The Perfect Part-time Business for Busy People
The NSA Virtual Franchise® is the perfect part-time business for busy people.

It’s designed for people who want to own their own businesses and gain more control over their financial destinies while avoiding the cost and the risk usually involved with owning a business.

Like a traditional franchise, the NSA Virtual Franchise® lets you . . .

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, too.

The NSA Virtual Franchise® offers important advantages over traditional franchises.

There is:

- no need to invest or spend a lot of money.
- no fixed overhead and no labor cost.
- no financial risk.

Success at NSA is earned, not bought.

The NSA Virtual Franchise® is a simple business that links you and your parent company, NSA, in a unique, positive, and rewarding business partnership.

- You build a customer base, then develop a network of other franchisees if you choose.
- NSA helps support both your customers and your franchisees with innovative and professional marketing and internet programs.
Your NSA Virtual Franchise® is built around one of the most compelling 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.

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

Adding the whole food based nutrition of Juice Plus+® to your diet is the answer.

**It starts with the product – Juice Plus+®.**

- Juice Plus+® has become **“America’s Brand Name for Prevention”** and is rapidly building a name for itself around the world.

- Juice Plus+® is supported by an unprecedented program of **independent clinical research** demonstrating, among other things, that taking Juice Plus+® reduces oxidative stress, helps support the immune system and protect DNA, and promotes cardiovascular wellness.


- **Thousands of health professionals** are taking Juice Plus+® themselves and recommending Juice Plus+® to their patients and clients.

Juice Plus+® is just the right product at just the right time.
It’s driven by a “tried and proven system” that is simple and duplicatable.

The NSA Virtual Franchise® provides you with a “tried and proven system” for attracting new Juice Plus+® customers and building your own business. It’s a system that is simple for you to learn and easy to explain to others.

You don’t have to be an accomplished salesperson to be successful in the Juice Plus+® business.

1. **Share your own excitement about Juice Plus+® with people you know.**

   The best way to get people interested in learning more about a product is for them to hear about it from a person they know and trust. So we encourage you to simply talk about Juice Plus+® with people you know: friends, relatives, neighbors, people you work with, people you go to church or school with. We call this your “warm market.”

   Our business is about sharing Juice Plus+® with friends and acquaintances, not selling it to strangers.

2. **Ask them to listen to a Juice Plus+® CD or watch a Juice Plus+® DVD.**

   You don’t have to be an M.D. or a biochemist to explain Juice Plus+® to people. Our Juice Plus+® CDs and DVDs do that for you. Let health professionals explain why fruits and vegetables are so important to health and wellness, and how Juice Plus+® fills the critical void that exists in most people’s diets. (Using the audios and videos also shows other people how easy it is to do the Juice Plus+® business.)

3. **Follow up.**

   Once someone has listened to the CD or viewed the DVD, ask them what they liked about it, then encourage them to get started on Juice Plus+® by becoming a Juice Plus+® Preferred Customer. Now you’ve taken the first step toward building your own NSA Virtual Franchise®.
You build your own Virtual Franchise, one customer at a time.

Under our unique Preferred Customer program, you **earn a retail profit each time you add a new Juice Plus+® Preferred Customer**. We ship the product, bill your customer, collect the money, and send the retail profit to you automatically each month.

As you continue to add Juice Plus+® customers, you **automatically qualify to earn commissions, too**, in addition to your retail profit.

- Our commissions are based on **how much business you accumulate over time**.

- You build your business and **qualify for commissions at your own pace**: the business you build accumulates automatically.

- Once you’ve earned a given commission level, you stay there; you **never have to “re-qualify”** for that level again.

Unlike with many other home-based businesses, with the NSA Virtual Franchise® you **don’t have to “recruit” to succeed**. You can simply continue to add Juice Plus+® customers and profit from their continuing business. But **sharing the business with just a few others can help it grow much faster**.
Earn more money faster with our Fast Track program.

The NSA Virtual Franchise® is a part-time business. But if you’re really serious about starting that business and are willing to devote consistent effort during your first 60 days, we offer a special Fast Track program that focuses on adding just 10 new Juice Plus+® customers each month.

- First, of course, you need to **become a Juice Plus+® Preferred Customer yourself** if you haven’t already done so. (Most of our new distributors start out as Juice Plus+® customers.)

- Then, if you **sign up just 10 new Juice Plus+® customers during your first 30 days** in the business, we’ll Fast Track you to a 6% commission level, in addition to your retail profit.

- Finally, if you **sign up 10 more new Juice Plus+® customers during the next 30 days – for a total of 20 new customers during your first 60 days** in the business – we’ll Fast Track you to our 14% commission level, in addition to your retail profit.

They don’t even all have to be YOUR customers, because you also get credit for customers signed up by any new franchisees that you bring into the business.
Continue building a small, profitable “franchise” of your own.

Keep doing what you’ve been doing – adding 10 new customers each month. (We call it our “10-10-10-10” plan.) After just four months (120 days) in the business, you’ll have what we call a “qualifying business,” which simply means that you’ve qualified to earn additional bonuses.

People who reach this level of our business and start building to the next level average around $500 per month, or $6,000 per year.

Duplicate your “franchise” with three others.

Your next step in building your NSA Virtual Franchise® is to add three other people who want to do what you have just done – build a profitable Juice Plus+® business using our simple, duplicatable system.

Most distributors find these three people from among their growing Juice Plus+® customer bases. You teach them how to use the NSA’s “tried and proven system” to build qualifying businesses of their own.

People who reach this level of our business – the 3 Club – and continue building to the next level earn over $15,000 per year on average.
In building toward that next level – the 12 Club – your effort starts to shift from finding new franchisees in your own warm market to finding them through the warm markets of others.

You simply continue to teach other people to do what you just did: find three people from among their expanding customer bases who are interested in building qualified Juice Plus® businesses of their own.

If you **help each of your three distributors develop three of his or her own** – just like you did – you now have 12 distributors in your organization and are a member of our 12 Club.

People who reach this 12 Club level of our business, and continue building to the next level, earn over $40,000 per year on average.

If you **help each of those 12 distributors develop three of his or her own**, you will then have 39 distributors in your organization.

People who reach this 39 Club level of our business and continue building to the next level earn more than $120,000 per year on average.

Of course you’re not limited to duplicating in groups of three: that’s just our recommended minimum to ensure that you’re building a solid Juice Plus® organization. Have four, five, even ten franchisees reporting directly to you . . . the sky is the limit with NSA!
The business may be virtual, but the money is real.

With the NSA Virtual Franchise®, you use your own warm market contacts to develop a customer base and establish your own profitable business. Out of that customer base, you develop distributors who, in turn, expand your business through their customer bases.

You decide how far you want to go and how quickly you want to get there.

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<thead>
<tr>
<th>Club</th>
<th>Builder Description</th>
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<tr>
<td>You</td>
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*These numbers reflect actual average distributor earnings for the fourth quarter of 2005. For additional information, contact NSA Distributor Support at 901-850-3000.
You build it, we support it with a variety of innovative programs.

As the owner of an NSA Virtual Franchise®, your responsibilities are to build a customer base, develop a distributor organization, and maintain an ongoing relationship with both. We support you and your business – and help support your customers and distributors – with a variety of innovative marketing, customer support, and distributor support programs.

The Juice Plus+® Preferred Customer Program puts the “Virtual” in the NSA Virtual Franchise® by taking the investment and overhead out of the Juice Plus+® business. We ship a four-month supply of Juice Plus+® directly to your customer; bill them in four easy, monthly installments; collect their payments; and, automatically credit you with the profits and commissions from each shipment, including the full retail profit up front.

Our Juice Plus+® Prevention Plus+ meetings and materials use doctors and other health professionals to share the Juice Plus+® story. We feature health professionals on our CDs and DVDs and at our Juice Plus+® Prevention Plus+ health education meetings held all over North America. And your Juice Plus+® customers get a new Prevention Plus+ newsletter in every carton of Juice Plus+® that we ship.

One of the best ways to introduce Juice Plus+® to more than one customer at a time is through the use of Wellness Presentations. The best location is in your home, but you can also use offices, restaurants, community centers, libraries – anywhere a small group of people can gather. NSA provides a step-by-step guide to conducting successful Wellness Presentations.
**NSA Distributor Support** is dedicated to helping you succeed through a variety of training, business support, and sales support services. We provide experienced professionals to answer your business questions. We sponsor twice-a-year Leadership Conferences and weekend “Boot Camp” trainings all over North America. We keep you up-to-date through such publications as *Success Express* and *The Virtual Franchisee*, and services including Voice-Com, Fax-on-demand, and the Juice Plus+® Information Hotline. And we reward distributor successes with cash awards and special recognition through our “NSAwards” program.

Our **Professional Support Program** helps you bring doctors and other professionals with large patient or client bases into the Juice Plus+® business. This “system within our system” has already attracted thousands of busy doctors and other professionals by allowing them to incorporate the Juice Plus+® business into their daily routines.

**The Juice Plus+® Children’s Health Study** is measuring the effects that Juice Plus+® can have on children’s health and wellness: real life impacts such as how many days of school children miss due to illness and how many doctor’s visits they make. To encourage families to participate, the foundation provides free Juice Plus+® to children ages 6-15, as long as the parent uses Juice Plus+®, too.

**NSA online** supports your Virtual Franchise® with a variety of leading edge Internet websites. Manage your business from your online NSA “Virtual Office.” Share Juice Plus+® with others via your own personalized Juice Plus+® website. Take advantage of customers and leads generated from our public Juice Plus+® website and from telephone and e-mail inquiries to the company.
The NSA Promise: 
100% No-Risk Guarantee

Thanks to our innovative Preferred Customer Program, you don’t need to purchase product inventory with the NSA Virtual Franchise®: we ship Juice Plus+® products directly to your customers.

However, many people entering our business choose to purchase additional Juice Plus+® for their family members or other Juice Plus+® products for their customers to sample. As you are establishing your business, any product that you purchase and do not use during the first 90 days may be returned to NSA for a 100% refund. This allows plenty of time for you to follow our “tried and proven system,” work our business part-time, and experience success for yourself. (See “The NSA Promise” on the back cover.)

Starting your own Virtual Franchise

Getting started is easy.

Contact the NSA distributor who shared this information with you. He or she will help submit your Distributor Application along with your application fee. There is no other financial investment involved.

Of course, as we’ve mentioned before, the very first thing you will want to do is to become a Juice Plus+® Preferred Customer yourself, if you haven’t already done so. (Most of our new distributors started out as satisfied Juice Plus+® customers.) Then simply follow our “tried and proven system” for building a successful Juice Plus+® business of your own.
The Virtual Franchise® System 10-10-10-10

1. Become a Juice Plus+® Preferred Customer yourself.
2. Submit an NSA Distributor Application.
3. Earn more money faster by adding 10 customers per month for your first 60 days.
4. Continue adding 10 customers per month for the next 60 days to establish a “qualifying business.”
5. Duplicate Steps 1-4 with others.

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NSA: The company behind your Virtual Franchise

NSA was founded in 1970 by Jay Martin, a young schoolteacher-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 marketing enterprise operating in more than 20 countries today.

NSA is privately owned. The company’s corporate headquarters is in Collierville, Tennessee, a suburb of Memphis.

NSA’s focus has always been on marketing innovative products that improve people’s health and well-being.

- During the 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 communities were beginning to realize the importance of whole food based nutrition.
NSA plans to continue to focus on Juice Plus® and whole food based nutrition well into the 21st century – and beyond. “We’ve barely scratched the surface of Juice Plus® business potential,” Martin explains.

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

Now, more than 30 years and over $6 billion dollars later, NSA continues to focus on improving people’s health and wellness with Juice Plus®, and on providing people with the opportunity to build stable and lasting businesses of their own with the NSA Virtual Franchise®.

Learn more about NSA and the NSA Virtual Franchise® at www.nsavirtualfranchise.com and by talking with the NSA Distributor who shared this information with you.
NSA began marketing Juice Plus+® in 1993. From the beginning, Juice Plus+® has attracted attention and support from medical doctors and other health professionals. Clinical studies on Juice Plus+® published in peer-reviewed professional journals – including *The Journal of Nutrition, Journal of the American College of Nutrition, The Journal of the American College of Cardiology, Nutrition Research, Journal of Human Nutrition and Dietetics, Integrative Medicine, and Current Therapeutic Research* – have further strengthened that support. Juice Plus+® clinical investigations continue to be conducted at leading universities and research hospitals all over the world.

If you have been looking for a business of your own that has the support of leading professionals in its field and the backing of a well-established, highly successful company, we think the NSA Virtual Franchise® may be just what you are looking for. The timing could not be better.

Take this letter as my personal guarantee that if you are not satisfied with your success in our business at the end of 90 days, any product that you have purchased and not used may be returned for a 100% refund.

Jay Martin  
President  
NSA, Inc.