



**The  
Health Professional's  
Choice**

# *nutraMetrix<sup>TM</sup>*

- Company that bore out of its parent company Market America, a world leader in one to one marketing and mass customization
- A need to retrain health care providers to shift from treating sickness to practicing wellness-preventing sickness
- High quality nutraceuticals powered by research

# Mission Statement

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*nutraMetrix*<sup>™</sup> Advanced Nutraceuticals' mission centers on revolutionizing the way patients/clients manage their health. It provides to Health Care Professionals the tools and resources necessary to turn the downward spiral of aging and age-related diseases into an upward spiral of optimal health by providing cutting-edge, custom anti-aging and wellness-based solutions.

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# Mission Statement

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In so doing, the company is committed to providing quality, market-driven nutraceuticals and diagnostic techniques through a unique and innovative Business Development System. A system so that Health Care Professionals can seamlessly integrate *nutraMetrix*™ Advanced Nutraceuticals into their practice. *nutraMetrix*™ will boldly chart a course toward Mass Customization in nutrition to become the new standard by which other nutraceutical providers

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are measured.



**Dr. Ronald Klatz**



**Dr. Robert Goldman**

# Books

- The New Anti-Aging Revolution
- Grow Young With HGH
- The Antioxidant Miracle
- Infection Protection

"The information in this book could save your life!"

—Julian Whitaker, M.D.

# The Antioxidant Miracle

Put  
Alpha acid, CoQ10,  
Protoporphyrin, and  
vitamins E and C to  
work for you

REJUVENATE	STRENGTHEN	MAXIMIZE	REVERSE
YOUR	YOUR IMMUNE	YOUR BRAIN	THE AGING
HEART	SYSTEM	POWER	PROCESS

**LESTER PACKER, PH.D.**

Director of the Packer Lab, the University of California at Berkeley

**CAROL GOLMAN**

New York Times bestselling coauthor of *The Melatonin Miracle*

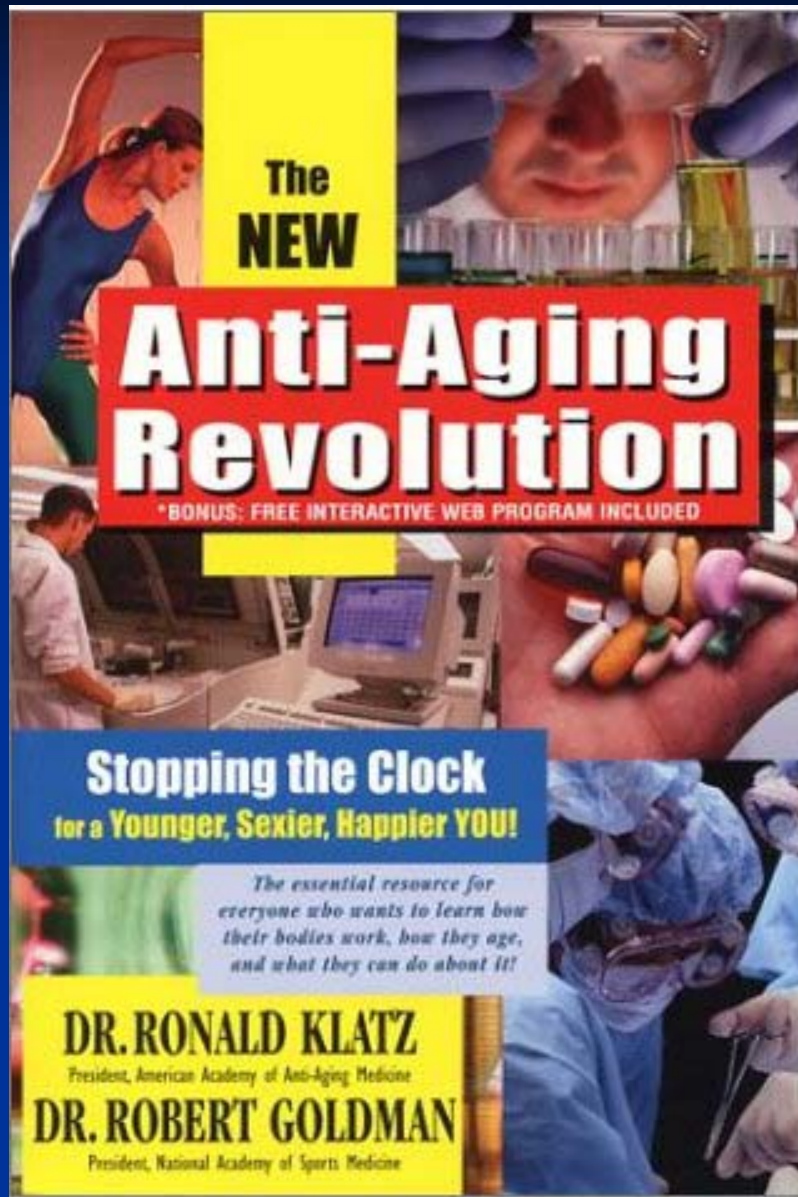
*From the Common Cold to Salmonella,  
from Athlete's Foot to E. Coli*

# Infection Protection



How to Fight the Germs  
That Make You Sick

Ronald M. Klatz, M.D., D.O.  
Robert M. Goldman, M.D., D.O., Ph.D.  
with Catherine Cebula



The  
**NEW**

# Anti-Aging Revolution

\*BONUS: FREE INTERACTIVE WEB PROGRAM INCLUDED

**Stopping the Clock**  
for a **Younger, Sexier, Happier YOU!**

*The essential resource for  
everyone who wants to learn how  
their bodies work, how they age,  
and what they can do about it!*

**DR. RONALD KLATZ**

President, American Academy of Anti-Aging Medicine

**DR. ROBERT GOLDMAN**

President, National Academy of Sports Medicine

# Klatz and Goldman

- Founders of American Academy of Anti-Aging Medicine
- Cofounders of National Academy of Sports Medicine
- Cofounders of Life Science Holdings, a biomedical research company with over 100 medical patents in brain resuscitation, trauma and emergency medicine, organ transplantation, anti-aging medicine and blood preservation technologies
- Written over 40 books in their field

# Definition of Anti-Aging Medicine

“Anti-aging medicine is a medical specialty founded on the application of advanced scientific and medical technologies for the early detection, prevention, treatment and reversal of age-related dysfunction, disorders and diseases. It is a health care model promoting innovative science and research to prolong the healthy life span in humans. As such, anti-aging medicine is based on principles of sound and responsible medical care that are consistent with those applied in other preventive health specialties.”

# The Wellness Industry is Poised for Explosive Growth

- **Nutraceuticals**
- **Preventative Medicine**
- **Health Food Products**
- **Weight-Loss Products**
- **Medical Spas**
- **Fitness Clubs**

# What is Propelling These Trends?

- Aging population
- Fear of aging
- Embracing self-care
- Greater access to information
- Improved efficacy of wellness-based products and services
- Increased understanding that health begins with nutrition and a strong mind/body connection

# Why Incorporate Wellness Products in Your Practice?

- High demand
- Valuable service
- Cash-based revenue
- Decreased dependence on Third Party payers
- Makes smart business sense

*Why nutraMatrix<sup>TM</sup>?*

# Why *nutraMatrix*<sup>TM</sup>?

- Be a more comprehensive health care provider/ Be at the forefront of preventive medicine and its development
- Generate \$ for your practice-Healthcare is a business

# Be at the Forefront of Preventive Medicine

- Reverse the Trends of Disease
  - Obesity
  - Type II Diabetes
  - Heart Disease
  - Autoimmune Diseases
  - Endothelial Cell Dysfunction
  - Oxidative Stress
- Optimal Health

# Generate \$ for your Practice

- Increasing Malpractice Premiums
- Increased Malpractice Lawsuits
- Decreased Insurance Reimbursements
- Generate cash-based revenue source
- Proactive Patient/Savvy Consumer
- New Challenges to Managing a Small Business (HIPPA)
- Deteriorating Health of Population Due to Obesity and Related Disease

# What Makes *nutraMatrix*<sup>TM</sup> Unique

- NAAC... NAAC... NAAC
- Product Brokerage Concept-No company makes the best of everything
- Dynamic-Can add new products easily

# What Makes *nutraMatrix*<sup>TM</sup> Unique

- Quality Ingredients and Products
  - Standardized Extracts
  - Pharmaceutical Grade
  - GMP Practices
  - Extensive Quality Control
- Technical Support
  - Reliable Information
  - Easy Access

# What Makes *nutraMetrix*<sup>TM</sup> Unique

- Marketing Practices
- Consumer/Patient  
Education
- Practitioner Education
- Liability Protection

# What Makes *nutraMatrix*<sup>TM</sup> Unique?

- Revenue is generated in several ways
  - Retail Sales
  - Commissions
- Training
  - Experienced, Qualified Trainers
  - Ongoing

# *nutraMatrix™ -A Complete System*

- *nutraMatrix™* Products
- NutriPhysical™ and Isotonix® Custom Formula
- Gene SNP® DNA Test and Custom Vitamins
- Anti-Aging Products
- E-Commerce Enabled
- Natural Medicines Comprehensive Database