

# The Soil Needs Nutrition Too

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# LEAFLET

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We love to know about our own nutritional needs and how we can meet them. At the Nutrilite Farms, we are also concerned about the nutritional needs of our plants, which begins with the health of our soil! There are many essential nutrients plants need. They uptake these nutrients from the air, water, soil, and **soil biology**.

This soil biology includes many organisms, from bacteria to fungi to nematodes (microscopic roundworms). These microorganisms form a food chain, or what scientists call the **soil food web**. When predatory microbes eat and digest other microbes, they release essential nutrients in a natural way and build soil organic matter. This is one of the most important aspects of maintaining healthy soil.

Conventional farming practices add synthetic fertilizers to the soil that destroy the microbial populations. The soil then becomes void of life and dependent on the synthetic fertilizers. Nutrilite farms practice **natural, organic plant nutrition**, avoiding the use of these synthetic chemicals and instead focusing on building up good soil biology.

At Nutrilite we are now using compost teas, an organic agricultural practice in which a liquid is used to extract all of the microorganisms from the compost. This “tea” can then be poured into the soil to ensure soil health. The soil and plants drink up this compost tea and, as a result, healthy soil and plants are born! Research and development is ongoing to ensure that we are making the best compost tea possible for our soils. We know (and now you know as well) that healthy soils create healthy plants!



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# Take charge of your bone health!

Julia Ayers, Nutrilite Communications Specialist

Preventive health screenings are essential to achieving and maintaining Optimal Health. Now you have yet another opportunity to protect yourself from a potential health risk right here at the Nutrilite Health Institute (NHI) Center for Optimal Health (COH).

The NHI COH recently acquired a machine that uses cutting-edge technology to screen at-risk guests for osteoporosis. This device, called a central DXA (dual energy x-ray absorptiometry) machine, uses x-ray technology, but with lower-than-usual levels of radiation in order to obtain the diagnosis at the hips or lower spine.

Osteoporosis is a debilitating, though preventable and treatable, disease in which bones become fragile and prone to breakage. Osteoporosis is accelerated by smoking, excessive alcohol, older age, inactivity, low dietary intake of calcium, lower sex hormones, or medications like steroids or seizure medicines.

An initial screening for bone loss has also been included in the Nutrilite Experience health screening process. Participants are first tested with an ultrasound screening device called Quantitative Ultrasonography, which screens the heel of the foot to test for initial bone thinning, or osteopenia. Nutrilite Experience participants whose heel-screening test shows them to be at risk for osteoporosis can then receive additional information right here at the Center for Optimal Health.

## Did you know?

- 80–90% of adult bone mass is acquired by the age of 18 in females
- 55% of Americans 50 years and older are estimated to have some degree of risk to develop the disease
- Approximately 1.66 million hip fractures occur each year globally due to osteoporosis, and this incidence is expected to increase 4-fold by the year 2050
- 80% of those affected by osteoporosis are females
- 20% of non-Hispanic Caucasian and Asian women over the age of 50 are estimated to have osteoporosis, and 52% have low bone mass
- 5% of non-Hispanic black women over 50 have osteoporosis, and it is estimated that 35% have low bone density
- 10% of Hispanic women 50 years of age or older have osteoporosis and 49% have bones that are thinner than they should be



Dr. Duke Johnson conducts osteoporosis screening using the dual energy x-ray absorptiometry (DXA) machine

"At Nutrilite we continually desire to seek cutting edge-scientifically solid testing methodologies to assist in teaching participants how to best protect their health. We will continue to be leaders in this field," said Dr. Duke Johnson, Medical Director of the Nutrilite Health Institute Center for Optimal Health. "We seek to inform them of how to best achieve optimal health."





The Scientific Advisory Board includes Sam Rehnborg, Ph.D., Thomas Slaga, Ph.D., Junshi Chen, M.D., Kenneth Kornman, D.D.S., Ph.D., Stephen Fortmann, M.D., Artemis Simopolous, M.D., Hoyoku Nishino, M.D., Z. C. Ho, Ph.D., and Ruth DeBusk, R.D., Ph.D., Young-Joon Surh, Ph.D. (not pictured)

# Scientific Advisory Board Meets

Julia Ayers, Nutrilite Communications Specialist

*The Nutrilite Health Institute Scientific Advisory Board (SAB) is a ten-member board comprised of leading scientists in the fields of nutrition, health and genetics from around the world. The board holds two meetings per year to guide the future of the NUTRILITE™ brand, lending their expertise and knowledge of the rapid changes in their specific fields directly into the research and development process at Nutrilite.*

**T**he SAB's first meeting of 2008 was held February 18–19 at the Nutrilite Health Institute Center for Optimal Health and hosted by Audra Davies, Director of Nutrition Product Development. The meeting focused on four primary areas:

- 1. Ongoing research program updates**
- 2. New research program updates**
- 3. New product concepts and emerging issues**
- 4. Nutrilite Health Institute programs**

One of the topics covered was the new technology available in the Center for Optimal Health to test and diagnose osteoporosis. Research Scientists Dr. Yumei Lin, Dr. Mary A. Murray and Dr. Shyam Ramakrishnan spoke to the SAB regarding the research and opportunity behind the technology, while Medical Director Dr. Duke Johnson explained the proposed guidelines for usage of the machine. This new technology is “an expansion of the health screening and risk-reduction education that is already well established at Nutrilite,” explained Dr. Johnson.

A panel including the SAB and Nutrilite technical staff discussed such topics as:

- What is your vision of optimal health for the world?
- How do you see your role in research and as a member of the NHI SAB in helping move the world and Nutrilite down this path in a more effective fashion?
- What is the greatest unmet nutritional need facing today's consumers?

In addition, the SAB was treated to more informative presentations by Nutrilite research scientists on topics ranging from product development to specific health concepts.

The SAB will re-convene in the fall.



# AMWAY AND NUTRILITE WIN GOLD AND PLATINUM

We are pleased to share that the NUTRILITE™ brand and Amway's Water Treatment System were awarded the 2008 Reader's Digest Trusted Brand Gold Awards for Malaysia and Asia. NUTRILITE won Gold in the Vitamin/Health Supplement category for the fourth consecutive year, while Amway's Water Treatment System won Gold in the Water Purifier category, marking the third and fourth consecutive win for Malaysia and Asia respectively. Nutrilite also was granted the Platinum Award and named as the Trusted Brand in the Vitamin/Health Supplement Category in China.



The award ceremony held in Kuala Lumpur on 28 April 2008 saw Amway Malaysia's Managing Director receive the awards from the Minister of International Trade and Industry, Tan Sri Muhyiddin Yassin. Audie Wong, President of Amway (China), represented the company to receive the award at the China award ceremony held in Beijing on 24 April.

The consumer survey is carried out by the Nielsen Company, an independent research house, in 8 key markets: Malaysia, China, Hong Kong, Taiwan, Thailand, Singapore, the Philippines and India.

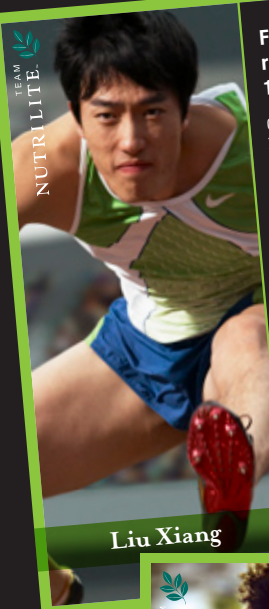
In each product category, consumers vote for their Trusted Brand, and brands which score clearly above competitors receive a Gold Trusted Brand Award.

The *Reader's Digest* is a global monthly magazine read by more than 1 million people in Asia.



TEAM  
**NUTRILITE™**

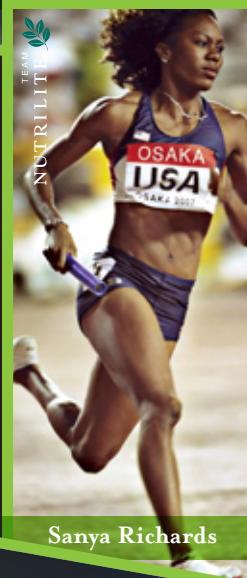
For more information,  
visit [Nutrilite.com](http://Nutrilite.com).



Liu Xiang

**Former World-record holder, 110m hurdles**

On July 11, 2006, Liu Xiang raced to victory in the 110-meter hurdles at the IAAF Super Grand Prix in Lausanne, Switzerland, setting a new world record with a time of just 12.88 seconds. Xiang won Gold at the 2004 Olympic Games. Today, Xiang is a proud global brand ambassador for Nutrilite. "I will definitely deliver the Nutrilite philosophy to every corner of the world," said Xiang.



Sanya Richards

**American record holder, 400-meter dash, 48.70**

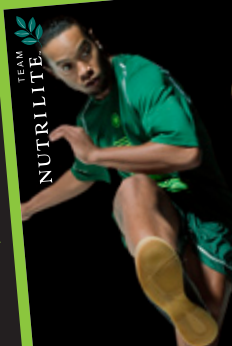
In 2004, Sanya used her 400-meter prowess to help the U.S. claim Gold at the Summer Games in the 4x400-meter relay. Sanya is also the 2006 Indoor and Outdoor Champion in the 400-meter event and is currently ranked number one. In order to stay nutritionally balanced, she relies on NUTRILITE™ Daily Multivitamin/Multimineral for her once-a-day "health insurance."



Asafa Powell

**Multiple World-record holder, 100m sprint**

On June 14, 2005, at the World Grand Prix in Athens, Asafa set a new world record for the 100-meter sprint, with a time of 9.77 seconds. Only three months earlier, Asafa had added NUTRILITE™ DOUBLE X™ to his training regimen. That same year he completed the fastest season in recorded history, clocking 12 races in under 10 seconds. On September 9, 2007, Powell ran a new world record time of 9.74 in an opening heat of the IAAF Rieti Grand Prix in Rieti, Italy.



Ronaldinho

**A proud member of Team Nutrilite,**

this much sought-after midfielder holds two FIFA World Player of the Year awards and a host of other accolades. His first brush with fame came at the age of 13, when he scored all 23 goals in a 23-0 victory against a local team. Ronaldinho takes NUTRILITE™ Daily multivitamins to elevate his game to a nearly unbeatable level.





"Thanks to everyone who helped the NUTRILITE brand accomplish this impressive milestone. We couldn't have done it without you!"  
Dr. Sam Rehnborg

## 3 BILLION THANK YOU'S

This is a big month for the NUTRILITE brand—exceeding \$3.1 billion in sales for the last 12 months! "This is truly an incredible accomplishment," said Doug DeVos. "Congratulations to all involved!" added Steve Van Andel. "We'd like to take this opportunity to thank everyone who helped us achieve this impressive milestone," said Cindy Seehase, Director, Global Sales & Marketing, Nutrition & Wellness. "It goes far beyond the NUTRILITE team—from R&D to the manufacturing plants, to the IBOs around the world—there are so many people throughout the organization who help and support us every day. We want to share this accomplishment with all of you!"

