



# CHANGING THE FACE OF HEALTH CARE

ONE HEALTH PROFESSIONAL AND ONE PATIENT AT A TIME

**nutraMetrix**<sup>®</sup>  
Custom Health Solutions

## NUTRAMETRIX® — CHANGING THE FACE OF HEALTH CARE, ONE HEALTH PROFESSIONAL AND ONE PATIENT AT A TIME

Today's health professionals are seeing more patients than ever. They're also spending less time with them. That time is valuable not only to health professionals, but to their patients as well. Patients trust their health professionals to provide answers to some of the most important questions of their lives. Maybe they're concerned about a family history of high blood pressure. Maybe they've struggled to lose weight and want to know what else they can do. Maybe they're just curious about improving their health. No matter what their concern is, they want answers.

If patients are not getting answers about wellness products and services from health professionals, where are they getting this important information? From the internet, which has just as many unsubstantiated claims as it does true research? Or store clerks, who might be more interested in getting a sale than providing accurate information? Maybe they're getting their answers from television or magazines, where they are bombarded with more marketing glitz than scientific facts. If they're not getting advice from health professionals, patients are getting it from someone else. When that happens, the care of that patient transfers out of the hands of their health professional.

Who knows patients better than their health professionals? Who can chart and diagnose their specific ailments and needs, and consider potential drug interactions?

Compare any health professional to the marketing guru, store clerk or blogger whose intentions are all too often not in the best interest of the patient. It's time to transfer the care of patients back to where it belongs.

Health professionals today are being stretched to their limits both professionally and financially. That is the reason nutraMetrix provides health professionals the ultimate solution, allowing them to offer science-based wellness programs for improving their patients' health while generating much-needed cash revenue at the same time. Therefore, patients will be receiving clinical guidance from their trusted health professional while obtaining nutraceutical, weight management and customized, advanced supplementation products that can only be purchased by health professionals. With a new cash revenue stream, health professionals are now able to face these challenging financial times with success.

nutraMetrix is a leading force in the healthcare industry, providing wellness solutions through education, weight management, customized nutrition and personalized service. nutraMetrix provides a system for health professionals to seamlessly integrate advanced nutraceuticals into their practice.

## WHAT NUTRAMETRIX® OFFERS

nutraMetrix is a customized wellness solution for health professionals. It allows health professionals to offer their patients science-based nutraceuticals, effective weight management programs and custom supplementation products to improve their patients' overall health while creating cash revenue for the practice.



NUTRAMETRIX PROGRAM OVERVIEW

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## WE UNDERSTAND THE CHALLENGES FACED BY HEALTH PROFESSIONALS

### **The economy of health care has changed**

More and more health professionals recognize the need for ancillary sources of revenue along with the best ways to match health-related services to the needs of their patients. When patients implement a wellness lifestyle, their overall health-care costs are reduced and their quality of life increases. As a result, health professionals are looking for ways to help improve health outcomes as part of patient population management initiatives, while patients are seeking convenient and cost-effective wellness options

### **Patients are already purchasing supplements and weight management programs, many of which do not have the oversight and support of the healthcare provider**

Americans spend \$61 billion each year on supplements and \$80 billion each year in the quest to lose weight. The USDA reports that many Americans get less than 70 percent of essential vitamins and minerals required to meet the Recommended Daily Intakes.

\*National Academies' Food and Nutrition Board. United States of Dept. of Agriculture-Food and Nutrition Information Center.

### **Surveys indicate that many patients would prefer to receive wellness information, products and services from their own trusted health professional**

Patients deserve the best products and services to meet their healthcare needs. Unfortunately, in the consumer market, patients are potentially faced with low-quality, ineffective supplements and fad diets. Patients often seek medical advice from store clerks who know little about their health or their medical history.



NUTRAMETRIX<sup>®</sup> PATIENT EDUCATION SERIES –  
REASONS FOR SUPPLEMENTATION

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## OUR MISSION

At nutraMetrix<sup>®</sup> Custom Health Solutions, we believe patients should have access to recommendations for healthy living and products that promote optimal wellness from their trusted health professionals. This is why everything we do is focused on helping health professionals implement customized wellness programs that benefit the patients and the practice.

By providing health professionals with science-based nutritional interventions, revolutionary technology, wellness-based education systems and trained implementation consultants, nutraMetrix is changing the face of health care, one health professional and one patient at a time.

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## HERE'S WHY TOP HEALTH PROFESSIONALS ARE CHOOSING NUTRAMETRIX<sup>®</sup>

Patients today are looking for quality of life, wellness approaches and solutions to their health issues and concerns. Those solutions are best offered by their trusted health professional. And with nutraMetrix and our complete suite of cutting-edge nutraceuticals, customizable nutritional regimens and support for continuing education, the health of patients is in trusted and caring hands. The nutraMetrix program is easy to integrate into any health professional's everyday routine. By reviewing specific health regimens and making recommendations during regular visits, nutraMetrix allows patients and doctors to find effective, science-based solutions to health questions and concerns in real time.

## PROVEN BUSINESS MODEL TO ACHIEVE FINANCIAL SUCCESS FOR YOU AND YOUR PRACTICE

The innovative nutraMetrix<sup>®</sup> business model can allow you to achieve unparalleled financial success. More than a traditional wholesale-retail return, nutraMetrix has created an unprecedented financial return through leveraging the power of health professional relationships. Our custom health solution program allows:

- The opportunity to increase the profitability of your practice
- The opportunity to deliver market driven services
- The opportunity to offer improved patient outcomes



### BENEFITS OF HAVING NUTRAMETRIX AS PART OF YOUR PRACTICE

Deedra Mason nutraMetrix Director of Clinical Education Research - Naturopathic Physician



### BENEFITS OF ATTENDING A NUTRAMETRIX HEALTH PROFESSIONAL TRAINING

Michael Scott Cicchetti  
Medical Doctor - Orthopedist



### BENEFITS OF HAVING NUTRAMETRIX AS PART OF YOUR PRACTICE

Rebecca Carfi and Joseph Carfi MD  
Medical Doctor - Physical Medicine and Rehabilitation



### BENEFITS OF HAVING NUTRAMETRIX AS PART OF YOUR PRACTICE

Dr. Michael Cheng C.C.S.P.  
Certified Chiropractic Sports Physician

## A DEDICATED NUTRAMETRIX<sup>®</sup> CONSULTANT (NC) WILL HELP YOU SUCCESSFULLY IMPLEMENT NUTRAMETRIX IN YOUR PRACTICE AT NO COST TO YOU OR YOUR PATIENTS

Our trained nutraMetrix Consultants (NCs) are resourceful, devoted individuals who work closely with you and your staff. They provide resources for a smooth implementation of our products and programs in the convenience of your own office. With numerous corporate trainings, our NCs are equipped with the resources and knowledge to help train your staff and achieve unprecedented financial success.

Your NC will formulate a business and sales strategy based on your practice's financial goals and patient population strategies, and your NC will also provide ongoing support for your continued success and patients' well-being.

## AN ENTREPRENEURIAL PATH FOR THOSE WHO WANT TO WORK WITH HEALTH PROFESSIONALS

The nutraMetrix Consultant (NC) training provides comprehensive education that suits all attendees in learning how to successfully design and implement nutraMetrix wellness solutions for healthcare professionals. NCs master a wide variety of wellness products and services, including nutritional supplements, patient education systems, nutrigenomic testing, and a clinically supported weight management program. These programs are designed to benefit the patients and the health professional's practice. Health professionals are encouraged to invite their office staff to attend nutraMetrix trainings, and learn key techniques for building a strong wellness plan.

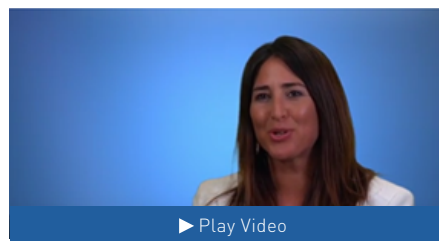
Through this three-Day intensive training, nutraMetrix Consultants learn about the leading custom wellness solution in the health field. Top nutraMetrix leaders and nutrition and health experts cover these topics in NC training:

- Why Health Professionals need wellness programs
- What to look for when choosing nutraceuticals
- Detailed information on nutraMetrix products and services
- Targeted health regimens
- TLS<sup>®</sup> Weight Loss Solution
- TLS Select program
- Gene SNP<sup>™</sup> DNA Analysis
- Streamlined information on how to conduct Discovery, Proposal and Implementation Meetings
- And much more



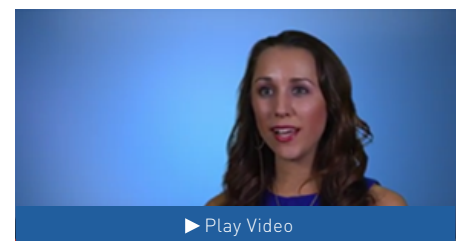
WHAT TO EXPECT FROM A NUTRAMETRIX CONSULTANT TRAINING

Brandi Murphy  
Director of nutraMetrix Training & Sales



BENEFITS OF BEING A NUTRAMETRIX CONSULTANT

April Ritchotte  
nutraMetrix Consultant



WHY EVERYONE SHOULD ATTEND NUTRAMETRIX CONSULTANT TRAINING

Sarah Tugender  
nutraMetrix National Sales Manager

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## ADVANCED NUTRACEUTICALS AND SUPPORT RESOURCES

### Comprehensive, science-based, synergistic formulations are produced with GMP

For the research behind nutraMetrix Isotonix® products, take a look at these fascinating studies showing the advantage of delivering nutrients in an isotonic solution:

- [Accelerated Antioxidant Bioavailability of OPC-3® Bioflavonoids Administered as Isotonic Solution](#)
- [Improvement in Circulation and in Cardiovascular Risk Factors With a Proprietary Isotonic Bioflavonoid Formula Isotonix OPC-3](#)
- [Potential Benefits on Impairment of Endothelial Function after a High-fat Meal of 4 weeks of Flavonoid Supplementation; T.A. Barringer, L. Hatcher, H.C. Sasser; eCAM Advance Access published online on July 3, 2008.](#)



### Clinical Reference Guide

The clinical reference guide is a unique tool for the Integrative care provider. Strategies for individual or group product offerings and common patient presentation are published in a protocol series. nutraMetrix offers new protocols each quarter. This reference guide is available in two different applications; one for the primary care provider and one for the allied/mid-level practitioner to match their individual scope of practice. This clinical reference guide, (available for in office use ONLY) can connect the dots between Health Professional recommendations and patient adherence.

### Patient Education Videos Series

Excellent for educating patients on supplementation while they wait in their health professional's waiting area!

### An all-inclusive catalog detailing the unique features, advantages, and benefits of the nutraMetrix product line

Catalog health categories include:

- General Health
- Age Management
- Men & Women's Health
- Children's Health
- Weight Management
- Heart Health
- Cognitive Health & Stress Management
- Detox & Digestive Health
- Energy & Performance
- Complete Skincare
- Convenience Kits & On-The-Go



### nutraMetrix® Patient Education Series

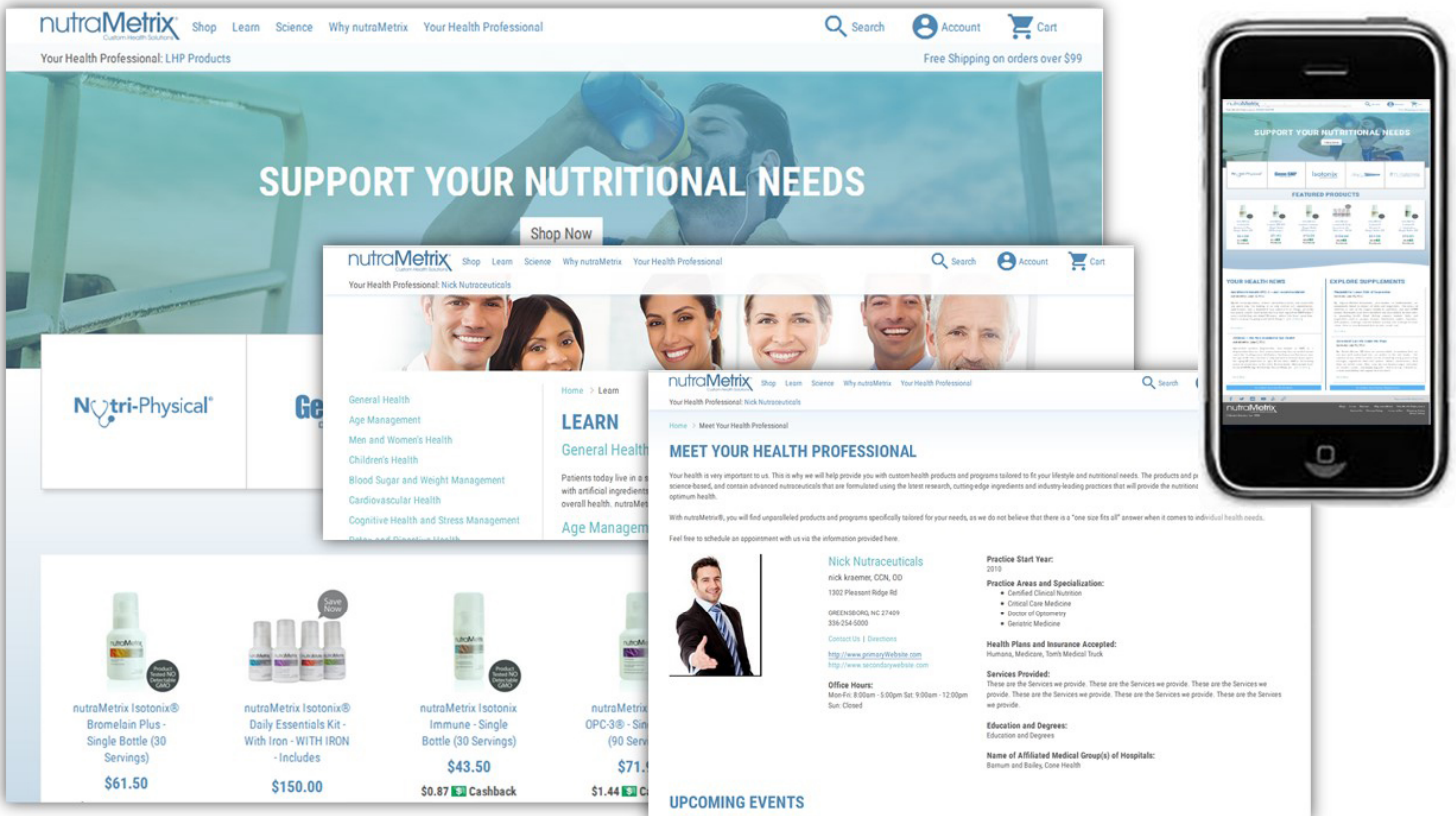
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Customizable nutraMetrix Websites for health professionals make all nutraMetrix products and services from your business available directly to your patients. You have the ability to customize your site, select your featured products and inform your patients of upcoming events at your practice. With e-commerce capabilities, your patients can reorder products and services online.

[www.nutraMetrix.com Website](http://www.nutraMetrix.com Website)

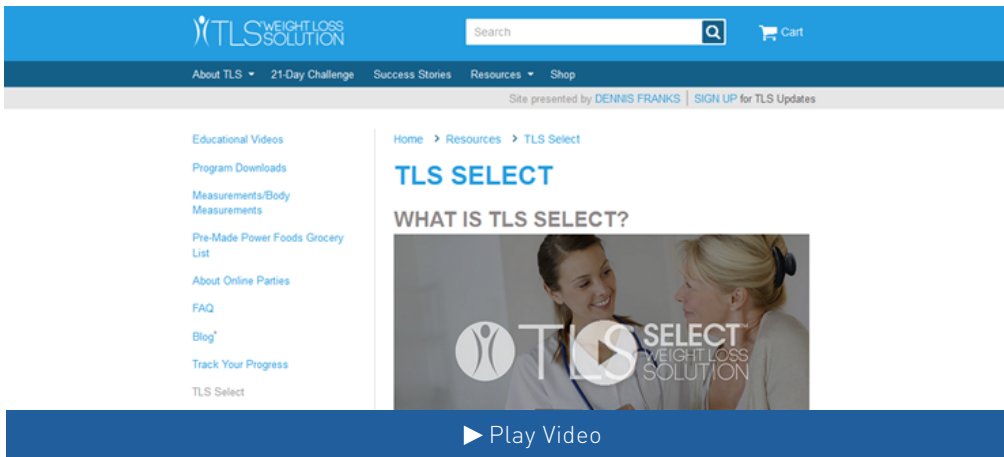


**NUTRAMETRIX® WEBSITE**

- Customizable for your practice
- Has individualized customer recommendation reports via Nutriphysical sent directly to your UnFranchise® Business Account
- Comes complete with detailed information on products and services, including Nutri-Physical™, Skincare Analysis, Gene SNP™, Isotonix® Custom Cocktail, and TLS® Weight Loss Solution
- Has easy-to-use product selection tools for the ultimate patient experience
- Customer Support Services available
- Frequently updated health blogs written by Health Professionals on today's hot topics
- Mobile friendly
- Guest checkout options
- Has convenient and secure checkout services
- Easy-to-use administrative tools for practice implementation
- Much more!

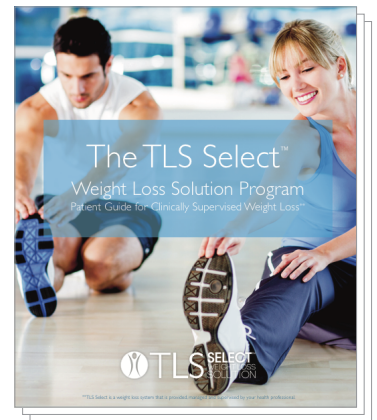
## NUTRAMETRIX® TLS® SELECT WEIGHT LOSS SOLUTION

Easy-to-implement and customizable TLS Select Weight Loss Solution designed for sustainability, and a lifetime of weight loss success. It is a weight loss/lifestyle system managed and supervised by your health professional.



At nutraMetrix TLS Select Weight Loss Solution we're all about what works for your patients. Life isn't rigid or predictable, and your weight loss solution shouldn't be either. Our comprehensive educational program is custom-made to fit you and your unique lifestyle. Flexibility is key to TLS Select, which is why anyone can Live the Lifestyle. The four core principles behind the nutraMetrix TLS Select Weight Loss Solution are: 1) Low-Glycemic-Impact Eating; simply put is combining the right foods to make you a fat burning machine; 2) Body composition: nothing is more important than having the right percentages of muscle to fat on your body as this supports a healthy metabolism; 3) Science-based supplements that support your body in specific areas that are related to your specific needs; and 4) Education: learning the right information to recognize how you can live the TLS Select Lifestyle to maintain your weight for a lifetime.

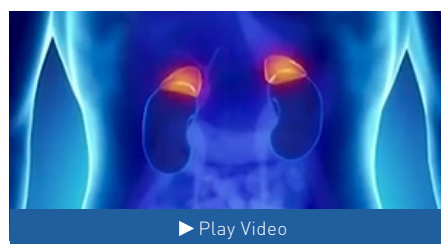
[www.tlsslim.com](http://www.tlsslim.com)



Here are just a few of the TLS Select Weight Loss Solution educational videos your patients and/or clients will enjoy on their weight loss journey:



WEEK 1: LOW GLYCEMIC IMPACT EATING



WEEK 3: IMPROVING METABOLISM



WEEK 10: MANAGING STRESS

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## PERSONALIZED HEALTH CARE THROUGH PROGRAMS SUCH AS GENE SNP™ DNA ANALYSIS AND NUTRAMETRIX ISOTONIX® CUSTOM COCKTAIL

### nutraMetrix Gene SNP DNA Analysis

nutraMetrix<sup>®</sup> Custom Health Solutions offer Health Professionals a “test, don’t guess” solution through our comprehensive Gene SNP DNA Analysis program. Patients want access to personalized options. When it comes to your health, some of those solutions are in your genes. It’s time to take action based on the latest cutting-edge science. Gene SNP DNA Analysis is the tool that gives you answers.

### Health Professional Guide

The Health Professional Guide gives a clear and concise look at 48 genes and 61 gene variations and their health impact based on health classification.

### Product Guide Compendium

Our genes remain the same throughout our lifetime; however, we can change how genes behave. With proper lifestyle and nutritional interventions, including supplementation, it is possible to promote healthy gene expression. The Gene SNP DNA Product Compendium offers product indications for each SNP result in an easy-to-use guide.

### nutraMetrix<sup>®</sup> Isotonix<sup>®</sup> Custom Cocktail

nutraMetrix<sup>®</sup> has selected an array of 18 Isotonix<sup>®</sup> supplements that provides your patients with the opportunity to create their own perfect customized cocktail — in one convenient canister! It’s simple, convenient and fast! They can choose their Isotonix products and how many capfuls of each they would like to have in their custom cocktail. If they need a little help in their selection, the Nutrition Guard can guide and assist them as they create the optimal custom cocktail. Personal blends will be delivered in a single canister and are available in 30-day or 90-day supply options.

### Nutri-Physical™ Nutritional Analysis



The nutraMetrix<sup>®</sup> Nutri-Physical™ Nutritional Analysis helps your patients choose proper supplementation based on their lifestyle choices and physical makeup. The results of the Nutri-Physical are based on their responses to a comprehensive assessment of their diet and exercise, family history, personal habits and more. After analyzing the answers to their individual questionnaire, both you and your patients will receive an easy-to-read, color-coded system that will help you both determine which supplements are best for your patients. Why is this important? Because when your patients have a better understanding of their health needs and where gaps in their diet may fall short, you can help them create a plan of action that will support achieving optimal health!

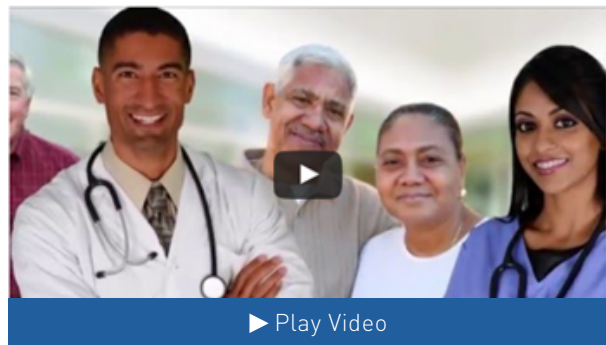
### Skincare Analysis



Your patients can find out the hidden potential of their skin’s beauty by taking the nutraMetrix Skincare Analysis. This tool analyzes their response to a series of questions about age, skin type and skin concerns, in order to help them improve and maintain the appearance of healthy, beautiful looking skin every day. The Skincare Analysis will help them discover which nutraMetrix skincare products will support their goal to support beautiful skin!

### Patient Report Sheet

With our Gene SNP DNA Analysis program patient report sheet, practitioners can point out what product is impactful based on the individuals’ gene variations and presentation, making implementation convenient and follow-up a snap!



**Gene SNP**<sup>™</sup>  
DNA Analysis

[www.genesnp.com](http://www.genesnp.com)



## SOCIAL MEDIA PLATFORMS TO HELP QUICK LAUNCH YOUR NUTRAMETRIX<sup>®</sup> BUSINESS THROUGH VALUABLE SUPPORT FORUMS AND SOCIAL SHARING

We provide a wide variety of social media platforms that will help to catapult your business to the next level! Whether it's the most up-to-date news articles in health and nutrition, or specially created sharable infographics and images, nutraMetrix gets patients engaged!

We also have several support groups on Facebook that will help you get your questions answered by nutraMetrix experts and business partners, as well as accountability groups where you will see immediate success when following the group leader's plan closely.

Once you've become a nutraMetrix Health Professional or nutraMetrix Consultant, join these groups for an extra layer of support from NCs and Health Professionals from around the world:

Facebook: "[Official nutraMetrix NC Support Group](#)"

Facebook: "[Official nutraMetrix Health Professional Support Group](#)"

Weekly and monthly webinar information can be found by sending an email to [webinars@nutraMetrix.com](mailto:webinars@nutraMetrix.com). All other questions can be directed to [nutraMetrix@nutraMetrix.com](mailto:nutraMetrix@nutraMetrix.com)!



Check us out on Social Media:

[Facebook.com/nutraMetrix](https://Facebook.com/nutraMetrix)

[Facebook.com/nmxEducationalInstitute](https://Facebook.com/nmxEducationalInstitute)

[Facebook.com/TLSWeightLoss](https://Facebook.com/TLSWeightLoss)

Twitter: [@nutraMetrix](https://twitter.com/nutraMetrix)

Twitter: [@TLSWeightLoss](https://twitter.com/TLSWeightLoss)

Instagram: [@nutraMetrix](https://www.instagram.com/nutraMetrix)

Instagram: [@TLSWeightLoss](https://www.instagram.com/TLSWeightLoss)

YouTube: [nutraMetrix Channel](https://www.youtube.com/nutraMetrixChannel)

## OUR HEALTH PROFESSIONAL BUSINESS PARTNERS ARE GROWING INTERNATIONALLY

Market America is committed to making a difference by promoting wellness, and improving the quality of life for whom-ever is ready to make the commitment. We are pleased with the achievement of the Market America International Health Professional program launch in several countries. Our accomplishment was in response to the high demand from international health professionals wanting to integrate complementary alternative medicine into their traditional practices to better serve clients, and to promote a future focused on wellness and prevention, thus improving the quality of life for all.

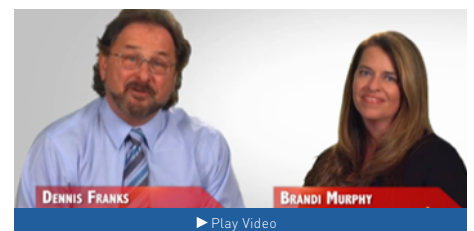
Market America entered its International Health Professional program with a decade of experience working with thousands of health professionals in the U.S. through its nutraMetrix Health Professional (HP) division. nutraMetrix<sup>®</sup> offers customized wellness solutions for health professionals and has enjoyed annual

sales growth since its inception in 2003.

If you would like to learn more about this program, speak with the nutraMetrix Consultant or Health Professional who has shared this overview with you.

nutraMetrix is a division of Market America, Inc., providing health and nutrition solutions for nearly two decades.

[Learn more about Market America here.](#)



MA INTERNATIONAL HEALTH  
PROFESSIONAL PROGRAM:  
UNDERSTANDING THE VISION

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