do eat – every day.

**Juice Plus+ Fruit, Vegetable and Berry Capsules:** Juice Plus+ Fruit, Vegetable, and Berry capsules contain a unique blend of powders from 30 different fruits, vegetables and berries which include thousands of micronutrients, combined with selected vitamins and other plant substances.



**Juice Plus Fruit, Vegetable and Berry Chewables:** Ideal for children and for those who hate to swallow capsules, Juice Plus+ chewables complement your diet with added nutrition from 30 different fruits, vegetable and berries – along with selected vitamins and other plant ingredients – in a delicious chewable tablet form.

**Juice Plus+ Omega Blend:** Juice Plus+ Omega Blend provides multiple Omega fatty acids (Omega 3, 5, 6, 7, and 9) – all from plant-based sources including pomegranate seed oil, blackcurrant seed oil, sea buckthorn berry oil, and safflower oil, and not from fish-based source, unlike most other Omega supplements.

### **How to become a Juice Plus+ Partner**

Whatever the goal is – sharing Juice Plus+ with a few friends and family, building a Juice Plus+ customer base part-time, or pursuing a full-time opportunity – Juice Plus+ brings everyone the opportunity to reach their goal: wherever they are, whenever they want. Find out more [www.juiceplus.com](http://www.juiceplus.com).

### **Juice Plus+ Complete Donation in Mexico**

Juice Plus+ Mexico made a donation of 9,000 Complete by Juice Plus+ Snack bars to the foundation “Nutriendo para el futuro de los niños” and the movement “Operación Pulga”. The donation provided nutritional support to 600 families in San Luis Potosí, whose income was affected by the current health and economic crisis in the country. **Gustavo Beltran, Director, Mexico Operations at Juice Plus+** commented *“We are glad to join forces with an organization who by the goodwill in society, is supporting the people in need in Mexico, especially during these extraordinary times”*.

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### **Boilerplate**

#### **About Juice Plus+**

The Juice Plus+ Company is a global health and wellness company with a mission to inspire healthy living around the world. It operates in 26 markets globally and is supported by a mission-driven community of 200,000 independent sales Partners and over one million customers.

#### **What is Juice Plus?**

Juice Plus+ is committed to making healthy living easier with plant-based nutritional products that are as close to nature as possible, and a supportive healthy lifestyle community. The core products are the Juice Plus+ Capsules and Chewables made from 30 different fruits, vegetable and berries with selected vitamins and other plant ingredients. The Juice Plus Company operates a unique combination of direct sales and e-commerce also known as the consumer-to-consumer (C2C) model which allows customers to become Partners and earn extra income whilst promoting the exceptional product offerings. Partners have the freedom and flexibility to choose their own working hours and locations, and to join a community of like-minded people as they inspire healthy living within their communities.

For more information, visit [JuicePlus.com](http://JuicePlus.com).

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