

FAQ about the CREATING WELLNESS SUPPLEMENTS

1. What source materials are used?

All supplement ingredients are derived from three different sources: plant-based (herbal extracts), synthetic, and semi-synthetic (bio-fermented).

Most vitamins, ours included, are what is called NATURE IDENTICAL, and are synthesized either chemically or through a bio-fermentation process. The bio-fermentation process uses micro-organisms to make up the ingredients. For example, Vitamin C is usually derived from corn, and natural Vitamin E is derived from soy.

Our comprehensive formula has all the known required vitamins and minerals with an optimum amount of each nutrient and in absorbable forms for efficient delivery.

2. What quality and manufacturing standards are used?

Our manufacturing facility is A-RATED by the NNFA, the National Nutritional Food Association. Our manufacturer is one of a select group to have received certification from Australia's TGA, the Therapeutic Goods Administration. Although not a requirement in the USA, dietary supplements for the Australian market, as well as most other countries, must be manufactured to pharmaceutical standards, so the TGA is the ultimate confirmation of superior quality.

Since the passage of the Dietary Supplement Health Act in 1994, regulatory compliance has become increasingly complex. Our manufacturer's knowledgeable Regulatory and Information Services Team provides valuable assistance, including: full label review to ensure accuracy and regulatory compliance; internal registration assistance to coordinate all required documentation; formula modification to adapt to the requirements of each country; microbiological stability studies; and full-time Health Canada consultants to keep up with the rapidly changing regulatory environment in Canada..

The manufacturing facility is in a particular FDA category called medical foods, and supplies many of the major pharmaceutical companies.

The quality system is based on the Federal Current Good Manufacturing Practice for foods (CGMP)

Since 1977, our manufacturer has been servicing hundreds of supplement producers from all marketing segments in more than 35 countries.

Additionally, the manufacturer undergoes frequent GMP audits by their clients, who confirm their GMP compliance either with their own teams, or by engaging independent auditors.

3. Do the nutrients come from whole foods or other sources?

Vitamins are not made from whole foods since the massive amount of foods that they would be extracted from would be left worthless and would be cost-prohibitive. All ingredients are NATURE IDENTICAL - either plant-based (herbal extracts), synthetic, or semi-synthetic (bio-fermented).

Our manufacturer buys the raw materials that we require and they compound them to very exacting instructions. The compounds include vitamins, minerals, herbal extracts, and amino-acids.

According to an independent reviewing company, Innovative Science Solutions, our vitamins and minerals are within the generally accepted safety/effectiveness parameters.

Our supplements include 23 different vitamins and minerals, and 27 different herbal ingredients. All 27 of the herbal ingredients are in the weight loss product.

4. What are the unique advantages we offer?

We use comprehensive vitamin formulas with the OPTIMUM amounts of ingredients, not minimum. Most products shoot only for the minimum RDA requirement, which are really only for preventing nutritional deficiency, not for optimizing nutritional health.

Our minerals are patented - they are a form of mineral amino-acid chelates for greater bio-availability.

Herbs, the botanical parts of our formula, are geared to a specific population of gender and age.

Unlike some other companies, we feel that it is worth using some very expensive ingredients, such as CoQ10, to deliver the highest standard of supplementation.

5. What is the nature of the encapsulation process?

Our weight management product, *METABOLIZE*, and our joint support product, *MOBILIZE*, both use a standard industry encapsulation process. *VITALIZE* is in tablet form.

6. What makes us better than the competition?

Our core formula, *VITALIZE*, is now featured in the *Comparative Guide to Nutritional Supplements* as one of the "Best in Class" wellness products.

For the size of our company, we spend much more money for our supplements than most of our competitors, specifically our multi-vitamins.

We target particular groups with our multi-vitamin: men, women, and senior women.

Our supplements exceed the norm in terms of potency and ingredients. They are loaded with anti-oxidants -3 mg - which is very high and very expensive to us.

Our unique blend includes:

- Bioprime, which helps increase the absorbability of our product. Most companies do not use this because of the expense.
- CoEnzyme Q10 (CoQ10), which is used to help energy levels. This also is prohibitively expensive for most companies.

It takes 8 tablets a day to deliver our product into the system, due to its potency and unique blends. Beware of one-a-days. Take 4 in the morning and 4 at dinner to have a constant source of available, round-the-clock nutrition.

We use some very unique botanicals, one of them being saw palmetto, which supports glandular function, and a PATENTED form of folic acid, called METAFOLIN.

Metafolin is:

- the best folate for nutritional purposes
- the naturally occurring predominant form of folate
- directly usable by the body
- directly involved in lowering elevated blood homocysteine levels, a requirement for normal cell division and repair

FOLATES are essential water-soluble vitamins that are involved in DNA bio-synthesis. Humans cannot synthesize folates in the body and must obtain it from dietary sources. Green leafy vegetables are rich in folate. During processing and cooking, significant amounts of food folates are lost. Data suggests that the folate levels of most people are considerably lower than the recommended RDA. METAFOLIN is considered the superior alternative to FOLIC ACID. It is very expensive to us, but included in our formula to give a superior product.

Our products are considered standard and safe for most of the population, however, if anyone has a concern due to an illness, disease or syndrome, as well as pregnancy, and your medical doctor is prescribing a particular medication, you should use good judgment and consult them if you are concerned.

Our supplements are gluten-, dairy- and soy-free. The soy isolates used are the extracted protein from the bean, without any offending soy materials; thus the formulation IS considered soy-free. They are NOT Kosher.

Those with shellfish allergies should not take the joint support supplement, MOBILIZE, because the majority of the glucosamine we use is derived from shellfish- crab and shrimp shells. The shells are then processed to make glucosamine from the chitin. For the most part, it is purified enough not to be a problem, however, allergies are very tricky and someone VERY sensitive must be forewarned, i.e., it is on the label.