

## **Excerpts of Nutrition/Wellness/Supplement Articles**

### **Market Trend**

The wellness industry is projected to be the next trillion-dollar industry. People are becoming increasingly more aware of the need to exercise, eat a healthy diet, and obtain the benefits of vitamins and minerals through supplementation. There is a lot of information available to the general public, but in an industry that is not regulated by the FDA, it is imperative that a company providing any kind of nutritional supplements be able to prove the ownership of their formulations, including the scientific references they base their formulations on, and have 100% label claim. The general public, for the most part, is not well educated in the different kinds of vitamins, minerals, and herbs available on the market and the benefits they can provide by insuring optimal health and wellness. The general public needs to know that they are not being taken advantage of by companies that create inferior products made cheaply and ineffectively with fillers and by-products.

### **Products**

ABC Company is a forward thinking nutritional supplement company that manufactures a complete line of all-natural, pharmaceutical grade nutritional supplements. Formulations are based on the latest scientific research and are 100% label claim in an industry that is not regulated by the FDA. ABC Company has created a unique delivery system that provides an individual with a full nutritional supplement program by taking the guesswork out of supplementing with quality vitamins and minerals. Their formulations are based on basic nutrition requirements and are created by top formulators in the industry. In conjunction with a healthy diet and exercise program, an individual will find themselves reaching optimal levels of health when using ABC Company's complete nutritional systems, individual complexes, and meal replacement drinks.

### **What is Hoodia?**

One of the more recent weight loss supplements to penetrate the North American market, Hoodia is derived from an ancient cactus plant originating in South Africa hundreds of years ago. There are many species of the Hoodia cactus, but it is the Gordonii variety that is used in pills as an appetite suppressant and weight loss aid. Hoodia is not considered to be a stimulant, like ephedra, and to date contains no known side effects. Marketed as a natural way to curb the appetite, Hoodia is poised to have a dramatic and exciting impact on the multi-billion dollar weight loss and diet industry.