A PURE APPROACH TO FORMULATION

By Hank Liers, PhD

Multivitamins
Vitamin C / Antioxidants
Essential Fats
High-RNA Superfoods
Enhancement Formulas
Specific Condition Formulas
A PURE APPROACH TO FORMULATION

By Hank Liers, PhD

**Foundational Supplements** represent the cornerstone in HPDI’s philosophy of nutritional supplementation. They are the ideal starting point for individuals who want to ensure optimal intake of essential nutrients, but they are not the only supplements we design. In addition to **Foundational Supplements**, we design supplements to provide overall nutritional enhancements, and supplements that target specific health conditions such as diabetes or joint health. We call these categories **Enhancement Formulas** and **Specific Condition Formulas**, respectively.

Combined, these three broad categories of supplements create powerful health building opportunities. To ensure maximum efficacy, we invest considerable effort in the design and quality of every supplement we put our name on. Because if the quality isn’t there, the benefits aren’t, either.

We are confident we create the purest, most effective supplements available. To accomplish this, we focus on four areas: superior design, quality of ingredients, avoidance of harmful additives, and reliable GMP manufacturing.

**SUPERIOR DESIGN**

We design supplements based on research and clinical studies, and our formulas utilize ingredients shown in clinical trials and research to be most effective. We include far greater amounts of many vitamins, minerals, and supporting nutrients than typical daily values.

We maintain a deep knowledge base containing the latest nutritional research and clinical studies, and often improve our formulas as the science of nutrition evolves. If there’s a better way to do something, we’ll do it.

We carefully balance our formulas so that consumers do not get either excessive or inadequate amounts of important substances. We avoid a “shotgun” approach in which every possible ingredient is included in a product.
QUALITY INGREDIENTS

We source only the highest-purity, highest-quality ingredients available. We use the purest ingredients (often USP or Pharmaceutical grade), and specify a guaranteed or standardized potency whenever possible.

We do not target price points when selecting ingredients, but choose ingredients that achieve the best results. For example, whenever possible we use coenzyme forms of vitamins in our formulas. Coenzyme forms are usually found in foods and are best utilized by the body.

AVOIDANCE OF HARMFUL ADDITIVES

We exclude or minimize fillers, carriers, excipients, food antigens, preservatives, and coloring agents. Our products exclude wheat, gluten, corn, dairy, eggs, GMOs, yeast, simple sugars, or artificial preservatives, colorings, and flavorings.

Nutrient carriers are needed to properly build a supplement. These carriers can help the body utilize certain nutrients. As appropriate, we use Krebs cycle bionutrients, (citrates, alpha ketoglutarates, succinates, fumarates, and malates), amino acid chelates (glycinates, aspartates, lysinates, etc.), and body-specific carriers.

In addition, we exclude (with a few exceptions) rice, rye, barley, oats, soy, tomatoes, and synthetic wax. We avoid lubricants with the exception of stearic acid or magnesium stearate in small amounts, which are sometimes necessary for manufacturing tablets.

RELIABLE GMP MANUFACTURING

We build long-term relationships with manufacturers that understand our design philosophy. We require our manufacturers to pay close attention to our formulation guidelines and follow the FDA’s established good manufacturing practices (GMPs).

We have worked with most of our manufacturers for more than 10 years. In addition, we strongly encourage our manufacturers to obtain third party certification by organizations such as NSF and NPA.

HEALTH
PO Box 5600
Oracle, Arizona 85623
Toll-free: 800-228-4265 Local Arizona: 520-896-9193

Reseller: www.healthproductsdistributors.com
Retail: www.integratedhealth.com
Blog: www.integratedhealthblog.com