

# 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**.

