

CONFUSED?

The Difference in Supplements

Q.) *I always thought a vitamin is a vitamin. Is there really a difference?*

A.) YES!

High Volume Vs. High Quality

There are two types of nutritional supplement manufacturers — high-volume vs. high-quality.

The most common (high-volume) is the “**general consumer**” or retail manufacturer. Here, the emphasis is on **mass production, mass marketing, volume sales** and **profitability**.

These manufacturers use **inferior, synthetic versions** of vitamins, minerals and other nutrients in combination with **high-volume heat producing processes** that often result in products with almost **no bio-availability** whatsoever. (Some of these products actually pass through your entire digestive tract without breaking-down).

These products are typically found in multi-level marketing programs, internet and retail stores.

You Won't Know by the Label

However, upon reading a label you could easily make a mistake about the quality of these products. After all, a multi-vitamin is a multi-vitamin, right? **Wrong**. But, it's more than just the ingredients. The **manufacturing process, itself**, is equally important.

Here's an Example

If you compare the list of ingredients on a box of Betty Crocker and Duncan Hines brownies you'll find they are almost exactly the same. However, bake one at **500 degrees** for **two hours** and the other at 350 for 40 minutes... you end up with **two very different brownies**. You get the idea.



Super-Premium Supplements

Today, in the U.S., there are only a few high-quality manufacturers. Most are high-volume. The increasing **costs of quality, all natural ingredients, potent complex formulations** and **strict manufacturing protocols** make these products nearly cost-prohibitive.

FACT Vs. Fiction

Hence the term “**super-premium**” is not marketing hype. Instead, it's an accurate description of what you can expect in terms of raw ingredients, custom formulations, mfg. processes and, yes, cost.

Purchase with Confidence

Fortunately, we know the differences (such as **digestive enzymes, pre/post formulas, herbal complexes etc.**) and offer only “**best-of-breed**” nutritional formulas. So now, **you know the difference**. From us, you can **purchase with confidence**.

Ask Us!