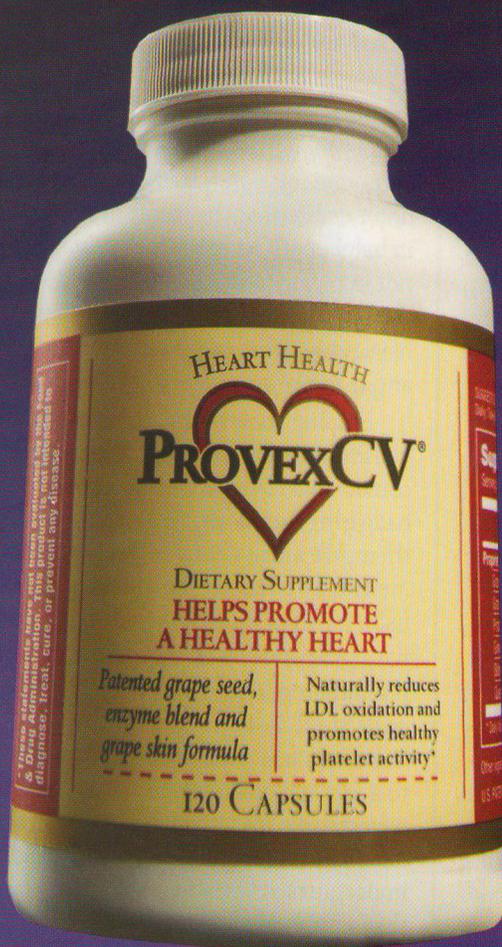


LEADERSHIP IN ACTION

July 2009 | Enhancing the Lives of Those We Touch®

www.melaleuca.com/lia

The Test Results Are In!



ORAC Value

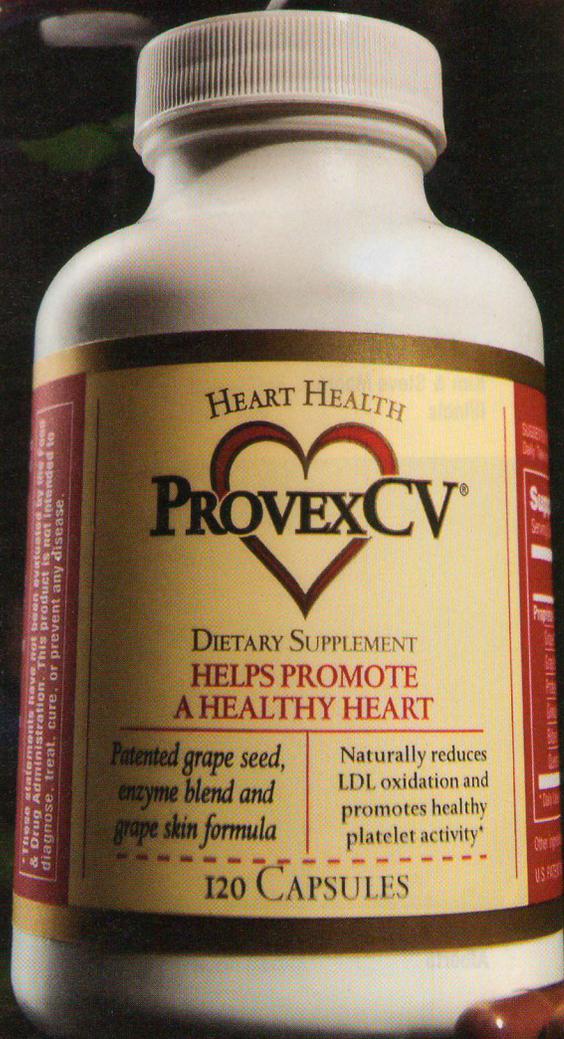


No "Magic" Juice
Compares to
the Antioxidant Strength
of ProvexCV®!

Heard About the "Magic" of Super Juices?

Not surprisingly, It May Be More Fairytale than Fact!

BY MCKAY CHRISTENSEN, PRESIDENT, MELALEUCA, INC.



HEART HEALTH
PROVEXCV[®]
DIETARY SUPPLEMENT
**HELPS PROMOTE
A HEALTHY HEART**

<i>Patented grape seed, enzyme blend and grape skin formula</i>	<i>Naturally reduces LDL oxidation and promotes healthy platelet activity*</i>
---	--

120 CAPSULES

*Based on clinical studies. Not to be used as a substitute for medical diagnosis, treatment, cure, or prevention of disease.

Nowadays, it seems like there are hundreds of companies trying to market their latest “magic” juice. These juices—many of which are sourced from obscure locations in the Pacific, Asia or the Amazon—often come with alluring tales of miracle cures and healing properties. With few exceptions, these juices claim to be the most powerful antioxidants available. Some claim to have “antioxidant super power.” So we decided to put these so-called “magic” juices to the test. We asked Brunswick Labs, a well known independent laboratory, and Melaleuca scientists to conduct scientific tests on the “magic” juices and ProvexCV®. Just for fun, we decided to include purple grape juice in the test. The tests were quite revealing! In fact some of the juice companies might feel they are too revealing! Before we get to the results ... here are a few of the published statements about the antioxidant and free radical properties of some juices:

MonaVie claims that the acai berry used in their juice is one of the “world’s top superfoods” and is “rich ... in antioxidants.”¹ There’s a big difference, however, in the level of antioxidants found in the acai berry and the lesser amount actually shown in a serving of their juice.

Kyani refers to their juice as having an “unmatched antioxidant superpower.”² Xango claims its juice product contains “powerful antioxidants.”³ Tahitian Noni claims its juice is “one of the world’s great super-antioxidants.”⁴ FreeLife claims you can protect yourself from “the constant attack of ‘Free Radicals’” by drinking GoChi® juice.⁵

So, what is the truth? Are these “magic” juices

really the world’s greatest super-antioxidants? Well ... maybe not. Melaleuca isn’t in the juice business. We’re in the wellness business. We don’t sell a “magic” juice with claims to cure all that ails you. We believe that to do so would violate principles of ethics and good judgement. In truth, there’s generally little, if any, science to back up many of the claims made about the “magic” juices. But there are well-accepted tests that measure antioxidant power. Using these tests, scientists can compare a variety of products or juices side by side. So, we thought it would be enlightening to see how these “magic” juices compare to each other and to one of Melaleuca’s proven products: ProvexCV®.

ProvexCV has several key proven benefits such as reducing LDL cholesterol oxidation, supporting healthy platelet activity and supporting endothelial function (a fancy word for the degree of elasticity of artery walls).^{*} ProvexCV is designed to support a healthy cardiovascular system. ProvexCV is also an exceptional antioxidant! In fact, it’s one of the best antioxidants you can buy.

The tests involved two well known antioxidant measurements: ORAC (Oxygen Radical Absorbance Capacity) and FRAP (Ferric Reducing Antioxidant Power). The ORAC test measures how well an oxidative agent (fluorescein) is destroyed when combined with antioxidants. FRAP is similar in principle and measures the ability of a substance to reduce oxidation. ORAC and FRAP are the most widely accepted methods of measuring antioxidant strength and are commonly used for testing juices and juice-like products.

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

Here are the results from the ORAC test:

One serving of ProvexCV was shown to have almost 3 times the ORAC value of a serving of the highest scoring magic juice and over 6 times the average score of all the magic juices. Many juice users may also be surprised to see that grape juice, in a similar serving size, has twice the ORAC value of most of the magic juices.

The FRAP analysis had similar results:

The FRAP analysis showed that ProvexCV has over 6 times the antioxidant strength compared to the average score of the "magic" juices. In the FRAP analysis, grape juice had more antioxidants per serving than all but two of the magic juices.

Now, why is this significant?

1. These tests confirm the indisputable antioxidant superiority of ProvexCV. No juice even came close to its antioxidant strength.
2. "Magic" juices are not a very good antioxidant value for your dollar spent. A daily average serving of MonaVie Acai juice, for example, costs about \$4.60 regular price, while an eight-ounce serving of Welch's® Grape Juice costs about \$.50. And, according to the ORAC and FRAP tests, grape juice provides more antioxidants to protect against free radicals than MonaVie Acai Juice.
3. Any business opportunity is only as strong as the product and, more importantly, the *value* of the product that business sells. Without proven and value-oriented products, all the miracle-cure advertising and folklore in the world may do little to help create a solid business opportunity.

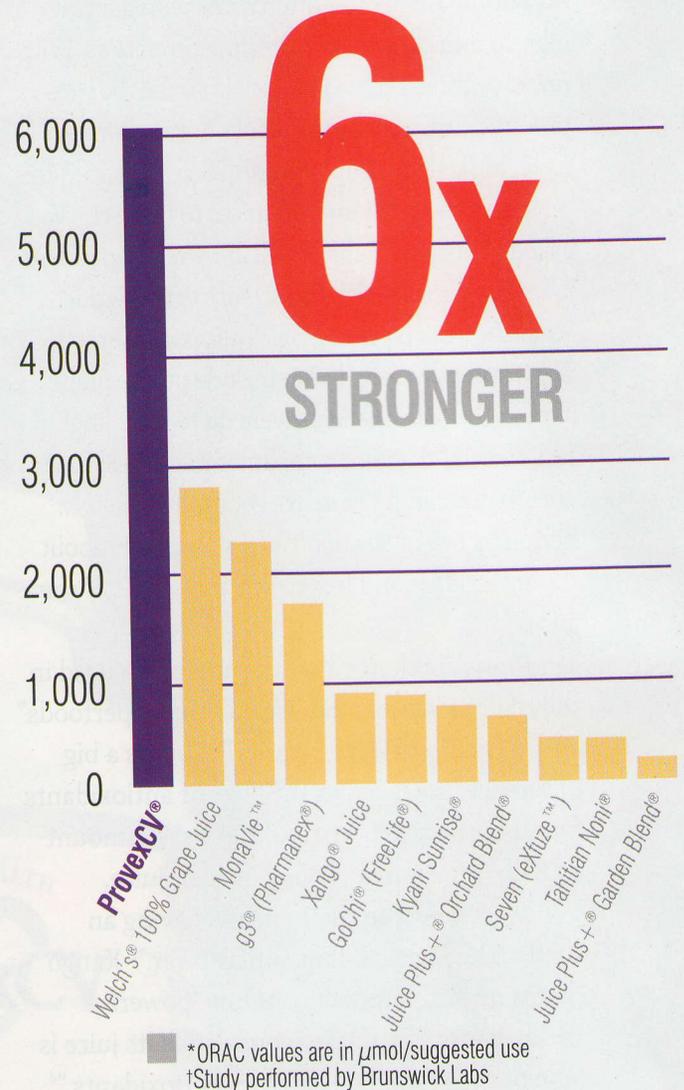
Here are a Few Examples of Proven Value-Oriented Products You'll Find at Melaleuca:

The Vitality Pack™ With Oligofructose Complex™, the minerals in the Vitality Pack are shown to be 10 times more available for absorption⁶ and protect antioxidant vitamins 5 times better than some of the top-selling supplements.⁷

Renew™ Renew lotion was shown to work faster, better and last longer than Eucerin® at relieving dry skin in a clinical study with people who suffer from eczema.

EcoSense™ Melaleuca's EcoSense Tub & Tile™ cleaner, for example, cleans better, costs less, and is safer for your home than the leading grocery store tile cleaner.

ORAC VALUE*† (Oxygen Radical Absorbance Capacity) ProvexCV has more than 6 times more antioxidant strength than the average "magic" juice



MelaPower® saves you money and creates less impact on the environment when compared with the leading grocery store laundry detergent.

Many other examples of great Melaleuca products include:

- **Sustain® Sport** hydrating drink mixes cost less and have twice the electrolytes as a serving of original Gatorade® drinks.

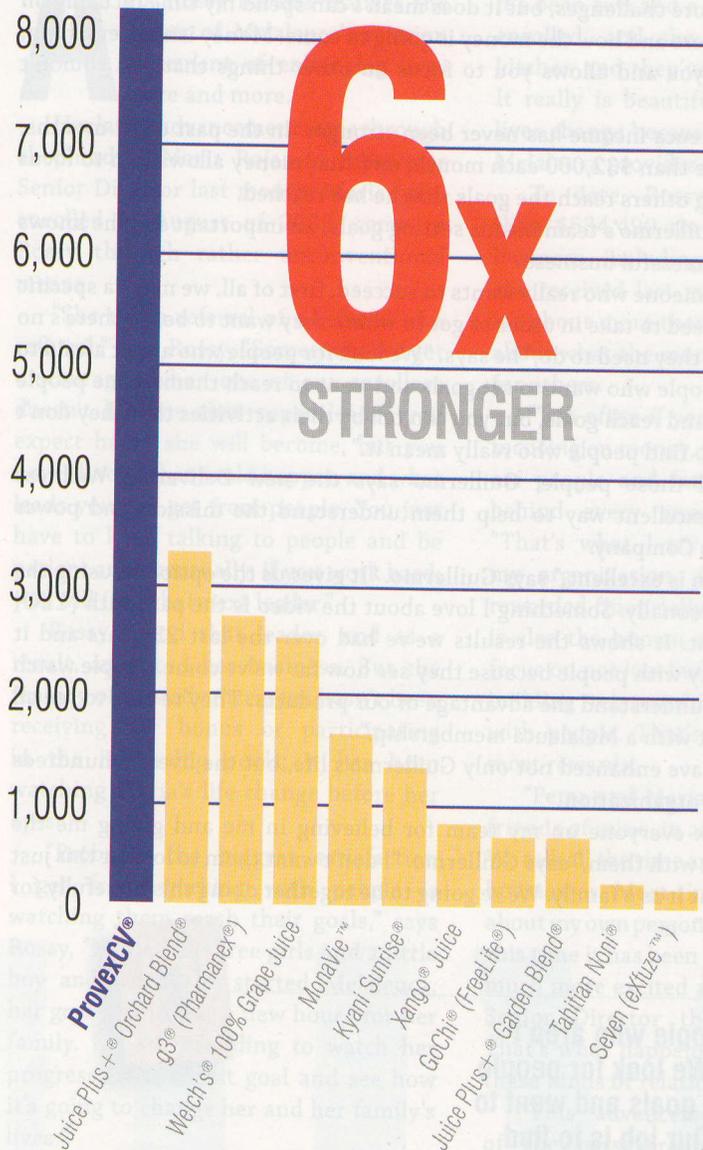
FRAP VALUE*† (Ferric Reducing Antioxidant Power) ProvexCV has over 6 times more antioxidant strength than the average “magic” juice

• *Envia* shampoo protects and treats your hair with two patented formulas. And this is just a short list of the over 300 value-oriented products available at Melaleuca.

So the bottom line? There’s a lot less juice in the “magic” juices and a lot more value at Melaleuca.

Melaleuca has real products with real science. You can take great confidence in the fact that Melaleuca sells a broad portfolio of well-researched products to help keep your customers shopping month after month.

With Melaleuca, you are in the right place at the right time. You can build your business with confidence knowing that Melaleuca backs you with real products, for real people who really want them!



TEST RESULTS[§] -05/02/09

Brand Name	ORAC	FRAP
Provex CV [†] ®	6,002	8,206
Welch's® 100% Grape Juice [†]	2,723	2,451
MonaVie™	2,220	1,572
g3® (Pharmanex®)	1,658	2,648
Xango® Juice	947	761
GoChi® (FreeLife®)	888	641
Kyani Sunrise®	769	1,271
Juice Plus+® Orchard Blend®	606	3,237
Seven (eXtize™)	400	174
Tahitian Noni®	385	223
Juice Plus+® Garden Blend®	202	641

*FRAP values are in µmol/suggested use
†Study performed by Melaleuca

- *FiberWise*® fiber drink mixes have more soluble fiber and fiber from psyllium husk per serving than the best-selling grocery store brands.
- *Melaleuca*® *Liquid Soap* leaves your hands moisturized and costs less per use than the best selling brand name liquid soaps.

[§]The following product amounts were used for the ORAC and FRAP tests: Welch's® 100% Grape Juice, 4 oz; MonaVie, 3 oz; Pharmanex® g3®, 4 oz; Xango® Juice, 2 oz; Freeliflife Gochi®, 2.5 oz; Kyani Sunrise®, 1 oz; Juice Plus+® Orchard Blend, 2 capsules; eXtize™ Seven, 1.5 oz; Tahitian Noni®, 1 oz; and Juice Plus+® Garden Blend, 2 capsules.

[†]One serving of ProvexCV for 175-pound male.
[‡]For Welch's® 100% Grape Juice, a four ounce serving size was used to be similar to other juice recommended daily use amounts.
[§]Retrieved June 18, 2009, from http://www.monavie.com/Web/US/en/acai_berry.dhtml.

[¶]Retrieved June 18, 2009, from <http://www.kyani.net/index.php?id=7>.
^{||}Retrieved June 18, 2009, from <http://www.xango.com/science/antioxidant-properties>.

^{¶¶}Retrieved June 18, 2009, from <http://www.nonijuiceint.us/>.
^{¶¶¶}Retrieved June 18, 2009, from <http://www.youngandhealthyva.com/gochi-juice/index.html>.

^{¶¶¶¶}Based on solubility of copper, iron, manganese, and zinc at intestinal pH [7.0-7.2], compared to One-A-Day® and Centrum®.

^{¶¶¶¶¶}The copper in Melaleuca's oligofructose complex form generates 5 times fewer free radicals than the unbound minerals used in One A Day® and Centrum®.