

It is all about your health!

Producing high-quality supplements should be the aspiration of every manufacturer - especially when it comes to health.

Unfortunately, not all vitamin manufacturers feel obliged to fulfil this aspiration. Far too often, a cheap price is the sole sales argument used. In order to offer vitamin products at low prices, the first step is usually to save on research costs. Furthermore, cheaper and therefore low-quality forms of micronutrients are used.

However, progress in the field of vitamin research can only be pursued with products of sufficiently high quality. This is the only way to achieve the high standard that will eventually lead to the acceptance of nutritional supplements among the population.

The necessity for a quality campaign

It is high time to convince millions of users that not all vitamins are alike. Far too many poor quality products are flooding the market.

There is no alternative to initiating a quality campaign. Such a campaign must combine the demand of large sections of the population for natural health with the ethical commitment of manufacturers to offer high quality and effective health products. Providers that are not willing to fulfill this obligation should take themselves off the market.

Essential elements of this quality campaign include:

- **Research:** Collaboration with experts in the field of vitamin research is essential. Any reputable vitamin provider must rec-

ognize the ethical responsibility to cooperate with a research institution.

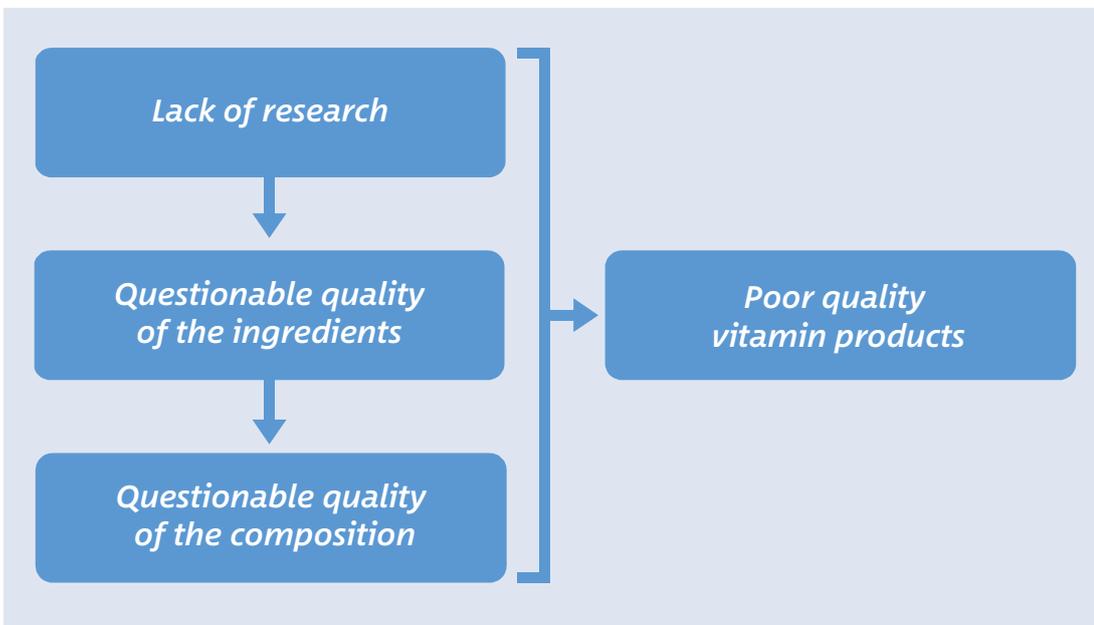
- **Quality of ingredients:** As the present brochure illustrates, high-quality, health-promoting micronutrient combinations provide convincing arguments against cheap pills.
- **Quality in the combination:** Combining as many cheap substances as possible and selling these preparations as "Vitamin A-Z" is simple, but not effective. Without scientific tests, an optimal combination (synergy) of the individual ingredients cannot be guaranteed.

However, the most significant contribution to the success of this quality campaign will be made by millions of supplement users who claim their right to obtain healthy and effective products from manufacturers.

This section of the brochure presents arguments and options for action.



Far too many manufacturers push cheap vitamin products into the market, thus endangering the safety and health of consumers - i.e. you.



Lack of research; questionable quality of ingredients; questionable efficacy of the composition - all these elements endanger the quality of the resulting vitamin product. Our quality campaign for nutritional supplements is a decisive instrument for changing this.