

FAQs

juiceplus+
Luminate

PRODUCT

1. What is Juice Plus+ Luminatē?

Juice Plus+ Luminatē is a great-tasting, plant-based productivity supplement that provides rapid cognitive benefits, such as enhanced mental clarity, increased mental energy, better focus/concentration, heightened alertness, and improved working memory.*

2. What does Juice Plus+ Luminatē taste like?

Juice Plus+ Luminatē has a gentle berry flavor with subtle notes of mango and a touch of earthiness from its herbal and mushroom ingredients.

INGREDIENTS

3. What are nootropics and adaptogens?

Nootropics are ingredients that support cognitive function, helping to improve key areas such as mental clarity, energy, and alertness. They come from various plants and other sources. Adaptogens are ingredients that help you adapt to physical, mental, and environmental stressors, hence the name adaptogen. They come in the form of herbs, roots, mushrooms, and other plant substances. Juice Plus+ Luminatē contains a combination of plant-based nootropics and adaptogens.

4. Which nootropics and adaptogens are included in Juice Plus+ Luminatē, and what are their benefits?

Each ingredient in Juice Plus+ Luminatē was carefully selected to work in synergy with the others and create a truly unique product that supports you when you need it most.

Coffee Berry

Derived from the bright red coffee cherry as well as the coffee bean inside it, Coffee Berry extract provides the natural caffeine found in Juice Plus+ Luminatē. A much-studied nootropic, caffeine has a myriad of cognitive benefits, including improved focus and attention, mental clarity, working memory, and mood.* It also increases alertness and mental energy.*

Alpinia Galanga

Used as a culinary herb throughout Asia, Alpinia Galanga root is a nootropic herb with similar antioxidant properties to ginger and turmeric. It has been clinically shown to heighten alertness, helping you be ready to respond to whatever comes your way.*

A combination of nootropic and adaptogenic ingredients — including Lion's Mane, Cordyceps, Ashwagandha, Sage, and Rhodiola — work in concert with the other ingredients.



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5. What are the other ingredients and what purpose do they serve?

Other ingredients include:

- Fructooligosaccharides – A prebiotic fiber that helps with taste, texture, and solubility.
- Acacia gum – A fiber that comes from the acacia tree. It helps to keep the ingredients blended and lessens clumping when mixing with water.
- Natural flavors – As the blend of nootropics and adaptogens is from herbs and mushrooms, the flavor alone would be earthy and strong. We've added natural flavoring to pull those tastes together into one pleasant berry and mango flavored blend you'll enjoy.

SAFETY AND QUALITY

6. Are the nootropics and adaptogens in Juice Plus+ Luminare safe to take?

Commercially available nootropic and adaptogenic plant ingredients, like those used in Juice Plus+ Luminare, have a long history of safe traditional use and are considered GRAS (Generally Recognized as Safe). But remember, as with any type of ingredient, it matters how much you take and what you take it with. Consider the amount of each ingredient taken throughout the day and understand that the ingredient could interact with other medications or supplements you may be currently taking. Please check with your health care practitioner if you currently take medication.

7. How many servings of Juice Plus+ Luminare can I take per day?

Juice Plus+ Luminare was formulated to be effective when taken once daily. Because the ingredients are included in precise dosages — and more is not always better — we suggest not taking more than 2 servings of Juice Plus+ Luminare per day.

8. Is Juice Plus+ Luminare safe to use while pregnant or breastfeeding?

Whenever considering any dietary changes during pregnancy or breastfeeding, we recommend consulting your healthcare practitioner and sharing the product label, including the ingredient listing and nutrition or supplement facts.

9. Is Juice Plus+ Luminare safe to use if I have a medical condition, or if I am taking medication?

If you have a medical condition or are taking medication, we recommend consulting your healthcare practitioner before consuming any dietary supplement, including Juice Plus+ Luminare.

10. Can children take Juice Plus+ Luminare?

Juice Plus+ Luminare was designed with adults in mind and includes ingredients that may not be appropriate for children. Therefore, Juice Plus+ Luminare is not recommended for children under age 18.



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11. Does Juice Plus+ Luminare have any certifications?

As with any new Juice Plus+ product, the certification process for NSF, gluten-free, non-GMO, etc. is completed using our first full production run. The only exception to this is our Kosher certification, which will be present at launch. We will update the website when the certifications have been received, and the certification marks will appear on our packaging as soon as inventory allows.

12. Does Juice Plus+ Luminare contain any major allergens?

No, Juice Plus+ Luminare is free from the nine major food allergens as identified by the FDA. It does not contain milk, eggs, fish, crustacean shellfish, tree nuts, peanuts, wheat, soybeans, or sesame. If you have food allergies or sensitivities, please check the product label thoroughly.

EFFICACY

13. What kind of results do people get from Juice Plus+ Luminare?

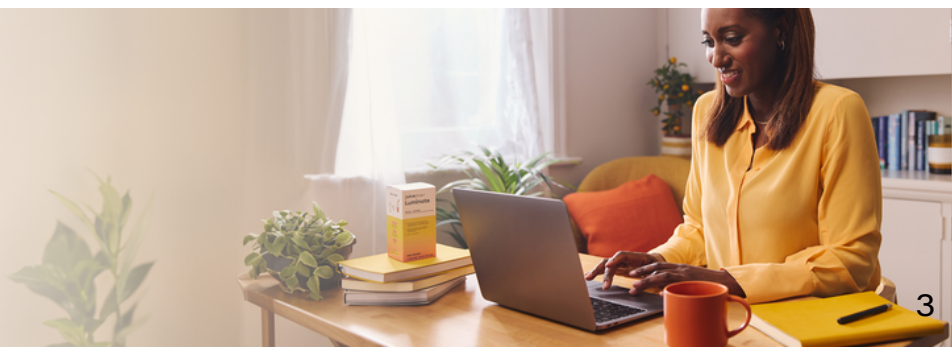
To help understand Juice Plus+ Luminare's impact on real-world people, the Juice Plus+ Company commissioned a blind survey of 79 adults who took the product over a 7-day period and were paid for giving their honest opinion about their experience of the product. The results of this survey showed that after taking the product for just one day:

- 94% felt they were able to finish or achieve more tasks
- 89% felt mentally energized
- 89% felt they had more focus and clear perception
- 87% felt they were able to concentrate for longer
- 91% felt a heightened sense of alertness
- 66% felt they could remember things better in the short term
- 87% felt more motivated
- 90% felt less mentally tired
- 84% felt more cheerful
- 91% felt the product had a positive impact on their day

14. Is Juice Plus+ Luminare backed by science?

Juice Plus+ Luminare contains a variety of clinically proven and traditionally used ingredients. The naturally occurring caffeine from Coffee Berry extract and the herb *Alpinia Galanga* have been the subject of numerous human clinical studies demonstrating that they support cognitive function, such as mental alertness.*

Ashwagandha, Rhodiola, Sage, Cordyceps and Lion's Mane were all carefully chosen for their revered status in herbal traditions around the world.



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CAFFEINE

15. Why does Juice Plus+ Luminate contain caffeine?

Caffeine is one of the most researched ingredients for cognition. It has been shown to enhance mental clarity, boost mental energy, increase focus/concentration, heighten alertness, and improve working memory.* Best of all, caffeine works quickly, delivering results within 60 minutes. We use naturally occurring caffeine from Coffee Berry.

16. How much caffeine is in one serving of Juice Plus+ Luminate?

Juice Plus+ Luminate contains 80 mg of caffeine per serving.

17. Will Juice Plus+ Luminate make me feel jittery?

Most people will feel the benefits of Juice Plus+ Luminate with no side effects. In fact, a blind survey of 79 adults found that 73% of respondents said they did not feel any jitters at all and 90% said they felt little or no jitters. Δ

However, a small percentage of people may feel jittery, anxious, or nauseated, or experience heart palpitations after consuming caffeine. Factors that impact your experience with caffeine include the amount you consume, when you consume it, and how sensitive your body is to it. If you are sensitive to caffeine, try a half serving to experience its effect before taking a full serving.

Δ Survey participants took Juice Plus+ Luminate without knowing the brand, product name nor benefits over a 7-day period and were paid for giving their honest opinion about their experience of the product.

18. How does the amount of caffeine in Juice Plus+ Luminate compare with other caffeine-containing products?

Beverages	Amount	Caffeine
Caffeinated soft drink	12 oz	30-40 mg
Green or black tea	8 oz	30-50 mg
Juice Plus+ Luminate	1 serving	80 mg
Typical energy drink	8.4 oz	80 mg
Cup of coffee	8 oz	80-100 mg
Caffeinated lemonade	20 oz	156 mg
Popular speciality coffee chain	12 oz	200 mg
Highly caffeinated energy drink	8 oz	155-400 mg

The FDA recommends adults limit themselves to a total of 400 mg of caffeine per day**.

**If you consume multiple caffeine-containing products, it's important to track the total amount of caffeine you are consuming daily to ensure you aren't exceeding the FDA's recommended limit.

**If you are pregnant or nursing, on medication or concerned about caffeine consumption, please consult with your health care practitioner regarding the amount of caffeine you can safely consume daily.



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19. How is Juice Plus+ Luminare different from other caffeinated products?

Caffeine content

Juice Plus+ Luminare contains 80 mg of naturally derived caffeine — enough to give you the clinically studied cognitive benefits without the jitters that can come with more highly caffeinated beverages.*

Caffeine source

The caffeine in Juice Plus+ Luminare is naturally derived from Coffee Berry. Typically, the caffeine in soft drinks and energy drinks is synthetically manufactured.

Nootropics + adaptogens

In addition to the naturally derived caffeine, Juice Plus+ Luminare contains the herb *Alpinia Galanga*, clinically proven to heighten alertness.* It also includes a blend of plant-based nootropic and adaptogenic ingredients — including Lion's Mane, Cordyceps, Ashwagandha, Sage, and Rhodiola — which work together with the other ingredients.

Calorie content

Beverages	Sugar	Calories per serving
Juice Plus+ Luminare	2g	15 cal
Energy Drinks	24g	108 cal per 8-oz
Soft Drinks	40g	150 cal per 12-oz
Caffeinated Lemonade	50g	220 cal per 20-oz
Fancy Coffee Drinks	90g	Up to 600 cal per 16-oz

20. As part of Shred10, you suggest reducing or eliminating caffeine during the 10-day challenge. Does that mean caffeine is bad for me?

No! Every person is unique. And every body reacts to certain foods and drinks differently. The Shred10 program suggests reducing or eliminating gluten, dairy, caffeine, sugars, and alcohol for 10 days to see how you feel without these common foods and drinks.

You may decide after the 10 days that you tolerate caffeine well and enjoy its benefits. Or maybe, if you are used to drinking 4-5 cups of coffee every day, you'll discover that you want to cut back or change to a different source of caffeine altogether.

21. Will there be a caffeine-free version of Juice Plus+ Luminare?

There isn't a caffeine-free version planned. We believe that caffeine, when sourced from high-quality ingredients and provided in appropriate amounts, offers strong benefits that other ingredients cannot provide.



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JUICE PLUS+ LUMINATE VS JUICE PLUS+ ESSENTIALS CAPSULES

22. How are the cognitive benefits of Juice Plus+ Luminat different from those of Juice Plus+ Essentials Fruit, Vegetable, Berry, and Omega Blends?

Juice Plus+ Luminat is a great product to take on those days when you need a cognitive boost and you're looking for a quick effect and short-term benefits, including:

- **Enhanced mental clarity***
- **Increased mental energy***
- **Better focus/concentration***
- **Heightened alertness***
- **Improved working memory***

Juice Plus+ Essentials capsules are "Foundational Nutritional" products that are meant to be taken every day. These products provide clinically proven long-term benefits to the brain when taken daily at the recommended serving sizes.*

- A randomized, placebo-controlled, double-blind clinical study conducted on healthy, young adults found that Juice Plus+ Essentials Fruit, Vegetable, and Berry Blend capsules improve key cognitive processes, including working memory, selective attention, processing speed, and executive function.*
- Juice Plus+ Omega Blend capsules contain DHA, an omega-3 fatty acid that contributes to maintenance of normal brain function.*

PREPARATION

23. How do you prepare Juice Plus+ Luminat?

Juice Plus+ Luminat is easy to prepare! Simply pour the powder into a regular glass of water (8 oz or more depending on flavor intensity preference), gently stir until completely dissolved, and enjoy! You can also mix Juice Plus+ Luminat with another liquid, such as juice or carbonated water. Hot tip: If you're craving the comfort of a hot beverage, you can add Juice Plus+ Luminat to hot water without affecting its efficacy.

USAGE

24. Can I mix Juice Plus+ Luminat with Juice Plus+ Complete or Juice Plus+ Perform shakes?

Yes, these products complement each other and can be consumed together.

- **Juice Plus+ Complete:** A tasty, easy way to get nutrition on-the-go, this shake provides a balanced combination of protein, carbs, fiber, and other plant-based ingredients, giving you a healthy, balanced snack you can enjoy anytime, anywhere.
- **Juice Plus+ Perform:** Perfect for anyone who moves their body, this shake provides protein to build your muscles, B vitamins to support mental performance and energy production, beetroot and tart cherry to aid recovery, and vitamin D to support bone health.



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25. Can Juice Plus+ Luminare be taken as a pre-workout product?

Yes! Juice Plus+ Luminare can aid your workout in several ways. It delivers:

- A burst of mental energy for renewed motivation.*
- Enhanced mental clarity so you can avoid distractions and keep your mind focused on your play.*
- Heightened alertness and mental focus to stay on track during training routines.*

26. Does Juice Plus+ Luminare help with ADHD?

Juice Plus+ Luminare is a dietary supplement and is not intended to diagnose, cure, treat or prevent any disease. If you have a medical condition or are taking medication, please consult with your health care practitioner before consuming Juice Plus+ Luminare.

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

