

# Terry Talks Nutrition

*Compliments of Terry... Naturally*

Everyone I've talked to chooses supplements because of the promise that is provided by the research or manufacturer. I'm sure you feel the same way as I do. When people come into our store after deciding to take a nutritional supplement or several of them, they are not interested in the fact that they are going to be swallowing several tablets or capsules daily. They're interested in "that promise" of better health, longevity, a better quality of life or a lessening of a health issue. **Quality** is generally accepted and should be one of the main ingredients built into nutritional supplements but it rarely is. I've been in the health food business for over 40 years and I still struggle to try and understand what some companies are trying to sell and how they can sell it at the low prices they are charging. I love the health food industry and have tried to retire several times but I keep coming back because of what I believe this industry can stand for. If products are properly researched and developed and made with the highest quality raw materials, dietary supplements can provide health benefits as effective or more effective than drugs including prescription drugs but minus the side effects. Not everyone who manufactures nutritional supplements is interested in providing a product that will deliver results. They base their product on what's hot in terms of raw materials or what's hot in the category that would be of interest to the consumer. For example, weight loss is a huge category and most everyone would love to see a product that causes them to lose weight without any real effort. Many companies don't care what they sell since the product doesn't sell itself but the promise sells the product. Throughout my 40 year

career, I've always devoted myself to developing nutritional products based on significant scientific validation and then used ingredients that were consistent with the scientific studies. I can fully understand consumers' confusion when it comes to understanding how to select the right dietary supplements. I myself find it a challenge. High quality herbal extracts, for example, are considered worldwide to be natural medicines and companies who manufacture them in Europe respect the development and quality of herbal medicines. In the U.S., the health food industry is as if it was still the Wild Wild West and most nutritional products are manufactured in Dodge City. My main interest is not the cost of the raw materials if I know the product will perform and deliver its promise. My main concern is that the consumer will get outstanding health benefits at a reasonable price. Inexpensive products are not worth the money when they don't deliver their promise. In fact, they're a waste of money. Just to give you an example of raw material cost, I buy an ingredient from the original manufacturer in Europe that has done 25 years of research and the product performs and delivers its promise. I pay \$600 per kilo (2.2 pounds) for this high quality, well researched material. A material that is described similarly as the one I buy for \$600 a kilo can be purchased from China for \$18.95. After analyzing this inferior material in the laboratory, we find it contains primarily tannins from the fruit. Tannins are very large molecules which cannot be absorbed into the bloodstream, and therefore, are eliminated without any nutritional value. The label of the inferior product can be labeled with the same description for the fruit extract that I paid \$600 a kilo for. I prefer to sell products based on high quality materials and those scientifically and clinically studied versus what companies are selling for a low price based on inferior materials. A low price is always go-

ing to interest a certain percentage of customers but I believe the price you pay for an inferior product isn't worth it. It is impossible to grow high quality materials such as botanical extracts, fruit extracts and other natural ingredients backed with scientific and clinical studies and provide this to the consumer at an inexpensive price. There are very high quality raw materials (supplements) that can provide better benefits than statin drugs, high blood pressure medications, pain relieving and anti-inflammatory drugs but only if you find the supplements that are using the quality materials and using the same dosage as backed by scientific studies. The second ingredient that needs to be addressed is "**time**". You cannot expect a product to function in a week to 10 days or by the time you finish one bottle. If you've had arthritis for 25 years you have to expect to give yourself several weeks to several months before you can expect results. I believe the products we make will provide you with the results you want, and if not, I would be very happy to refund your money but I expect you to give it a significant period of time before you make a judgment.

*When in doubt, always consult your physician or health care practitioner. This column is to provide you with information to maintain your health.*

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*Terry Naturally*



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