A FREE GUIDE · REAL SCIENCE. REAL PRODUCTS. REAL PEOPLE.

THE VITALITY HACK GUIDE

Why Most Vitamins Miss, the 41-Year Wellness Company That Set Out to Fix It, and How You Can Share It and Get Paid

Your body runs on what it absorbs, not on what you swallow. Here are the facts, and the company behind them.

1985
TRUSTED FOR 40+ YEARS

INSIDE THIS GUIDE

1. **The absorption gap**
   Why the label does not tell the whole story, and three questions to ask.
2. **The company that set out to close it**
   A patented process, 100+ patents and more than 2 million homes a month.
3. **The proof**
   What Forbes, USA Today, Inc. and the Better Business Bureau have said.
4. **How great products can also pay you**
   No inventory. No deliveries. The straight facts on income.

Read this in 10 minutes. Then take one step.

Educational information only. Not medical advice. See the important disclosures at the end of this guide.

CHAPTER 1

The Absorption Gap Is Real

You can take a vitamin every single day and still come up short. Here is why.

Your body does not run on what you **swallow**. It runs on what it **absorbs**. Those are two different numbers. The space between them is the absorption gap.

What the label says you swallow

What gets used

Picture only. Real numbers change by nutrient and by product. The label tells you what is in the pill, not what gets into you.

Minerals are the hard part. Think zinc, iron, copper and magnesium. In real food, minerals come wrapped in the plant's own fibers and proteins. That wrapping keeps them dissolved as they move through your gut, so your body can take them in.

Most pills skip that step. They use plain mineral salts because they are cheap and easy to press into a tablet. A lot of that can pass right through you.

3 QUESTIONS TO ASK ABOUT ANY VITAMIN

1. What form are the minerals in?
2. Was it tested for absorption, or just for what is on the label?
3. Who makes it, and how long have they been doing it?

> ***Most bottles cannot answer the second question. That is the gap this guide is about.***

CHAPTER 2

One Company Set Out to Close the Gap

Minerals the way nature packs them

Their scientists asked a simple question. What if a supplement could deliver minerals the same way a plant does?

The answer became a **patented process**. It binds each mineral to natural compounds, much like the way minerals show up in fruits and vegetables. The goal is to keep the mineral dissolved long enough for your body to take it in.

The U.S. Patent Office granted a patent on it. No other company can use it.

Up to 4 to 1
Absorption edge over the other mineral forms tested in a university lab study

4
Clinical studies on the company's main daily supplement pack

100+
Patents held across the product line

Tested on absorption, not just the label

A university researcher used a model of human gut tissue to compare formulas side by side. This company's formula came out ahead by as much as four to one.

Studied in real people

The company reports that people in its studies showed lower free radical activity. In the first study it reported gains in 25 health markers.

Millions spent on research

Dozens of findings, each one guarded by a patent or kept as a trade secret.

Study results are as reported by the company. The four-to-one result came from a lab tissue model, not a human trial. These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

CHAPTER 3

Trusted Since 1985. Still Growing.

Eight people. Eight products. One big idea.

This company opened its doors in 1985 with eight employees and eight wellness products. No one had heard of it.

The idea was simple. Make products that are better for you and safer for your home. Sell them straight to families at a fair price. Skip the store shelf. Put the savings into research.

Forty-one years later, here is where that idea stands.

400+ Wellness products, up from 8	**$2B+** In sales every year since 2017	**2M+** Households shop each month	**96%** Of members reorder each month
20+ Countries served	**1 in 200** Homes in the U.S. and Canada are members	**4,500+** Employees worldwide	**100+** Patents

> ***Look hard at that 96%. People do not reorder month after month because of hype. They reorder because the products work for them. It is one of the highest repeat rates in consumer goods.***

YEAR	MILESTONE
1985	Founded with eight employees and eight products
1995	Passed $100 million in sales a year
2011	Passed $1 billion in sales a year
2017	Passed $2 billion in sales a year, and has stayed above it since

CHAPTER 4

Don't Take Our Word for It

Here is what the outside world says.

FORBES · 2026

No. 2 in America: Best Brands for Value

Built from 4.7 million ratings by about 160,000 shoppers. It ranked ahead of names like Toyota, Trader Joe's and Apple.

USA TODAY · 2025

America's Most Trusted Brands

More than 24,000 shoppers surveyed and 359,000 reviews studied. The company did not even know the study was going on.

USA TODAY · 2025

America's Best Stores

One of the largest shopping studies ever run in the U.S., with 65,000 customer surveys.

FORBES · 4 TIMES

America's Best Midsize Employers

Only 500 of more than 200,000 midsize companies make the list. That is the top quarter of one percent.

FORBES

America's Best Employers for Women

Chosen from anonymous surveys of working Americans. Only 300 companies in the country were named.

INC. MAGAZINE

Inc. 500 Hall of Fame

Five years in a row on the list of the fastest-growing private companies in America.

BETTER BUSINESS BUREAU

Hall of Fame and Torch Award

Honored for its commitment to ethics, community, employees and customers.

Seven Forbes awards since 2020. Customers trust it. Employees love working there. Shoppers say it is worth the money.

CHAPTER 5

More Than Vitamins. A Whole Wellness Store.

Things you already buy. Made better.

Vitamins are only the start. This company makes more than 400 products your family uses every day.

Nutrition
Daily vitamins and minerals, heart and gut support, protein, snacks and more. This is the biggest part of the business.

Home cleaning
Laundry, dish and surface cleaners built to work hard and be safer to keep around kids and pets.

Personal care
Soap, shampoo, lotion, toothpaste and the rest of what sits in your bathroom right now.

Beauty and skin care
Facial care and cosmetics made with the same focus on safe, quality ingredients.

THE USUAL WAY	THIS COMPANY'S WAY
Made by an outside factory, often the lowest bidder	Made in the USA, by the company, in its own plants
Shipped to a warehouse, then a store, then you	Shipped straight from the company to your door
Your dollar pays for shelf space and middlemen	The savings go into research and better ingredients

> ***Here is the smart part. Nobody has to change how much they spend. They just switch where they buy their vitamins, soap and laundry detergent. That is why 96% of members order again the next month.***

CHAPTER 6

Help Others. Get Paid.

Wellness is booming, and people are going to buy these products from someone.

The world spent **$7.5 trillion** on wellness in 2025. Experts expect close to **$11 trillion** by 2030. This company does not spend its money on TV ads. It pays everyday people to spread the word.

STEP 1

You shop

You switch stores for things you already buy each month.

STEP 2

You share

You tell people what you found. They open their own account and order straight from the company.

STEP 3

You get paid

The company pays you each month on what your customers buy. They reorder, you get paid again.

$7.7B+	0	0	Low
Paid out to everyday households since 1985	Inventory to keep in your garage	Deliveries to make or money to collect	Cost to start. Ask for today's number.

STRAIGHT TALK

Most members are simply happy customers. Building an income takes real work and time, and what people earn is very different from person to person. Many who share earn a small side income. The company tells people to keep their job and build on the side. It also prints its income numbers every year. **Ask to see them.**

YOUR NEXT STEP

You Already Did the Hard Part

You stopped guessing and asked a better question. Most people never do. Now put the answer to work.

STEP 1

Check your cabinet

Pull out the vitamins you take now. Ask the three questions from Chapter 1.

STEP 2

Have a short talk

The person who sent you this guide can tell you the company's name, show you the products and answer your questions.

STEP 3

Pick your path

Shop and feel the difference. Or shop, share and build an income on the side. Both are good choices.

PATH ONE: CUSTOMER	PATH TWO: PARTNER
Switch where you shop and use products built to work. For most people, that is plenty.	Do the same, then share it with people who ask why you feel better. Earn when they order.

YOUR NEXT STEP

Reply to the person who sent you this guide with three words:

"Tell me more."

That is all it takes to get the full story.

> ***Better health starts with one better choice. A better future starts the same way. You can make both today.***

Company facts, sales figures and awards come from public company statements and from Forbes, USA Today, Inc. and the Better Business Bureau, current as of 2026. Wellness market figures are from the Global Wellness Institute. Study results are as reported by the company. Income is not guaranteed. Earnings depend on each person's effort, skill and time, and most participants earn modest amounts. Ask for the company's current annual income statistics before you decide. These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.