

# NutriScan

***"Nutrition as individual as you"***

Thank you for your interest in our system.

The following pages include an overview of who we are, our mission, our science, our benefits, and our quality and value standards.

Health Professionals are invited to trial the assessment side of our technology by visiting [www.mynutriscan.com](http://www.mynutriscan.com) and using the trial access code of their referring Health Professional, or that of our medical Director: "health2020".

To review your completed assessment, we recommend you contact the Health Professional who has referred you to our system, as they will be serving as your primary 'coach' and support within our program. Where necessary you can also arrange to review your program with one of our medical directors, simply call 888-888-8565 to request.

Please contact us at 1-888-888-8565  
[hpsupport@mynutriscan.com](mailto:hpsupport@mynutriscan.com)

[www.mynutriscan.com](http://www.mynutriscan.com) hosts a revolutionary Targeted Health Protection, Promotion and Performance System, complete with the foremost Personalized Nutrition Solution available today. Designed by leading health experts to more effectively support health professionals to meet individual patients unique health and nutrition needs.

Online Assessment and Customized Nutrition with distinct advantages:

- Captures valuable health information and enables electronic management of patient care and progress.
- Analytical Engine has more than 5000 rules and is based entirely on peer-reviewed science.
- Looks at each of the factors that make nutritional needs unique (age, gender, geography, ethnicity, weight, diet, medical history, family history, lifestyle, physical activity and prescription medications) and creates a dynamic nutritional profile for each patient.
- Analyzes potential interactions between specific nutrients and O.T.C. or prescription medications and compensates for nutrient depletions these medications can often cause.
- NutriScan's advanced assessment, fulfillment and delivery systems result in considerable savings.
- Each personalized nutrition solution is delivered by mail, in individual sealed packets, filled by a pharmaceutical packaging robot, and come complete with the customer's name and the best time to be taken, clearly printed on each packet.
- Exceptional nutrition program retention rates of ~ 75%, as measured since its release (over the last 12 months).

The NutriScan® Core Assessment presents as one continuous page. You will scroll down as you respond to each of the 54 questions (for males) and 57 questions (for females).

Once completed, simply click on the button at the bottom of the assessment titled "Preliminary Results Preview." Within seconds NutriScan's 5000+ proprietary rules will determine your most fundamental nutrient needs and display them as your Preliminary Nutrient Profile. Areas, which require special attention and support, will appear on the right side of your screen as Targeted Support Options (TSO's). These are prioritized or 'ranked' with our proprietary 'star' system based on the weight of evidence that supports each recommendation. These are further organized under 3 specific categories: Core, Highly Recommended, and Recommended in order to facilitate review and any further tailoring you may wish to do.

The average daily and monthly cost of your fully customized nutritional support (with thousands of variations available) is clearly displayed. Users are given the opportunity to review and modify both their specific nutrient recommendations and the level of investment they are willing to make in their supplement program. If they prefer a more minimalistic approach, and/or have other health or cost variables to be factored in by their health professional, these options are provided. An "open text field" is provided for additional comments and requests to be communicated to their health professional. Upon completion, patients simply click on "Submit to my health professional". We also provide a portal for health professionals to review, and further tailor as and if they see fit, the Personalized Nutrition Programs of each patient. After review they simply "Submit the order to NutriScan®" for instantaneous fulfillment, with one click of their computer mouse.

# Our Mission

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## Mission

In the simplest of terms:

**“We exist to provide better systems of healthcare for patients and health professionals.”**

NutriScan® will deliver the highest quality scientifically based products and services to the professional and public marketplace by fusing the benefits of nutrition, medicine and technology into a personalized product that ultimately has a positive and measurable impact on patient and public health. NutriScan® was created to provide solutions to today's healthcare system inefficiencies, which have failed to effectively address the individual and his/her unique nutritional and lifestyle needs. Our purpose is to provide a method to assist professionals and public alike to be more proactive and effective in the areas of Health Protection, Promotion, and Personal Performance by:

- Providing health professionals and their clients with a personalized state-of-the-art, easy-to-use, and vastly more safe and effective, health and nutritional assessment tool.
- Providing health professionals with the support they require to create convenient customized nutrition and lifestyle prescriptions for each client, that contains his/her authentically "personalized nutritional solution", in easy to use and chrono-biologically designed (optimally timed) packets.
- Providing all clients with exceptional personalized customer service and exceeding their expectations as a health resource.

## History

NutriScan® was founded in January of 2001 by Paul Sullivan, a Pharmacist and A Nutritional Product Formulator. He grew very concerned about the exponential growth of prescriptions (1.62 billion to 3 billion from 1992-2001). The prescription cascade that patient's now experience... starting with one prescription (say a simple diuretic) and growing to 7-8 prescriptions inside 6 years... is fed by critical nutrient depletion and contributed to by many pharmaceuticals. NutriScan® has identified 340 of those in our program and the list is growing. He saw the need to provide customers with a "complete nutritional program" that took a customized personal approach to their nutritional requirements. In preference to the current practice of providing nutritional supplements that are "one-size-fits-all". Paul enlisted a Harvard-trained science team to create a state-of-the-art assessment program that took into account not only a client's dietary habits but also evaluated their medical history and prescription intake to provide the most advanced "nutrition prescription" possible. Paul has since opened his company to new partnership in order to secure the long-term medical research and strategic development team he required.

The insights, broad expertise, clinical experience and research capabilities that industry leaders Dr. Greg Kelly, Dr. Mark Percival, and Dr. Richard Perryman have brought to NutriScan® have resulted in a continuous stream of improvements and healthcare industry firsts at NutriScan®. With two, much more advanced and functional software applications having been developed and launched successfully since the original program release in 2001, NutriScan has earned its reputation as the finest health promotion tool available today.

At NutriScan® we believe that the most promising area of healthcare is authentic, cost effective personalization. We recognize that we all have unique genetic backgrounds and individualistic lifestyles that necessitate the effective tailoring of most interventions, not the least of which being nutritional. While many factors impact our health, none are more primary than ensuring one's essential nutrient needs. With the advent of our NutriScan system, we are very proud to share this can now be readily accomplished by all who choose to raise their standards of care.

# Introducing Nutri-logic

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**Nutri-logic is the internal logic that guides NutriScan's decision-making process** and assists you, the health professional, by identifying each client's core nutrient requirements, the best timing for delivery of each, their specific doses, and any associated cautions, advisories, restrictions and/or contra-indications. Nutri-logic will also soon assist in clarifying which specific biomarker and functional assessments are in the client's best interest to engage, as well as facilitating access to important dietary and lifestyle tutorials.

The science of nutrition is complex and evolving, and the rules and recommendations which should ideally be applied when developing properly customized nutrition and lifestyle support programs are laborious to recall and apply with each patient, without effective support.

Diet, lifestyle, drug, and supplement choices interact in complex ways with genetics, age, current levels of function, and even the time of day. The over **5000 rules built into Nutri-logic** are designed to ensure that each client is protected from **under-** and **over-**nutrition, as their needs dynamically change over time.

The four **Primary Principles** listed below guide the ongoing development of Nutri-logic's evolving algorithms.

1. Nutri-logic is designed to make **evidence based** decisions.
2. Nutri-logic favors an **upstream approach** to supplement interventions.
3. Nutri-logic incorporates **optimal dose data**.
4. Nutri-logic is **Chrono-logic** driven, incorporating the latest and most appropriate chrono-biologic distinctions.

The dietary supplement industry is dominated by myth and marketing hype creating confusion and misconception in the marketplace. Nutri-logic acts to appropriately include and exclude nutrients based on real evidence, without bias, acting to optimize each individual's results and associated investment in dietary supplements.

Nutri-logic is designed to ensure we don't overlook an important nutrient that should be considered for inclusion or conversely, or restricted to a specific time of day, or even avoided altogether by that patient.

Nutri-logic takes an upstream approach to health promotion when deciding on the nutritional compound selected and the amount recommended.

**Chrono-logic** ensures that dietary supplements are taken at the right time based upon an individual's needs. Utilizing the Chrono-logic distinctions that are currently built into the Nutri-logic, will place you at the leading edge of nutritional science, allowing you to more effectively support each patient's chronobiology.

For a more detailed overview of the principles behind Nutri-logic, please study the NutriScan Health Bulletins that are typically provided with this Information Package.

# Key Clinical Benefits

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- NutriScan allows health professionals to significantly improve the nutritional status and health of every patient they attend and out into the public, beyond the confines of their clinical space, with ease and efficiency.
- NutriScan® enables every one of our patients to receive today's state of the art nutritional assessment.
  - It does so at no charge, to us, or them
  - It does so in a matter of 10-20 minutes *of the patient's time* via a straight-forward, exceptionally well designed on-line survey and assessment process.
- NutriScan® makes distinctions in just seconds, based on its 5000+ Nutri-logic rules, which even the most insightful of practitioners today could not make more effectively in several hours. These rules take into consideration:
  - Age, gender, geography, ethnicity
  - Lifestyle, sleep, exercise and dietary habits
  - Circadian drug and nutrient patterns, thereby optimizing the timing of one's nutritional supplements (and even medications in the near future)
  - Current health conditions and genetic predispositions to disease
  - Possible interactions between any medications which individuals are taking and specific herbs and nutrients
  - Replenishment of nutrients lost/depleted as the result of current medications
  - Elimination of known allergens from the individual's nutrition program
- NutriScan's Nutri-logic dictates "upstream" – health promoting approaches are taken, wherever possible, over "downstream" – disease and symptom management-only approaches.
- NutriScan's Nutri-logic translates each individual's responses to the assessment, through its "governing" rules, into convenient daily nutrient packets, specifically tailored for each individual, with literally thousands of options for customization of each packet. It is the true custom nutrition solution.
- The actual nutrients and formulas recommended within NutriScan are evidence-based (each being supported by peer reviewed science) and manufactured according to the highest standards available today. (See attached position paper on Value and Quality)
- NutriScan protects against both under- and over-supplementation as individual needs dynamically change due to multiple factors.
- The timing (chronobiology) and precise dose of each nutrient recommended has been designed to enhance and optimize the nutrient's benefits, while ensuring safety.

# Key Operational Benefits

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- The NutriScan® on-line profile is free and easy for all to take. There are no barriers, with effective introduction.
- The NutriScan® Clinical Integration and Patient Introduction Guidelines makes the effective introduction of NutriScan® to patients and their family, friends and co-workers uniquely simple and practical. It allows us to improve the health and well-being of our patients' family, friends and co-workers without taking up a minute of our, or our staff's time.
- NutriScan® orders are placed online, then fulfilled and shipped within 48 hours directly to them. Thereby eliminating the need for staff and/or doctor time spent on inventory management, order fulfillment, billing and collections.
- With payments for core supplements going to NutriScan®, a third party, any patient concerns about "how much money they are spending at our office" are deflected and reduced.
- NutriScan® improves convenience, ecology and adherence with each custom nutrient packet replacing up to 8 different bottles of supplements.
- NutriScan's e-Health Bulletins ensure that each participant understands what the NutriScan® Program is, why it is important to their health, and the vital role which their NutriScan® health professional plays within it. This adds up to better adherence with their NutriScan® Program and our care.
- With the visible, consistent presence of NutriScan® within our office operations, our identity as progressive, integrative and leading edge practitioners is enhanced.
- NutriScan® allows us to deliver the very best (and most authentic) nutritional and lifestyle interventions to each of our patients in a fraction of the time, and at a fraction of the cost that it would take to do it any other way. This translates into less time spent by the health professional and staff, and higher profits for services rendered. Our systems unique design also allows for you to leverage your time and expertise and develop a steadily growing revenue base.

# Key Economic Benefits

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- NutriScan's unique operational design allows multiple time and cost saving benefits for health professionals, their staff and even their patients. Typical savings of 20-30% on the cost of actual nutrients are realized, with hundreds of dollars in assessments, case analysis and consultation time, often saved on both the patient's and health professional's behalf. Individual programs can be tailored to meet literally any and all budget considerations patients may have, and in just seconds.
- NutriScan's design allows nutritional inventory to be kept and managed offsite at no cost or hassle.
- There is no inventory to be "moved", "pushed" or have "expire" on one's shelf. This means health professionals remain free to recommend only the very finest and most proven remedies at any point in time. NutriScan continuously updates its formulas to reflect the current knowledge. Our industry-leading design and delivery systems allow us to remain free of the typical industry need to move the products and support materials that are "sitting on shelves", before making the innovations that more informed health professionals and patients would want and we feel deserve.
- NutriScan's Clinical Integration and Patient Introduction Guidelines leads patients to rapidly see the multiple benefits of participating in the program. Furthermore, it supports the introduction of NutriScan and its benefits to others, beyond the walls of clinical practice. These factors combine to increase your ability to promote the health of a much broader patient/client base, and increase associated service sales, for all of the right reasons.
- For the first time, in most cases, NutriScan® offers a simple, highly practical vehicle for contributing in a significant way to the family, friends and co-workers of health professional's patients. This takes up no extra practitioner or staff time and generates an expended revenue base.
- Both the logical, immediately apparent benefits, and the longer term physiological benefits, work to improve adherence, further promoting patients' health, while enhancing professional income.
- NutriScan's e-Health Bulletin program, initiated automatically with the first order, progressively builds both understanding and the associated long-term adherence that health professionals aspire to with their patients. This of course adds significantly to their "bottom line".
- NutriScan's Patient Case Management Compensation Program sees that participating health professionals begin to generate income from the date of their first patient review and subsequent order. With virtually no inventory or operational costs to apply against each order/sale, the Case Management fee for each Personalized Nutrition Solution generated and supported, represents true net income.
- NutriScan's commitment to support health professionals to work more closely together, and assist in the effective integration of our systems, clinician-to-clinician, has resulted in the development of our Health Professional Coaching and Integration Support Program. For those who aspire to leverage their expertise

and professional relationships into a parallel career and profit center, NutriScan presents the industries finest opportunity to do so.

# Rewards Program

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At NutriScan, we feel very strongly about the important role health professionals play in influencing and supporting change among both their patients and one another. As such, we are proud to introduce the healthcare industries most innovative and ethical incentive program to reward those health professionals who excel in this important 'Coach/Mentorship' role. Please continue to review Parts 1-3 of our exceptional program.

## Part 1: Patient Case Management

For each patient/customer NutriScan® Personalized Nutrition Solution developed and supervised by you, the health professional, NutriScan® will compensate you for your time and expertise in doing so, based on our Patient Case Management -Compensation Table.

This includes all future reorders and auto-ship orders supervised by you.  
With a NutriScan® customer retention and re-order rate of ~75%, this soon adds up to be a significant income base.

### Patient Case Management - Compensation Table

<b>Support Category</b>	<b>Personalized Nutrition Solution Order Size</b>	<b>Health Professional Income</b>
Minimal Support	Less than \$75/month USD	\$20 USD per order
Moderate Support	\$76 to \$125/month USD	\$25 USD per order
High Support	\$126 to \$200/month USD	\$40 USD per order
Maximum Support	More than \$200/month USD	\$50 USD per order

## Part 2: Health Professional Coaching and Integration Support

For each Health Professional introduced and 'mentored' within our **NutriScan® Health Professional Program**, a 'coaching and integration fee' is paid to the supporting health professional mentor, or mentor organization, directly from NutriScan®, at the rate detailed in the below Health Professional Coaching and Integration -Compensation Table. Health Professionals and organizations who wish to participate in this aspect of our program are expected to provide effective and ongoing support of the colleagues they have referred to our program in order to continue to qualify for these special support fees.

### Health Professional Coaching and Integration Support - Compensation Table

Support Category	Personalized Nutrition Solution Order Size	Health Professional Income
Minimal Support	Less than \$75/month USD	\$7 USD per order
Moderate Support	\$76 to \$125/month USD	\$10 USD
High Support	\$126 to \$200/month USD	\$15 USD
Maximum Support	More than \$200/month USD	\$20 USD

## Part 3: Health Professional Leadership Program

To reward Health Professionals who extend their support and coaching services beyond those who they have personally referred to our program, and to encourage their support of colleagues who wish to grow their 'professional-to-professional coaching business', as they have, an additional 'coaching fee', can be earned through our Health Professional Leadership Program, upon proper qualification. (Applications are available upon request) i.e. Suitably effective Health Professional 'Coach / Mentors' qualify for additional compensation as detailed in the table below.

### Health Professional Leadership Program - Compensation Table

Support Category	Personalized Nutrition Solution Order Size	Health Professional Income
Minimal Support	Less than \$75/month USD	\$3.50 USD per order
Moderate Support	\$76 to \$125/month USD	\$5 USD
High Support	\$126 to \$200/month USD	\$7.50 USD
Maximum Support	More than \$200/month USD	\$10 USD

# Quality & Value Position Paper

**QUESTION:** What does QUALITY really mean?

**ANSWER:** In and of itself the word QUALITY, as it is typically used in the dietary supplement industry, is a term devoid of any meaning whatsoever.

## THE REASON

In order to understand why this is the case it is useful to use an analogy. If a salesperson asked you to purchase their eggs because their eggs were "natural", would this be a compelling reason to switch to this brand of eggs? Would it be a compelling reason to spend more money on these eggs than on other eggs? The answer to both of these questions is 'No'.

On the other hand if a salesperson asked you to switch to their brand of eggs because for the same price their eggs have 14 eggs per package rather than 12 would this be a compelling reason to switch to this new brand of eggs? The answer for most of us is probably 'Yes' since this represents better value. If a different salesperson asked you to buy their dozen eggs because their eggs have 2 times the amount of DHA (an essential fatty acid) and vitamin E content compared to other eggs, would this be a compelling reason to switch brands. Even if these eggs were slightly more expensive the answer for most of us is probably 'Yes' since these eggs represent significantly better nutrition.

In this analogy the difference in what the salespeople used to promote their products is evident. The first salesperson used a term that has no agreed on meaning (natural) while the second and third salesperson used terms that actually have a measurable standard attached (14 instead of a dozen or specific amounts of important nutrients).

Understanding this analogy is critical in choosing dietary supplements because the reality is that many dietary supplement companies attempt to convince you of their quality by using marketing information that has no more measurable standard attached to it than does the word natural.

## THE LESSON:

Quality is a meaningless term. The only thing that gives the term quality any meaning whatsoever is the measurable valid standards attached to it.

## THE NUTRISCAN® STANDARDS

NutriScan® is committed to standards. The core standards that comprise 'Quality & Value' fall into three major categories.

These categories are:

- Safety
- Manufacturing Excellence

- Raw Material Selection

## SAFETY

At NutriScan® 'safety' means that absolutely every effort has been taken to ensure that a dietary supplement will not generate an unwanted health outcome in the person taking that dietary supplement. Our standards of safety include the following:

- We will only include dietary supplements in our product line that have no evidence of possible harm and/or undesirable effects on established biomarkers of functional health at what would be considered the typical supplementation dose. This means, for example, that you will not find Ephedra, use of which has resulted in adverse cardiovascular events, or conjugated linoleic acid (CLA), use of which has been shown to increase lipoprotein(a) and biomarkers of inflammation, in any of our products.
- We will only sell dietary supplements in doses that are associated with favorable health outcomes. As an example, while niacin at RDI doses has no known adverse effects, at the pharmacological doses of between 1.5 to 3 grams daily used to lower cholesterol, niacin can increase homocysteine levels, generate insulin resistance, impair thyroid function, and generate fatty liver. As such we will include niacin in our product line but not at the doses that are associated with unwanted health outcomes. Instead we will defer to other safer options to improve lipid metabolism as warranted.
- We have actively programmed in safeguards to ensure that a person utilizing NutriScan® to assess and fulfill their dietary supplement needs is prevented from being dispensed doses that are known to negatively affect biomarkers of functional health or, even worse, create an unwanted clinical outcome. As an example, it is not unusual to find selenium in multiple vitamin formulas, antioxidant formulas, thyroid support formulas, and eye formulas. The result can be that an individual taking these 4 supplements might be taking excessive amounts of selenium. Selenium is not unique. Many dietary supplements favorably impact function at one dose; however, they can either have no added benefit or can even cause unwanted effects at higher doses. Because of this we believe that to truly be safe, nutritional delivery must have built in safeguards to prevent this type of inadvertent over-dosing.
- We have actively programmed in safeguards to ensure that a person utilizing NutriScan® to assess and fulfill their dietary supplement needs is prevented from taking specific dietary supplements that might be contraindicated because of factors such as lifestyle choices, prescription drug use, or their current health status, as examples. While beta-carotene is innocuous or beneficial under most circumstances, evidence indicates that supplementing it to an active smoker can increase morbidity and mortality. This is just one example. Our standard of safety is to actively block this and any other dietary supplement from being included in an individual's personal nutrition plan if a circumstance exists that indicates the dietary supplement might be capable of exerting an unwanted health effect.
- We will respond by blocking the inclusion of a dietary supplement in all appropriate personalized nutritional packages within minutes after becoming aware of a potential unwanted effect of that dietary supplement. This is the case for general concerns such as kava and possible hepatotoxicity or specific concerns such as supplementing fish oil to persons with aspirin-sensitive asthma, as examples.
- We utilize state-of-the art pharmaceutical equipment and technology to individually package each personalized nutritional solution in tamper-proof single-use packets. Each packet is embossed with the person's name as well as the date and time of preferred administration.
- The other aspects of safety are incorporated into our standards of Manufacturing Excellence and Raw Material Selection.

## MANUFACTURING EXCELLENCE

The bottom-line intent of all manufacturing standards is that what it says on the label must be identical to what you will find in the finished product. In order to ensure this outcome, standards must be in place to govern areas such as the:

- Handling and verification of incoming raw materials
- In-process tableting or encapsulation of raw materials
- Inclusion (and when appropriate the exclusion) of the correct finished products into the end-users personalized nutritional solution.
- Independent laboratory assessment and verification of finished tablets and capsules

We utilize multiple manufacturers in our efforts to bring our customers the most evidence-based and cost effective raw materials. While each manufacturer has unique strengths, the core standards we require are exemplified in the following example. Important considerations in selecting this particular manufacturer were their enrollment in a Third Party Certification Program, the physical design and layout of their manufacturing facility, and the availability of equipment and the expertise to perform qualitative and quantitative analysis of the raw materials they receive, the in-process tablets and capsules they are manufacturing, and the finished products they produce. Of equal importance was their compliance with and commitment to meeting or exceeding all regulatory requirements. They have been audited by the Arizona State Board of Pharmacy and were found to be in compliance with state standards for Good Manufacturing Practices (GMP). Among the criteria the Arizona State Board of Pharmacy utilized to evaluate this manufacturer and their facility are the following:

- Review SOP (Standard Operating Procedures) in core areas such as:
  - In coming raw materials
  - Laboratory testing procedures
  - Laboratory testing procedures
  - In Process testing
  - Quality control procedures
  - Internal Audit procedures
  - Complaint procedure
  - Return policy
  - Recall procedure
  - Packaging procedures
- Review existing software for:
  - Tracking of raw materials
  - Tracking of finished goods
- Review of formulas
- Review of batch records

With respect to 'Third Party Verification' this company has two separate systems in place. Products manufactured and sold under their proprietary retail label are enrolled in the TruLabel program established by the NNFA. This program entails the NNFA taking samples of products from retail outlets and submitting them to independent laboratories where they are tested for label claim. The results of this independent analysis are published on the NNFA website.

Finished products that are contract manufactured (such as would be the case for NutriScan<sup>®</sup>) are sent to at least two outside labs each of which independently tests the finished products for label claim.

This manufacturer is continuously monitoring the emerging FDA standards for GMP (currently available in draft format only with an expected completion date late in 2003) to ensure they will be in compliance with the anticipated new FDA GMP certification standards.

While we utilize multiple manufacturers in our efforts to bring our customers the most evidence-based raw materials, in the most evidence-based delivery system, at the best cost, each manufacturer is evaluated to ensure the adequacy of their SOP's, capabilities, and compliance with existing regulatory and verification standards.

## RAW MATERIAL SELECTION

The range of available raw materials is finite. This means that, except for the rare circumstances when a specific company has an absolute exclusive on a unique raw material, every company selects from the same pool of available raw material resources. When making the selection of what to use as a raw material we believe that the bottom-line must be whether the specific raw material selected has been shown to improve health. Everything else is simply window dressing. Keeping this in mind our standards for raw material selection includes the following:

- When multiple options exist for a raw material we select the form of a particular nutrient or herb that has actually been studied and has the strongest evidence base demonstrating an ability to improve some aspect of health. We only place emphasis on a substances ability to positively modify some aspect of a clinical endpoint or functional biomarker in evaluating the evidence base. Whether it is the selection of a vitamin like vitamin C or B1, a mineral like calcium, or an herb like milk thistle, we will only include raw materials within our personalized nutritional solutions in the forms and doses that have been shown to improve health. Quite often the result is the selection of a form of a vitamin, as an example, that is not the "new-new thing". This decision runs contrary to the norm within the dietary supplement industry where often times a form of a vitamin or mineral that has a strong functional or clinical evidence base is bypassed for a more expensive raw material because the more expensive product lends itself to being marketed as superior or positioned as unique because of animal evidence, hypothetical arguments on how it might impact health because of absorption studies, and even worse, quite often, absolutely no evidence of any substance whatsoever.
- Occasionally a specific company will have an existing proprietary agreement in place with a raw material supplier that prohibits sale to any other company making dietary supplements. Sometimes other researched raw materials exist as viable alternatives. Under these circumstances we will select from these other researched raw materials. However, there are circumstances where the research on a specific raw material is so superior to any alternative that we feel that the only suitable option is using this specific branded raw material. If this is the case with respect to its evidence and no other raw materials are of a comparable nature, we feel it is not ethical to sell an inferior product and will advise our clients on how to access these superior solutions, even when it means referring them to other companies.

## SUMMARY

At NutriScan<sup>®</sup>, we evaluate 'Quality' using clear, valid standards, which are relevant to all patients and all products across the field. When it comes to health, there is no place for guesswork, unsubstantiated claims, inappropriate dosing, or inclusion of nutrients in individual's custom nutrition prescription which should not be taken due to their lifestyle, health condition or medications.

We are committed to the research and development required to ensure value, safety, and evidence-based products.

We are committed to delivering nutrients in a dose range that will safeguard against both under- and over-dosing of every nutrient. (Note: Add up the cumulative "daily dose" of vitamin A, E, D, Se, etc. that one might get

from their various supplements and the fortified foods which are the norm today, and compare these against properly-researched "optimal dose" data, and see for yourself why we are committed to guarding against over supplementation as well as sub-clinical or functional nutrient insufficiencies. Our NutriScan® Health Bulletin on Optimal Dose provides additional information on why we feel so strongly about this commitment.)

We are committed to ensuring that all nutrients contra-indicated by an individual's lifestyle, existing health conditions or medications are blocked from their recommended nutrient program and associated custom nutrient packets.

We are committed to protecting each of our clients against all known drug-herb and drug-nutrient interactions.

We are committed to providing appropriate nutrients to guard against drug-nutrient depletions and the cascading adverse effects that can result from nutrient depletions and/or drug-induced sub-clinical deficiencies.

We are committed to cost containment without compromising product quality. Packaging, marketing, support materials, sales personnel, advertising, middle distributors, and inefficient shipping, administration and operational design all add to and unnecessarily inflate the retail price of supplements. At NutriScan®, cost containment is second only to efficacy and safety issues in our design, development and distribution of our products and services. We continue to set new standards in innovative business systems and the associated increased value we offer for every dollar paid to us by our clients, your patients.

NutriScan® proprietary Nutri-logic and modular, custom nutrient design prevent against both under- and over-nutrition, and their health-opposing effects, like no other system. NutriScan® is the only practical safeguard here for you, your patients and all who you care for and about. Are you willing to practice "healthcare" without these safeguards? At NutriScan® we're clearly not.