



NUTRILITE®

Nutritional Supplements



A woman wearing a wide-brimmed straw hat, glasses, a light green cardigan, and patterned gardening gloves is kneeling on a gravel path. She is smiling and looking towards a young girl sitting next to her. The girl is wearing glasses and a pink dress. They are surrounded by several potted plants, including white and orange flowers. A yellow bucket is also visible on the path. In the background, there is a large bush of green leaves with white flowers.

LIVE A FULL, HEALTHY, ACTIVE LIFE THE WAY NATURE INTENDED.

OUR HISTORY





Echinacea field at Trout Lake Farm

ONE MAN, CARL F. REHNBORG

Prior to 1934, there were no known multivitamin/multimineral supplements. People found it difficult to know if they were getting enough nutrients in their daily diets.

Then, Carl Rehnberg, founder of the NUTRILITE brand, created his first nutrition product and became a pioneer in the history of nutrition.

HIS DREAM

While living in China in the early 1920s, Carl Rehnberg noticed, amid unforgettable malnutrition and disease, an important connection between the foods people ate and their overall health.

- In farming communities, where fresh fruits and vegetables were plentiful, people were much healthier overall.
- In the cities, where diets included far more sugar, salt, and fat, Carl noted that there were many more instances of critical diseases.

During political unrest in Shanghai, Carl was isolated in a protected enclave. There, he conceived the idea of using nutritional elements missing from the typical diet as a way to improve overall health.

- Carl supplemented his meager diet with soups from what was available: local herbs, grasses, and vegetables, along with rusty nails (for iron), and lime stone and ground-up animal bones (for calcium).

- He shared his broth with a few friends, although the flavor was far from palatable.
- Months later, Carl and his friends who ate the nutrient-rich broth emerged from their enclave much healthier than those who had eaten only army rations.

Returning to the United States, Carl set up a small laboratory on California's Balboa Island, where, over the next six years, he conducted experiments using different plant varieties.

- He developed a way to dry these plants while still preserving their important nutrients.
- He created a formulation of alfalfa, watercress, and parsley, which became the basis of his first product.

Ultimately, Carl Rehnberg created the first multivitamin/multimineral supplement sold in North America.

OUR LEGACY

Since 1934, when the first NUTRILITE® product was introduced, the company has become a leader in nutrition research, development, and innovation.

Today, under the leadership of Carl's son, Dr. Sam Rehnborg, the next generation of scientists, researchers, and technicians is preserving the rich NUTRILITE heritage by continuing to produce high quality, innovative supplements.

Because they are made from whole plant concentrates, many NUTRILITE supplements contain a wide array of the nutrients available in whole plants.

Throughout his life, Carl Rehnborg believed this was the optimum way to achieve good nutrition the way nature intended.

A NEW OPPORTUNITY

Carl began selling his new supplement person to person, friend to friend, through word-of-mouth referrals.

When some of these early customers began referring new customers to Carl, he suggested they sell the product themselves, rewarding them with discounts on their purchases.

Just as Carl had created the first multivitamin/multimineral supplement sold in North America, he also pioneered an early multi-level marketing system and a revolutionary new business model still in use today.

The two people who guided the NUTRILITE brand to its present-day business success story were Rich DeVos and Jay Van Andel. Rich and Jay had been distributing NUTRILITE products for 10 years before they founded Amway in 1959, so they were dedicated to the quality of the products and committed to the integrity of the brand.

Today, the NUTRILITE brand is sold exclusively by Amway Global Independent Business Owners.



TIMELINE



TIMELINE

1934

Dr. Carl Rehnberg produces and begins to sell North America's first multivitamin/mineral supplement.

1948

Rehnberg improves his multivitamin/multimineral supplement and introduces NUTRILITE DOUBLE X[®], which helps make the company famous.

1954

Nutrilite begins its Lakeview farming operations by acquiring the Lakeview farm in California's San Jacinto Valley.

1945

NUTRILITE[®] products are sold for the first time using a direct sales marketing plan. The NUTRILITE model is credited with helping to popularize network marketing.

1939

Rehnberg's company, California Vitamins, Inc. is renamed Nutrilite Products, Inc.

1949

Future Amway founders Jay Van Andel and Rich De Vos become NUTRILITE distributors.

1959

Van Andel and DeVos start Amway Corporation and utilize the NUTRILITE marketing plan to sell household products.



1972
Amway Corporation acquires a controlling interest in Nutrilite Products, Inc. and sales increase many times over.

1992
Nutrilite acquires 900 acres of fertile land in Rancho El Petacal to develop a farm in Jalisco, Mexico.

1996
The Rehnborg Center for Nutrition and Wellness is established with Dr. Sam Rehnborg as its president. Eventually, it's renamed the Nutrilite Health Institute.

1999
Crops grown on the farms for exclusive NUTRILITE concentrates are organically certified.

1983
Dr. Carl "Sam" Rehnborg, son of Nutrilite founder Carl F. Rehnborg, takes over as Nutrilite president and CEO.

1994
Amway Corporation purchases the remaining shares of Nutrilite Products, Inc. from the Rehnborg family. It becomes a division of Amway Corporation.

1998
Nutrilite acquires controlling interest in North America's largest organic herbal farm — Trout Lake Farm, L.L.C., located in the state of Washington.

Nutrilite purchases farmland in Tiangu, Ceara, Brazil.

2006
Nutrilite Health Institute opens its new 35,000 square foot Center for Optimal Health.



PHYTONUTRIENTS



NUTRILITE®
BEST OF NATURE. BEST OF SCIENCE.

**concentrated fruits
and vegetables**

A PHYTONUTRIENT
DIETARY SUPPLEMENT



60 TABLETS



UNREGISTERED USE: Take two tablets daily, preferably with a meal.



NATURAL PLANT NUTRIENTS

We all know that eating fruits and vegetables is good for us, but do we really understand why?

- Powerful compounds, known as phytonutrients, are found in plants, herbs, fruits, and vegetables.
- Phytonutrients deliver antioxidants that support different areas of the body. For example, carrots contain large amounts of beta-carotene, which supports vision health, while red grapes contain resveratrol, which is good for your heart.

Antioxidants are critical because they help fight free radicals, which are unstable molecules that can cause damage to your cells.

- Free radicals are caused by things both good and bad—like smoke, pollution, sunshine, and even exercise.
- Antioxidants can help free radicals stabilize, restoring cells and keeping them healthy.
- By eating a wide variety of fruits and vegetables, you're getting more kinds of phytonutrients for broader antioxidant protection.

Because they are made from whole plant concentrates, NUTRILITE® supplements contain a wide array of phytonutrients, setting NUTRILITE apart from other makers of dietary supplements.

While the NUTRILITE brand believes you should eat whole fresh fruits and vegetables whenever possible, NUTRILITE fills in the gap between the fruits and veggies you need and what you actually eat with natural plant ingredients and the nutrition that most people don't get from their diet alone.

Phytonutrients have been a cornerstone of NUTRILITE products since the company was founded 75 years ago and the NUTRILITE brand continues to be a world leader in plant-based phytonutrient research, evaluating hundreds of plant concentrates each year.

- Many of the phytonutrients used in NUTRILITE products are from plants grown on more than 6,400 acres of NUTRILITE farmland. Plants are grown in accordance with nature using sustainable, chemical-free methods.
- Plants are dehydrated and processed within hours of harvest, using special methods and state-of-the-art equipment to capture nature's valuable nutrients.

HELPING PEOPLE EAT IN FULL COLOR

People who fill their plates and eat foods that are mostly brown and beige are missing out on the important health benefits that come from eating a diet rich in colorful, fresh fruits and vegetables.

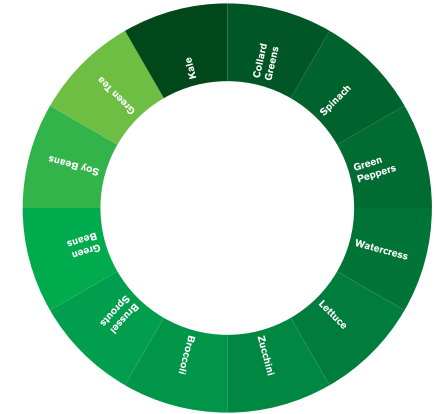
NUTRILITE wants that to change. To help consumers get the most from their shopping carts, we've provided a color breakdown of the fruits and vegetables they should consider eating for optimal health, along with the associated phytonutrients and health benefits that come from turning bland dinner plates into virtual rainbows of color.



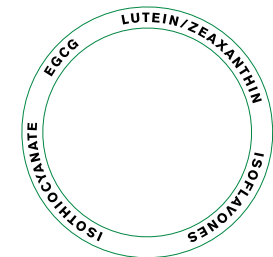
NUTRILITE
PHYTONUTRIENT
SPECTRUM

Nutralite is committed to helping people lead healthier lives. We believe one way to do this is to share our belief in the health benefits of phytonutrients, which comes from many years of extensive testing and research.

THE CHART SHOWS YOU:



The variety of fruits and vegetables you can eat in every color.



The phytonutrients found in fruits and vegetables of that color.



The associated health benefits.



ORGANIC FARMING





*Rancho El Petacal,
Jalisco, Mexico*



*Agricultural Research Farm,
Lakeview, California*



*Fazenda Nutriorganica,
Ubajara, Brazil*



*Trout Lake Farm,
Trout Lake, Washington*

NUTRILITE ORGANIC FARMS— IN COOPERATION WITH NATURE

NUTRILITE is the only global vitamin and mineral brand to grow, harvest and process plants on its own certified organic farms. Our organic farming operations are truly multinational, with over 6,400 acres in California, Washington State, Mexico, and Brazil.

Wherever we grow the ingredients used in NUTRILITE® products, the crops are grown in accordance with nature.

- We don't use synthetic pesticides, herbicides, or fertilizers.
- We replenish the soil, rather than depleting it.
- We use natural, environmentally-friendly methods to control weeds, insects, and other harmful predators.

Our NUTRICERT™ farm certification program is a requirement of all farms supplying botanical materials for our products. This program ensures that these farms adhere to our own organic farming philosophy, guided by sustainable, organic principles. The main principles of the NUTRICERT program include:

- Crop and vegetation diversity, including vertical diversity of herbs, trees, and bushes; and integration of animal husbandry, beneficial insects, and microorganisms.
- Healthy soil-building practices, such as the use of compost, beneficial soil microorganisms, erosion control, and minimal use of mineral fertilizers.

- No soil or environmental contamination, such as using genetically modified organisms. The idea is to use integrated pest management and protect the farms from potential sources of contamination from neighboring farms.
- In-depth quality control standards, including proper documentation of farm inputs, traceability of crop sources, written plans to avoid contamination and control pests, and a quality assurance program for farm products sold.
- Building a healthy social environment around the farm, providing farm employees with the opportunity for personal development, including education and training.

By owning and maintaining control over our own NUTRILITE farms, we can ensure that our supplements contain only high quality ingredients.



SCIENCE



A rainbow of whole plant concentrates provide Nutrilite products with the full spectrum of phytonutrient benefits.

CAPTURING THE POWER OF NATURE.

NUTRILITE® supplements have always offered the best of nature because they're made with whole plant concentrates.

Nutriline Health Institute scientists around the world use the latest methods and technology to improve ways of extracting the maximum goodness from our crops and evaluate new ingredients for our products.

- We test plant concentrates for proper nutrient content.
- We research new formulations and innovative processing methods to deliver enhanced health benefits.
- Using high-performance testing and analytical equipment, NUTRILITE scientists ensure that every NUTRILITE product has the quality, content, and performance we claim.
- We explore new and improved products and ingredients, based on the latest scientific findings.

As we look to the future, the Nutriline Health Institute is at the forefront of a new scientific discipline: Nutrigenomics—the science of how our genes interact with nutrients.

- Nutrigenomics will soon make it possible for individuals to know their potential risk for certain health-related conditions—through DNA analysis.
- Eventually, we hope to be able to precisely tailor diet and supplement recommendations to address individual personal risk for many health-related conditions.

Nutriline partners with more than a dozen global institutions recognized within the scientific and nutrition community. Our work has been presented at conferences and published in scientific journals around the world.



NUTRILITE HEALTH INSTITUTE CLINICAL INVESTIGATIONS AND TRIALS

The heart of NUTRILITE® research and education operations is the Nutrilite Health Institute (NHI) in Buena Park, Calif. More than 100 scientists are involved in Nutrilite clinical research, product development, and brand education. The NHI has collaborated in clinical studies and research projects with 28 research sites worldwide. The NHI also offers a wealth of product and nutrition educational opportunities to the Independent Business Owners (IBOs) who sell Nutrilite products and visitors.

Nutrilite Health Institute clinical investigations and trials are focused on intervention studies to evaluate the effects of plant concentrates, botanicals, and nutrient products on markers of human health. The NHI also continues Nutrilite founder Carl Rehnborg's commitment to scientifically-based products through clinical research programs.

A clinical study involves the evaluation of the functions of plant concentrates, and product prototypes in volunteers in a carefully controlled clinical setting and under the supervision of medical health care professionals.



WHY DO WE DO CLINICAL RESEARCH?

- Research—to advance science and knowledge regarding the benefits of dietary supplements and plant-based ingredients, and their mechanisms of action. We want to know not just if a product works, but also how it works.
- Reputation—specifically, to maintain Nutrilite’s strong reputation for selling science-based supplements. As needed, we conduct clinical research to evaluate the performance of NUTRILITE® ingredients and/or formulas. When we make claims about our products, we have confidence and stand behind them. We do not make claims we cannot substantiate.
- Integrity—to protect the integrity and trust of the NUTRILITE brand.

TO DATE, WE HAVE COMPLETED:

- 50 clinical studies on NUTRILITE concentrates, products, and prototypes—some of this research is never seen by the public because if a prototype does not work, it does not become a NUTRILITE product.
- 6 large scale nutrition assessment studies.

These numbers represent research conducted for over 50 years at 28 external research sites in 5 different countries as well as our own research facilities in Buena Park, Calif., and Ada, Mich.



QUALITY



Red and green acerola cherries.

NUTRILITE—WE NEVER COMPROMISE ON PURITY AND QUALITY

At the NUTRILITE® manufacturing facility, our standards of quality in manufacturing are as much a part of our company culture as our natural farming practices. Clean rooms and well-cared-for equipment are one measure of excellence; another is the level of expertise demonstrated by NUTRILITE staff throughout the manufacturing process.

Every NUTRILITE supplement carries a promise: THE BEST OF NATURE.
THE BEST OF SCIENCE.

- Nutrilite farming practices—There are over 6,400 acres of NUTRILITE farmland, where plants are grown and harvested in accordance with nature—using sustainable, chemical-free methods.
- Plants are harvested at their nutritional peak and transported as quickly as possible to our dehydration facility.
- The concentration process uses specialized equipment in a state-of-the-art facility to dehydrate, mill, and extract nature’s richest nutrients from the plants—creating the world’s finest nutritional concentrates.
- Each batch of concentrate powder is tested to ensure it is free of contaminants and of proper potency.
- Computer-controlled scales measure the exact weight and amount of each concentrate powder.

- The various powders are then blended into a single, uniform mixture. The powder blend is compressed into tablets, coated with a special solution for easier swallowing, and inspected closely for cracks or chips.
- Instead of storing our products for months in warehouses, they are carefully packaged and shipped soon after production, to maintain freshness. No other supplements are grown, harvested, processed, and shipped in this way.
- Although not required, we choose to follow Good Manufacturing Practices (GMPs) to ensure that NUTRILITE products are safe, properly identified, and of the highest quality.
- Quality Experts for the NUTRILITE brand perform over 15,000 tests a month on our products to ensure they meet precise specifications for quality, potency, size and weight.



EXPERTISE



*Nutrilite Health Institute
Scientific Advisory Board*

NUTRILITE HEALTH INSTITUTE SCIENTIFIC ADVISORY BOARD

All NUTRILITE® scientific research is led by the Scientific Advisory Board. This ten-member board is comprised of leading scientists in the fields of nutrition, health, and genetics from around the world.

Together, the Scientific Advisory Board helps guide the future of the NUTRILITE brand, lending their expertise and knowledge of the rapid changes in their specific fields directly into the research and development process at Nutrilite.

Sam Rehnborg, Ph.D.	Kenneth S. Kornman, D.D.S., Ph.D.
Junshi Chen, M.D.	Hoyoku Nishino, M.D.
Ruth DeBusk, Ph.D., R.D.	Artemis Simopoulos, M.D.
Stephen Fortmann, M.D.	Thomas J. Slaga, Ph.D.
Z.C. Ho, M.D., Ph.D.	Young-Joon Surh, Ph.D.

A GLOBAL TEAM OF NUTRILITE SCIENTISTS

The Nutrilite Health Institute scientists and researchers are hard at work around the world, doing groundbreaking studies into all aspects of nutrition, genetics, and supplementation. In fact, NUTRILITE products are among the few brands that are supported by this high level of scientific staff and laboratory facilities.

These professionals are well-respected in their specific fields of study and are recognized globally for their significant contributions to our knowledge of nutrition and health.

OUR NUTRILITE EXPERTS HELP IN THE QUEST FOR OPTIMAL HEALTH

Through the Nutrilite Experience, the Nutrilite Health Institute specialists help you reach for optimal health—by increasing your knowledge of nutrition and fitness in individualized, interactive ways.

This team of specialists includes:

- Medical doctors
- Exercise physiologists
- Health and fitness experts
- Preventive health physicians
- Wellness consultants

Duke Johnson, M.D.	Sean Foy, M.A.
W. Kip Johnson, M.D.	Greg Niederlander
Diane Paetz	

With their energy, enthusiasm, and expertise in such a wide variety of health-related fields, these specialists can assist in creating a passion for healthy living—optimal health at its very best.

ATHLETES AND SPONSORSHIPS



SPONSORSHIPS

NUTRILITE is proud to sponsor many premier athletic events, such as the Boston Indoor Games, the Tyson Invitational, the Adidas Track Classic, the Reebok Grand Prix, and the Prefontaine Classic. These events draw elite competitors from around the world.



AC MILAN

The NUTRILITE brand is the “Official Nutrition Supplement of AC Milan.” AC Milan—the most successful futbol club in the world—boasts three Intercontinental Cups, one FIFA Club World Cup, seven European Champion Clubs’ Cups, five European Super Cups, and two UEFA Winners’ Cups. Ronaldinho plays for AC Milan.



SAN JOSE EARTHQUAKES

Amway Global is the official jersey sponsor of the San Jose Earthquakes, a Major League Soccer team that entered the league in 2008. Through this partnership, Amway Global also sponsors the Kicks for Kids program, which focuses on fitness and healthy lifestyles, as well as bringing underprivileged children to Earthquakes games.



LOS ANGELES SOL

Amway Global is the official jersey sponsor of the LA Sol, a member of the Women's Professional Soccer league. The sponsorship also names Amway Global as the team's exclusive provider of nutrition and skin care products.



ROCK 'N ROLL MARATHONS

NUTRILITE is a sponsor of the Rock 'N Roll Marathon series—seven rocking races that incorporate miles with music—as well as four additional prominent distance running events. The NUTRILITE Mobile Brand Experience vehicle will make an appearance at these running events, providing product samples, brand exposure, and perks for runners such as an ice-foot bath at the finish line.

CENTER FOR OPTIMAL HEALTH



5600 BEACH BOULEVARD

NUTRILITE 
HEALTH INSTITUTE
CENTER FOR OPTIMAL HEALTH

*Nutrilite Center for Optimal Health
Buena Park, Calif.*

NUTRILITE HEALTH INSTITUTE CENTER FOR OPTIMAL HEALTH

Achieving optimal health through understanding nature and advancing science.

The Nutrilite Health Institute is a worldwide collaboration of experts who are dedicated to helping people achieve optimal health—through research, education, and practical, personalized solutions.

Optimal Health is the heart of the NUTRILITE brand philosophy. Optimal health compels you to choose every day to be your best—by selecting the right foods and supplements, engaging in exercise and rest, and by incorporating healthy habits and balance in everything you do.

The Center for Optimal Health is a world-class teaching and training facility within the Nutrilite Health Institute.

- The Center for Optimal Health comprises 33,000 sq. ft. (3000 sq. m.) of space, spread over two floors.
- The Center for Optimal Health is the home of the Nutrilite Experience—a personal, interactive way to help you achieve optimal health.
- Science, nutrition, fitness, research, and people are all brought together for a one-of-a-kind experience focused on health and the NUTRILITE brand.

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NUTRILITE[®]
NUTRITIONAL SUPPLEMENTS