



## Market

Vitamins, minerals and nutritional supplements are part of the culture of living and everyday diet of modern men. According to data provided by Datamonitor almost 65 percent of the population in Western countries is taking steps towards healthier nutrition. Today is well known that healthier nutrition is more than avoiding harmful substances. 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 professionals. 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 16 years. It does not surprise that the name "Natural Wealth" has become a synonym for vitamins and well being in Croatia and wider.

## 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, and the catchy slogan "Povjerenje s razlogom" ("Justified trust") says that safety and product quality

are always top priorities. The ever demanding and informed 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 70 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 16 years presence on the Croatian market.

Natural Wealth's successful expansion to

# Uloži u sigurno! Uloži u jedino vrijedno – svoje zdravlje.

**Natural Wealth®**

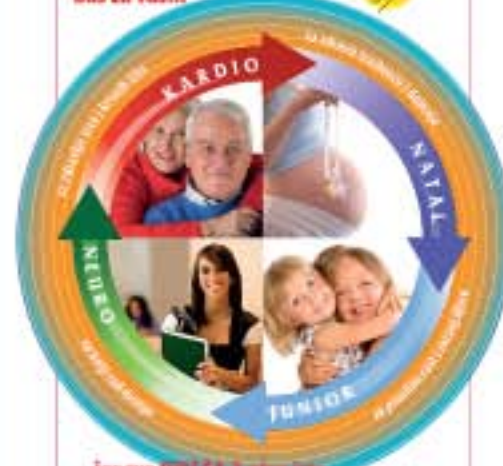
Najbolji prijatelj tvog zdravlja.



Potražite u ljekarnama.

IMUNITET ▲ VITALNOST ▲ ENERGIJA ▲

Proizvode kreiramo  
baš za vas...



...jer sve OMEGA-3 može biti





## Magnezij 350 mg + vitamin C



Natural Wealth® Šumeći Magnezij:

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

### Za izvrsnu zaštitu odaberite Magnezij 350 mg + vitamin C

Izvrsna formula tableta visoke snage i djelovomosti (kao nadobudnu neophodni magnezij) i vitamin C (kao jedini tableti oblik). Učinak je magnezij i vitamin C u samo jednoj tableti. Učinak je magnezij i vitamin C u samo jednoj tableti. Učinak je magnezij i vitamin C u samo jednoj tableti. Učinak je magnezij i vitamin C u samo jednoj tableti.

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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 m<sup>2</sup> 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 by developing new brands including Met-Fix 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 70 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.

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, as well as the newest products Silmarin Plus, a complete line of vitamin B products, Psyllium Diet and Dormival Plus.

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 care is dedicated to the needs of modern man such as maintaining of youthful appearance, body weight control and age-related

problems relief.

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 all pharmacies.

### 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 its promotion. With the product itself it promotes 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. Customers' trust and the fulfilment of their expectations represent the strength and the value of the Natural Wealth brand.

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**Ester-C** Br.1 po preporuci farmakologa u SAD-u<sup>®</sup>

**Što Ester-C<sup>®</sup> čini boljim vitaminom C**

Preporučeni oblik za apsorpciju  
Najbolji oblik vitamina C koji se najbolje apsorbuje u organizmu

Učinkovite zaštite od prehlade  
Učinkovito sredstvo za ublažavanje simptoma prehlade i gripe

24 satna učinkovitost  
Učinkovito sredstvo za ublažavanje simptoma prehlade i gripe

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### THINGS YOU DIDN'T KNOW ABOUT...

#### Natural Wealth

- Ginkgo seeds, similar to nuts, are still used in Chinese and Japanese cuisine, especially for the dishes that are prepared for the New Year's Eve and, as stated by the Chinese medicine, they have aphrodisiac characteristics.
- Iron, one of the most widespread metals in the nature, is also one of the oldest health ingredients. It has been known since 2500 B.C., and in the 17<sup>th</sup> century iron sawdust in wine was used for curing anemia.
- Although the vitamin D, known also as the "sunny" vitamin, for its characteristics is a hormone, due to historical reasons it is considered to be a vitamin.
- Magnesium, a mineral discovered in 1808, got its name after a Greek city Magnesia because of its surroundings, rich in deposits of magnesium carbonate.

## 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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