

COVER STORY

Boost Juice founder Janine Allis spills the secrets of good business, and explains why she loves reality television.

Serving it up



A few years ago, two dozen *Australian Survivor* contestants wiggled their toes in the sand of a remote Fijian beach and contemplated the 50 days ahead.

They would have to hunt for their food, battle the elements and engage each other in sustained, unrelenting mental warfare until there was only one left.

It sounds stressful. But, oddly, it did not to one contestant. "The thing that worried me the most is I like being busy," says Janine Allis, the 55-year-old Boost Juice Bars founder, mother of four,