

# Why are ineffective and harmful products on the market in the first place?

There is a sobering answer to this question:

## 1. Lack of awareness on behalf of consumers

Millions of people are taking food supplements on a daily basis in the belief that they support their health. However, hardly anyone knows that:

- These products were not tested for their health effects
- The manufacturers' advertising messages are not based on their own studies, but on knowledge from libraries
- Ingredients can be of natural or synthetic origin, thus having fundamentally different effects on human cells

## 2. Profit maximization of manufacturers

The market for nutritional supplements is currently skyrocketing. This is due to a rapid increase in scientific publications on the health benefits of micronutrients.

As a consequence, more and more "me toos" enter this growing market. Their primary goal is not the health of the people, but to maximise profits at the expense of unsuspecting consumers.

The increasing number of such "profiteers" in this sector leads to growing competitive pressure. This means that manufacturers attempt to outbid each other with ever lower prices.

Nevertheless, in order to maintain profit margins, these money makers save on the quality of the ingredients. This "profit spiral" usually excludes the use of high-quality ingredients of natural origin. Instead, ingredients of synthetic - and often questionable - origin are used.

**The answer to the question "Why are ineffective and potentially harmful food supplements flooding the market?" can be found in the irresponsible greed of producers who exploit the lack of awareness of consumers.**

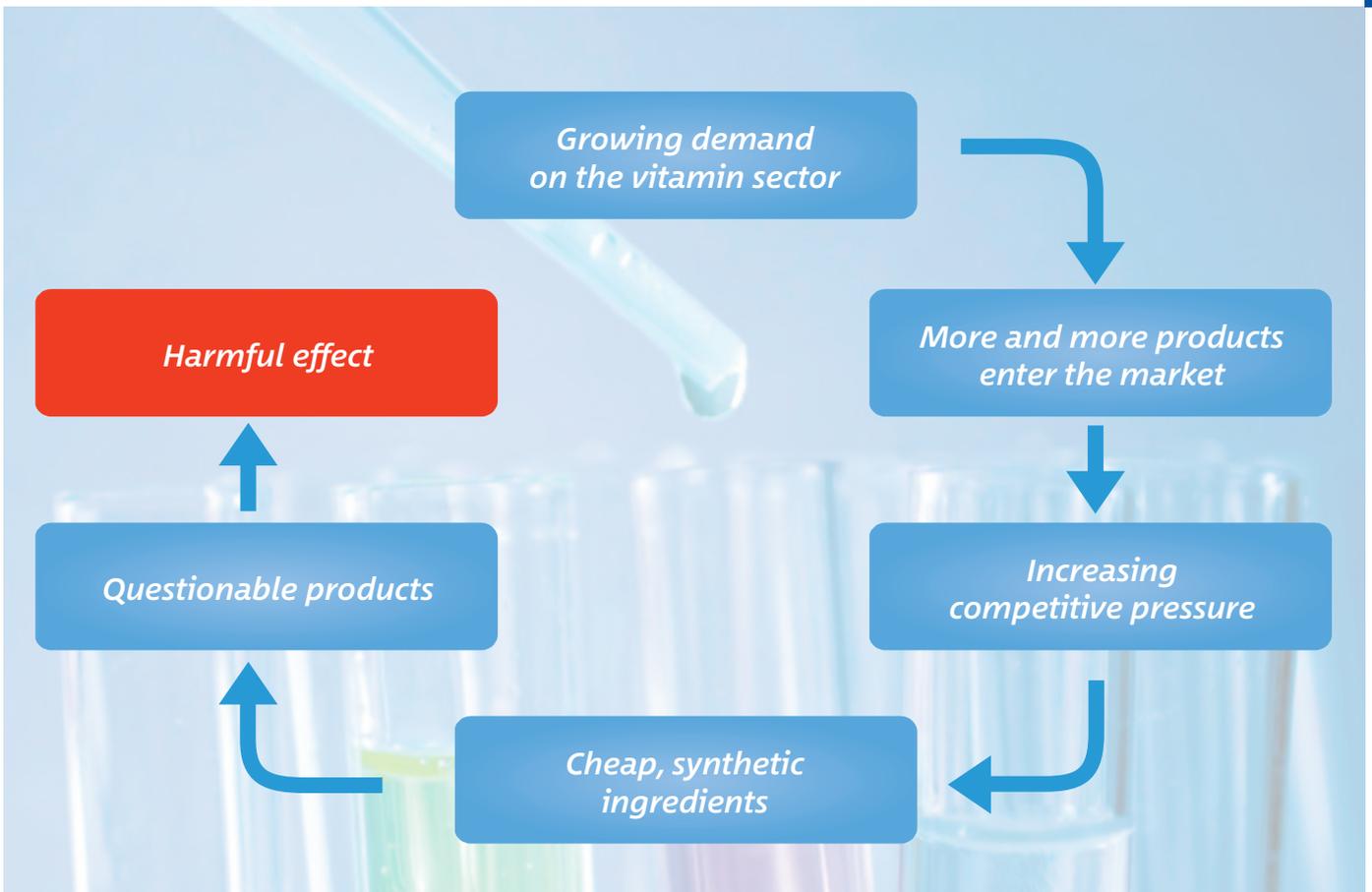
This brochure will put an end to this. For the first time, it documents the potential far-reaching consequences of this development.

Considering that mankind now has the opportunity to control numerous diseases with the help of high-quality micronutrients, the exploitation of consumers is doubly negative. **Poor quality efficacy products discredit the entire food supplements sector.**

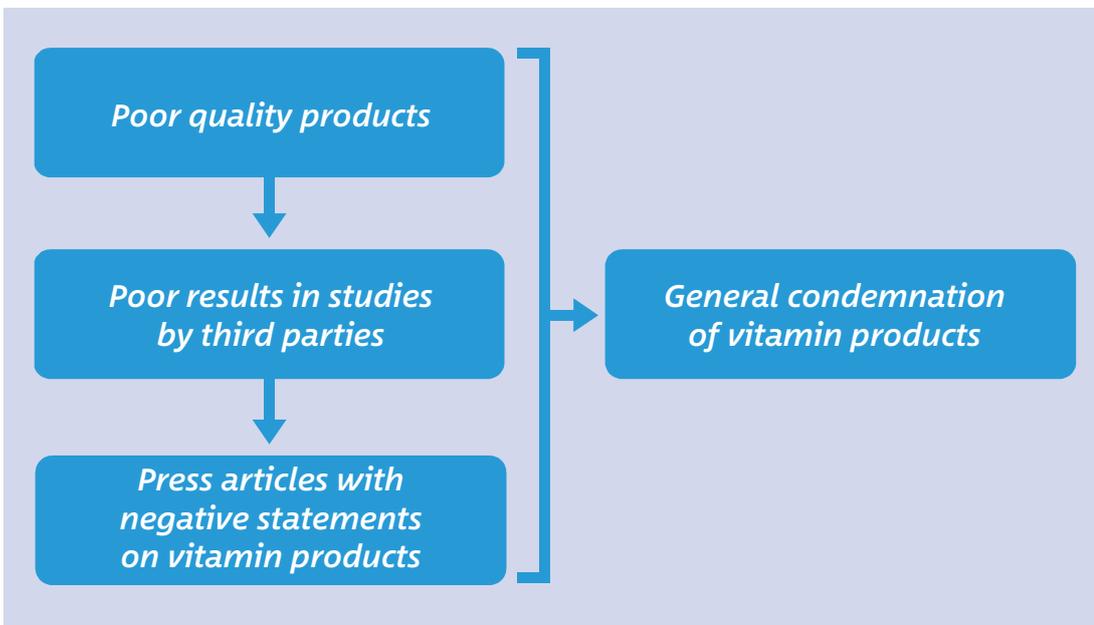
Time and again, studies about the effects of poor quality products are published in the press. Needless to say, since the quality of the tested products is often questionable, the results of these studies are not satisfactory.

Reports of this type are well received by the mass media, which, due to the millions it receives in advertising revenues for drug promotions, has close links to the pharmaceutical industry. Millions of people are thus misled.

All these factors are reason enough to take part in this quality campaign.



The growing demand for vitamin products triggers a disastrous downward spiral for manufacturers who are not interested in research or the scientific examination of their products.



Results of studies involving poor quality products are picked up by the media and usually passed on without further consideration.

Thus, a whole industry wrongfully falls into disrepute.