

juiceplus+
Luminate

What's in Juice Plus+ Luminate?

Juice Plus+ Luminate is a powerful blend of nootropics and adaptogens.

Nootropics are ingredients that support cognitive function, helping with mental energy, alertness, and focus. Nootropics 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.



Learn more!



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Ingredient

Coffee Berry Extract



What is it?

Fruit

The whole coffee fruit, including the bright red cherry as well as the coffee bean inside it.

Coffee Berry provides a natural source of clean caffeine PLUS antioxidant phytonutrients that are found in the whole fruit but are greatly diminished when coffee is roasted. Caffeine is a powerful nootropic (pronounced no-uh-TRO-pik) scientifically proven to offer rapid cognitive benefits.*

Where does it come from?

Coffee Berry grows in “the coffee belt” — the warm and humid equatorial region where coffee plants thrive.

What most people don't realize is that coffee production typically discards the Coffee Berry, the most nutritious part of the plant. As a result, all that goodness goes to waste. By using Coffee Berry, we keep all that precious plant material out of landfills!

Our Coffee Berry is grown on family-owned farms, picked by hand in an eco-friendly process, and carefully extracted to optimize the naturally occurring caffeine.

Alpinia Galanga Root Extract (pronounced al-PIN-e-uh guh- LANG-ga)



Herb

A nootropic closely related to the spices ginger and turmeric.

Used in herbal traditions of South Asia for centuries, Alpinia Galanga has been scientifically proven to support mental alertness.*

Alpinia Galanga is native to tropical climates of Southeast Asia.

Our Alpinia Galanga is grown and processed in India by a supply partner that is dedicated not only to making the highest-quality ingredients, but also to improving quality of life for Indian communities through health initiatives, environmental programs, and education efforts. Because they retain control of the entire supply chain, from farms through final product, they can ensure that no harmful chemicals or unsafe practices are used in any part of the growing and manufacturing processes.



*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.

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Ingredient

Lion's Mane and Cordyceps Mycelium
(pronounced COR-dee-ceps)



What is it?

Mushrooms

Two adaptogens (pronounced uh-DAP-tuh-jin) used in traditional Chinese herbalism for hundreds of years.

Where does it come from?

Lion's Mane grows on hardwood trees in North America, Europe, and Asia, while Cordyceps is native to the Tibetan plateau and the neighboring regions of China, Nepal, and India. Lion's Mane and Cordyceps are both endangered species due to over-foraging in the wild.

Our mushrooms come from Northern California, near the redwoods. They are a more sustainable option as they are cultivated to protect wild populations. Mushroom cultivation is a relatively easy and highly sustainable endeavor if you have the right tools and some patience.

Ashwagandha Root and Leaf Extract
(pronounced aash-wuh-GAAN-duh)



Herb

An adaptogen that has played a key role in traditional Indian herbalism for more than 3,000 years. Ashwagandha has been shown to positively affect mood.*

Ashwagandha grows wild in hot, arid areas throughout Southeast Asia and is particularly concentrated in northern India.

Our Ashwagandha is grown by local farmers in Madhya Pradesh, India. It is rain-fed, farmed without heavy fertilizer use, and harvested by hand.

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Ingredient

Sage Leaf Extract and Spanish Sage Essential Oil



What is it?

Herb

A nootropic used in various European cultures for centuries. Sage has been studied for its effect on working memory and alertness.*

Where does it come from?

Sage is native to the temperate climate of the Balkan Peninsula of Southeastern Europe. While it is cultivated in numerous European countries, most Sage is wild-collected.

Our Sage is a unique blend of garden Sage extract and Spanish Sage essential oil. It comes from a supply partner that sustainably manages natural resources by protecting and maintaining harvesting zones.

Rhodiola Root Extract
(pronounced row-dee-OH-luh)



Herb

An adaptogen with a long history of use in Russia and Scandinavia.

Rhodiola has been shown to positively impact mood, which is what brings it into the adaptogenic arena.*

Rhodiola grows wild in the cold climate and high altitude of the Arctic and the mountains of Central Asia.

Our Rhodiola is sourced exclusively from the remote Altai mountains of Mongolia from both carefully wildcrafted and sustainably cultivated plants and is hand-harvested after reaching maturation. It is the only Rhodiola available that is third-party verified for ingredient identity and sustainable sourcing.

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