



Market

Food is not medicine, but it can heal. According to data provided by Datamonitor as many as 65% of the population in Western countries is taking steps towards healthier nutrition. We now know that this means more than avoiding harmful substances. The modern people are right to increasingly choose vitamins, minerals and other natural preparations in order to improve their nutrition and life quality, and to protect their health.

The growing consciousness of the advantages of natural substances has led to significant growth and progress in the nutritional supplement segment, as well as in their perception on the part of consumers and health workers. Supplements, once considered an exclusive prerogative of athletes, are nowadays perceived as everyone's healthy habit and a part of the lifestyle culture.

This state of affairs on the Croatian market is to a large degree attributable to Natural Wealth, which has offered safe, effective and high quality natural preparations for 15 years. It comes as no surprise to see that the name Natural Wealth has become a synonym for vitamins and well being in Croatia and further afield.

Achievements

Natural Wealth's greatest success in Croatia is certainly the large number of satisfied and loyal consumers, which has earned the company its market leader position. However, the catchy slogan "Uvijek korak ispred" (Always a step ahead) dictates that the brand take things further. The growing demands and information level of brands customers are an inspiration for constant innovation, which includes improved formulas, new products being introduced and the development of new more consumer-friendly formats and packaging. All this is enabled by constant monitoring of new discoveries in the areas of nutrition and phytotherapy, participation at conventions and fairs in Croatia and abroad and keeping abreast of the specific needs and demands of the domestic consumer.

Whether it comes to health preservation, illness



prevention or supplementing standard therapy, customers know they can always find the best solution in the broad assortment of Natural Wealth products.

History

Natural Wealth vitamins have been made for more than 35 years. They have been present on the Croatian market since 1993. The beginning, which saw a handful of products and a team of young visionaries, has led to today's wide range of more than 60 preparations and the top spot in the market.

Yet the initial premises still hold: offer a top product accompanied by quality and timely information which warrants optimal results with use. Natural Wealth has

from the very beginning paid a great deal of attention to counselling and individual approach to the customer. This made it the first to develop counselling centre where doctors, pharmacists and nutritionists answer all the questions and help customers with their selections in person, on the phone and online.

Thanks to Natural Wealth Croatian customers can nowadays select products of incontestable quality, which follow the world's latest trends. Hondroprotective-based products that protect the joints, time-release preparations, innovative herb combinations, specialized omega-3 products and special formulas for various age groups are just some of the innovations Natural Wealth has pioneered during the past 15 years' presence on the Croatian market.

Natural Wealth's successful expansion to

Proizvode kreiramo baš za vas...

...jer sve OMEGA-3 nisu iste

Ginkgo biloba i cerebralna cirkulacija

ŠTO VAŽNO?	KAKO DJELOUJE?	KADA PREPORUČITI?
Cardioangioprotektivno	Proizvodi i aktivira EDRF u krvotoku, povećava otkucaje srca i poboljšava cirkulaciju u krvnim žilama	Preporučuje se osobama s hipertenzijom, koronarnom bolešću i drugim kardiovaskularnim bolestima
Genotoks	Antioxidativno djelovanje na slobodne radikale, povećava otpornost na stres	Preporučuje se osobama s povećanim stresom i živčanim poremećajima
Neuroaktiv	Učinak na poboljšanje memorije i koncentracije	Preporučuje se osobama s smanjenom koncentracijom i pamćenjem

PRIRODAN I UČINKOVIT

Preporučite Natural Wealth® Ginkgo Forte™

Zauzmite svoje mjesto pod suncem!

ETA KARBONI
60 DRUGI
PROVITAMIN A
I BETA-KAROTEN
IZ KANADA

Za zdravu i preplanulu put

neighbouring markets has made the brand a market leader in the entire region.

Product

Natural Wealth® is a trade mark of NBTY Inc., which is the world's number one manufacturer of finished nutritional supplements with 22,000 products and 140,000 m² of production facilities equipped with state-of-the-art technology. NBTY Inc. is a pioneer of quality and was among the first to introduce the US Food and Drug Administration's Good Manufacturing Practice, which stipulates strict standards in pharmaceutical production. The NBTY's seven research labs demonstrate that R&D investments are a priority. In a similar fashion NBTY is expanding by acquiring innovative manufacturers such as the recent acquisition of the promising Rexall Sundown and Solgar, and by developing new brands including Met-Rx and Osteo Bi-Flex. NBTY products are the choice of consumers in as many as 88 countries around the world and of more than a million Croatian customers.

Natural Wealth's attractive design and characteristic orange bottles "conceal" more than 60 different formulas, which all contain the most important ingredient – uncompromising quality.

One of the most successful products in Natural Wealth's line-up is Ginkgo Forte, made from the extract of the Ginkgo biloba leaf known the world over as an effective solution for circulation problems.

Forgetfulness, poor memory and concentration can be mitigated in a natural way with an effective dose of standardized ginkgo extract. In accordance with European regulatory rules Ginkgo Forte is registered as a medicine, which is a confirmation of the brand's quality and a significant accomplishment for the company.

Another Natural Wealth success, ABC Plus is the leader among multivitamins and the formula for all those who want more from multivitamins. When it comes to immunity and vitality ABC Plus ensures a perfect nutritional balance and makes an important step towards protection of health and prevention of illness.

Among the most popular is Flex-a-min – a product that protects the joints with proven efficiency, and a

Za više snage i energije!

Natural Wealth® ABC Plus™

- multivitaminsko - multimineralna formula obogaćena snažnim antioksidansima; luteinom i likopenom
- održava optimalnu razinu vitamina i minerala u tijelu
- za imunitet i vitalnost
- pomaže u očuvanju zdravlja

ABC Plus™ za one koji od multivitamina traže više!

U 80 zemalja svijeta
ljudi su odabrali
upravo ABC Plus™



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režimsko sredstvo od 9. rujna 1996. godine • telefon: 01 6379 400 • e-mail: savjetovai@nbtysmiling.hr

pain and stiffness relief. This preparation contains a complete formula of the strongest natural substances for better mobility.

There are also many other well known Natural Wealth products - Prosta-metto, Omega-3, Time-release C-500, Prenatal, Calcium 600 +Vitamin D, Phase2, Beta-carotene, Cranberry Forte, Magnesium 350 with Vitamin C, Children's Chewable Tablets.

Natural Wealth is proud to point out that all their products are in compliance with the legislation of the Republic of Croatia, i.e. registered with the Ministry of Health and Social Welfare. Natural Wealth products are only available in pharmacies and herbal drugstores where they are properly stored and offered with professional advice.

Recent Developments

Natural Wealth brings new products and advantages to the existing products on the Croatian market every year. Special attention is given to the concerns of people of modern age such as preserving a youthful appearance, body weight control and relief from aging-related ailments.

The recent solutions include the first specialized Omega-3 product line tailored to fit the customer's needs. They feature an innovative composition with top of the line ingredients derived by molecular distillation, a trendy design and are customized to fit the consumer's individual needs, for the growth and development of children, a healthy pregnancy, heart protection or improved brain functions. The goal of this market

segmentation is offering more choices to the customers and meeting the specific needs of individuals.

Pharmacists have also acknowledged Natural Wealth's dedication to consumers' health needs, so Natural Wealth products are available and frequently recommended in every pharmacy.

Promotion

As a result of smart marketing and innovative operational procedures Natural Wealth is perceived as a successful partner for the protection of health and the relief of numerous ailments.

In regard of products' specific properties consumer education is an extremely important part of brands publicity. With the product itself it promote healthy habits to improve the life quality of modern day people and their families. This is best exemplified with brand written materials, which are eagerly read and frequently kept by customers as source of in-depth information. Two-way communication is a logical extension of

this principle as the consumer information centre provides valuable information to bring the product closer to the customer and help them achieve a higher quality of life.

Natural Wealth has had a continuous presence in the mass media through TV, radio and press advertising to present the customer its values, news and special offers in the form of gifts with purchase. Natural Wealth offers even more to its most loyal customers – a loyalty card, which gives the customer the choice of a free product after 5 purchases.

From the very beginning Natural Wealth has understood the importance of informing health professionals of natural preparations' potential in their day-to-day work with patients. Industry conventions, lectures and presentations is where Natural Wealth continuously educates medical doctors, pharmacists, physical therapists, nurses and others who can proffer professional advice to consumers on the selection and proper use of products. Cooperation with health organizations and associations has also contributed to Natural Wealth's enviable market position on the current Croatian market.

As sports and physical activity play an important role in the healthy life style concept Natural Wealth supports many hitherto unknown budding sports talents in Croatia as a sponsor and donor because their health today is the foundation of their success tomorrow.

Brand Values

There are many health conditions we cannot affect, but it has been demonstrated that lifestyle choices have a dramatic effect on health and life quality. And as researchers pursue their unceasing quest for new effective natural solutions, Natural Wealth continues to base the long-term successful development on constant product improvement. Consumers can continue to count on Natural Wealth for the latest and the highest quality natural preparations. The power and the value of the Natural Wealth brand are the trust of the customers which is put in the products and their fulfilled expectations.

www.milsing.hr

THINGS YOU DIDN'T KNOW ABOUT...

Natural Wealth

➤ During the Klondike Gold Rush in Alaska (1897-1898) potatoes were worth their weight in gold. Potatoes were a prized possession due to their vitamin C content and gold-diggers traded them for gold.

➤ Despite their seafood diet is rich in fats and with hardly any carbohydrates, the Inuits have no stroke or heart diseases and they also have a lower incidence of joint and skin ailments. They are protected from these conditions by polyunsaturated fatty acids commonly known as Omega-3.

➤ The Egyptian pharaohs believed Aloe Vera was a panacea that could prolong life indefinitely, Greek and Roman doctors used it to treat a range of medical conditions, and Alexander the Great is said to have conquered the island of Socotra in the Indian Ocean to ensure Aloe supplies for his injured troops.



Magnezij 350 mg + vitamin C



Natural Wealth® šumeci Magnezij:

- 350 mg magnezija
- obogaćen visokovrijednim vitaminom C
- izvrsnog, osvežavajućeg okusa
- bolje iskoristivosti
- veće djelotvornosti
- samo 1 tableta dnevno

Za izvrsnu zaštitu odaberite Magnezij 350 mg + vitamin C

Ukusne šumice tablete visoke snage i djelotvornosti brzo nadoknađuju neophodni magnezij i vitamin C u samo jednoj tableti dnevno. Uklanjanje magnezija u obliku šumice tablete uklanja bolove i grčeve u mišićima već za nekoliko minuta. Ova moderna formula donosi više magnezija uz dodatak životno važnog vitamina C za zaštitu srca, mišića i živčanog sustava.

Natural Wealth savjetovaište / od 9.00 do 16.00 sati / tel. 01 6379 400 / www.milsing.hr



PREVENCIJA I POMOĆ PRI LIJEČENJU URINARNIH INFEKCIJA ZA ŽENE I MUŠKARCE

Natural Wealth® Brusnica Forte s vitaminom C

PREPORUČUJE SE

kao prevencija ili nadopuna liječenju infekcija mokraćnog sustava, osobito onih uzrokovanih bakterijom E. coli



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