

## **How to respond to questions about a COPYCAT product.**

*First of all remember to respond with a calm tone. Don't be defensive.*

1. Your first reaction should be... *Thank you for sharing this with me. It's exciting to me that this product is comparing itself to Juice Plus? Products want to compare themselves to THE BEST so this is more validation to me that Juice Plus is well respected among other products and companies. The reason this comparison is being made is because Juice Plus has really set the bar, it makes sense that other products would want to compare themselves to Juice Plus. (Share with them that Juice Plus is the "most thoroughly researched nutritional product in the world" and the "largest selling nutritional product in a capsule in the world.")*

2. *One of the best things to do here is to ask yourself why you started on Juice Plus and how we can look at this other product to see if it is the same thing, or if it is simply riding on the coattails of Juice Plus with it's claims. Here are some questions to ask the company about this product.*

*Ask the company if there is peer reviewed published clinical research that has been done on their specific product with humans taking their product. This is call "original" research. Some companies claim to have research but they are using research on 1 ingredient in the product and that is called "borrowed" research. (Share with them that we have over 30 peer reviewed clinical studies that have been published in medical journals on the effects of Juice Plus+ being taken by people)*

*Ask the company for information about how this product is made. (Share with them that we have specific information about the making of Juice Plus. Many "copy cats" are full of fillers and they may put in fractionated vitamins, that's why they may be even be cheaper.*

*Ask the company if their product is herbicide, pesticide and contaminant free? (Share with them that Juice Plus is not only herbicide, pesticide and contaminant free but it is allergen free, gluten free, kosher certified and carries the NSF – National Sanitation Foundation seal of approval)*

*Ask the company if they allow people to tour the plant where their product is made? (Share with them that anyone can take a tour of the plant where they make Juice Plus. The plant is in Vista, California. Natural Alternatives International is the plant where they blend and encapsulate Juice Plus.*