Juice Plus+® Announces NSF Product Certifications

We are pleased to announce that Juice Plus+® Orchard and Garden Blend capsules and Juice Plus+ Vineyard Blend® capsules have earned the product quality “seal of approval” from NSF International, “the Public Health and Safety Company.” NSF is a not-for-profit organization dedicated to product and ingredient safety. They provide peace of mind to both consumers and industry through their various product certification and GMP (Good Manufacturing Practices) programs.

“The NSF ‘seal of approval’ demonstrates to the public what we already know: that our Juice Plus+® products meet the highest industry standards,” explains John Blair, Vice President of Product and Research for Juice Plus+®. In this case, that means the very stringent requirements of NSF’s dietary supplements and functional foods certification program. This program independently verifies that what is on the label is in the bottle, and that the product does not contain undeclared ingredients or contaminants.

To showcase the NSF certification, ALL Juice Plus+® Orchard, Garden, and Vineyard Blend capsule cartons and labels will display the NSF seal, which reads “NSF/Contents Tested & Certified.”

Separately we are pleased to announce that select batches of Juice Plus+® Orchard and Garden Blend capsules and Juice Plus+ Vineyard Blend® capsules have received an additional certification from NSF’s Certified for Sport™ athletic banned substances program. These select batches of Juice Plus+® Orchard, Garden and Vineyard Blend will display both the basic NSF product certification seal and the NSF Certified for Sport™ seal on their labels.

NSF’s Certified for Sport™ program involves additional screening that ensures that each specific batch of product that is “certified for sport” does not contain any substances that have been banned or prohibited by major U.S. and Canadian sports organizations. Major League Baseball (MLB), the MLB Player’s Association, the National Football League (NFL), the NFL Player’s Association, the Professional Golfers Association of America (PGA), the Ladies Professional Golf Association (LPGA), and the Canadian Centre for Ethics in Sport (CCES) have all chosen NSF’s Certified for Sport™ program to help verify that the products their athletes use are safe and free of banned substances.

“Both the ‘regular’ NSF-certified product and the ‘special’ Certified for Sport™ product are identical in every way,” Blair emphasizes. “The Certified for Sport™ product is simply put through an even more stringent, batch-specific testing and screening process.”