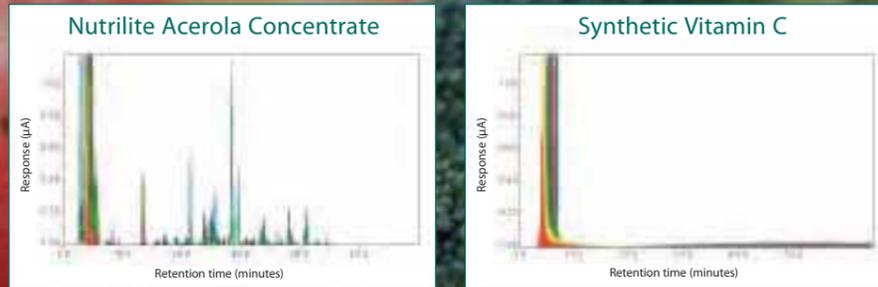




What is Chromatography – The Best of Science:

Chromatography is the sophisticated computer controlled technique of separating a mixture into individual components. It is the method of choice for analysing phytochemicals and allows scientists to identify and measure compounds in tiny amounts.

You can see what we mean by comparing the two chromatograms below, where each of the “spikes” shows a different nutrient.



Many NUTRIWAY supplements are made with Acerola Cherry Concentrate. An Acerola cherry contains about four times the amount of vitamin C as a single orange.

Acerola cherries are one of nature’s richest sources of vitamin C and they offer us much more – and we capture the “more” in Acerola Concentrate.

That’s the difference between a NUTRIWAY supplement and a purely synthetic formula. You can get vitamin C from both, but from NUTRIWAY you get the other plant nutrients – called phytonutrients – as nature intended.



The NUTRIWAY Advantage

NUTRIWAY supplements contain plant concentrates full of nutrients beyond vitamins and minerals. Our concentrates are made from plants, fruits and vegetables, removing the water and preserving the nutrients. This is the difference between NUTRIWAY supplements and most others. NUTRIWAY/Nutrilite is the world’s No.1 selling vitamin and dietary supplement brand.*

* Source Euromonitor International Limited. Vitamins and dietary supplements, world, Retail Value RSP, 2010.



Why Supplement. Why NUTRIWAY



Why supplement?

'Life' – A constant challenge for our bodies

Health authorities recommend we eat a healthy balanced diet, however, research shows there's often a wide gap between what we SHOULD eat and what we DO eat.

1: The Quality and Quantity of food we eat – “we are what we eat”:

There are several factors that can lead to a less than perfect diet:

- Lack of variety – We tend to eat the same foods every day
- Nutrients in foods have “diminished” - due to processing. The minimum recommended dietary intake levels are no longer enough for optimum health
- Flavour – We eat what tastes good, not necessarily what's good for us
- Low intake of fruit and vegetables
- Convenience – Meals are chosen based on how fast we can prepare and eat them
- Skipping meals
- Dieting – Restricting food intake

2: Lifestage – Nutritional requirements vary with each stage of life:

- Children and Adolescents – Rapid growth and development often increases the need for vitamins and minerals. Young children may be at particular risk for low calcium intake, and adolescents, especially teenage girls, tend to have low intakes of vitamin A, calcium, magnesium and zinc
- Middle Age – A busy work schedule, family, commitments, physical and emotional stress can all place pressure on our nutrient needs
- Mature Years – As we age, our bodies have to work harder to digest foods and absorb nutrients. Lack of appetite and medications can make it more difficult to obtain the right nutrients
- Pregnancy and breast feeding – Significantly increase a woman's need for vitamins and minerals, especially iron, calcium and folic acid

3: Lifestyle and Environmental Factors:

- Stress – It affects us physically, psychologically or emotionally and can be detrimental to our health. Stress can affect our appetite, cause us to skip meals, overeat, eat empty calorie foods, smoke or drink
- Medications – These may inhibit or increase the absorption of nutrients, increase the loss of nutrients from the body, or interfere with the metabolism of nutrients
- Smoking and Air Pollution – Smoking increases the need for vitamin C. Exposure to cigarette smoke and polluted air increases damaging free radicals in the body, increasing our need for antioxidant nutrients
- Drinking Coffee and Tea – Affects our bodies ability to digest the nutrients in food
- Heavy Exercise – Those who train heavily need to pay special attention to diet to ensure appropriate levels of protein, iron and antioxidants are consumed
- Alcohol Consumption – Frequent consumption can impair digestion and absorption of nutrients interfering with the body's use of nutrients

“We recommend that all adults take one multivitamin daily”.

Fletcher and Fairfield. J Am Med Assoc 2002; 287; 3127-3129.

Leading cardiologists report that on a typical day most people consume half the recommended daily amount of fruits and vegetables.

In a perfect world a healthy, well-balanced diet would give us everything we need for good health. But we don't live in a perfect world. JAMA* acknowledges that taking a daily multivitamin ensures adequate amounts of important vitamins and helps lower our risk of chronic disease.

*Journal of American Medical Association

Why NUTRIWAY®?

What makes NUTRIWAY products so exceptional?

In 1934, Nutrilite founder Carl F. Rehnborg theorised that due to food production and processing, the nutrients in our food supply could be adversely affected. This led to his theory that “associated food factors” in plants might be as nutritionally important as vitamins and minerals.

Today “associated food factors” are recognised by the scientific community as phytochemicals. Nutrilite, the manufacturers of NUTRIWAY supplements, develop plant concentrates from the world's richest plant sources – grown on our certified organic farms and processed to the absolute highest standards to maintain quality and consistency. These plant materials are used to create our exclusive NUTRIWAY Plant Concentrates that provide additional nutritional benefits – the exceptional NUTRIWAY Advantage.

The Best Of Nature

NUTRIWAY Concentrates on Quality

NUTRIWAY understands the importance of whole plant materials. But just as important is knowing where the plant materials are grown, fertilised and harvested. We own the certified organic farmland on which it plants, grows and harvests the plant materials used in our concentrates.

Organic farming and control from seed to serving enables NUTRIWAY supplements to contain the nutrients nature intended and carry a guarantee of quality.

And concentrates they are! To manufacture 1 kilogram of alfalfa concentrate, we use 15 kilograms of fresh, tender, nutrient-rich alfalfa tips, processed within two hours of harvesting.

With vitamins, minerals, and more plant nutrients than other leading brands, it's no wonder we're the leading global brand of vitamins, minerals and dietary supplements*

*Based on 2002 Euromonitor Survey.

The Best of Science

Nutrilite, the manufacturer of NUTRIWAY:

- The Nutrilite Health Institute is where international research programs are co-ordinated by more than 100 scientists including: chemists, botanists, microbiologists, pharmacists, dietitians and nutritionists
- The Nutrilite Health Institute's Clinical Investigation program has supported the completion of numerous research studies including humanclinicalinvestigations
- The only nutritional brand in the world that grows, harvests and processes plants on over 2,500 hectares acres of their own organic farmland
- Utilises certified organic farming techniques, which rely on biological methods of soil, weed, insect and disease management to ensure quality from the ground up
- Over 70 years of experience in the supplement industry, with more than 250 products available in 50 countries around the world

People use alternative medicine to maintain general health, and help prevent sickness.

74% of Australian consumers take dietary supplements.

Source CHC

Clinical trials conducted with leading universities and institutions keep NUTRIWAY supplements at the forefront of nutrition.

www.nutriway.com.au
or www.nutriway.co.nz

It's easy to see why we don't eat a balanced diet every day and easy to understand that a dietary supplement providing vitamins and minerals can help close the gap between what we SHOULD eat and what we DO eat.