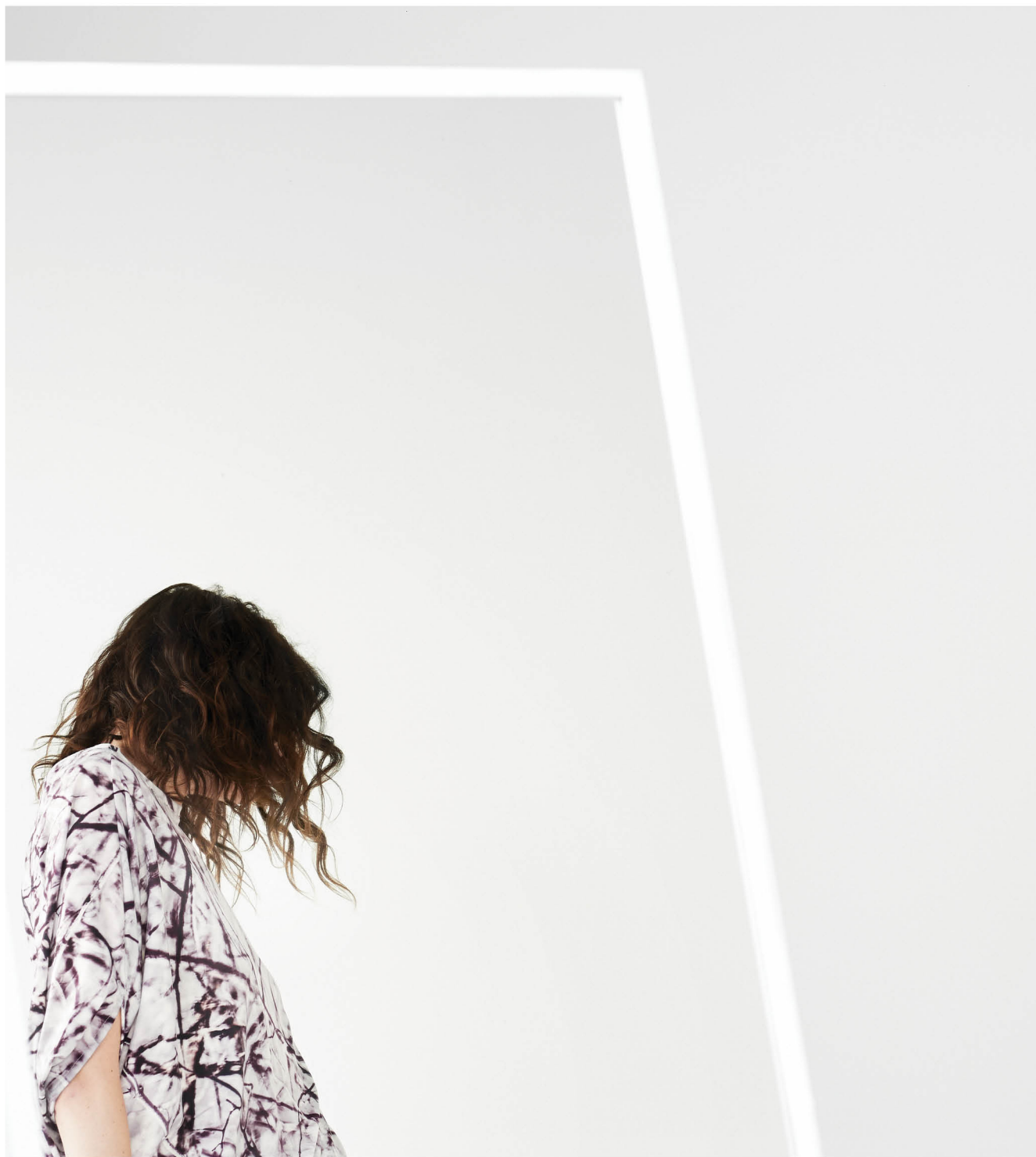


# BUNCH

A GUIDE FOR THE DARING CREATIVE



THE *design*  
ISSUE

# THE REAL REPORT

*Creative business is booming! With more and more people taking the plunge into entrepreneurial waters come the challenges of navigating rough terrain. These three stories take a deeper look into how creatives are meeting common problems head on and excelling at business.*

## LA JUICE

WRITTEN BY EVELYN CHUA  
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There's a certain degree of awe and admiration that surrounds any entrepreneur. In part, it stems from a curiosity about what it may have taken them to get them where they are today. Success often requires a fearless, sharp and relentless nature—especially when you're trying to build a wellness empire in a health-conscious and discerning city like Los Angeles.

Kiel Pollitt, a Florida native, is co-owner of LA Juice—one of Los Angeles' most successful boutique juiceries. He's set the bar high for future juice entrepreneurs with his stamp of hands-on service and trained expertise in nutrition.

"Most juice companies are treating their juices with a process called HPP," Pollitt explained. "I am firmly against this treatment and ensure our juice will be fresh and full of healing benefits just as nature intended."

Pollitt studied nutrition at the Institute for Integrative Nutrition in New York, and is

himself a walking case study for the healing effects of juice. "I suffered from chronic cystic acne growing up," he explained. "I had tried every dietary program under the sun, every topical treatment available. I finally discovered juicing and it was like magic for my skin."

Pollitt's inherent passion and expertise about the nuances of juicing is precisely why LA Juice continues to appeal to existing customers. "We have been so lucky at how well LA Juice has been received," he said. "We press everything we make directly

behind our sales floor. We use only local, organic and seasonal ingredients."

The wellness industry is one of the fastest growing and most saturated industries there is, and LA Juice has proven itself a worthy contender. In the upcoming year they're set to open another location, and moving forward odds are there will be more than a few of additional shops popping up throughout Los Angeles.

"Juice is nothing short of a miraculous thing," Pollitt said. "It can heal and truly bring beauty to one's life."

