



**Want to become a**  
**Juice Master™**  
**Natural Juice Therapist?**



**CMA (Complimentary Medical Association) approved  
official course provider**

**Produced by Jason Vale and Dr Enid Taylor**

# Why Natural Juice Therapy?

“I have been conducting 'Natural Juice Therapy' for over a decade and up until now; this has been an 'alternative' area which appears to be underrepresented, despite the benefits experienced by millions of people around the world. I found that 'Natural Juice Therapy' was not only unrepresented, but to my knowledge, no where in the world could anyone practice to become a 'Natural Juice Therapist'. It was not recognized as a 'therapy' and so I set out to change that by developing the first recognized and accredited Natural Juice Therapy course.

I was amazed that this type of therapy had not yet been officially recognized and I believe that in an open minded twenty first century world, it is about time it was. I know personally how effective juice therapy can be. I was covered from head to toe in psoriasis; I had Eczema, hay fever, and severe asthma. I also suffered from obesity and was heavily addicted to both cigarettes and alcohol. Having personally found Natural Juice Therapy to cure my asthma, clear ninety percent of my skin and reduce me to a natural weight, I am perhaps its biggest advocate. I also no longer smoker or drink and as part of the course students will have a full understanding of the nature of addiction and the best way to treat it.

I have written many best-selling books on the subjects of juicing, health and addiction and have been privileged to receive hundreds of thousands of letters, emails and calls from people who have had their lives turned around with the help of Natural Juice Therapy. Because Natural Juice Therapy works holistically and synergistically, I believe every single ailment could potentially; depending on ones medical situation, be helped or fully alleviated.

Jason Vale

# What is a Natural Juice Therapist?

A Natural Juice Therapist is a qualified therapist who treats clients with a range of ailments using juicing as a natural holistic medicine. A Natural Juice Therapist does not diagnose or claim to cure. We simply present the information and scientific research to support our knowledge that juicing can be beneficial to virtually all known disease. As a therapist, you will build up a wealth of personal experience and be able to confidently and professionally advocate the power of freshly extracted juices to your clients.

## Is the course classroom based?

No, essentially this is a distant learning course, however the Juicy Academy will be classroom based.

## How is the course compiled?

This is predominantly a distant learning course, comprised of an extensive Juice Master manual; core course text books; recommended reading; on-going, on-line assessment and culminating in an intensive training academy run personally by Jason Vale.

The course is divided up into the following distant learning modules;

Module 1: Biology

Module 2: Anatomy & Physiology

Module 3: Fundamentals in Nutrition part I

Fundamentals in Nutrition part II

Module 4: Juicing for Health

Juicy Academy: Intensive training programme with Jason Vale

The academy will cover all theory and practical aspects of juicing; Psychology of addiction; Juice Master's philosophy to health; Confidence in Public speaking; Juicing Master Class; 'The Gold Fish Bowl' holistic approach to health and every aspect needed to become a competent and confident therapist.

## **How is the course examined?**

At the end of each module, there will be an online multiple assessment exam. On successful completing of this exam, delegates will receive the next module. When all four modules are successfully completed, delegates will be invited to attend the next Juicy Academy. At the end of the Juicy Academy there will be a final written exam; upon successful completion of the whole course and final exams, delegates will become an approved and accredited Juice Master Natural Juice Therapist.

## **Once I'm qualified, can I practice forever?**

As with all forms of science and medicine, procedures develop, research changes, techniques improve and there are many cases of what we knew to be 'fact' 20 years ago, being challenged by modern day research. As a Juice Master Natural Juice Therapist, you will be representing Jason Vale and the Juice Master Brand, so it is imperative that all the information we impart is as accurate and factually correct as possible. With this in mind and due to the relative newness of Juice Therapy, there will be a refresher course (probably one or two days) every 12 months. All Natural Juice Therapists will be invited to attend this course (rough cost = £150 - £450 depending on how much new content there is and how many days the cost covers), on passing this refresher course you will then maintain your status as an 'approved' Natural Juice therapist.

## **What if I fail one of the exams?**

Delegate may re-take any failed exams.

## **How long will the course take to complete?**

Each module should take an average of 4 – 6 weeks and the entire course should be completed in twelve months.

## **Is the course accredited?**

Yes, the course is officially recognised by the CMA (Complementary Medical Association) and on completion of the course you will become a member of the CMA for a period of twelve months.

## **Who is this course aimed at?**

The course is aimed at a cross section of society, from nutritionist to fitness instructors to NLP practitioners to people who simply want to learn more about health and juicing. Successfully completing this course will mean;

- You will have the tools to start a new and exciting career
- You will have another 'string' to add to your business bow, if you ready have certain qualifications in the health field
- You will learn in depth about juicing and the nature of addiction for yourself an or your families benefit

## **How will I promote my 'Natural Juice Therapist' Business?**

Once you are fully qualified, you are free to practice as an accredited Natural Juice Therapist. You can promote your business through advertising, and any conventional channels. However Juice Master has a very active website and database and all of our qualified therapists will feature on the website. Juice Master will also operate a phone based therapist resource. Customers who call head office looking for juicing advice will be diverted directly to our practicing therapists at a service call rate.

## What does the course cost and can I pay in instalments?

You can pay up front for the entire course at a slightly reduced rate or you can pay in instalments over the duration of the course. For course costs and payment instalment plans, please visit [www.juicemaster.com](http://www.juicemaster.com) and go to our Natural Juice Therapist page or call our juicy team on: t. 0845 1302829.

## What course books do I need?

- *Concepts in Biology* by Enger, Ross and Bailey. 12<sup>th</sup> Edition (New)
- *Ross and Wilson Anatomy and Physiology in Health and Illness (Paperback)* by Anne Waugh and Allison Grant
- *Ross and Wilson's Anatomy and Physiology Colouring and Workbook (Paperback)* by Anne Waugh and Allison Grant
- *Food & Nutrition* by Anita Tull
- *Slim 4 Life* – by Jason Vale
- *Juice Yourself Slim* – by Jason Vale
- *Fats That Heal, Fats That Kill* – by Udo Erasmus
- *Superfoods Rx – Fourteen Foods That Will Change Your Life* – by Steven Pratt, MD & Kathy Matthews
- *Food Enzymes – The Missing Link to Radiant Health* – Humbart Santillo, MH, N.D.
- Audio CD – Lecture on Enzymes from Dr. William Wong, PhD, ND
- *The Wheatgrass Book* by Ann Wigmore
- *Fresh Vegetable and Fruit Juices* by N.W. Walker D.Sc

### Additional recommended reading:

- *Juicing Therapy – Nature's way to better health and a longer life* by Bernard Jensen
- *7lbs in 7 days* by Jason Vale
- *Heinerman's Encyclopedia of Healing Juices* by John Heinerman

## What will the course books cost?

The core course text books and audio have a RRP of £179.96. These text books are however supplied as part of the course at no extra cost.