State of California - Department of Justice - Attorney General's Office - Proposition 65 Enforcement Reporting

Attention: Prop 65 Coordinator, 1515 Clay Street, Suite 2000, Oakland, CA 94612 PRIVATE ENFORCEMENT FILING - Health and Safety Code section 25249.7(e) and (f)

FORM JUS 1500 (03-01)

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REPORT OF CIVIL COMPLAINT FILING

X Original Filing Supplemental Filing Corrected Filing

Please n	print or type required information	al Filing LI Corrected Filing
	PLAINTIFF(S)	
ł	Madeleine Wachs and Gabriela Garcia	
	Maderelne wachs and Gabriera Garcia	
	DEFENDANT(S)	
NO	Suja Life, LLC, Whole Foods Market Ca	lifornia, Inc., Mrs. Gooch's Natural
PARTIES TO THE ACTION	Suja LILE, LLC, WHOLE FOODS MALKET Co	
Ā	Food Markets, Inc., and Whole Foods M	farket, Inc.
E	FOUL MAINEUS, INC., and MICLE FOULD I	
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		COURT NAME
		Los Angeles Superior Court
1 02 11	18STCV04528	Top rendered webenness course
lSI	shortcase name Wachs v. Suja	
		RELIEF SOLICHT (Check All That Apply)
	TYPE OF CLAIM (Check All That Apply)	RELIEF SOUGHT (Check All That Apply)
	Propostion 65 Unlawful Discharge	Warning
	Proposition 65 Failure to Warn	☐ Discharge Ban
REPORT INFO		
EP(B&P Code section 17200	Civil Penalty
<u>~</u>	X Other Code Section 1750, Negligent 1	Misrepresentation
	COPY OF COMPLAINT MUST	
	NAME OF CONTACT	an a
	Andre E. Jardini, Esq.	
Кo	ORGANIZATION	TELEPHONE NUMBER
	Knapp, Petersen & Clarke	(818) 547-5000
FILER	ADDRESS	FAX NUMBER
	550 North Brand Boulevard, Suite 150	
	CITY STATE ZIP Glendale CA 91203	E-MAIL ADDRESS
	Glendale CA 91203	mmz@kpclegal.com

FILING INSTRUCTIONS: This form can be completed online and printed. If electronic filing is not available, mail the completed form with a copy of the complaint to the attention of the Prop 65 Coordinator at the address shown above. If you need additional space to complete this form please use an attachment.

		André E. Jardini, Bar No. 71335 aej@kpclegal.com K.L. Myles, Bar No. 243272 klm@kpclegal.com KNAPP, PETERSEN & CLARKE	CONFORMED SOPY ORIGINAL FILED Superior Court of California County of Los Angeles NOV 09 2018	
	4	550 North Brand Boulevard, Suite 1500	Sherri R. Carter, Executive Officer/Clerk of Court By: Steven Drew, Deputy	
	6	Attorneys for Plaintiffs		
		MADELEINE WACHS AND GABRIELA GA individuals, on behalf of themselves and others situated		
	8			
	9	SUPERIOR COURT OF THE	STATE OF CALIFORNIA	
	10	COUNTY OF LC	OS ANGELES	
	11		18STCV04528	
	12	MADELEINE WACHS and GABRIELA GARCIA, individuals, on behalf of) NO.	
	13	themselves and others similarly situated,) CLASS ACTION COMPLAINT	
	14	Plaintiffs, v.	1. VIOLATION OF THE CONSUMER LEGAL REMEDIES ACT (CAL. CIV.	
	15	SUJA LIFE, LLC, WHOLE FOODS MARKET CALIFORNIA, INC., MRS.	CODE §§ 1750 ET SEQ.)	
	16 17	MARKET CALIFORNIA, INC., MRS. GOOCH'S NATURAL FOOD MARKETS, INC., and WHOLE FOODS MARKET,) 2. NEGLIGENT) MISREPRESENTATION	
		INC., and DOES 1 through 20, inclusive,	3. FRAUDULENT CONCEALMENT	
	18 19	Defendants.	4. UNLAWFUL, FRAUDULENT, AND UNFAIR BUSINESS PRACTICES	
	20) (CAL. BUS. & PROF. §§ 17200 ET SEQ.)	
ź	21		5. VIOLATION OF PROPOSITION 65 (CAL. HEALTH & SAFETY CODE §§	
,	22		25249.5 ET SEQ.)	
2	23		DEMAND FOR JURY TRIAL	
	24			
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KNAPP,	27			
PETERSEN & CLARKE	28			
		-1- CLASS ACTION (
		CLASS ACTION C 3359560.1 08000/01051		

Individuals and representatives Madeleine Wachs and Gabriela Garcia ("plaintiffs"), 1 on behalf of themselves and all others similarly situated (the "class"), complain as follows: 2 INTRODUCTION 3 Defendant Suja Life, LLC ("Suja") is a California-based manufacturer, 1. 4 marketer, and distributor of a line of juice drinks including Suja Twelve Essentials, Suja 5 King of Greens, Suja Power Greens, Suja Easy Greens, and Suja Mighty Dozen (formerly 6 Suja Mighty Greens) (hereinafter the "Suja juices"). 7 8 2. Defendants Whole Foods Market California, Inc., Mrs. Gooch's Natural Food Markets, Inc., and Whole Foods Market, Inc. ("Whole Foods") are retailers that market and 9 distribute Suja Juices. 10During the Class Period,¹ Suja and Whole Foods ("defendants") knowingly 3. 11 and actively concealed the material fact that the Suja Juices contain the chemical element 12 lead at levels above the safety threshold set by the State of California in Proposition 65.² 13 Lead is a toxin that accumulates in soft tissues and bone, and has been found 14 4. to cause reproductive harm in both women and men. 15 16 5. Defendants' concealment and misrepresentations regarding the presence of 17 lead in Suja Juices constitute concealment of a material fact and material representations that induced Plaintiffs and similarly situated Class members to purchase Suja Juices. 18 19 6. The fact that the Suja Juices contain lead is undeniably material to reasonable consumers. 20 7. 21 Plaintiffs and similarly situated class members did not know and could not have been reasonably expected to know that the Suja juices contained lead. Reasonable 22 consumers purchased the Suja Juices believing that they were in compliance with all 23 relevant California regulations and that they were safe according to California regulatory 24 25 26 ¹ The Class Period is defined as November 2014 to the present. 27 Safe Drinking Water and Toxic Enforcement Act of 1986 (Cal. Health and Safety Code §§ 25249.5 et seq.) 28

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thresholds. Reasonable consumers would not have purchased the Suja juices had they
 known they contained lead in excess of the California safety threshold.

8. Plaintiffs are filing this case as a class action on behalf of themselves and all
other similarly situated purchasers of the Suja juices. Through this lawsuit, plaintiffs seek
to enjoin the sale of the Suja juices and obtain restitutionary and monetary relief for
thousands of class members who have purchased the Suja juices and unwittingly been
exposed to elevated levels of lead as a result of defendant's conduct.

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THE PARTIES

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A. <u>The Plaintiffs:</u>

9. Plaintiff Madeleine Wachs, at all material times herein, was and still is a
resident of the state of California.

12 10. Plaintiff Gabriela Garcia, at all material times herein, was and still is a
13 resident of the state of California.

14 11. During the class period, plaintiffs purchased Suja Twelve Essentials, Suja
15 King of Greens, Suja Power Greens, Suja Easy Greens, and Suja Mighty Dozen. Plaintiffs
16 did not know nor could they have reasonably known that the Suja juices they purchased
17 contained lead in excess of the safety threshold in California. Plaintiffs would not have
18 purchased Suja Twelve Essentials, Suja King of Greens, Suja Power Greens, Suja Easy
19 Greens, and Suja Mighty Dozen had they known that the products contained lead in excess
20 of the safety threshold in California.

21

B. <u>The Defendants:</u>

12. Defendant Suja Life, LLC is a Delaware corporation with its principal place
of business located at 3831 Ocean Ranch Blvd., Oceanside, CA 92056.

24 13. Defendant Whole Foods Market California, Inc. is a California corporation
25 with its principal place of business located at 5980 Horton Street, Suite 200, Emeryville,
26 CA 94608.

27 14. Defendant Mrs. Gooch's Natural Food Markets, Inc. is a California
 28 corporation with its principal place of business located at 207 Goode Avenue, 7th Floor,

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- 1 Glendale, CA 91203.
- 2 15. Defendant Whole Foods Market, Inc. is a Delaware/New York corporation
 3 with its principal place of business located at 550 Bowie Street, Austin, TX 78703.
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Plaintiffs are unaware of the names of, and capacities of the defendants sued
herein as DOES 1 through 20, inclusive. Plaintiffs are informed and believe and upon that
basis allege that each of the defendants sued herein as DOES 1 through 20, inclusive, is
responsible in some manner for the wrongs alleged herein and is legally liable to the
plaintiff. Plaintiffs will amend this complaint to allege their true names and capacities
when such information is ascertained.

10 17. At all times herein mentioned, defendants, and each of them individually,
11 were members of, and engaged in, a joint venture, partnership, or common enterprise, and
12 acting within the course and scope of, and in pursuance of, said joint venture, partnership,
13 and common enterprise.

14 18. At all times herein mentioned, the acts and omissions of various defendants,
15 and each of them individually, contributed to the various acts and omissions of each and all
16 of the other defendants in proximately causing the injuries and damages as herein alleged.

17 19. At all times herein mentioned, defendants, and each of them, ratified each and
18 every act or omission complained of herein. At all times herein mentioned, defendants, and
19 each of them individually, aided and abetted the acts and omissions of each and all of the
20 other defendants in proximately causing the damages herein alleged.

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JURISDICTION AND VENUE

22 20. This court has jurisdiction over this matter pursuant to California Code of
23 Civil Procedure §410.10.

24 21. The venue is proper in this court pursuant to California Civil Code §§ 395 and
25 395.5 in that some of the acts, events, and occurrences giving rise to this litigation took
26 place in the County of Los Angeles; and the principal place of business of defendant Mrs.
27 Gooch's Natural Food Markets, Inc. is situated in the County of Los Angeles.; and Suja and
28 Whole Foods have conducted their businesses, and currently do so, in the County of Los

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> _____ CLASS ACTION COMPLAINT

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FACTUAL ALLEGATIONS

22. The juice and juice cleanse business is a multi-billion dollar per year industry.
The market for these juice products has exploded in recent years, with the customer base
expanding beyond the niche health food community to the mainstream, as the benefits of
drinking "green" and/or healthy juices are being recognized as a way to add needed
vitamins into the typical American diet and to combat the obesity epidemic.

Suja is a producer of popular juice drinks sold throughout North America.

9 24. Suja manufactures, markets, distributes, and sells juices, including Suja
10 Twelve Essentials, Suja King of Greens, Suja Power Greens, Suja Easy Greens, and Suja
11 Mighty Dozen.

12 25. Whole Foods is a retail supermarket that markets, distributes, and sells juices,
13 including Suja Twelve Essentials, Suja King of Greens, Suja Power Greens, Suja Easy
14 Greens, and Suja Mighty Dozen.

15 26. During the class period defendants conducted substantial business in the state
16 of California.

17 27. Unfortunately for consumers, Suja and Whole Foods have engaged in
18 advertising and marketing campaigns that fail to provide warnings or even disclose that
19 Suja juice contains a hidden, undisclosed danger, the presence of lead in unacceptably high
20 levels.

21 28. The Suja juices have been described by Suja as "healthy;" "#goodforyou;"
22 "#healthydrinking."

23 29. Suja advertising encouraged purchasers to "#drinkup" and "throw healthy
24 into the mix!;" "[w]hen you're looking for greens straight from the garden... #itsthejuice
25 #suja ... At Suja, we believe healthiness is the root of all happiness;" and similar
26 representations. See Exhibit 1, a compilation of some of the representations made in the
27 marketplace by Suja.

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Suja provided these juices to reviewers and influencers who published 30. 1 statements such as: "When I got home, I downed the Twelve Essentials. That particular 2 juice is really hard to drink. It is kind of bitter, but I know it is probably the best juice for 3 me because it has a bunch of good greens in it... After just one day of having fruits, 4 veggies, and juice as my diet, I noticed some subtle changes. My skin is glowy, my hair is 5 softer, and I was definitely more energetic yesterday. Ever since I have integrated more and 6 more raw fruits and veggies in my diet, I have felt far more energetic. But yesterday, I was 7 so energetic!"³ 8

9 31. Posts such as the following have been adopted and broadcast by Suja: "Now
10 that I'm pregnant, it's even more important for me to eat a balanced diet so my growing
11 baby can get proper nutrients. That's why Suja Classic cold-pressed juices are so great.
12 They're organic, GMO-free and packed with vitamins and antioxidants." Such posts
13 actively encouraged pregnant women to ingest the juice, even though the Suja juices
14 contain reproductive toxicity-causing lead.

32. Suja encouraged bulk purchasing and consumption of the lead-tainted juices
with statements like "22 ingredients, 6 flavors, your choice of 6, 18 or 48 bottles, 1 delivery
per month & 0 shipping costs. If you're a freak about greens, this subscription is perfect for
you! Starting at only \$48 per month with FREE shipping;" and "Get a 3-Day Fresh Start for
\$99 + Free Shipping."

33. The representations made by Suja were and are pervasive, continuous, and
far-reaching. By making the aforementioned claims, defendants intend for consumers to
view and rely upon them in choosing to purchase the Suja juices. Further, by placing these
claims and ingredients on the product; using banner ads; using general and targeted
marketing on social media platforms; and engaging consumers in person in stores and at the

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26 ³ This particular post can be found at:

http://www.barefootinbluejeansblog.com/2016/03/suja-juice-one-day-juice-cleanse.html
 and contains a footnote stating: "This post was sponsored by Suja Juice. All opinions, experiences, and photos are my own."

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point of sale, defendants ensure that the health claims that purportedly differentiate the Suja
 juices from their competitors are seen and viewed by potential consumers of the Suja juices.

3 34. During the class period, defendants knowingly and purposely concealed the
4 material fact that the Suja juices contain a dangerous toxic chemical that poses serious
5 health risks to plaintiffs and other similarly situated consumers.

6 35. Furthermore, defendants have failed and refused to disclose or warn
7 consumers that its products contain lead and can be dangerous.

8 36. Despite actual knowledge that the Suja juices contain a dangerous toxic
9 chemical and pose serious health risks to consumers, the defendants marketed and sold the
10 Suja juices as being a safe, effective, and healthy part of a daily diet.

37. Plaintiffs were exposed to an overall ad campaign that included banner ads;
targeted marketing on various social media platforms that included the claims above and
similar representations at a frequency of one to three times per week since at least 2014 to
present.

15 38. On at least one occasion, plaintiff Wachs was the target of in-person16 solicitation inside a Whole Foods location.

17 39. In reliance on the aforementioned representations, claimants purchased and
18 consumed the listed Suja products from various Whole Foods locations, often three times
19 per week, between September 2014 and February 2018.

40. In reliance on the aforementioned representations, plaintiff Wachs has done
the Suja 3 Day Cleanse three times. Each time, as recommended, she consumed 18 bottles
of Suja juice, including six bottles of lead-containing Suja Twelve Essentials, within a 72
hour period.

24 41. According to the U.S. Food and Drug Administration, lead is a toxic25 substance.

26 42. The California Environmental Protection Agency, Office of Environmental
27 Health Hazard Assessment (OEHHA), has listed lead as a chemical known to the state of
28 California to cause reproductive harm in both women and men under Safe Drinking Water

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> <u>-7-</u> CLASS ACTION COMPLAINT

and Toxic Enforcement Act of 1986 (Cal. Health & Safety Code §§ 25249.5 et seq.)
 (hereinafter "Proposition 65").

43. Plaintiffs are informed, and believe, and thereon allege that neither the
Attorney General, nor any applicable district attorney or city attorney, is diligently and
effectively prosecuting an action for the violations alleged in plaintiffs' notice in
conformity with the alleged violation of applicable warning statutes based on the supporting
facts and for the relevant time period.

44. As a direct and proximate result of defendants' conduct alleged herein,
plaintiffs and the class have suffered injuries, including but not limited to, money spent on
contaminated juice products manufactured, marketed, and sold by defendants. The failures
to warn complained of herein have occurred on a continuing basis, throughout the four-year
period prior to the filing of this action and in earlier periods. Exposure to the toxic
chemical lead occurs each time one of these products is sold and consumed.

14 45. Defendants' conduct alleged herein presents a danger to plaintiffs and15 similarly situated consumers.

46. Through this action, plaintiffs and the class seek an injunction against
defendants' continuing harmful conduct, restitution of all money utilized to purchase the
contaminated Suja juices, and monetary damages as permitted under the law.

CLASS ALLEGATIONS

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Plaintiffs bring this action individually and on behalf of the following class:

All individuals residing in the State of California who purchased Suja Twelve Essentials, Suja King of Greens, Suja Power Greens, Suja Easy Greens, and Suja Mighty Dozen for personal use and not for resale from November 2014 until the filing of this complaint. Excluded from the class are defendants, their parent companies, subsidiaries and affiliates, any coconspirators, all governmental entities, and any judges or justices assigned to hear any aspect of this action.

26 48. This action is brought and may be properly maintained as a class action
27 pursuant to California Civil Code § 1781, California Code of Civil Procedure § 382, and
28 California Rules of Court, 3.760 et seq. This action satisfies the numerosity, typicality,

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adequacy, predominance, and superiority requirements of those provisions. 1

The class is so numerous that the individual joinder of all of its members is 49. 2 impracticable. The exact number and identities of class members are unknown to plaintiffs 3 at this time and can only be ascertained through appropriate discovery. The class 4 undoubtedly numbers in the thousands of purchasers of Suja products. 5

Common questions of law and fact exist as to all members of the class that 6 50. predominate over any questions affecting only individual members of the class. There are 7 common legal and factual questions, which do not vary from class member to class 8 member, and which may be determined without reference to the individual circumstances 9 of any class member include, but are not limited to, the following: 10

Whether defendants misrepresented the safety, benefits, and dangers of 11 (a) 12 the juices;

> Whether defendants' products are contaminated with lead; (b)

Whether defendants' conduct constitutes a violation of the Consumer 14 (c)Legal Remedies Act (Cal. Civ. Code §§1750 et seq.); 15

Whether defendants have engaged in conduct which constitutes 16 (d)negligent misrepresentation; 17

18 (e) Whether defendants have engaged in conduct which constitutes fraudulent concealment: 19

20 (f)Whether defendants' conduct constitutes an unfair, unlawful, and/or fraudulent business practice (Cal. Bus. & Prof. Code §§17200 et seq.); 21

Whether defendants have engaged in conduct which constitutes a 22 (g)violation of Proposition 65; 23

Whether plaintiffs and the class are entitled to compensatory damages, (h) 24 and if so, the nature of such damages; 25

Whether plaintiffs and the class are entitled to restitutionary relief; and 26 (i) Whether plaintiffs and the class are entitled to injunctive relief. 27 (j) -RSEN 28 ////

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51. Plaintiffs' claims are typical of the claims of the members of the class, and
 the representative plaintiffs' interests coincide with and are not antagonistic to those of the
 other class members they seek to represent. Plaintiffs and all members of the class have
 sustained damages and are facing irreparable harm arising out of defendants' common
 course of conduct as complained of herein. The damages of each member of the class were
 caused directly by defendants' wrongful conduct as alleged herein.

7 52. Plaintiffs will fairly and adequately protect the interests of the members of the
8 class. Plaintiffs have retained attorneys experienced in the prosecution of class actions,
9 including complex employment, consumer, and product defect class actions; and plaintiffs
10 intend to prosecute this action vigorously.

53. A class action is superior to other available methods for fair and efficient 11 adjudication of this controversy, since individual litigation of the claims of all class 12 members is impracticable. Even if every class member could afford individual litigation, 13 the court system could not. It would be unduly burdensome to the courts in which 14 individual litigation of numerous cases would proceed. Individualized litigation would also 15 present the potential for varying, inconsistent, or contradictory judgments; and would 16 magnify the delay and expense to all parties and to the court system resulting from multiple 17 trials of the same complex factual issues. By contrast, the conduct of this action as a class 18 action with respect to some or all of the issues presented herein, presents fewer 19 20 management difficulties, conserves the resources of the parties and of the court system, and protects the rights of each class member. 21

54. The prosecution of separate actions by individual class members may create a
risk of adjudications with respect to them that would, as a practical matter, be dispositive of
the interests of the other class members not parties to such adjudications, or that would
substantially impair or impede the ability of such non-party class members to protect their
interests.

KNAPP, PETERSEN & CLARKE 55. Individual actions by class members would establish incompatible standards
of conduct for defendants.

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- 56. Defendants have acted or refuse to act in respects generally applicable to the
 class, thereby making appropriate final and injunctive relief with regard to the members of
 the class as a whole, as requested herein.
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57. Plaintiffs reserve the right to re-define the class prior to certification.

FIRST CAUSE OF ACTION

(Violation of the Consumer Legal Remedies Act (Cal. Civ. Code Sections 1750 Et Seq. by Plaintiffs and the Class Against Defendant Suja Life, LLC)

8 58. Plaintiffs and the class incorporate by reference the allegations of the
9 preceding paragraphs as if fully set forth herein.

- 59. Defendant has engaged in and continue to engage in business practices in
 violation of California Civil Code §§ 1750 et seq. (the "Consumer Legal Remedies Act")
 by making false and unsubstantiated representations concerning the safety, benefits, and
 dangers of the Suja juices. These business practices are misleading and/or likely to mislead
 consumers and should be enjoined.
- 15 60. Defendant has engaged in deceptive acts or practices intended to result in the
 16 sale of the Suja juices in violation of California Civil Code § 1770. Defendant knew and/or
 17 should have known that its representations concerning the safety, benefits, and quality of
 18 the Suja juices were unsubstantiated and were likely to mislead the public.
- 61. Defendant's conduct alleged herein violates the Consumer Legal Remedies 19 Act, including but not limited to, the following provisions: (1) Using deceptive 20 21 representations in connection with goods or services in violation of California Civil Code § 1770(a)(4); and/or (2) representing that goods have characteristics, uses, or benefits which 22 23 they do not have in violation of Cal. Civ. Code § 1770(a)(5). As a direct and proximate result of defendants' conduct, as set forth herein, defendants have received ill-gotten gains 24 and/or profits including, but not limited to, money. Therefore, said defendant has been 25unjustly enriched. 26
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27 62. There is no other adequate remedy at law and unless defendant's conduct is28 enjoined, plaintiffs and the class will suffer irreparable harm.

<u>-11-</u> CLASS ACTION COMPLAINT

1	63. Pursuant to California Civil Code §§ 1780(a)(2)-(5) and 1780(d), plaintiffs				
2	and members of the class seek an order for: (1) actual damages; (2) an injunction against				
3	defendants' illegal conduct as alleged herein; (3) restitution; (4) punitive damages; (5)				
4	ancillary relief; and (6) attorneys' fees and costs to the full extent allowed by law.				
5	64. On September 10, 2018, counsel for plaintiffs and the class provided				
6	defendants with written notice that their conduct is in violation of the Consumer Legal				
7	Remedies Act. Pursuant to California Civil Code § 1782(d), plaintiffs are seeking damages				
8	under the Consumer Legal Remedies Act. A true and correct copy of the CLRA notice is				
9	attached hereto as Exhibit 2.				
10	SECOND CAUSE OF ACTION				
11	(Negligent Misrepresentation by Plaintiffs and the Class Against Defendant Suja				
12	Life, LLC)				
13	65. Plaintiffs and the class incorporate by reference the allegations of the				
14	preceding paragraphs as if fully set forth herein.				
15	66. During the class period defendant represented to California consumers				
16	through the advertising, marketing, and sale of their products that the Suja juices were safe,				
17	healthy, and appropriate for consumption as a part of a daily diet.				
18	67. Defendant's representations regarding the characteristics of the Suja juices				
19	were false because their products were contaminated with lead and unsafe for consumption				
20	in recommended quantities.				
21	68. Defendant's misrepresentations regarding the characteristics of the Suja juices				
22	were material because a reasonable consumer would attach importance to them in				
23	determining whether to purchase and consume the Suja juices.				
24	69. Defendant's material misrepresentations concerning the safety, benefits, and				
25	quality of the Suja juices were false and made without having any reasonable ground for				
26	believing them to be true.				
27	70. Defendant made material representations concerning the safety, benefits, and				
28	quality of the Suja juices with the intent to induce plaintiffs and the class to purchase and				
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KNAPP, PETERSEN & CLARKE 1 consume their products.

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2 71. Plaintiffs and the class reasonably and materially relied on defendant's
3 material misrepresentations in choosing to purchase and consume the Suja juices.

4 72. As a direct and proximate result of defendant's conduct, plaintiffs and the
5 class have incurred damages in an amount to be proven at trial. Plaintiffs and the class are
6 not seeking damages arising out of personal injuries.

THIRD CAUSE OF ACTION

(Fraudulent Concealment by Plaintiffs and the Class Against DEFENDANT Suja

Life, LLC)

10 73. Plaintiffs and the class incorporate by reference the allegations of the
11 preceding paragraphs as if fully set forth herein.

12 74. As set forth herein above, defendant Suja Life, LLC had a duty to warn plaintiffs and the class concerning the nature of the toxic substances in their products. 13 14 Defendant's failure to warn constitutes a concealment of material information with the intent to deceive plaintiffs and the class, and cause them to refrain from taking steps to 15 16 protect themselves and their families. Further, in failing to warn and thereby concealing the 17 toxic nature of the Suja juices, defendant intended that plaintiffs and the class would refrain 18 from reporting defendant's conduct to relevant authorities or taking legal action for 19 damages or other relief.

75. Plaintiffs and the class purchased the Suja juices in reliance on defendant's
failure to warn or apprise consumers of the extent of defendant's conduct and the toxic
nature of the Suja juices, and based on the reasonable belief that it was safe to consume the
Suja juices.

76. As a direct and proximate result of defendant's conduct, plaintiff and the
class have incurred damages in an amount to be proven at trial. Plaintiff and the class are
not seeking damages arising out of personal injuries.

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1	FOURTH CAUSE OF ACTION				
2	(Unlawful, Fraudulent, and Unfair Business Practices (Cal. Bus. & Prof. Sections 17200 Et				
3	Seq.) by Plaintiffs and the Class Against All Defendants)				
4	77. Plaintiffs and the class incorporate by reference the allegations of the				
5	preceding paragraphs as if fully set forth herein.				
6	78. Plaintiffs are informed and believe, and thereon allege that defendants'				
7	actions as described herein constitute unfair competition within the meaning of California's				
8	Unfair Competition Law ("UCL"), insofar as the UCL prohibits "any unlawful, unfair, or				
9	fraudulent business act or practice" or "unfair, deceptive, untrue, or misleading				
10	advertising."				
11	79. Defendant Suja has unfairly and fraudulently made false and unsubstantiated				
12	representations concerning the safety, benefits, and quality of the Suja juices without				
13	having any reasonable basis for doing so.				
14	80. Defendant Whole Foods, despite knowledge of Suja's unfair and fraudulent				
15	false and unsubstantiated representations concerning the safety, benefits, and quality of the				
16	Suja juices, has sold and continues to sell the tainted Suja juices to unwitting consumers.				
17	81. Furthermore, defendants have failed to provide material and legally required				
18	disclosures regarding the presence of a dangerous and highly toxic contaminant contained				
19	in the Suja juices.				
20	82. Defendants' conduct constitutes an "unfair" business practice within the				
21	meaning of the UCL insofar as defendants' business practices alleged herein are immoral,				
22	unethical, oppressive, unscrupulous, and/or substantially injurious to consumers.				
23	83. Defendants' conduct constitutes a "fraudulent" business practice within the				
24	meaning of the UCL insofar as defendants' misrepresentations regarding the safety,				
25	benefits, and quality of the Suja juices are likely to deceive members of the public.				
26	84. The business acts and practices of defendants are unlawful within the				
27	meaning of the UCL in that such acts and practices violate the Consumer Legal Remedies				
28	Act Proposition 65.				
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KNAPP, PETERSEN & CLARKE 85. The unlawful, unfair, and fraudulent business practices, and unfair
 competition by defendants described above continue to present a threat to plaintiffs and the
 class. Plaintiffs are informed and believe, and thereon allege, that defendants have
 systematically perpetrated deceptive and unfair practices upon members of the public and
 have intentionally deceived plaintiffs and the class.

6 86. The dissemination of false and deceptive representations through published
7 media in print or in digital form over the internet constitutes unfair competition and unfair,
8 deceptive, untrue, or misleading advertising within the meaning of the UCL.

9 87. Defendants' refusal to stop making the aforementioned unsubstantiated
10 representations concerning the safety, benefits, and quality of the Suja juices constitutes
11 continuing an ongoing unlawful activity prohibited by the UCL, and justifies the issuance
12 of an injunction requiring defendants to act in accordance with the law.

13 88. As a direct and proximate result of defendants' unlawful and unfair business
14 practices in violation of the UCL, plaintiff and the class have suffered injury in fact, and
15 have suffered economic harm by losing money as a result of purchasing the contaminated
16 Suja juices.

17 89. Defendants have been unjustly enriched as a result of money collected
18 through the sale of the dangerous and toxic Suja juice. As a result of the aforementioned
19 conduct, plaintiff and the class are entitled to monetary restitution and restitutionary
20 disgorgement of profits.

FIFTH CAUSE OF ACTION

(Violation of Proposition 65 Cal. Health & Safety Code §§ 25249.5 Et Seq. by

Plaintiffs and the Class Against All Defendants)

Plaintiffs and the class incorporate by reference the allegations of the

(NAPP, PETERSEN

CLARKE

21

25 preceding paragraphs as if fully set forth herein.
26 91. The Suja juices are contaminated with lead, which is contained on the
27 Proposition 65 list of "Chemicals Known to the State to Cause Cancer or Reproductive
28 Toxicity."

<u>-15-</u> CLASS ACTION COMPLAINT

3359560.1 08000/01051

90.

92. OEHHA set the Maximum Allowable Dose Level ("MADL") of lead to 0.5
 µg/day.

- 3 93. The amount of lead in each of the above-mentioned Suja juices is in excess of
 4 the Maximum Allowable Dose Level ("MADL") of 0.5 μg/day of lead set by the OEHHA.
- 5 94. Defendants have failed to provide Proposition 65 warnings on the Suja juices
 6 despite the fact that lead is included on the list of "Chemicals Known to the State of
 7 California to Cause Cancer or Reproductive Toxicity" under the Proposition 65.

8 95. By committing the acts alleged above, defendants have, in the course of doing
9 business, knowingly and intentionally exposed individuals in California to chemicals
10 known by the state of California to cause reproductive or developmental toxicity without
11 first giving clear and reasonable warning to such individuals, as required by Health &
12 Safety Code § 25249.6.

96. Defendants packaged their products without the warnings required by
California Code of Regulations Title 27 Article 6, which would have supplied the persons
who ingested the products and suffered exposure to lead with important health information
required under California law. These exposures took place off of defendants' property and
away from any source of conspicuous warning such as a sign at the point of sale.

18 97. Plaintiffs' allegations concern a "consumer product exposure," which is an
19 exposure that results from a person's acquisition, purchase, storage, consumption, or other
20 reasonably foreseeable use of a consumer good, or any exposure that results from receiving
21 a consumer service. See Cal. Code Regs. Title 27 § 25602(c). The method of exposure is
22 through ingestion.

98. Plaintiffs assert this claim for violation of Proposition 65 more than sixty (60)
days after giving notice of the alleged violations to defendants, to the California Attorney
General, and to applicable district attorneys and city attorneys in whose jurisdictions these
exposures are alleged to have occurred.

KNAPP, PETERSEN & CLARKE 27 99. Pursuant to Health & Safety Code § 25249.7(b), said violations render
28 defendants liable to plaintiffs and the class for civil penalties not to exceed \$2,500 per day

-16-CLASS ACTION COMPLAINT

3359560.1 08000/01051

1 for each violation, in addition to any other penalty established by law.

100. Plaintiff is seeking injunctive relief pursuant to Health & Safety Code		
§ 25249.7(a), requiring defendants to institute a recall of all of the Suja Twelve Essentials,		
Suja King of Greens, Suja Power Greens, Suja Easy Greens, and Suja Mighty Dozen in the		
state of California; discontinue the manufacture, distribution, and sale of all of the Suja		
juices in the State of California; and/or provide a clear and reasonable warning to		
consumers concerning the presence of toxic chemicals in the Suja juices.		
101. On July 17, 2018, plaintiffs sent defendants and all relevant state agencies a		
Notice of Violation of Proposition 65 pursuant to Health & Safety Code § 25249.7(d). A		
true and correct copy of this Proposition 65 notice is attached hereto as Exhibit 3.		
PRAYER FOR RELIEF		
WHEREFORE, Plaintiffs on behalf of themselves and all others similarly situated,		
prays for relief and judgment against defendants, and each of them, as follows:		
1. For an order certifying the class, and appointing plaintiffs and their counsel to		
represent the class;		
2. For damages suffered by plaintiffs and the class;		
3. For restitution to plaintiffs and the class of all monies wrongfully obtained by		
the defendants;		
4. For preliminary and injunctive relief requiring defendants to accurately		
represent the qualities of their products;		
5. For reasonable attorney's fees as permitted under California Code of Civil		
Procedure § 1021.5, California Civil Code § 1780(e) or other applicable statutes;		
6. For punitive damages (first and third causes of action only);		
7. For plaintiff's costs incurred;		
////		
////		
////		
////		
-17- CLASS ACTION COMPLAINT		

KNAPP, PETERSEN & CLARKE

	1	8. For prejudgment i	nterest; and	
	2	9. For such other relief which the court deems just and proper.		
	3			
	4	Dated: November 9, 2018	KNAPP, PETERSEN & CLARKE	
	5		\wedge · st	
	6	·	By: Man	
	7		André E. Jardini	
	8		K.L. Myles Attorneys for Plaintiffs MADELEINE WACHS and	
	9		GABRIELA GARCIA, Individuals, on behalf of themselves and others	
	10	0 similarly situa	similarly situated	
	11			
	12	DEN	MAND FOR JURY TRIAL	
	13	Plaintiffs hereby demand	a trial by jury in the above-entitled action.	
	14			
	15	Dated: November 9, 2018	KNAPP, PETERSEN & CLARKE	
	16			
	17		By: May	
	18		André E. Jardini K.L. Myles	
	19		Attorneys for Plaintiffs MADELEINE WACHS and	
	20		GABRIELA GARCIA, Individuals, on behalf of themselves and others	
	21		similarly situated	
	22			
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KNAPP, PETERSEN	27			
& CLARKE	28			
		-18- CLASS ACTION COMPLAINT		
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EXHIBIT 1



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lovesuja Isn't that the truth! #MerryChristmasEve

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#suja #sujajuice #organic #nongmo #coldpressed #coldpressured #hpp #holidayseason #believe

simplyaleksandraaa Love this!

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8/31/2018, 4:46 PN

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Promo code: FRESH2018

lovesuja #juicecleanse #sale #detox #newyear #resolution #healthylifestyle #drinkplants #plantbased #organicjuice #coldpressedjuice

melissa_ann_34 @jennb0885 pjfgray @slbrody1213

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#lovesuja #itsthejuice #juicelove #organic
#nongmo #goodforyou #fitlife #drink
#drinkup #coldpressed #coldpressured #hpp

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Suja Organic on Instagram: "22 ingredients, 6 flavors, your choice ...

https://www.instagram.com/p/BEC1E_jmvRx/?taken-by=lovesu

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lovesuja 22 ingredients, 6 flavors, your choice of 6, 18 or 48 bottles, 1 delivery per month & 0 shipping costs. If you're a freak about greens, this subscription is perfect for you! Starting at only \$48 per month with FREE shipping!

shirleyblank Love this stuff

sheenariley Awesome!!

edye.pucciarelli @lizapoochie

memoirs_of_truth Gimme gimme. I'm going

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9/7/2018, 11:41 A)

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At Suja, we believe healthiness is the root of all happiness. And when life takes you off track, #itsthejuice that'll bring you back. Share how Suja has come to your rescue and brought more balance to your life. Don't forget to tag it with #itsthejuice. We'll be regramming our faves and have other juicy surprises up our sleeves!

irea74 Absolutely you muss are my favoritel

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ladyfairfield7_17 Love this! However, our costco hasnt had it in a while. Where else can we get this?

raquela_kar 🌤

grantmeabody ថៃ⊡ថៃ⊡ថੇ this_life_of_cyn Fav!!!!! curlybeautys (C)(C)(C)(C)(C)(C)

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00011 SUJA









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lovesuja We believe that yoga reduces stress but so does drinking green juice in your yoga pants 🔄 🗜 📾 @shaylaquinn lovesuja .

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lovesuja Props to @jhericamartinez for always having Suja on hand $\tilde{\leqslant}$

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Iovesuja BRB, quick trip to the tropics while we finish our juice @ 李奎士 // 齒@todaysvibez Iovesuja .

.

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#nongmo #goodforyou #fitlife #drink
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#healthylife #fitfam #lovesuja #itsthejuice
#juicelove #organic #nongmo #goodforyou
#coldpressed #color #ootd #greens
#greendrink #greenjuice #supergreens

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my #workout#fruit#healthylife #fitfam #loves

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my #workout#fruit#healthylife #fitfam #loves

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- .

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#yummy #workout #fruit #drinkyourgreens
#healthylife #fitfam #lovesuja

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#yummy #workout #fruit #drinkyourgreens
#healthylife #fitfam #lovesuja
#itsthejuice #juicelove #organic #nongmo
#goodforyou #fitlife #drink #drinkup
#coldpressed #newyearnewyou #resolution

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	(O) Instagran	l	Q Saroth	
		endburt.	LABTHY	lovesuja - Follow lovesuja From a sweet smoothie to co pressed collards & kale, check out ou
	PD FRUNDLY	<u>MOST SPICY</u> Popular Hick	MOST Earthy	pressed collaros & kale, circk our da to your most palate-pleasing greens! lovesuja .
			SUIA SUIA STREAME ORGANIC ONGANIC	#fitfam #lovesuja #itsthejuice #juicelo #organic #nongmo #goodforyou #fitf #drink #drinkup #coldpressed #drink yourgreens #greenjuice #sujagreendelight #sujanoongreens #sujagreendelight #sujaubergreens #sujaradiantprobiotic
	C 10	C 110 - 011		bobbifloyd Serious fabulous tasty iui 1,058 likes Harris 2011 Log io to fice on comment.

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lovesuja 緣SALE緣 Drink green to save green with our 3-Day Fresh Start for only \$99! 좋 추 같은 Use promo code HELLOSPRING at checkout! ~ (link in bio _)

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#yummy #workout #fruit
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3-day fresh start with meal options

JULY 10, 2017 By Zelana Montminy In Lifestyle, Nutrition, Recipes

We've seen the cleanse trend shift over the past several years — and we hear you! Just like all of you, we here at Suja are all about balance too, so we created a mini food-pairing plan to go with our Fresh Start juice plans. The objective of this juice detox meal plan is still for you to cut out all the bad and consume all the good, coming out of your 1-day, 3-day or 5-day Fresh Start feeling like you have reset your lifestyle to include healthier habits and reprogramming your body to eat cleaner, feel better and think clearer. Cleansing shouldn't be restrictive or punishing. It should be rejuvenating not only when you're done, but especially when you're doing it!



With this food plan and Suja's Core Fresh Start, you'll drink 6 juices per day (Master Cleanse, Glow, Twelve Essentials (x2), Purify, and Blue Dream) for 3 days,

paired with the following foods & meals. A couple days prior to starting the juice program, it's a good idea to start eliminating what isn't serving you including coffee, alcohol, dairy, red meat, sugar and white flour bread products. Now that doesn't mean that you shouldn't eat these things again, and in fact, some in moderation from the right sources can be good for your body. But we wean off them for this "cleaning" because they do cause inflammation in our body and we want to prep so we can have a clean slate to work with. As always, maximizing fruits, veggies and whote grains will make the shift to our program much easier!

In keeping with the theme of not making this restrictive, I urge you to mix up which juices you drink at what time of day throughout the various days if the following suggested order of consumption start to feel repetitive or boring to you. As with any other day, cleansing or not, make sure you're also drinking plenty of water for hydration and are getting physical activity.

All these meal ideas are interchangeable and I've given several suggestions per time of day, but feel free to get creative and switch it up while staying within the parameters of clean meals I've outlined below.

SUJA 00044

https://www.sujajuice.com/blog/3-day-fresh-start-with-meal-options/

Start your day with warm water to start digestion and warm your core + 1/2-2 teaspoons of any healthful flavor of choice (turmeric powder, lemon juice, apple cider vinagar, cayenne, ginger, etc); then introduce Master Cleanse – the lemon juice with vitamin C is great for the skin and cayenne pepper will pump up your metabolism.

BREAKFAST (around 20-30 minutes later): Enjoy a light clean, ideally vegan, meal to pair with your juice that includes a plant based fat, protein and wholesome carb to get you through the day. This can include chia pudding made with whole fat plant milk, oatmeal with coconut oil or a spoonful of seed butter, avocado on sprouted toast, millet porridge, or buckwheat groats.

After an hour or two as a snack, enjoy Glow with a handful of nuts or seeds. The mint in the juice can help reduce bloating and aids digestion to keep your gut operating at full force throughout the day.

LUNCH: Opt for a clean meal containing healthy fat and lean protein. Examples include quinoa salad with lemon & olive oil dressing, bean dip with beet chips, chopped veggies with a scoop of tuna mixed with hummus instead of mayo, or buckwheat groats paired with sliced tomatoes and sautéed onions drizzled in avocado oil + Twelve Essentials. Its ginger, peppermint and celery will all aid digestion, decrease fluid retention as we ease into the afternoon, and help with bloat.

After an hour or two as a snack, enjoy another Twelve Essentials with a drizzle of olive or coconut oil mixed into the juice. This oil will aid the absorption of plethora of vital nutrients this juice contains.

DINNER: Not too late in the evening, ideally around 5:30–6pm, enjoy a clean meal containing healthy fat and lean protein. Ideas include: bean and millet salad with corn kernels with a dressing of olive oil, apple cider vinegar & cumin; avocado and tomato salad with bulgur or barley; green salad with lemon & olive oil topped with hemp and pumpkin seeds; poached salmon with watercress or spinach on the side – paired with a Purify for "dessert". The beets in this juice will help improve blood flow leading to more radiant skin and balanced blood pressure.

No later than 1.5-2 hours before bed, enjoy Blue Dream as a nightcap! The blueberry almond milk infused with hints of cinnamon and vanilla is a great way to wind down at the end of your day, plus it'll prevent you from wanting to reach for a sugary treat too late in the day.

All these choices will help your body and mind detoxify, cleanse and heal. Enjoy!



By Zelana Montminy

Dr. Zelana Montminy is a leader in the wellness realm and is Suja's Health & Wellness Expert! Author of 21 Days to Resilience, she speaks around the world, is a go-to authority in the media and holds Masters and Doctorate degrees in Clinical Psychology with a Specialization in Health, as well as a Certificate in Plant-Based Nutrition from Cornell University. Dr. Montminy strongly believes that what we eat is intrinsically connected to how we feel. She has been a huge fan of Suja since the beginning and has partnered with Suja to help facilitate her goal of redefining wellness and encouraging people to filter through the truths behind false assumptions in the health, wellness, and nutrition worlds.

< Bevnet: SUJA to Launch Kombucha at costco This Month GUAYUSA Health Benefits >

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MY 3-DAY SUJA JUICE CLEANSE



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Any of you who follow along on Facebook, Twitter or Instagram will know that last week I went on a <u>3-Day Suja Juice Cleanse</u>!

Yep. For 3 days, I gave up normal food and drinks (no caffeine or alcohol), and instead drank 6 delicious and huge bottles of Suja juices each day. This was my first time doing a "cleanse" or anything like it for 3 whole days. Granted, I love to juice at home, and will often use juices as a replacement for 1 or 2 meals a day. But 3 full days was a different experience, and a very different one when everything is already prepared for you, which I found to be brilliant.

Since I received so many questions from friends and readers about what it was like, thought I would take a minute to share with you a little more about my experience on here. As a disclaimer, I received a complenetary <u>3-Day Juice Cleanse</u> from Suja, but was not paid to write this review and all opinions are 500% my own. Here we go!



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https://www.gimmesomeoven.com/my-suja-3-day-juice-cleanse/

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WHAT IS A SUJA JUICE CLEANSE?

I kept asking this question too as I had seen these brightly-colored Suja Juice bottles all over Instagram and social media the past few months. Once I checked our their <u>beautiful website</u>, I learned that Suja actually makes 11 different flavors of organic, raw, cold-pressed juice blends that are super nutrient-dense and full of good enzymes. You can purchase juices individually, or they also sell them in <u>packages</u> or <u>cleanses</u>.

The cleanses are available in a <u>1-day</u>, <u>3-day</u> or <u>5-day</u> option. I decided to go with a 3-day cleanse, which included 3 bottles each of the following juices: Glow, Fuel,

SUJA 00049

Purify, Fiji, Green Supreme, and Vanilla Cloud. They are expensive, but on average, over 2 pounds of fruit and vegetables go into every single bottle of juice. So from someone who knows the cost of regular juicing, I could understand why these organic juices (with their huge servings) typically come in around \$9 each.

The goal for the cleanse is that you literally just drink juice and water all day. No coffee, no alcohol, no solid foods — juice juice. But let me tell you, it is a *lot* of juice!!! And they are crazy yummy.



HOW DID THEY TASTE?

This was the question everyone asked as I was carrying around these huge bottles of juice each day. (And I ended up giving lots of taste-tests to my friends!!) The six flavors included in my cleanse were:

· <u>Glow</u>: green apple, cucumber, celery, collards, spinach, kale, spearmint

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- <u>Fuel</u>: carrot, apple, pineapple, orange, lemon, turmeric
- <u>Purify</u>: carrot, apple, celery, cucumber, lemon, beet
- Fiji: apple, celery, cucumber, spinach, kale, collard greens, lemon, ginger
- <u>Green Supreme</u>: kale, green apple, lemon
- · Vanilla Cloud: almond milk, coconut milk, vanilla bean, honey, filtered water

I genuinely loved every single one of them. But I should probably clarify that I have been a juice lover (especially juices with things like beets and kale) for a long time. If you are new to juices with fresh vegetables, some of the flavors may catch you a bit by surprise. (I would especially mention that Purify, with lots of beets in there to give it that bright red flavor, has a pretty strong earthy taste. But I still loved it!)

In general, though, most of the juices are sweet, fruity and fresh-tasting. And then the grand finale of each day, Vanilla Cloud, was an absolute *dessert*! After drinking so many thin fruit and veggie juices all day, I totally dove into the thick cinnamon-y almond milk juice each evening. Although it was so rich and filling that I couldn't even finish it each evening. But I was around friends most evenings, and they were happy to help me polish that one off. SO GOOD!



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HOW DID YOU FEEL? WERE YOU SOOOOO HUNGRY EACH DAY??

Ha, if I had a dollar for each time I was asked this question over the course of three days. In a nutshell...

I felt awesome. 97% of the time. I don't know if it was related or not, but on the afternoon of Day 2, I had a pretty fierce headache that was really bumming me out. It could have been unrelated, but I did decide to "cheat" briefly and ate a handful of peanuts, and then felt a little better. Take that as you will. I think in any sort of fast x or cleanse like this, the second day is often when your energy dips as your body is

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Page 6 of 23
getting used to the new rhythm. But goodness, overall I felt incredible. By the end of Day 3, I felt really refreshed, full of energy, lighter, and as cliche as it may sound, I just *felt healthy*. And what's more — that feeling has lasted over the course of a week! I think that taking a few days to get out of the rut of a few bad habits (too much snacking, too much coffee, too many sweets) really helped and encouraged me to stick with it afterwards. So bottom line...I felt great.

I think the most amusing thing about this experience was that all of my friends were initially concerned that I was starving myself. Definitely not true. If you are worried about being hungry, let me put those fears to rest right now — you will be SO FULL of juice! First of all, these bottles are huge. I had to keep mine by my side each day and remind myself to keep drinking so that I would finish one before it was time for the next. They are very large. And second of all, they are very filling. And as you can see by the nutrition fact, most of the juices averaged about 140 calories, so you are still getting energy there.

The one thing I missed (which occasionally made me think I was hungry, but not true) was something to chew and something warm. It was definitely an adjustment to "drink" your calories each day, and cold calories at that. I think this cleanse would be more difficult in the winter when everything is already cold, but in the spring or summer it was refreshing.

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https://www.gimmesomeoven.com/my-suja-3-day-juice-cleanse/

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SO WOULD YOU DO IT AGAIN?

Yes!!! I feel like I would love to do the 3-day cleanse maybe a few times a year. But I was telling my friends that I would definitely love to do the 1-day cleanse more often — even monthly.

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I would like to try making some of these ingredient combinations at home for a 1-day cleanse (and maybe just sticking with repeating 1 or 2 batches of juice, rather than going to the trouble of making 6).

But I have to say that the absolute brilliance of Suja — and in my opinion, the reason I was able to stay with it for 3 days — was that they do *all* of the work for you. Oh my goodness. As someone who cooks a lot, I can't even tell you how wonderful it was to not have to think about what food I was going to make for 3 entire days. And what's more, they have not only thought it through, they have created a delicious "menu" of flavors to enjoy throughout the day. AND if you want, they'll ship the juices right to your doorstep.

They literally couldn't make it easier. And in my book, that sort of convenience can definitely be worth the cost.

So yes, I am 100% hooked and look forward to buying more Suja juices to sprinkle throughout my days. And then I love the idea of getting into a rhythm of doing a cleanse to start each new season — summer, fall, winter, spring.



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QUESTIONS?

If you have any questions about trying a <u>Suja Juice Cleanse</u>, be sure to check out Suja's website and their <u>FAQ</u> page, where they answer tons of questions about juicing, cleansing and health. You can also find them on <u>Facebook</u>, <u>Twitter</u>, <u>Google+</u>, <u>Instagram</u> and <u>Pinterest</u>.

Or you are always welcome to tweet or email me! I am far from being an expert, but I am happy to offer any opinions into my experience.

If you have been thinking about Suja, I would encourage you to give it a try!!!

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Disclaimer: This page contains affiliate links. Suja also provided me with a complementary 3-Day Cleanse, but I was not compensated to write this review and all opinons are my own. I am also NOT a doctor, and only speak about how this affected my health from personal experience. So please consult your doctor if you have any medical-related questions about going on a juice cleanse. The end. :)

POSTED ON APRIL 12, 2013 IN ARTICLES, BEVERAGES (NON-ALCOHOLIC)

₱ 72 COMMENTS »

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72 COMMENTS ON "MY 3-DAY SUJA JUICE CLEANSE"

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ARI - JANUARY 27, 2015 @ 11:51 AM REPLY

Suja juices are indeed delicious! I purchased them at a Wild By Nature on sale...

\$7.00 a bottle!

I did feel healthy and refreshed on the inside after drinking them.

KRISTEN VALLE - MARCH 16, 2015 @ 12:12 AM REPLY

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Okay, you convinced me! I'm ordering now :)

TAMMY - APRIL 2, 2015 @ 10:15 AM REPLY

Thank you for sharing your experience. I, along with my abs and glutes fitness class, will be participating in the Suja 3 Day Juice Cleanse. I'm praying that each of us have positive experiences cuch as yourself. Thanks again!

ALI - APRIL 2, 2015 @ 10:29 AM

Awesome! Let me know how it goes! :)

SARAH - JANUARY 3, 2016 @ 10:17 AM REPLY

Thank you for this very informative article! I just picked up 2 bottles of suja to try it out. I found mine at Target. I picked up the mango magic, just tried it. Its amazingly delicious! I also picked up the noon greens one which I will try later. I will continue to buy these, maybe consider doing a cleanse.

HAYLEY @ GIMME SOME OVEN - JANUARY 5, 2016 @ 1:16 PM

You're welcome Sarah, we wish you luck if you try the cleanse! :)

HADI -- MARCH 31, 2016 @ 3:51 PM REPLY

I think you should try Chuice! They are an awesome team, and the founder has a very cool story!

Hadi

X

HAYLEY @ GIMME SOME OVEN - MARCH 31, 2016 @ 8:13 PM

That's good to know Hadi — thanks for sharing with us, we'll check them out! :)

GWENETTE - MAY 18, 2016 @ 12:41 PM REPLY

Did you lose weight

MANTHELISA@YAHOO.COM - JUNE 1, 2016 @ 9:29 PM REPLY

This is my 1st experience in juicing! and just received my 3 day cleanse from Suja... how do I know what order to drink them in?

RENE - JUNE 14, 2016 @ 1:27 AM REPLY

I do the 1 day cleanse at least once a week...after finding out we carry 5-7 pounds of sludge in our intestines that causes us to feel sluggish, that was all I needed...I love my daybreak Probiotics, Sunrise protein, noon greens and twilight probiotics....I usually drink watermelon water and regular water the rest of the day.....mine are the 10.5 oz bottles and I pay about 1.78 for them... very much worth it...

JESSICA - OCTOBER 11, 2016 @ 8:34 AM REPLY

I'm on my 1 day suja cleanse, I drank the first one at 830 but unsure of when I should drink the next one? Can you help me with the times please?

X

T.K. - MARCH 2, 2017 @ 10:04 PM REPLY

Ouuuu, after reading this article, I'm looking forward to giving it a try! I hadn't previously heard of Suja Juice before, nor am I too familiar with "juicing", but the package caught my eye as I was strolling through Costco and I decided to toss it in my basket; took a "buy now, ask questions later" approach, yikes! Iol. Thanks for this detailed review!

MARY MAUWER - MARCH 3, 2017 @ 5:47 AM REPLY

I love Suja juices, they are very delicious indeed. Thank you dor sharing your experience. I'll be sure to try your tips. Regards Mary.

MARY MAUWER - APRIL 6, 2017 @ 5:13 AM REPLY

I just tried the red one (Purif), it tastes so good. I also try some other juicing variance from <u>https://www.juice-2-u.com</u> I ordered it online. The juices are non-HPP, which means they are bottled without high pressure processing. Their juices never have GMO's or chemical additives or preservative. That is what I like about Juice 2 u product. You can check it out too.

CAROL - MAY 31, 2017 @ 7:45 PM REPLY

Okay so my daughter and I want to do this !!! WT are some things that happen to your body and do u loss weight Any amount of weight or just the bloating

Pingback: <u>3 Day Cleanse Diet Costco Travel | Get Online Diet Plan For Detox</u>

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9/7/2018

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https://www.gimmesomeoven.com/my-suja-3-day-juice-cleanse/

HEY, I'M ALI!

My favorite thing in the

world is spending time around the table with good people



and good food. So I created this blog full of simple, speedy, and irresistibly delicious recipes that are perfect for sharing with those you love. **Y** MORE ABOUT ME »

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This piece is derived from my journal – a tattered pink notebook that used to say Thursday across san-francisco/ lings and phrases, to save and stock-pile for future stories or letters yet to be sent. I committed VEFAVES (https://localemagazine.com/topic/native-locale-faves/) self to a juice cleanse, or a life cleanse as Fnow refer to it. I started prescribing advice and warnings of potential downfalls inside my notebook. It made the whole process feel greater, bigger. For LAS VEGAS (https://localemagazine.com/topic/native-locale-faves/native-faves-las-vegas/)

fixe, days, I had, nothing but water and six juices a day from sun up to sundown. I wrote it all down: LOS ANGELES (https://localemagazine.com/topic/native-locale-faves/native-taves-los-angeles/) - the good parts and the bad. I am not a doctor or a nutritionist. The information here is given to you OKANGE COUNTY https://localemagazine.com/topic/native-locale-faves/native-faves-orange-county/) Suia Juice and You: PALM SPRINGS (https://localemagazine.com/topic/native-locale-faves/native-faves-palm-springs/) Suja Juices are made in San Diego from all organic fruits and vegetables. Their carefully crafted reci-SAN DIEGO HIERS / Mokaren xagazane to my flith x And it y diatad - Having Mattive-faves - saile unegy (Created by founder Eric Ethans and co-founder Annie Lawless, who have both dedicated their life and pas-SAIPTRANEISCE PHEERS. 1/198 cahenalabaziffe. Sovin Augres/ native= lfcale= faves/nanve= faves=saf= ffanzisce/) 100 percent certified organic and packed full of nutrients. The genius of Suja Juice is in the science. SMD THE JAC THE BERTHER BOTH SANDER IN MEAN IT. Their juices are cold-pressed through a hydraulic press. This ensures that all of your nutrients and enzymes stay in tact and are delivered to you C해ተባዘዊ አንዋ የአይም የሚያለ በ የ አምም በ Then, to extend the freshness and shelf life of the juices, they undergo an HPP (High Hydrostatic Pressure Processing) method, which means that immediate-Cheekout https://localenagedine.com/checkout/jth and pressure is applied to remove all oxygen and pathogens so the juices stay tasty! Suja juice is using the perfect combination of nature and sci-Centreter Application thtoget Alberting at the contract of the also place orders online, and they will ship to your doorstep, anywhere in the Q country!

Pre-Cleanse:

Listen to your body during this experience. You may need to tailor these instructions to better suit your particular lifestyle. I recommend, two days before you cleanse, to narrow your diet down to fresh fruits and vegetables. Cut out all alcohol, excess salts, refined sugars, white breads and processed foods. If this alone seems like a shock to your system, then give yourself a week to start adjusting to this new way of eating, and start by cutting back one thing at a time. Ease your body into this adventure. The idea of a cleanse extends far beyond the three or five days you have committed. Cleansing is an opportunity to give your body and digestive track a rest. Think of it as spring-cleaning for your insides. There are so many beneficial side effects like weight loss, brighter skin, better digestion and more energy. Suja Juice wants to help you realign your relationship to food and nutrition through a healthy lifestyle.

Meet my Suja Cleanse juices:

Suja makes eleven juice flavors, and these are the six flavors included in my five-day cleanse. Each bottle is 16 ounces of pure deliciousness and nutrition and the entire week-long cleanse package is \$270.

#1 Glow is a hearty green color made of green apple, cucumber, celery, collard, spinach, kale and mint. It's tasty and refreshing.

#2 Fuel is made of carrot, apple, pineapple, orange, lemon and turmeric.

#3 Purify is made of carrot, apple, celery, cucumber, lemon and beets.

#4 Spark is made of water, strawberry, lemon, raspberry, honey, tart cherry, cayenne and stevia. This one seemed the strangest to me at first, but by the end of the week, it was my jam. I looked forward to it all day.

#5 Green Supreme is made of apple, kale and lemon.

#6 Vanilla Cloud contains almond milk, coconut milk, vanilla bean, honey and filtered water.





(https://i1.wp.com/www.localemagazine.com/wp-content/uploads/2012/12/First-Timers-Guide-Juicing-3.jpg)

Day One:

I stayed in bed far longer today than I normally would have without the prospect of my ritual cup of coffee and poached eggs over toast. I have to admit I feel intimidated about starting the cleanse, but also really excited. I have a few extra pounds that I would like to say goodbye to. I am still fighting a bit of a head cold and nothing is working to kick it, so this is either a really good or really bad idea to start cleansing today. To alkalize my body on the first day, as suggested by Suja, I prepared myself a glass of warm water with a tablespoon of apple cider vinegar and lemon, which must be an acquired taste. I washed the dishes to try and buy some time. Ten minutes went by. I was hungry. I was really hungry. I went ahead and drank my first juice. The juices are all labeled one through six, and as the day passes, you move from one number to the next. My first juice is a gorgeous green color that might scare some people off, but do not let it. It is refreshing and delicious. I spent this first day oscillating between real hunger and enthusiasm over this adventure. They say hunger is normal the first day or so but that my body will adjust. I'm waiting for that adjustment. I feel more tired than usual and a bit foggy like I can't really think straight. I am made very aware that this will be a test of my will power more than anything else. I want this. Today, I weigh in at 132 pounds.

Day Two:

The head cold I had is a distant memory. I can't believe that just one day of juices took care of it. I feel so much better! On another note, I didn't stay busy enough yesterday. I left too much time in the day to obsess over eating. My first recommendation would be to stay busy, not necessarily active, but busy. Watch a movie, read a book, go for a walk, take up knitting. Today, I went down to the beach, because October decided it wanted to belong to summer as well. I packed #2 and #3 juices in a cooler bag with ice packs and went swimming in the ocean. I needed to be shocked awake, because I felt like I had been stuck in a fog since I started the cleanse. As far as the taste of the juices, I think #2 is my favorite. I love carrot juice. I was running all over the beach and swimming in the waves. This high was short lived though, and I downed #3 less than two hours later. Delicious. In the evening, I hung out with my girlfriends while they sipped wine and made cookies. This was the hardest time so far. Just say no. It seems like the hardest part is breaking the habit of eating. I don't think I am actually hungry.

Day Three:

Day three was a high point. If I had to title the day I would call it acceptance. I had so much energy. I woke up and was thrilled to drink my juice. I think my taste buds are more sensitive and maybe stronger if that's even possible? Everything is more delicious. I think my body is adjusting, and I decided I would try some exercise. I went to yoga; a non-heated class for 45 minutes rather than my

usual heated hour-long class. I felt great. I did get light headed from time to time, but I just paced myself and listened to my body. I recommend that if you are going to exercise during the cleanse, you must remember you are only consuming 1200 calories a day. Do a subdued version of your usual workout and only if you feel up to the task. Do not push your body. This is all about listening to how you feel. I can also tell today that I am loosing weight. I don't have a lot of weight to lose, maybe 5 or so vanity pounds, but those are falling off as the days pass by. I also decided to clean out my house today. I figured that if I am cleaning out my body I should do the same to my surroundings. Today I was really feeling the whole spirit of the cleanse. Today, I weighed in at 129 pounds.

Day Four:

I miss coffee. I really truly miss coffee, and I think that just proves that my body had grown accustomed, or addicted, to my caffeine intake. I am going to try and extend my coffee hiatus until after the cleanse. I don't know how long but I feel pretty inspired by this whole thing to clean out my whole life. Today was rough. I was super moody all day. I found myself more than once wanting to throw a fit and literally wondering what life was all about. I really wasn't anticipating an emotional response to the cleanse, but here I am. I should be locked away until this whole thing is over. Do not let my frank honesty about the hard times deter you. It takes will power and a strong desire for a certain quality of life to see this through, but I believe it is worth it. I can tell my energy levels are affected. It is a new and a very clean energy that feels much different from my usual caffeine fueled state. Also, my skin looks amazing. I have had several people tell me today that I am glowing. Most of the time I don't feel hungry, but I still have the desire for certain foods. I think it's more of a social thing. Eating is a very social aspect of our culture and breaking out of that has proved to be the hardest part. I have made a new board on Pinterest and pinned about a million and five recipes for when I am done with this. I will never take food for granted again.

Day Five:

I don't know if it's because the end is near or that my body has finally realized that this is what's going on, but I feel totally normal today. I feel like I am functioning at the right level again. My body and brain have met back up in the middle and are ready to see this through. It also helps that I kept super busy today. I didn't throw any fits. I didn't obsess over food. I didn't even feel hungry. I honestly feel like I could keep on going. I am, of course, looking forward to eating again. I have lost seven pounds. I feel great. I am sleeping a bit lighter, but when I wake up I feel well rested and pop out of bed far earlier than I would have before. I refuse to go back to eating anything other than just what my body needs. I see no reason to go above and beyond with heavy meals and "bad" foods. I am seriously dedicated to staying on this path. I think other than my waistline, the most affected part of me is my will power. I am so proud of myself for seeing this through. It's been hard but I look and feel better than I have in so long. Today, I weighed in at 125.

Post-Cleanse:

The day after I completed the cleansing program there were no trumpets blowing, no great feasts to be had, no one hugging me at the finish line. It's just me. I am still me. I am the only one who was ever being held accountable. On the other side of this journey, I feel accomplished. I have no desire

to go rushing to the refrigerator. I read that easing back into food is just as important as the cleanse itself. You do not want to shock your body on reentry. I started with a fruit bowl for breakfast, a kale, apple, and celery juice for lunch, and for dinner, I had some brown rice and steamed veggies. The Pinterest recipes? Maybe there will be a time and a place for those, but for now, I am sticking to extremely basic foods. The size of my stomach has shrunk, so I have to be careful not to eat too much. Everything tastes better than I remember. My relationship to food has been forever altered. I think that was the whole point. I feel refreshed and rejuvenated. I feel thankful.

I whole-heartedly endorse this product and this experience. Yes, weight loss is often a side effect of a cleanse, but it is not the whole point. The experience tested my will power, my focus and my relationship with myself. I feel great, but it was hard work.

Where you can get Suja juices

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ABOUT THE AUTHOR

Erin Rose Belair (https://localemagazine.com/author/erinrose-belair/) \rightarrow Writer

Erin Rose Belair is a fiction writer who spends most of her time hitting the keys. In the rare moments when she isn't writing you can catch her getting upside down in a yoga class or hitting the road with her folk band. She studied creative writing at UC Irvine and has since spent her life's blood exploring an array of creative avenues. You can catch her collections, creations, and adventures on her blog <u>roseblacque.com/ (http://www.roseblacque.com/)</u>. She also loves iced tea and her black cat Belladonna.

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To Fast Or Not To Fast: 3 Days of Suja Juice

December 3, 2013 by Kristine | 26 Comments



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One of the more common questions I get as a dietitian is about fasting. Forgoing food for several days or a week seems to be a popular choice for many with hopes of detoxing, losing weight or somehow finding a more energetic version of themselves. My typical response is rather cautionary, so I was intrigued when I was offered a free 3-day juice cleanse from Suja after attending the International Food Blogger Conference (IFBC). I figured this was my chance. Even though it wasn't very scientific, since I'm only a sample size of one, I thought I could speak more accurately about the whole process if I put myself through the paces.

So, I ordered my Suja juice and waited. Since they're fresh, the company wants to get them into your hands as quickly as possible, so they were

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delivered 2 days later. The poor Fed Ex guy had to carry the 35 lb. box up three flights and I think we were both kind of shocked at the size and heft of the cardboard and Styrofoam necessary for 18 bottles of juice and their requisite ice packs.



The directions outlined a plan of 6 bottles per day, in a prescribed order. The way my schedule worked out, I drank 16 ounces (1 bottle) at 6:00 am, 9:00 am, 12:00 pm, 3:00 pm, 6:00 pm and 9:00 pm. Full disclosure here: I did stray a bit. The bottles were delivered on a chilly day in October and I found myself craving warmth. So I added green tea in the morning, and on the third day I added 8 ounces of soymilk to boost my protein intake.

A nutrition assessment of the daily intake is what gives me pause. If I followed their plan as recommended, it would provide 1100 calories, 12 g protein, 9 g fat (exclusively from Vanilla Cloud), and 232 g carbohydrate. According to the personalized My Plan on the USDA website for my age, activity level, etc. my daily targets are 1800 calories. 46 g protein, 40-70 g fat, and 200-300 g

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carbohydrate. It just doesn't measure up for anything but carbs. I'd say my tea's contribution was negligible but the soymilk on day 3 did bring my totals up a bit.

From a metabolism standpoint, it's my understanding that reducing calorie intake too much can actually backfire. If the deficit is big enough and lasts long enough, your body responds by getting more efficient: it will adapt and learn to get by on less. Essentially, that means your basal metabolic rate slows down... which is sort of the last thing anybody wants who's trying to manage their weight. Most of us wish for a faster metabolism so we can eat more calories without gaining weight, not less, so fasting seems like a step in the wrong direction. What the effects are over the shortterm (like 3 days) I'm not sure, and the impact would likely vary depending on the individual and the type of fast.



My other concern has to do simply with nutrient intake. As absolutely fantastic as vegetables and fruits are, they are but two food groups, meaning they do not provide all necessary nutrients to the human body. While falling short of the Dietary Reference Intakes (DRIs) for a Choosing Raw My New Roots Oh My Veggies Oh She Glows Smitten Kitchen The Vegan RD Vegan in

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couple of days won't have significant health consequences. I'm hesitant to try it for much longer.

But enough of this long-winded nutrition lecture. Let's look at the simple pros and cons of my Suja experience:

Pros:

- With a minimum of 96 ounces, I feel sure I met my fluid goals for the day.
- The juices are certified organic, Non-GMO Project Verified, vegan, kosher, dairy-free, soy-free, and gluten-free.
- I loved the convenience of not having to meal plan, shop or cook. That was a real timesaver.
- I met my recommended intake for fruits and veggies and then some. My target is 4 cups total, and I easily surpassed that with 10.
- I'm pretty sure the antioxidant levels in my blood have never been higher. I was pouring in a nonstop rainbow of protective pigments.
- * The cleanse is low sodium.
- The juices did a bang-up job providing the easily-trackable vitamins and minerals listed on the nutrition facts label: almost 800% of the Daily Value (DV) for vitamin A, 78% DV for calcium, and 710% DV for vitamin C.
- Unlike some other bloggers have noted, I had no "detox" headache. It may be because I already consume very little alcohol, processed foods, salt, and refined sugar, which they recommended weaning yourself off from before the fast.
- There were no noticeable health effects except that my sense of smell was heightened, which was a little freaky. It kind of felt like a food-related superpower.

Cons:

- One of the drawbacks of juicing is that fiber content from the plants isn't preserved. This was evident with only 2 grams for the whole day when my goal was 25 g.
- The daily total for iron intake was a mere 16% DV.
- There's not a lot of science to support the idea of fasting or the process of detoxing, so I'm not sure cleanses are necessary or that they offer any lasting health benefits.
- I wouldn't be able to do this in real life with a cost of \$162 for the 3-day supply.

A Little of Both:

- I love and hate the packaging. It's beautiful and colorful and wonderful to look at and as a label aficionado I was thrilled to read every inch of the bottles. But the whole project put a lot of empty plastic into my recycling bin. It makes me wonder what the comparison would be with waste from preparing regular meals...
- Because weight loss is often a claim made by supporters of fasting, I thought it would be interesting to track my progress. I started the fast at 133.6 lbs. Friday morning. I was 131.8 on Saturday, 130.4 on Sunday and 131.2 on Monday. Any weight I did lose was unlikely fat loss. The overall loss wasn't too significant, and also not surprising considering I was 700 below my target calorie intake. Once I went back to eating normally, I popped right back up to 133.
- The Vanilla Cloud contains honey, so wouldn't be acceptable to many vegans. But, they'll happily substitute another juice in its place.



Purify in all it's beety glory.

Now let's talk about what really matters. If this is supposed to be your sole source of nourishment for 72 hours, then taste is a pretty significant part of sticking with it. By far Vanilla Cloud was my favorite. It was the one Suja juice product I'd had before and what got me excited about their stuff in the first place. The creamy almond and coconut flavor really reminded of me horchata (and actually inspired this recipe). According to the recommending drinking schedule, it was the last guzzle of the day and it really did feel like dessert. The Green Supreme made me very happy because it tasted like fresh apple cider, but I was a bit turned off by the overwhelming celery flavor of Purify and the ginger in Fiji. Here's the official tasty breakdown in order of yumminess:

1. Vanilla Cloud: 1/2 a coconut's meat, a spoonful of honey, 12 almonds, a teaspoon of acerola cherry, and a pinch of cinnamon, vanilla, nutmeg, and camu camu (a fruit from the Amazon)

2. Fuel: 9 carrots, 1 orange, 1 apple, a slice of pineapple, 1/2 a lemon, and an inch of turmeric

3. Green Supreme: 5 apples, 1 bunch of kale, and 1/2 a lemon

4. Glow: 2 apples, 6 celery stalks, 1/2 a cucumber, handful of spinach, 3 collard leaves, 3 kale leaves, and a sprig of mint

5. **Purify**: 7 carrots, 1 apple, 2 celery stalks, 1/4 of a cucumber, 1/2 a beet, and 1/2 a lemon

6. Fiji: 2 apples, 6 celery stalks, 1/2 of a cucumber, handful of spinach, 3 collard greens, 3 kale leaves, a squeeze of lemon and a hint of ginger



Breakfast, lunch, dinner and snacks for one day.

So, overall my experience was a good one and I'm very grateful for the opportunity to have tried something new. I enjoyed the juices and I commend Suja on using extremely healthful ingredients and offering beverages that are far superior to soda and energy drinks. I'm still not sold on the advantages of fasting, so until I see some strong science that supports solely sipping my day away, I'll stick with a sensible balance of food *and* drink that's heavy on the vegetables and fruit, with a Vanilla Cloud slipped in here and there for a creamy almond and coconut indulgence.

What are your thoughts? Are you a fan of fasting?

Disclaimer: The products mentioned here were given as free samples to conference attendees but I don't have any relationship with the company and didn't receive any monetary compensation for this post. However, I am mentioning IFBC to take advantage of a discounted registration fee for the conference.

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26 COMMENTS

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Jenni December 4, 2013 at 9:45 am

What a great post, Kristine. Thank you for breaking it down for us. I've never fasted before but I've been intrigued by the anecdotal accounts I've heard for so long. Your assessment gives me pause, especially the low iron counts. Really helpful.

Reply



Kristine

December 4, 2013 at 3:13 pm

Thanks, Jenni. I'm so glad you found it helpful. I know some folks will disagree with my assessment because they feel like fasting has really benefitted them individually. Once the science catches up we might find many reasons to embrace the practice for better health.

Reply



Peabody December 4, 2013 at 5:00 pm I strayed a bit too. I did the first day okay but ended up hating two of the flavors, Fuji made me gag and the company accidently sent me I Glow (which I liked) and 5 Fiji (the one that I could not drink).

After day two I was down to eating clean vegetarian and finished the juices over a few days.

I eat all the bad stuff and did not have a detox issue at all. Not a headache in site. I have no idea if I lost weight because I haven't weighed myself since April.

But I did love the Green juice so much that I go and buy it at Whole Foods. They also came out with an Essentials line which has more fruit in it and I really enjoy.

It's good for on the go. Though I usually just juice or make smoothies myself.

Reply



Kristine December 4, 2013 at 5:07 pm

Hi Peabody. Yes, when it really comes down to it, taste trumps everything else. ∵

Reply

Susan Smoots December 4, 2013 at 5:14 pm

Thanks Kristine for the experiment. I have taken to fasting to help manage my digestive condition, small intestine bacterial overgrowth. I drink water for 12-24 hours to reduce the growth of bacteria in my system when I have symptoms. So, I have often wondered if a regular fast would be a good idea.

Reply



Kristine December 4, 2013 at 5:19 pm

Hi Susan! Thanks for sharing. That's actually fascinating. Does it seem to help with your symptoms?

Reply

sarah

July 31, 2014 at 6:17 pm

I just finished my Vanilla Cloud from the 3-day Core Fresh Start. My experience was positive and I am really glad I successfully completed the 3 days — and that I did not take on the 5-day program.

The Core Fresh Start has fewer calories than the Original Fresh Start program (840 vs 1100) and Suja says it is for the experienced juicer and for green juice lovers. Okay, that seemed to fit, so undeterred I ordered my juice. Turns out, maybe I'm not so experienced or such a green juice lover. The Core Fresh Start includes 2 bottles a day of a green juice called Twelve Essentials (celery, cucumber, lettuce) in place of Fuel (carrot and orange) and Green Supreme (lots of apples). I wasn't a fan of the 12E and ended up not drinking all of it on days 2 and 3. Actually, I couldn't even make myself drink it without feeling a little sick. When I started my 3 day program, I had a good headstart because I was already dieting and had cut out red meat, sugar, wheat and processed foods. Day 1:

Good. Not hungry, no headache. Loved the Vanilla Cloud treat at the end of the day. Day 2: Lemon in hot water in the morning. A little hungry throughout the day, but I managed it with the juices. Had a "miss my coffee" headache, but I powered through. Evening juice, Vanilla Cloud, I love you. Day 3: Tried the cider vinegar this morning instead of lemon. Yuck. (But how much of a surprise is that?) I was pretty hungry throughout the day, but knew I couldn't manage the 12E to help my growling stomach. I had some hot tea and water in the afternoon and enjoyed my last Vanilla Cloud at night. Because I skipped the 12E, I consumed 700 calories today. I'm feeling great, a little tired, already planning my breakfast for tomorrow morning and I am looking forward to a BIG salad for lunch. My GI tract has been a little challenged over the last few days, but that's not a big surprise, right? The worst part was that I am in the car and driving a lot for my job. I had to make frequent stops because of all of the fluids, but it was manageable. I would definitely do a Fresh Start again. I would like to try doing the 1-day Original Fresh Start once every other week.

Reply



Kristine

July 31, 2014 at 9:05 pm

Hi Sarah. It's so interesting to read about individual experiences with the juice fasts. Thanks for sharing yours. My favorite line from your comment is,

To Fast Or Not To Fast: 3 Days of Suja Juice - Veg Girl RD

"Evening juice, Vanilla Cloud, I love you," mostly because I remember that same exact feeling. Thanks for stopping by the site!

Reply

sarah August 3, 2014 at 7:37 am

Thanks, Kristine. As a quick follow-up, with a little bit of solid food on Friday I felt so great and so energized. It was really interesting — and a good lessonn— to realize how on top of it I felt both mentally and physically with some protein. The juice cleanse really helped me get off of my dieting plateau; I lost three pounds and I'm down another pound since then. Yay!

Reply

Trissyann August 2, 2014 at 6:26 am

There is a lot of evidence to prove that juicing has long lasting effects. To start with the modern American diet, we do not receive the full amount of nutrients and vitamins on a weekly and monthly basis, let alone a daily basis. Before one can truly embark on a healthy lifestyle it is best to juice up to a period of 90 days to erase the damage that has been done to our bodies with our poor diet. Then we can break the cleanse by immediately adopting a healthy lifestyle. The cleanse is also a period where you learn about your body and listen intuintively and think

about how you can adopt a healthy new life. The USDA recommendations are false, too general for a country that is ethnically diversed to be followed by everyone. The nutritional value is also inaccurate and there is evidence out there to prove you, you just have to make sure you actually look before coming to conclusions and making such statements to the public. Dr Coldwell MD, Dr Hyman MD, Dr Furhman MD, amongst other MD and naturopathic doctors agree that the USDA food pyramid is completely inaccurate and the one size fits all approach cannot fit everyone in this country.

AmateurHealthGuru

Reply



Kristine

August 3, 2014 at 12:04 pm

Hi Trissyann. I appreciate you sharing your thoughts. I know many people feel strongly that juicing is beneficial. But based on the science I've read and my experience as a dietitian. I'm personally still cautious about the practice. I agree the USDA recommendations aren't perfect, but I disagree that they're "completely inaccurate" or "false". You're right...there isn't a one-sizefits-all food guide that would serve everyone successfully, but MyPyramid now allows for more personalized recommendations than in the past. Thanks for stopping by the site.

Reply

Pingback: Juicing Q & A - Veg Girl RD

Stephanie

April 9, 2015 at 11:58 pm

Suja juices are too fruit heavy to be used for weight loss. There are not enough leafy greens to sustain a juice fast. Without juicing your own fresh vegetables, you cannot do a juice fast.

Reply

Stephanie

April 10, 2015 at 12:14 am

Btw, I have been able to get off of about 7 medications through juice fasting. I don't fast to lose weight, but to try and reverse autoimmune symptoms and heal a compromised "gut." I am steadily improving. My husband only added one juice per day and has lowered his BP from 140+/ 90+ to 108/74. He was also told by his doctor today that he is no longer pre-diabetic. So, you can have all the scientific data you want. The fact remains that 3 years ago, I felt like I was dying, my husband and i both had mild stroke events, and today we are well on the way to health. When I wonder whether it's worth it or not to juice fast, I take out my journal and read that I had terrible pain with every breath I took. My muscles and joints hurt every time l moved. Every joint in my body was on fire. My kidneys were not working right and I was on about 6 different prescribed meds for allergies as well as weekly allergy shots. After a 2 month juice fast and intermittent shorter fasts over the course of 3 years, I have completely gotten off every allergy med, and my fibromyalgia is SO much better. I have not had a lung or nasal infection in 3 years, where before, I had pneumonia, nasal

infections regularly. Right before I started the first fast, I had been on antibiotics each month for 10 months in a row. So, I don't care about scientific data, all of that is academic. The difference that juice fasting has made to me is life changing. It has literally saved my life. And drinking juice has changed my husbands life although he doesn't fast.

Reply



Kristine

April 10, 2015 at 4:08 pm

Hi Stephanie. You certainly sound like someone who's had an extremely positive experience with juicing and juice fasting. Thanks for sharing your thoughts!

Reply

hillary April 28, 2015 at 8:24 pm

Hello I was just wondering what you thought about maybe substituting the drinks for just breakfast and lunch and a chicken salad for dinner for a few days?!!

Reply



Kristine

April 28, 2015 at 9:38 pm

Hi Hillary. Without knowing more about your particular health history, it's hard for me to give a helpful answer. However, for a couple of days it would probably be OK and it would certainly be low calorie for the menu you described. My concern would be that it wouldn't be nutritionally adequate in terms of vitamins, minerals, protein, etc. It might seem to be similar to something like a Slimfast meal replacement plan, but these juices aren't nutritionally similar to Slimfast in terms of carbohydrate, protein and fats. Thanks for stopping by and reading the post!

Reply

Melissa

July 9, 2015 at 12:01 pm

I am concerned about the amount of sugar in these drinks. I have been trying to find a blog that talks about the sugar content of these drinks. I would like a dietician's opinion. Any thoughts?

Reply



Kristine

July 10, 2015 at 10:05 am

Hi Melissa. Being aware of sugar content these days is a valid concern. However, when it comes to nutrition facts labels, it's a bit of a confusing subject. Currently, labels only list "sugar" which is a combination of natural sugar (lactose from milk, fructose from milk, etc.) and added sugars (high fructose corn syrup, sugar, etc.). So, if the grams of sugar look high. I always check the ingredient list next. I look for names of added sugar like brown sugar, cane juice crystals,

To Fast Or Not To Fast: 3 Days of Suja Juice - Veg Girl RD

coconut sugar, honey, invert sugar, etc. If I don't see any of those, I know most of the "sugar" in the product is coming from natural sugar.

The Suja juices don't contain any added sugar, only natural sugar from the fruit and vegetables (except the Vanilla Cloud which had honey). Whether or not large quantities of natural sugars are beneficial or harmful is still being debated. I would argue that eating whole fruit or veggies. which bring fiber with every bite, is preferable to juicing them. However, if someone didn't eat many fruits or veggies normally, and were willing to try juices I think it would be a step in the right direction...but with an ultimate goal of transitioning to more whole foods in the future.

Sorry to be so long-winded! Hope this makes some sense for you.

Reply

Iris September 20, 2015 at 7:42 pm

Does it make you have to stay by the toilet+?? Do you have to constantly go poop like a prep cleanse??? I worry about such horrible accidents on train or at work...

Reply



Kristine

September 21, 2015 at 7:00 pm

Hi Iris. Well, I didn't have any trouble in that department, but each person

SUJA 00103

9/7/2018

http://www.veggirlrd.com/fast-fast-3-days-suja-juice/

Page 18 of 21

with just skipping it altogether.

Reply

Mary Mauwer

April 6, 2017 at 4:10 am

I'm on my I day saga cleansing, I drank the first one at 830 but unsure of when I should drink the next one? Can you help me with the times please? I also check the other juice brand and i found it on this site https://www.juice-2-u.com it seems great. I love to try them both. But it is ok to do that? Like alternately?

Reply



Kristine April 6, 2017 at 8:18 pm

Hi Mary. I don't want to make any specific suggestions for you since I don't know about your situation, your medical history, etc. I can't imagine the timing of the juices matters that much, so when I did it I just spaced them out equally during the hours I was awake. Best of luck to you!

Reply

Pingback: Pressed Juicery Vanilla Coffee Copycat Recipe - Veg Girl RD

Tanya Davis

October 5, 2017 at 3:48 pm

Can I just say reading through all the comments, and your responses, I really appreciate your positive attitude and the way you interact with your audience. Most ones I have read before respond negatively to negative or desending opinions. Would just like to say thanks for keeping it positive.

Reply



Kristine October 5, 2017 at 8:00 pm

Hi Tanya. Many thanks for your kind words. 🙂

Reply

Leave a Reply

Required fields are marked *.

Message *

Name *

Email *

Website

POST COMMENT

□ Notify me of follow-up comments by email.

This site uses Akismet to reduce spam. Learn how your comment data is processed.

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Juice juggernaut

Suja Juice taps into an appetite for a healthier future

by AMBER GIBSON

uja has launched a juicing revolution in America, making organic juice and health beverages more accessible nationwide. "We believe that high-quality, organic beverages should be a grocery [item], not a luxury," says CEO Jeff Church.

The company's name means "long, beautiful life" in Sanskrit, an allusion to the company's healthy-living aspirations. Suja began selling fresh-pressed organic juice delivered by skateboard in La Jolla, California, in 2012. The raw juice tasted incredible, but with only a three- to fourday shelf life, it was a difficult product to sell and distribute on a national scale.

"My previous business ventures taught me a lot about the power of marrying a great product with a disruptive technology," Church says. "So it was incredibly exciting when we discovered [high-pressure processing], a technology that uses pressure instead of heat to kill harmful pathogens while maintaining the nutritional benefits and taste of fresh raw juice. This was the game changer that allowed us to take our organic, coldpressed juices to ... the masses."

With the new process in place, Suja gained traction quickly, launching in Southern California Costco warehouses and other retailers in 2013. In 2015, Coca-Cola invested in a minority stake in the company. That same year, Church was named BevNet's Person of the Year. Today, Suja is one of the country's top ultrapremium juice brands and one of the fastest-growing food and beverage brands.



Drinking to health

Suja's Mighty Dozen and Uber Greens are the most popular juice combinations. Both contain potent ingredients like collard greens, kale, spinach, spirulina, celery, ginger and barley grass.

"One of our goals is to create juices for our consumers that can't easily be replicated at home," Church explains. "We find bold, exotic, functional ingredients that aren't usually found in everyone's pantry ... and we do the hard part of pairing, blending and making them delicious, convenient and affordable."

Giving back

Suja supports several philanthropic causes, including the Children's Miracle Network. Environmental sustainability is another core value, and the company has consolidated shipping practices to reduce its carbon footprint as well as partnered with farmers dedicated to water conservation and minimizing food waste.

"We are proud of the fact that we use 'ugly' fruits," says Church of the misshapen or bruised fruits Suja uses. "But they are just as delicious, and their juice is perfectly beautiful."

Amber Gibson is a Chicago-based food and travel writer.

COMPANY INFO

Company: Suja Juice

CEO and founder: Jeff Church

Employees: 220

Headquarters: San Diego, California

Website: sujajuice.com

Items carried at Costco: Suja Uber Greens (Item #1195226); additional items vary by location.

Quote about Costco:

"I was blown away by how much Costco always has their members' best interests at heart. ... Part of the magic with Costco has been our mutual desire to try new things, pivot quickly and work to conceptualize and execute ideas while sharing in the risks, collaboratively working through challenges and always having an abundance of gratitude for the wins." —Jeff Church, CEO and founder

JULY 2018 Costco Connection 105





550 North Brand Boulevard, Suite 1500, Glendale, California 91203-1922 • (818) 547-5000 • Facsimile: (818) 547-5329

September 10, 2018

Direct Dial: (818) 547-5178 E-Mail: aej@kpclegal.com

<u>VIA CERTIFIED MAIL</u> <u>RETURN RECEIPT REQUESTED</u>

Jeffrey D. Church, Chief Executive Officer SUJA LIFE LLC 3831 Ocean Ranch Boulevard Oceanside, CA 92056

> Re: Gabriella Garcia, etc., et al. v. Suja Life, LLC Our File No.: 8000-1051

Dear Mr. Church:

You are hereby notified that Knapp, Petersen & Clarke represents the following individuals: Gabriela Garcia; Madeline Wachs; Preyanuj Kidkul; Hifrance Raftie; Joaquin Islas; and Maria Dolores Martinez Millan; who all purchased Suja juices from Whole Foods markets for personal, family, or household consumption. These clients, individually and on behalf of all others similarly situated ("claimants") hereby claim entitlement to money in the form of restitution and damages from Suja Life LLC ("Suja"), Whole Foods Market California, Inc., Mrs. Gooch's Natural Food Markets, Inc., and Whole Foods Market, Inc. ("Whole Foods") for the wrongful practices described below. This claim is based on various misstatements, as detailed herein, concerning the characteristics of the following products:

- Suja Twelve Essentials;
- Suja King of Greens;
- Suja Power Greens;
- Suja Easy Greens; and
- Suja Mighty Dozen (formerly Suja Mighty Greens).

The above-referenced products were and are manufactured, advertised, marketed, and put into commerce in the State of California by Suja Life LLC. These products are advertised, marketed, and sold by Whole Foods. These products all suffer from a hidden, undisclosed danger, the



Jeffrey D. Church, Chief Executive Officer Re: Gabriella Garcia, etc., et al. v. Suja Life, LLC September 10, 2018 Page 2

presence of lead in unacceptably high levels. Lead has been found to cause reproductive harm in both women and men.

The above-referenced products have been described by Suja as "healthy;" "#goodforyou;" "#healthydrinking." Advertising encouraged purchasers to "#drinkup" and "throw healthy into the mix!;" "[w]hen you're looking for greens straight from the garden... #itsthejuice #suja ... At Suja, we believe healthiness is the root of all happiness;" and similar representations. Additionally, Suja provided these juices to reviewers and influencers who published statements such as: "Now that I'm pregnant, it's even more important for me to eat a balanced diet so my growing baby can get proper nutrients. That's why Suja Classic cold-pressed juices are so great. They're organic, GMO-free and packed with vitamins and antioxidants." A true and correct copy of these representations and like representations is attached hereto as Exhibit 1.

These representations were and are pervasive, continuous, and far-reaching. Claimants were exposed to an overall ad campaign that included banner ads; targeted marketing on various social media platforms that included the claims above and similar representations at a frequency of one to three times per week since at least 2014 to present; and on at least one occasion, Ms. Wachs was the target of in-person solicitation inside a Whole Foods location while doing her food shopping.

In reliance on the aforementioned representations, claimants purchased and consumed the listed Suja products from various Whole Foods locations at least three times per week between September 2014 and February 2018. Of note, relying on these representations, Ms. Wachs has done the Suja 3 Day Cleanse three times. As recommended, she consumed 18 bottles of Suja juice, including six bottles of lead-containing Suja Twelve Essentials, within a 72 hour period.

Defendant's conduct is wrongful and constitutes a violation of California Health & Safety Code section 25249.6, et seq (Proposition 65), a violation of the Consumer Legal Remedies Act, Civil Code section 1750, et seq, an unfair business practice under Business and Professions Code section 17200, et seq, fraud, negligent misrepresentation and related violations. Claimants hereby demand that the amounts paid for the above products be returned to them, and to all those similarly situated.

The losses complained of herein have occurred on a continuing periodic basis, throughout the four-year period prior to the submission of this claim and in earlier periods. The violations occur each time one of these products is sold. Claimants are California residents who have purchased Suja drinks at Whole Foods locations in Los Angeles, Orange County, and San Francisco, California between September 2014 and the present.



Jeffrey D. Church, Chief Executive Officer Re: Gabriella Garcia, etc., et al. v. Suja Life, LLC September 10, 2018 Page 3

The above products are properly defined as "goods" pursuant to the Consumer Legal Remedies Act ("the Act"). Civil Code section 1761(a). Each of the claimants is a "consumer" as defined by the Act. Civil Code section 1761(d).

Defendant has engaged in unlawful practices as defined by section 1770 of the Act. Defendant has misrepresented the certification of goods and has represented that the goods have characteristics, ingredients, uses and benefits which they do not have. Defendant has also represented that the above products are of a particular standard quality or grade, and they are not.

Claimants are consumers who have suffered damage as a result of defendant's wrongful conduct, as described.

Under the Act, Civil Code section 1780, claimants are entitled to appropriate relief as follows:

1. Actual damages, but in no case shall the total of damages in a class action be less than \$1,000;

- 2. An order enjoining the methods, acts or practices;
- 3. Restitution of property;
- 4. Punitive damages; and
- 5. Any other relief that the court deems proper.

Pursuant to Civil Code section 1780(e), the court shall award court costs and attorneys' fees to claimants as the prevailing party in litigation filed under the Act.

Civil Code section 1781 provides for the court to permit a suit to be maintained on behalf of all members of a represented class where: (1) it is impractical to bring all members of the class before the court; (2) the questions of law or fact common to the class are substantially similar and predominate over the questions affecting the individual members; (3) the claims or defenses of the representative plaintiffs are typical of the claims or defenses of the class; and (4) the representative plaintiffs will fairly and adequately protect the interests of the class. Each of these criteria is met in this case.

This letter will serve as a demand pursuant to Civil Code section 1782 that defendant correct, replace or otherwise rectify the products above described, and cease the misrepresentations as to the products' quality. Those products contain an inappropriately high, and dangerous, amount of lead.



Jeffrey D. Church, Chief Executive Officer Re: Gabriella Garcia, etc., et al. v. Suja Life, LLC September 10, 2018 Page 4

If you contend that the facts or information and belief contained in this letter are inaccurate in any respect, please provide us with all your contentions and all supporting documents immediately upon your receipt of this letter, but in no event later than 30 days from the date of receipt.

Very truly yours,

KNAPP, PETERSEN & CLARKE

50 André E. Jardini K.L. Myles

AEJ:mm Enclosures

Robert Twyman, Chief Executive Officer WHOLE FOODS MARKET CALIFORNIA, INC. 5980 Horton Street, Suite 200 Emeryville, CA 94608

Patrick Bradley, Chief Executive Officer MRS. GOOCH'S NATURAL FOOD MARKETS, INC. 207 Goode Avenue, 7th Floor Glendale, CA 91203

Albert Percival, Chief Executive Officer WHOLE FOODS MARKET, INC. 550 Bowie Street Austin, TX 78703

(Via Certified Mail/Return Receipt Requested)

EXHIBIT 3

Sent in Compliance with California Health & Safety Code § 25249.7(d)

DATE:	July 17, 2018
то:	Jeffrey D. Church, Chief Executive Officer SUJA LIFE LLC
	Robert Twyman, Chief Executive Officer WHOLE FOODS MARKET CALIFORNIA, INC.
	Patrick Bradley, Chief Executive Officer MRS. GOOCH'S NATURAL FOOD MARKETS, INC.
	Albert Percival, Chief Executive Officer WHOLE FOODS MARKET, INC.
	California Attorney's General Office
	District Attorney's General Office for 58 Counties
	City Attorneys for San Francisco, San Diego, San Jose, Sacramento and Los Angeles
FROM:	André E. Jardini

I. INTRODUCTION

Knapp, Petersen & Clarke represents:

- Gabriela Garcia; San Francisco, CA
- Madeline Wachs; San Francisco, CA
- Preyanuj Kidkul; Los Angeles, CA
- Hifrance Raftie; Los Angeles, CA
- Joaquin Islas; Orange County, CA
- Maria Dolores Martinez Millan; Orange County, CA

The above-named individuals are acting in the interest of the general public to promote more awareness of exposures to toxic chemicals in products sold in California and to improve human health by reducing hazardous substances contained in such items. This Notice is provided to the public agencies listed above in the attached service list hereto pursuant to California Health and Safety Code § 25249.6, et seq. (Proposition 65). Also, this Notice is being provided to the alleged violators, Suja Life LLC, Whole Foods Market California, Inc., Mrs. Gooch's Natural Food Markets, Inc. and Whole Foods Market, Inc. The violations covered by this Notice consist of the product exposure, routes of exposure, and types of harm potentially resulting from exposure to the toxic chemical ("listed chemical") identified below, as follows:

Sent in Compliance with California Health & Safety Code § 25249.7(d) Page 2

Product Exposure:	See Section VII, Exhibit A.
Listed Chemical:	Lead.
Routes of Exposure:	Ingestion.
Types of Harm:	Birth defects and other reproductive harm.

II. NATURE OF ALLEGED VIOLATION (PRODUCT EXPOSURE)

The specific types of products that are causing consumer exposure in violation of Proposition 65, and that are covered by this Notice, are listed as the products in Section VI below. All products within the categories covered by this Notice shall be referred to hereinafter as the "products." Exposures to the listed chemical from the use of the products have been occurring without the clear and reasonable warning required by Proposition 65, dating back as far as February 20, 2015. Without proper warnings regarding the toxic effects of exposures to the listed chemical resulting from ingestion of the products, California persons lack the information necessary to make informed decisions on whether and how to eliminate (or reduce) the risk of exposure to the listed chemical from the reasonably foreseeable use of the products.

California consumers, through the act of buying, acquiring or utilizing the products, are exposed to the listed chemical. California consumers are exposure to the listed chemical by ingesting the product, in the way intended by the alleged violators. People likely to be exposed to the listed chemical include children and adults, including pregnant women.

III. CONTACT INFORMATION

Please direct all questions concerning this Notice to counsel at the following address:

André E. Jardini K.L. Myles KNAPP, PETERSEN & CLARKE 550 North Brand Boulevard, Suite 1500 Glendale, CA 91203 Telephone: (818) 547-5000

IV. PROPOSITION 65 INFORMATION

For general information concerning the provisions of Proposition 65, please feel free to contact the Office of Environmental Health Hazard Assessment ("OEHHA") Proposition 65 Implementation Office at (916) 445-6900. For the violators' reference, I have attached a copy of "Proposition 65: A Summary" which has been prepared by the OEHHA.

Sent in Compliance with California Health & Safety Code § 25249.7(d) Page 3

V. RESOLUTION OF NOTICED CLAIMS

Based on the allegations set forth in this Notice, the above persons, through their counsel, intend to file a citizen enforcement lawsuit against the alleged violators unless such violators enter into a binding written agreement to: (1) recall products already sold or undertake best efforts to ensure that the requisite health hazard warnings are provided to those who have received such products; (2) provide clear and reasonable warnings for products sold in the future or reformulate such products to eliminate the lead exposures; and (3) pay an appropriate civil penalty based on the factors enumerated in California Health and Safety Code § 25249.7(b). If the alleged violators are interested in resolving this dispute without resorting to time-consuming and expensive litigation, please feel free to contact counsel identified in Section III above. It should be noted that neither the persons named herein nor their counsel can: (1) finalize any settlement until after the 60 day Notice has expired; nor (2) speak for the Attorney General or any district or city attorney who received this Notice. Therefore, while reaching an agreement will resolve the claims of the persons named above, such agreement may not satisfy the public prosecutors.

VI. ADDITIONAL NOTICE INFORMATION

Identified below are the specific products recently purchased and witnessed as being available for purchase or use in California that are offending products covered by this Notice.

I believe and allege that the sale of the offending products also has occurred without the requisite Proposition 65 "clear and reasonable warning" at one or more locations and/or via other means including, but not limited to, transactions made over-the-counter, business-to-business, through the internet and/or via a catalogue by the violators and other retailers and distributors of the manufacturer.

VII.	EXHIBIT	Α

Product	Manufacturer(s) Distributor	Toxins
Suja Power Greens	Suja Juice	Lead
Suja Power Greens	Suja Juice	Lead
Suja Mighty Dozen	Suja Juice	Lead
Suja King of Greens	Suja Juice	Lead

Sent in Compliance with California Health & Safety Code § 25249.7(d) Page 4

Product	Manufacturer(s) Distributor	Toxins
Suja Easy Greens	Suja Juice	Lead
Suja Twelve Essentials	Suja Juice	Lead

The products are consumed on a daily basis by consumers.