

# Building Blocks of the Nutrilite™ Brand



## BEST OF NATURE

PHYTONUTRIENTS AND  
CERTIFIED ORGANIC FARMING



## BEST OF SCIENCE

PIONEER, INNOVATION AND RESEARCH



## BEST OF YOU

OPTIMAL HEALTH

### Building the Brand

The *DNA of the Nutrilite Brand* is the way we present the core elements of the Nutrilite™ brand: Best of Nature + Best of Science = Best of You. These three elements encompass every aspect of the brand — its history, its present and its future.

From Carl Rehnborg's innovative research in the 1920's and 1930's, Nutrilite™ has grown to become the world's sales-leading brand of nutritional supplements, and continues to lead the way with pioneering research into the nature and science of Optimal Health.

Explore and share the Nutrilite™ brand story in more detail at [www.nutrilite.com](http://www.nutrilite.com). Nutrilite™ branded products are available exclusively through independent business owners powered by Quixtar.

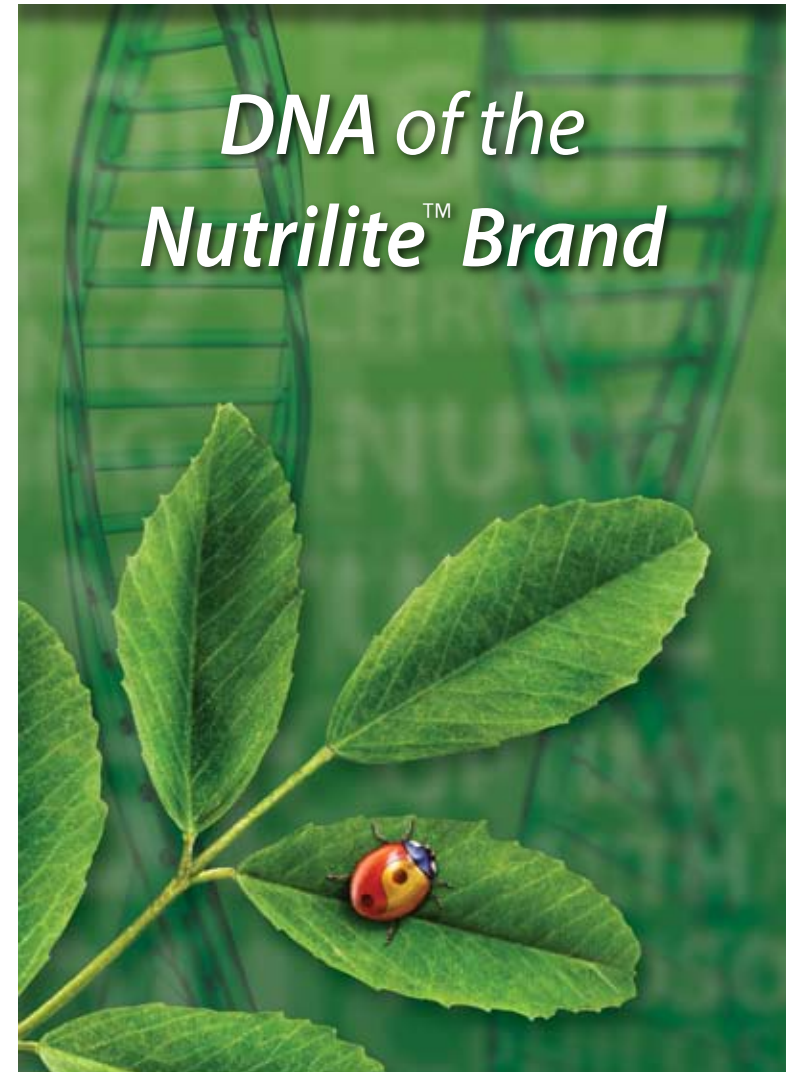


**NUTRILITE®**  
BEST OF NATURE. BEST OF SCIENCE.

**QUIXTAR®**



**NUTRILITE®**  
BEST OF NATURE. BEST OF SCIENCE.



*DNA of the  
Nutrilite™ Brand*

# THE NUTRILITE DNA EQUATION

**BEST OF NATURE**



## Phytonutrients

- The Nutrilite™ brand is a world leader in plant-based phytonutrient research, evaluating hundreds of plant concentrates each year.



- Cutting-edge technologies (like chromatography) are applied to preserve and document the phytonutrients during the development of plant concentrates.

- Leader in the scientific community in phytonutrient support and research. Recent conference sponsorships:

*"Phytochemicals: Aging and Health"*

*"Living Well to 100"*



## Certified Organic Farming

- Nutrilite™ is the only global vitamin and mineral brand to grow, harvest and process plants on its own organic farms.
- The Nutrilite™ brand controls the development of its supplements from seed to finished product.
- The Nutrilite™ brand practices sustainable farming, the future of organic farming.
- The Nutrilite™ brand owns four farms in three countries with over 6000 acres.
- The Nutrilite™ brand has established a Nutri-Certification program. This program ensures that any plant concentrate purchased has been grown according to strict organic farming specifications.



**+ BEST OF SCIENCE**

## Pioneer

- Carl Rehnberg studied the value of a plant based diet and was an early pioneer in the research of plant compounds, today called phytonutrients.



- Carl Rehnberg's pioneering research began over 70 years ago (1920's and 30's) in China and the U.S.

- Carl Rehnberg created and sold the first known multivitamin/mineral in North America. This was also the first to contain Phytonutrients.

## Innovation and Research

- Nutrilite is the world's leading brand of vitamin, mineral and supplements.
- The Nutrilite™ brand has a \$2.7 billion share of the \$60 billion food supplement industry.
- Phytonutrient-rich plant concentrates have been the hallmark of Nutrilite products since the 1930s.
- The Nutrilite™ brand has been a leader in anti-oxidant research since the 1970s.
- Over 50 clinical studies since 1952 and 100s of bioassays yearly to help develop our concentrates.
- Over 150 granted and pending patents worldwide, supporting over 250 products
- The Nutrilite™ brand is a leader in the field of Nutrigenomics, developing technology that enables people to look to their DNA for genetic predisposition to certain physical conditions and benefits of good nutrition.
- The Nutrilite Health Institute is a collaboration of experts, led by Dr. Sam Rehnberg and the Scientific Advisory Board, and keeps the Nutrilite™ brand on the forefront of innovation.



**= BEST OF YOU**

## Optimal Health Philosophy

The Nutrilite™ brand's Optimal Health philosophy focuses on:

- The importance of plant-based diet and good nutrition
- The importance of supplementation to support good health
- The importance of exercise, rest, relaxation and positive thinking
- Understanding lifestyle risk factors
- Dr. Sam Rehnberg has established a legacy of Optimal Health by building on his father's pioneering concepts of supplementation and health.
- The NHI Center for Optimal Health is a 33,000 sq. ft. building dedicated to helping our customers reach optimal health.
- Since 1997 over 14,000 IBOs from 26 countries have undergone fitness and health screenings through the Nutrilite Experience.
- Every day more than 1000 employees, including over 100 scientists and experts, demonstrate their passion, and commitment to the Nutrilite™ brand and optimal health.



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BEST OF NATURE. BEST OF SCIENCE.