



Ten Years

It is hard to believe but we are in the midst of our tenth year of business. Ten years ago:

- Omegas were unheard of and quite possibly a planet in another galaxy. Today, they are recognized everywhere as essential to nutritional health.
- USDA Food Pyramid was seen as the foundation of health. We did not think so. In the last five years the pyramid has been adjusted to reflect the scientific facts about nutrition we proposed ten years ago.
- Low fat – high carbohydrate diets still ruled the nutritionist and sports fitness gurus' advice. Today, science has proven much of the health issues we are faced with today are the result of that very diet with its accompanying high blood sugar levels, high insulin levels, and high fat content in our blood.
- Eating fat was believed to make you fat. Science has shown eating fat cannot make you fat; too many carbohydrates that are not burned up makes you fat. Good fat is absolutely essential for your well being including the Essential Fatty Acids (Omegas) missing from the American diet.

In ten years we have continued to provide convenient nutritional supplements that provide essential nutrients missing from our diet. We also continue to provide the latest nutritional information and dietary guidance so our clients can properly nourish their bodies and achieve better health. Our nutritional supplements are made with the same quality organic ingredients, scientifically formulated and produced with the best manufacturing processes possible.

After ten years not only have the "experts" begun to back-up Brian Peskin's nutritional research and confirm his findings, we have seen firsthand that the Healthy For Life protocol of cutting back on carbohydrates, eating lots of protein and natural fats, eating the right fruits and vegetables and supplementing your diets with EFAs and minerals will produce permanent weight loss, eliminate food cravings, boost your immune system, balance your blood sugar/insulin/triglyceride levels, lower blood pressure, cholesterol levels and help insure overall health and well-being.*

Here are a few of the stories we've heard from you, our customers:

"I have lost 50 pounds since beginning your supplements."

"I have been on the supplements for 3 years and I've noticed I never get colds or the flu anymore. I miss my doctor!"

"My love handles seemed to disappear in just weeks."

"I do not have food cravings anymore."

"What haven't the Healthy for Life supplements done for me?"

"I have lost 35 pounds, my blood pressure is 110/60, and I have tons of energy."

"I cannot thank Healthy For Life enough for the positive impact on my family's health."

"I love the fact they are 100% organic."

“My friends all tell me how healthy my hair looks.”

“My doctor asked me what I’ve been doing, after reviewing my incredible bloodwork results.”

These are only a few of the many stories of great results from our customers.

The Next Ten Years

Over the past ten years we grew remarkably, we served and cared for our clients well and we have matured as a business. There have been growing pains and we have learned a ton. Here is what has been going on:

- We hired a Tim McCoy as our Director of Market and sales. He is going to tell our story (see below) to the world in a more clear and effective way.
- We are launching a new branding effort complete with new logo, labeling, web, and print materials.
- We are increasing our efforts to connect and collaborate more deeply with our clients.
- We are designing a collaborative effort with some “experts” in the wellness world.

Stay tuned to learn more details about some of these new efforts.

Here is a sneak peek at the new packaging!



Don't worry, these are the same great products with an updated new look!

Introducing Our Storyteller

Hi! My name is Tim McCoy. I came to Healthy For Life in October to listen to, write and tell the story of Healthy For Life. I have a somewhat unique position in that I have been a client of the company and user of the supplements for all ten years Healthy For Life (Natural Health Products) has been in business. I have a varied background and skill set for the job. I grew up in a home where disease dominated our family life. It impacted me and gave me a passion and compassion for people who do not have their health. I studied history, philosophy and religion at a university seeking answers to the questions I had about life. I worked in that world for a number of years as an instructor, counselor and minister. This led me into business. Ten years ago I was riding down the road and happened to turn on the Jan Mickelson show as he was interviewing a Professor Brian Peskin. I drove to the bookstore and bought Professor Peskin's book. It went against much of the conventional wisdom I had always heard. I also checked out the medical textbooks he spoke so much about and then I went and had my blood work done at my doctor's office. Finally, I started the omega oils, minerals and cleanser he recommended. Six months later I had lost fifteen pounds, and the blood work showed remarkable improvement. I was now a believer. When Brian Shattuck asked me to come to work at Healthy For Life I was elated. Health, fitness and storytelling (marketing) are my passion and calling.

Healthy For Life has been around successfully for ten years because our supplements are the "Real McCoy" (Sorry I could not help myself). In marketing, you differentiate from existing products. Why should people spend their hard earned money to buy our supplements as opposed to some of the other oils, minerals and herbal cleansers on the market? How can our clients feel comfortable they are getting the very best omega, mineral and herbal cleanser supplements possible? I have asked the same questions. I loved our answers.

- We use all certified organic ingredients.
- There are no fish oils in our supplements.
- We are the only company that uses coconut oil in our omega oils which protects them and allows them to be more effective, longer.
- No one else has the scientifically formulated blend of oils we have, which is critical to the effectiveness of omega supplements.
- We use parent (source) omega oils.
- Our blend of omega oils serve as oxygen magnets for our cells.

As a child I aspired to do something about the disease that eventually killed my dad. Today, I work for a company that is doing something about it. I now get to serve wonderful people like you who have championed our supplements and are living testimonies to the role these wonderful nutrients play when given to our bodies as part of an overall wellness program. When a small group of dedicated, committed people comes together they can change the world. The health of our world needs changed for the better. Healthy For Life is excited about our place in the world. I sincerely look forward to meeting each and every one of you in the near future.

We are really excited about serving you in the next ten years and thank you so much for your business