PRESS & MEDIA KIT 2026

Cherie Calbom, MS

The Juice Lady®

A leading authority on juicing for health and detoxification. Bestselling author, TV chef, celebrity nutritionist and keynote speaker, Cherie helped pioneer the fresh juice movement around the world.

KNOWN FOR
Juicing, detox, fasting and whole foods nutrition

AVAILABLE FOR
TV, radio, print, podcasts and keynotes

The Juice Lady
Cherie Calbom, MS, CN
America's Most Trusted Nutritionist

36
Books with over 3.5 million copies sold worldwide

250M+
People reached by the Sugar Knockout media campaign

23
Languages *Juicing for Life* has been translated into

13 yrs
On QVC as a top seller in housewares

AS SEEN IN

Trusted on air and in print for three decades

CNN · Fox News · NBC · CBS · ABC · WCBS New York · QVC · TBN · CBN · Daystar · It's Supernatural! · Newsmax · MSN · NY Daily News · Miami Herald · Essence · Woman's World · First for Women · Charisma · The Daily Meal

MEET CHERIE

Nutritionist, author, presenter and survivor

Cherie blends science, storytelling and spiritual insight, which is why producers, editors and event planners keep inviting her back.

BIOGRAPHY

Known worldwide as The Juice Lady, Cherie Calbom is a leading authority on juicing for health and detoxification, and a leading voice in wellness, emotional resilience and purpose-driven living.

She holds a Master of Science in whole foods nutrition from Bastyr University, where she served on the Board of Regents for more than five years and was honored with a Lifetime Achievement Award. She is the author of 36 books that have sold over 3.5 million copies, including *Juicing for Life* (more than 2 million copies sold) and *George Foreman's Knock Out the Fat Barbecue and Grilling Cookbook* (more than 1 million sold).

Her career began at the highest level. She served as George Foreman's personal nutritionist, appeared in three Foreman Grill infomercials and spent 13 years on QVC with the George Foreman Grills. Her work in performance nutrition has since reached athletes and teams across the country, including the Tennessee Titans.

Cherie's most powerful credential is her testimony. After surviving a violent attack that nearly took her life, she rebuilt her health and renewed her purpose, and rose to become one of the most recognized wellness presenters in the nation. She has lectured worldwide on juicing, detoxing and fasting, including consulting for the Royal Family of the UAE.

Winner of The Truth About Cancer (TTAC) Lifetime Achievement Award, Cherie has helped millions of people live healthier lives through her books, blog and programs. She and her husband host juice and raw foods retreats throughout the year, and she offers the 30-Day Detox, 5-Day Juice Fast and Juicing for Weight Loss programs online.

Quick facts

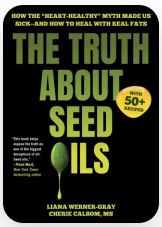
Name	**Cherie Calbom, MS**
Known as	**The Juice Lady®**
Based in	**Scottsdale, Arizona**
Travel	**Worldwide**
Formats	**In person or virtual**

CREDENTIALS

- **MS, whole foods nutrition**, Bastyr University
- Bastyr University Board of Regents, 5+ years
- Bastyr University Lifetime Achievement Award
- TTAC Lifetime Achievement Award
- 2019 Juicing Expert of the Year, Global Health & Pharma Fitness & Nutrition Awards
- Personal nutritionist to George Foreman

BESTSELLING AUTHOR

36 books, 3.5 million+ copies sold



NEWEST BOOK

The Truth About Seed Oils

With Liana Werner-Gray
Skyhorse Publishing, 2026

- Juicing for Life (2 million+ sold, 23 languages)
- The Juice Lady's Big Book of Juices and Green Smoothies
- The Juice Lady's Guide to Fasting
- The Juice Lady's Sugar Knockout
- The Juice Lady's Turbo Diet
- Juicing, Fasting and Detoxing for Life
- The Anti-Inflammation Diet
- The Juice Lady's Living Foods Revolution
- The Complete Cancer Cleanse
- Souping Is the New Juicing
- Sipping Skinny

TELEVISION

Cherie on TV

From network morning shows to national infomercials, Cherie makes nutrition visual, practical and fun to watch. She is at home on set, at the juicer or at the grill.

INFOMERCIALS AND QVC

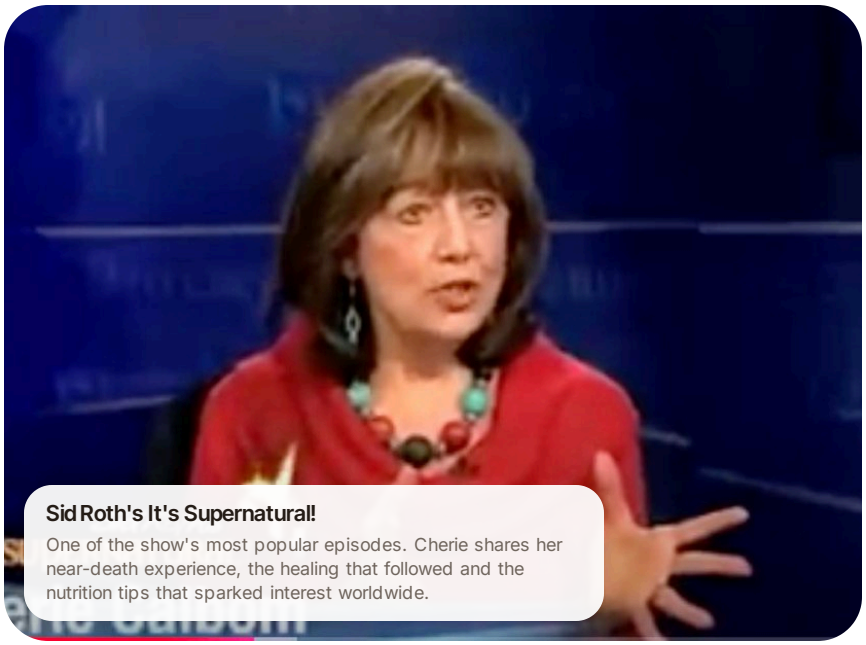
George Foreman's personal nutritionist

Cherie appeared in three of George Foreman's *Knock Out the Fat* grilling infomercials for the Lean, Mean, Fat-Reducing Grilling Machine.

She went on to spend 13 years on QVC with the George Foreman Grills, and was the top seller in housewares and small electrics for nearly a decade.

3
Foreman Grill infomercials

13 yrs
on air at QVC



Sid Roth's It's Supernatural!
One of the show's most popular episodes. Cherie shares her near-death experience, the healing that followed and the nutrition tips that sparked interest worldwide.

WCBS New York, Live from the Couch

Daystar with Marcus and Joni

Living Beyond Organic with Jordan Rubin
Making healthy ice cream and more

MORE APPEARANCES

Dr. Mercola
Three segments on the world of juicing

The Green Room
Juicing behind the scenes

Cancer Answers
With Dr. Judy Seeger, ND, on nutrition for people with cancer, including children

ON-AIR RESULTS

A presenter who moves product

Cherie's experience with infomercials and live shopping TV is rare among nutrition experts. She knows how to make a product demonstrable, benefit-led and easy to buy.

QVC RECORD

$1M

in grills sold in 10 minutes, on Sunday shows with Bob in the Kitchen, for several years running

GRILL BOX DEMO VIDEO

12

recipes prepared for the how-to video packed in the George Foreman Grill box. Cherie was the only on-camera talent.

JUICING SEMINARS

#1

seller of juicers at Trillium's nationwide juicing seminars, even outselling the Juiceman himself

THE STORY

She shaped how the grill was sold

Cherie helped position the George Foreman Grill for its infomercial and QVC launch from the very beginning. Her idea was to line up many grills on set and walk down the line, showing every food the grill could handle and how fast. Grill this in 1.5 minutes, this one in 3, this one in 2.75.

Her recipes powered the infomercial, the QVC segments and the cookbook she wrote for George, which sold more than 1 million copies.

Cherie was the top seller in small electrics on QVC for most of the 13 years the grill was on air. QVC used clips of her presentations to train new presenters, calling her a sterling example of how to create the "wow factor" on live TV.

QUOTED IN THE WASHINGTON POST

> You don't want [the product] to look complicated. It should look like fun. You show them how easy it is to clean.

Cherie Calbom, quoted when The Washington Post named her one of the top infomercial presenters in housewares

JUICING WORLDWIDE

From a Bestseller to a Royal Gala

Juicing for Life was translated into 23 languages, including Arabic, and made its way to the palace of the United Arab Emirates. Her Royal Highness invited Cherie to deliver the keynote at a gala juice party, where palace staff presented her juices on gold trays.

100
guests juiced for

70
Sheikhas in attendance

23
ambassadors' wives

PRINT, DIGITAL AND RADIO

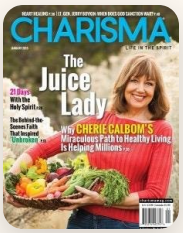
Cherie in print

Magazine covers, national newspapers and health outlets turn to Cherie for clear, quotable guidance on sugar, juicing, detox and family nutrition.

250M+

People reached by Cherie's Sugar Knockout media campaign

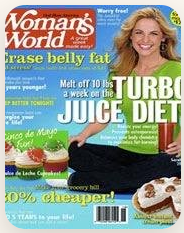
Coverage in MSN, The Daily Meal, Essence, The Miami Herald, NY Daily News, Examiner and Wellness.com



CHARISMA

Miraculous Path to Healthy Living Is Helping Millions

Cover story on Cherie's journey from tragedy to triumph, plus a second feature, "Get Juiced!"



WOMAN'S WORLD

Sarah Lost 20 Pounds on Cherie's Turbo Diet

Cover story on The Juice Lady's Turbo Diet.

FIRST FOR WOMEN

Cherie with Dr. Oz: the #1 fat cure

Cherie joined Dr. Oz in a feature on green juice as the #1 fat cure.

THE MIAMI HERALD

Kick Sugar Addiction

"Many are unwittingly addicted to sugar, but they can kick the sugar addiction."

NY DAILY NEWS

Sweet Relief: 10 Ways to Kick Your Daily Sugar Habit

"Numerous studies on sugar have shown it's as addictive as cocaine."

ESSENCE

5 Nutritionist-Approved Ways to Tame Your Sweet Tooth

"The toxicity of excessive sugar consumption is well-documented, yet it's so prevalent in our packaged foods."

MSN AND EXAMINER

The 10-Step Sugar Detox Plan for You and Your Children

"When it comes to health and a nutritious diet, many of us have a long way to go."

THE DAILY MEAL

Cutting Sugar's Umbilical Cord: The Danger of Sugar

"We already knew it was very bad for us, but alarming new evidence just keeps pouring in."

WELLNESS.COM

3 Reasons to Ditch Sugar That Might Surprise You

Why sugar now shows up in everyday foods, and the lesser-known problems linked to a sweet tooth.

SHARECARE

Juicing It Up With Babies and Kids

Vegetable-forward juice combinations as a smart way to get more nutrition into growing bodies.

DR. LAURA

Juicing for Babies and Kids

Safe juicing during pregnancy and for young children, starting with clean produce.

ON RADIO

Helping listeners get fit and stay healthy, naturally

- **Happy Gut, Happy Lives** with Diana Previs
- **FMMK Talk Radio** The Anti-Inflammation Diet with The Juice Lady
- **PodCast Radio** Anti-Inflammation
- **The Be Healthy Show**
- **WOCA-AM Radio**

Also featured in Glitter Rocks for Girls: "Grab Your Juice Fast and Go Healthy This Year"

SPEAKING AND AWARDS

Keynote speaker

Cherie inspires audiences with her expertise in detoxification, weight loss and healthy living, and the transformative power of fresh juices and whole foods.

SELECTED KEYNOTES

Southern Utah Holistic Health Summit — JUNE 2026
Keynote speaker, with Gary Brecka

The Truth About Cancer Live Symposium — OCT 2019
Keynote speaker

Ultimate Live Symposium — OCT 2017
Keynote speaker

Ultimate Live Symposium, Dallas, Texas — OCT 2016
Keynote speaker

Healing Strong Holistic Cancer Conference and Retreat
Keynote speaker, Atlanta, Georgia

Consultant to the Royal Family of the UAE
Keynote at a palace gala juice party

COVERGIRL AND KEYNOTE

NAVEL Expo

The Nutrition, Aesthetics, Vitality, Efficacy, Life Expo brings together leading integrative, prevention-minded healers, authors and inspirational figures from around the country, for thousands of attendees.

AWARD

Lifetime Achievement Award

The Truth About Cancer (TTAC), for her work with juicing and detoxification

AWARD

2019 Juicing Expert of the Year

Global Health & Pharma Fitness & Nutrition Awards

WORK WITH CHERIE

Topics, audiences and booking

Every keynote, segment and interview is tailored to your audience, your format and your run of show.

SIGNATURE KEYNOTE CATEGORIES

01 Resilience & Rebuilding Your Life
Rising after devastation, turning adversity into purpose, and the biology of resilience

02 Healing Burnout: A New Model for Energy, Vitality & Mental Clarity
Nervous system regulation, nutrition for mental clarity and restorative habits

03 The Power of Purpose: How Meaning Transforms Health & Longevity
Why purpose improves physical health, meaning as medicine, finding purpose after loss

04 Wellness & Nutrition
Six keynotes, including food as medicine, the truth about seed oils, and The Wellness Reset

05 Sports Performance
Performance fuel and recovery, from her work with athletes and teams

06 Motivational
Closing the gap between knowing better and doing better, with a first step people take

07 Faith-Based
Courage, faith and renewal, plus her testimony on TBN, CBN, Daystar and It's Supernatural

08 Leadership & Sales
Leadership framed as legacy, and what live selling teaches about persuasion

09 Fundraising & Charity
Connecting the mission to the room's own health story, for galas and fundraisers

WHO CHERIE SERVES

- CORPORATE WELLNESS
- LEADERSHIP CONFERENCES
- WOMEN'S EVENTS
- FAITH GATHERINGS
- CHURCHES AND MINISTRIES
- YOUTH AND SPORTS
- CHARITY GALAS
- HEALTH EXPOS
- WELLNESS RETREATS
- TRADE SHOWS

FORMATS

- Keynotes
- Workshops
- Panels and firesides
- Virtual events
- TV and radio segments
- Podcasts
- Live juicing demos
- Print interviews

Half-day and full-day workshops include the anti-inflammatory reset, the juicing intensive and Find Your Purpose; Live an Extraordinary Life.

"Booking Cherie Calbom was one of the best decisions we made for our event. Her message was powerful, engaging, and perfectly tailored to our audience. Cherie has been invited to be our speaker several times."

Rachel Clausen, event planner, HealingStrong

"She combines practical tools and research-based wisdom with warmth, real-life stories, and tips that make healthy living feel both easy to integrate and achievable."

Kay Blackburn, attendee, Southern Utah Holistic Health Summit

CONTACT

Book Cherie or request an interview

Cherie's team replies within two business days. High-resolution photos, book covers and bio variations are available on request.

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Cherie Calbom, MS, CN
America's Most Trusted Nutritionist

SPEAKING

juiceladycherie.com/keynote-speaker

PRESS AND MEDIA

juiceladycherie.com/about/press-media

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FOLLOW THE JUICE LADY

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