

## **Benefits of “Healthy Alternatives Plus” Products**

It can take years to become an expert in nutrition, but with “Healthy Alternatives Plus” you will be getting the best ‘targeted’ nutrition available.

### **Needs and Concerns often expressed by customers:**

1. Nutrition is too complicated to understand. I need a guide.
2. I’m overwhelmed trying to find the ‘right’ product.
3. I don’t know who to trust, to obtain the correct information, product and price.
4. I want to know that the recommended dosage is safe and consistently effective.
5. I want results at a fair price.
6. I want someone I can trust to guide me through this process.

### **Key variables and features of “Healthy Alternatives Plus” products:**

1. They are formulated or sourced by doctors.
2. Made from the highest quality, most assimilable ingredients.
3. All ingredients and formulas have been used extensively in clinical practice.
4. These comprehensive, ‘targeted’ formulas have a history of proven effectiveness.
5. All formulas are highly bio-available, accomplished with softgel capsules, liquefied or micronized ingredients or enzyme delivery systems.
6. Certain patented nutrients and delivery systems, and pharmaceutical grade manufacturing standards and processes are used.
7. Complete guarantee of full potency for the life of the product.
8. Product brochures and educational handouts provided for each formula.
9. Patients receive education, guidance and formulas for a good price.

### **Key concepts**

1. Q: What is the body composed of? (Made of?)

A: Nutrients! Fats, carbohydrates, proteins, minerals, vitamins, etc.

2. Q: How does the body use nutrition?

A: Primarily in three ways: 1. To replace used up “building–block” nutrients (for body structure), 2. To provide essential nutrients that the body cannot make itself (essential nutrients for daily function). As nutrients are used by the body daily, they must be replaced daily, and 3. To address various stress factors, environments and health conditions that increase nutritional requirements.

3. Herbs, phyto-nutrients, and concentrated foods are used therapeutically and medicinally to support the function of specific tissues, organs, glands and systems related to the patient’s condition. “Healthy Alternatives Plus” formulas are comprehensive, synergistic combinations of ingredients used to support optimum structure and function.

Under-nutrition, nutritional deficiencies and resulting chemistry imbalances are the underlying cause of the vast majority of dis-ease and degenerative states in the human body, and most people's nutritional reserves have become depleted in some way (poor diet, stress, exposure to chemicals and toxins). By supporting the body with the nutritional building blocks it is lacking, you are addressing the actual underlying cause of the problem, not just the symptom.

If you do not provide the essential nutrients to the body you will impair its normal functions. You may not be sick enough to be in bed, but remember that the 'normal' aches, pains, and tiredness that a majority of American's are experiencing are most likely linked to nutritional deficiencies as a root or contributing cause.

Symptoms of health conditions are your body talking to you, your alarm system signaling underlying deficiencies and imbalances. Listen to your body. Once you are aware of the nutritional 'stressors' in your diet and environments, and begin using specific nutrients to rebalance and repair current conditions, and prevent future imbalances- you will begin to understand and actually 'feel' how nutrition works.