

ABC's of our Business

A: The 5 Beliefs of our JP Mission

- 1) Importance of Health**
- 2) Role of Nutrition**
- 3) Power of plant based diet**
- 4) Truth about JP+**
- 5) JP Research**

B: The 5 Beliefs of our JP Business / Vision

- 1) Product**
- 2) Company**
- 3) Industry**
- 4) Team / Our Community**
- 5) Self**

C: The 6 Core Values of our Company

- 1) Longevity**
- 2) Authenticity**
- 3) Quality**
- 4) Community**
- 5) Simplicity**
- 6) Approachability**