

Everyone knows the importance of good nutrition and the role supplementation plays in better health and wellness.

However, so many products today make so many claims that you need to exercise your mind before you make the right choices for your body.

# YOU DECIDE!

## “Big Box” Vs. GNLD

Sure you can buy supplements just about anywhere these days—even the corner convenience market sells nutritional supplements! The huge demand for supplements has now tempted the “big box” retailers to try and get a piece of the pie. But, do you, or your customers, really want to purchase supplements from mass retailers? Let’s take a look at the pitfalls of purchasing your supplements from someone other than GNLD. Ask yourself...

### **Do they have a Scientific Advisory Board?**

The Scientific Advisory Board oversees every aspect of GNLD products. Not only do they dictate the best raw materials going into products, but they also protect you from raw materials and products that may not be safe or effective. Ephedra-based products, for example, were shown to be dangerous—even fatal—to consumers, yet were sold at many of the large retailers. GNLD never considered using ephedra—not ever! We don’t have a purchasing agent buying products based on the lowest bidder and marketing trends; we have nutritional scientists researching and evaluating which products are best for you.

### **Do the retailers have relationships with prestigious scientific institutes?**

Because of GNLD’s long-term commitment to science, we have strong connections to prestigious scientists, scientific institutes, and scientific organizations, including Stanford University and the Stanford Health Library, researchers from the USDA, and the New York Academy of Sciences. We know what the latest scientific research is and we can distinguish what is simply a fad from what is scientifically sound. Good luck finding a mass retailer with similar scientific relationships!

### **Are their products designed to meet nutritional needs and not just marketing demands?**

Our philosophy is to follow “nature’s blueprint” when it comes to formulating products for you and your customers. GNLD nutritional supplements are scientifically based and formulated. Do the mass retailers have a dedicated team that evaluates what you need for optimal health, or do they simply want to sell you what is “hot”?

### **Who makes their products?**

When it comes to product manufacturing, we control each and every step, from initial research, formulation, and testing to raw material selection, every single step of the manufacturing process, and ultimate quality confirmation. In contrast, mass retailers usually purchase their products from a variety of manufactures



and have little, if any, control over raw material selection or quality control. When purchasing one of their products you have to ask yourself, “Where was this product made?” and “What is the source of the raw materials and how strict was the quality control?”

### **What if you have a question regarding the source of a particular ingredient? Is there any support for customers?**

Where do you go for product support and questions regarding ingredients, safety, dosages, allergy issues, or drug interactions? At GNLD you are never more than a phone call away from our professional Distributor Services support team. We have the answers for you. Let’s not forget, as a GNLD Distributor, you empower your customers with your knowledge of GNLD and your own experience with our products. If you buy a supplement somewhere else, where do you turn for information that may be of extreme importance to you?

### **What do they do best?**

At GNLD, we are the best at supporting your optimum health by researching, formulating, manufacturing, and marketing the best nutritional supplements—as well as the finest home care, herbal, and skin care products—in the world. We’ve been doing it for 47 years, so we’ve learned a thing or two along the way. Our unique and exclusive Tre-en-en® Grain Concentrates is a prime example of how far ahead of the competition we really are. You won’t find Tre-en-en at the corner store or at any giant retailer. You simply can’t find it anywhere else but at GNLD!

You don’t visit your plumber when you need a health checkup because he’s not a qualified health professional. So why would you trust your nutritional supplements to anyone else other than the experts at GNLD? You Decide.