



JuiceTherapy

JUICE MASTER

Academy



Natural Juice Therapy Course



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Message from Jason

"I have been practicing 'Natural Juice Therapy' for over a decade, and up until now it has always been an 'alternative' area which is sadly underrepresented, de-spite the benefits experienced by millions of people around the world. I found that 'Natural Juice Therapy' was not only unrepresented, but to my knowledge, nowhere in the world could anyone practice to become a 'Natural Juice Therapist'. It was not recognised as an official 'therapy' and so I set out to change that by developing the first ever recognised and accredited 'Natural Juice Therapy' course.

I was amazed that this type of therapy had not yet been officially recognised and believe that in an open-minded twenty first century world, it is about time that it was. I know from personal experience how effective Natural Juice Therapy can be. I was covered from head to toe in psoriasis and suffered from eczema, hay fever, and severe asthma. I also suffered from obesity and was heavily addicted to both cigarettes and alcohol. Having personally found Natural Juice Therapy to cure my asthma, clear ninety percent of my skin condition and reduce me to a healthy weight, I am perhaps its biggest advocate

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

Jason Vale

A handwritten signature in black ink, appearing to read 'Jason Vale'. The signature is stylized with a large, looping initial 'J' and a cursive 'Vale'.

CEO & founder of Juice Master

Who is the Natural Juice Therapy Course For?

The course is designed for people who have an interest in health and juicing and want to learn the science behind the power of juice. The course is also aimed at people who want to enhance their career by completing the Juice Master and Complementary Medical Association (CMA) approved course. By becoming a therapist you will have the knowledge and resources to impart information using juicing as a natural holistic medicine. A Natural Juice Therapist should not diagnose or claim to cure. They simply present the information and scientific research to support the knowledge that juicing can be beneficial to virtually all known diseases.

What are the benefits of doing the Juice Master course?

By completing the Juice Master's Natural Juice Therapy course, you will have excellent juicing knowledge and a recognised qualification. The Natural Juice Therapy course is accredited by the CMA (complimentary medical association). You will also get the opportunity to have your own website linked to the Juice Master's Natural Juice Therapy website and will automatically become a trade customer benefiting from selling the Juice Master products.

Why did Juice Master develop the course?

Juice Master is founded by Jason Vale, the UK's leading juicing author and coach. Jason has sold over 3 million books worldwide and spends his time traveling the world promoting the virtues of juice. Jason developed the Natural Juice Therapy course to aid his mission to 'Juice the World'. His passion is to educate people to learn about the enormous benefits of juicing and for them to make this part of their lifestyle and more importantly to spread this message. By completing the Natural Juice Therapy course you will learn the theory, facts and science behind juicing and you will be able to inspire those around you to live a healthier lifestyle.

What can an Independent Natural juice Therapist do?

As a qualified **Independent** Natural Juice Therapist you can carry out 'one-to-one' consultations; work-shops; house parties; talks to societies/groups; do talks in schools etc. This is an exciting new therapy and current therapists are continually coming up with different ways to use their skills to spread the juicy word.

Is the course classroom based?

No, essentially this is a distance-learning course, however the Juice Master Academy – 2 Day Intensive Course is 'classroom' based and is held in the UK at various dates throughout the year.

How is the course compiled?

The Natural Juice Therapy course is divided into two parts. The first part is a distance-learning course with on-line exams comprised of modules in: Biology; Anatomy & Physiology; Nutrition and Juicing for Health. The other part of the course is an intensive two-day academy, which covers theory and practical elements of juicing. You can do the distance learning course on its own, however if you wish to become an **Independent** Natural Juice Therapist then you need to also complete the academy.

The Distance Learning Course

This is a fantastic way to increase your knowledge of the human body and the effect that juicing has on your health and in the fight against disease. It is also the perfect way to expand your knowledge for your own and your family's health.

The first section is comprised of the following four modules:

- 1) Biology
- 2) Anatomy & Physiology
- 3) Fundamentals in Nutrition
- 4) Juicing for Health

As previously mentioned, these are all distance learning modules with online tests for each module that can be taken from anywhere around the world (providing you have a computer and good internet access of course!).

The JuicyAcademy

This is a 2-day intensive learning experience run by the Juice Master team and a qualified Independent Natural Juice Therapist. At the Academy you will learn both theory and practical elements of juicing and learn Jason Vale's 'One Disease - One Solution' hypothesis. The Academy is an intimate, interactive, course, designed to teach you the real essence of the 'Why' and 'How' to juice.

What if you live outside of the UK?

Anyone from around the world can enroll onto the distance-learning course, as the tests and assessment are on-line. The academy however is currently only held in the UK. If you live outside of the UK all the course modules will be sent electronically, unless you want the actual folders and content sent by post. This is possible; however there will be a charge for this, which will be advised depending on delivery address.

How is the course examined?

Throughout each module there are several multiple choice assessment tests, which are taken online. A pass rate of 70% for each of these tests must be achieved before you can sit the final exam at the end of each module. This is a way of ensuring the information is embedded and that you are on track to take the final exam. At the end of each module, there is an on-line multiple-choice exam, which must be successfully completed before you can continue on to the next module.

Can I take a break between modules?

Yes you can take time out in between modules, however you must complete all four modules within 2 years of enrolling on the course, otherwise you will be removed from our on-line assessment website.

What if I fail one of the tests or exams?

If you fail to achieve the pass mark for any of the tests or final module exams, they must re-study the section/module and take the exam again before progressing onto the next section. Please note however, all re-takes will be monitored and this may affect your overall passing of the course.

How long will the course take to complete?

Each module should take an average of 4 – 6 weeks and the entire course should be completed in 2 years of enrolling on the course, otherwise you will be removed from our on-line assessment website.

Is the course accredited?

Yes the course is officially accredited by the Complimentary Medical Association (CMA) and Juice Master is officially recognised as a 'School of Natural Juice Therapy'. As the CMA approves the course, this means WHEN you become a CMA member, you can use their recognised stamp.

Who is this course aimed at?

The course is aimed at a cross-section of society, from nutritionists, fitness instructors, and NLP practitioners **or** to those who simply want to learn more about health and juicing. Successful completion of this course will mean:

- You will have another 'string' to add to your business bow, if you **already** have certain qualifications in the health field.
- You will have the tools to help yourself, your friends and contacts lead a healthier life
- You can become a fully qualified, *Independent* Natural Juice Therapist and start your own business.

How will I promote my 'Natural Juice Therapy' Business?

Once you have completed the course, you are free to practice as an *Independent* Natural Juice Therapist. However, what you will NOT be able to do is use the 'Juice Master' or Jason Vale name in anyway whatsoever to advertise or promote your business, this also includes ALL Juice Master branding and recipes. By completing this course you can in no way claim that you are affiliated with Juice Master or are an employee / representative of Juice Master. However, you CAN promote that you have completed the Natural Juice Therapy Course, which has been accredited by the CMA. The reason behind this is because Juice Master does not endorse or recommend or have any quality control or approval over any business, product or event you may organise.

Will I be featured on the Natural Juice Therapy Website?

After you have successfully completed the distance learning course and academy and if you comply with the following, then you will be offered a presence on the Natural Juice Therapy website to link with your own website:

- Current public liability and professional indemnity insurance*
- CMA membership*
- Attendance of the Natural Juice Therapy 'Refresher Course' every 12 or 18 months
- You must be practicing 'Juice Therapy' and not just juice related businesses**

*Evidence of this must be sent to The School of Natural Juice Therapy annually in order to maintain that presence and associated recommendation.

** If you are only running a juice related business and not a 'juice therapy' business, i.e. a juice delivery business or retreat then you can only use the INJT logo and reference to the INJT qualification on your 'About Us' page and not on the main home page. The reason for this is so that the general public are not misled to believe in anyway that you are running a Juice Master approved business or product.

All enquiries that come into the Natural Juice Therapy or Juice Master website will be sent to the nearest approved therapist.

What about my own website?

We can of course have your own website that will promote your business and if you would like Juice Master can build a simple site for you. The simple site will cost £350 (plus VAT) and then there will be an annual renewal fee of £ 50 to cover web site hosting. If you require something more complex, we can provide a quote for building this. The site will be easily edited by yourself thereafter, or if you require us to make updates, this can be done for a pre-agreed fee.

What does the course cost?

- Distance Learning Modules 1 – 4 = £333 each module
- Entire Distance Learning Course (all 4 modules) = £1199 (saving £133)
- Academy = £349,
- Entire Distance Learning Course AND Academy = £1450 (potentially saving £231)

Is there a discount if I pay in full?

Yes, if you pay for all four modules at once then you will pay £1199, saving £133 than if you paid for each module individually

Can I pay in stage payments?

Unfortunately not

Is there more discount if I pay for the distant learning & academy?

Yes, if you pay for the distance learning course and academy at once, then you will pay £1450, potentially saving you £231

Is my partner and I study together will we be given a reduction?

If two people study together using just one set of folders between them, they will get a small discount, however this can only be paid for via phone and not on the website:

If paying for individual modules @ £333 (x 2 = £666) – Joint price £640

If paying for entire distance learning course @ £1199 (x 2 £2398) – Joint price £2294

If paying for course and academy @ £1450 (x2 £2900) – Joint price £2796

If my partner and I both wish to attend the academy, is there a discount?

No unfortunately not.

Are there any scholarships available for people on low incomes?

Unfortunately there are no discounts available for the course or the academy. We have our own foundation called 'The Juicy Foundation' and we direct all of our funding and charity work to our foundation.

What course books/materials do I need?

The textbooks are not included as we wanted to reduce the cost of the course, allowing you to borrow the books from the library, or to buy them second hand (available from www.amazon.co.uk). You will need the following to complete the course. Please note, these are **not included**:

Module 1:

Concepts in Biology by Enger, Ross and Bailey. 13th or 14th Edition

Module 2:

Anatomy and Physiology in Health and Illness by Ross and Wilson

Anatomy and Physiology Colouring and Workbook by Ross and Wilson

(The Anatomy & Physiology colouring and workbook is optional, it is not required to complete the module but is an excellent learning tool).

Module 3:

Food & Nutrition by Anita Tull

Slim 4 Life by Jason Vale

Fats That Heal, Fats That Kill by Udo Erasmus

Superfoods Rx – Fourteen Foods That Will Change Your Life by Steven Pratt & K. Matthews

Food Enzymes – The Missing Link to Radiant Health by Humbart Santillo, MH, N.D.

Audio CD – Lecture on Enzymes from Dr William Wong, PhD, ND (**This is included and will be sent to you electronically**)

Module 4

The Wheatgrass Book by Ann Wigmore

Fresh Vegetable and Fruit Juices by N.W. Walker D.Sc

Juice Yourself Slim by Jason Vale

Food Matters DVD

Can I become a Therapist by just doing the distance-learning course?

No, the qualification is earned by completing all four on-line modules and the academy.

Can I become a Juice Therapist by just doing the academy?

No, the qualification is earned by completing all four on-line modules and the academy.

How does the course work in practical terms?

Once you have signed up you will receive either just the first module or all four modules (depending on what you purchased). The module is sent to you in a folder (unless you live outside of the UK and then we will send it you electronically) with details of the relevant textbooks that are needed. You then work your way through the module and take on-line tests as you progress through the module with a final exam at the end of each module.

Is the content of the on-line course and academy the same?

No, although if you have attended the academy by the time you start module four, then you will recognise some aspects of the academy in this module. The academy is a more hands on, practical approach to learning all you need to know about Juicing.

Do I do the academy first or the distance learning course first

You can only attend the academy if you have signed up to the distance learning course, so you must sign up to the distance learning course first, although you do not need to have completed it to attend the academy.

Will I receive a certificate for completing the distance-learning course?

This depends if you have already attended the academy, if so then yes, however if you still need to attend the academy then you will not receive the certificate until this is completed.

Will I receive a certificate for attending the academy?

This depends if you have already completed the distance-learning course, if so then yes, however if you still need to complete the distance-learning course then you will not receive the certificate until this is completed.

Is the qualification valid forever?

In order to guarantee that quality and up to date information is being delivered from all qualified juice therapists it is important that you attend a 'refresher course' every 18 months. On attending this course you will receive a new certificate with a further 18-month expiry and so on

Is there a time limit on completing the distance-learning course?

Yes, there is a 2-year limit on completing the course. After this time we will remove your log in from the online exam system

Can I do the academy if I'm not doing the course?

No unfortunately not, the academy is only available to students already enrolled on the distant learning course. It doesn't matter however if you have so far only signed up to the first module.

Do I have to complete the distant learning course before the academy?

No, it does not matter if you have not yet finished the distance-learning course, as long as you have signed up for the course (or even just the first module).

Who runs the academy?

The academy is run by The Juice Master team and a qualified and Independent Natural Juice Therapist

Where is the Academy held?

The academy is held at The Juice Factory, 8 – 12 Stanley Road, Wellingborough, NN8 1DY, UK

How many days and what are the times of the academy?

The academy runs for 2 days and is held over a weekend from 09.30 – 17.30. On the Saturday from 17.40 = 19.10 we also show an educational and inspirational juicing documentary (this is recommended but optional)

How to get to the academy? Which is the best airport? Where do I stay?

Once you have reserved your place you will receive all the details relating to airports, cabs, accommodation etc.

Is there any food or drinks included at the academy?

During the day you will receive 2 x juices or smoothies and some fruit as well as herbal teas and water.

Is parking available at the academy venue?

The academy is held at our Juicy HQ in a residential area, so please do not park directly outside on Stanley Road. You will find ample free parking available on many nearby roads.

How do I get more information or pay for the course/academy?

For more information, or to book, please either do this via the online booking page www.juicetherapy.co.uk or email info@juicetherapy.co.uk If you wish to book please ask to be called to pay with a debit or credit card (no additional fees for credit card payments) over the phone.