

Allies in excellence



In today's nutritional-supplements market, the major players often put profits before patients, making life difficult for UK practitioners seeking the best products. But there is a positive alternative, with the recently-sealed partnership between UK supplement specialist Nutri and US manufacturer Metagenics placing scientific validation, product purity and practitioner education at the heart of everything it does.

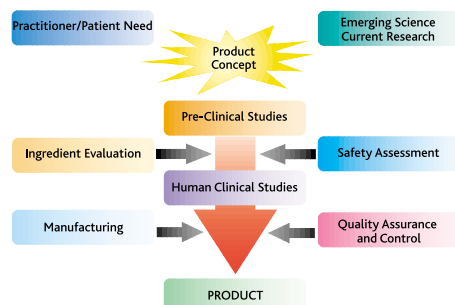


Putting patients first – it's an aspiration many share but one that's not always delivered on. So it's reassuring to find a partnership – between UK nutritional-supplements supplier Nutri, and US-based manufacturer Metagenics – that's founded on this very ideal.

For two decades, Nutri has devoted itself to sourcing premium quality supplements from around the world, and today commands a superlative range. Nutri insists all its suppliers follow strict purity and efficacy guidelines. It also demands partner businesses be universally recognized as industry exemplars in terms of innovation, quality and education. Crucially, Nutri only sells nutritional supplements through qualified healthcare practitioners – for whom it provides unequalled customer care. A dedicated Freephone help line offers specialists instant access to the very best service and support – whether you're ordering supplements or seeking technical advice.

Familiar name, uncommon approach

You may already know Metagenics – its vast range of registered products includes the GI-friendly joint-support Kaprex, the metabolic-clearing supplement UltraClear, and the ascorbic palmitate-based free-radical protectant Mitochondrial Resuscitate. Like Nutri, Metagenics also prides itself on only supplying certified practitioners. Like Nutri, the manufacturer also prioritises invention, efficiency, and purity of product. So when Metagenics recently looked to appoint a UK distributor, it was only *natural* it should choose Nutri.



Going with the flow: responsiveness to patient need and advanced research energise the development, testing and manufacture of all Metagenics products.

For Metagenics, this alliance is the latest stage in the business's fast-lane development. In just 20 years, it's grown from a visionary start-up to become the world's largest company of its kind. Today, Metagenics has in excess of 400 employees worldwide, including more than 40 specialist researchers and clinicians.

Its success stems from the collaboration of two visionaries – Chief Executive Officer, Jeff Katke, and President and Chief Science Officer, Dr Jeff Bland. When the two met 25 years ago, Katke was disillusioned working within a health-food industry that's *raison d'être* was corporate profits. Meantime, biochemist Dr Bland – who had directed nutritional research at the Linus Pauling Institute of Science and Medicine – was dreaming of returning medicine to its Hippocratic roots.

Vision and validation in the vanguard

Inspired by the teaching that health is determined by how well we function biochemically and physiologically, Dr Bland took "Let food be your medicine" as his credo. However, the idealistic doctor also realised that for this aim to be achieved, more research and clinical trials were needed to decide the most effective nutritional and herbal therapeutics. With such treatments impossible to patent, Dr Bland knew the required funds would never come from the major drug manufacturers.

Both men went on to develop companies of their own within the field, and for 20 years these enjoyed a symbiosis so fruitful it was finally decided to merge. Metagenics was formed with the prime aim of developing medical foods that are fully scientifically validated. "Helping people achieve their optimal potential through nutrition," is how Katke describes his company's vanguard approach.

Today, Metagenics' headquarters in San Clemente, California, co-ordinates sales, marketing and practitioner education in over 20 countries including – thanks to the newly-cemented partnership with Nutri – the UK.

Multigenics™

Suitable for adolescents, adults and seniors, Multigenics™ is a high-potency multiple vitamin and mineral formula, and the complete foundation for optimal health. It features well-balanced vitamins with extra B12, broad-spectrum anti-oxidant protection, and patented mineral amino-acid chelates for superior mineral absorption. A 2:1 ratio of calcium to magnesium assists balanced bone support, while the compound also delivers select nutrients to support the liver and adrenals. Available with or without iron, and in 90 or 180-tablet sizes. Also available as "Multigenics Intensive Care" formulas with added L-glutamine for gastrointestinal support.



Making it happen: research, testing and manufacture

Metagenics has also established Metaproteomics™ – a cutting-edge laboratory centre in Ithaca, New York – for performing *in vitro* research. Its prime aims are identifying active ingredients, evaluating synergies, and examining the effects of natural components on cellular physiology and genetic expression.

For its clinical work, Metagenics has assembled a team of physicians, naturopaths, chiropractors and nutritionists at The Functional Medicine Research Center in Gig Harbor, Washington. Here, investigational case-research studies precede large-scale, double-blinded trials to test the value of specific therapeutics. Typically, these tests include diet and lifestyle changes, as well as nutritional and herbal protocols.

Finally, Gig Harbor also houses Metagenics' award-winning facility where all its formulas and medicinal foods are manufactured. A three-stage checking procedure excludes toxins and contaminants from the process: raw materials, batches of medicine, and final products are all separately screened for agents such as pesticides, heavy metals and solvents. Annual inspections by the National Nutritional Foods Association certify that every measure has been taken to ensure your patients receive the world's finest supplements.

UltraClear

Rich in vitamins, minerals and accessory nutrients, UltraClear supports both Phase I and Phase II metabolic clearing. Containing vitamins A, C and E, and beta-carotene, this patented compound can also help support the damage caused by free radical activity. Free radical levels reach their highest when the body is subjected to various stressors such as pollution, pesticides, allergens, UV radiation, alcohol, saturated fats, nicotine and excess hormones. UltraClear is supplied with a quick-start guide with complete program guidelines.



Formulas for success: healthier food supplements

Metagenics' successes are legendary. Within the natural-foods industry, the company began the development of powdered nutritional formulas for supporting metabolic clearing and gastrointestinal health. Metagenics also pioneered GI-friendly joint-support supplements.

In addition, Metagenics originally conceived using low-allergy potential rice protein in formulas. Other firsts include researching powdered nutritional formulas as a support for metabolic syndrome and inquiring into the significance of methylation reactions in oestrogen metabolism and related disorders.

Recently, the superiority of Metagenics products was again shown when its own soy protein-based body composition formula was tested against a popular over-the-counter weight-loss meal replacement programme. Initially, results seemed similar – over eight weeks, the weight of individuals in both test groups fell by an average of about 11 pounds.

However, the only healthy way to diet is by losing fat – rather than muscle mass, the reduction of which slows metabolic rate. A closer look at the test results showed that those taking Metagenics meal replacement had *lost 11 pounds of fat* and had actually *gained 4 pounds of muscle*. By contrast, those taking the alternative had dropped only *one pound of fat*, while also *losing over 11 pounds of muscle*. Once more, a Metagenics supplement was proven the clearly *better* option.

Seminars and a seminal partnership

Such research means that Metagenics' list of scientifically verifiable products is constantly growing. And with Nutri firmly committed to updating practitioners on the results of such breakthroughs – the company sponsors over 50 educational tutorials of its own each year – the partnership seems set to deliver valuable synergies.

Already, the two come together each autumn to offer a day long seminar headed by Dr Bland. Moreover, Nutri and Metagenics regularly co-ordinate training exercises, as well as conference calls to ensure practitioners are fully aware of recent developments within the field.

With Nutri and Metagenics now formally linked, such initiatives can only multiply. Cast from the same mould, both distributor and manufacturer continue their mission to ensure that practitioners are better informed, and that patients receive safe, pure, reliable and effective supplements. Improving health and helping people achieve their optimum potential: in the final analysis, it's what the Nutri-Metagenics connection is all about.

To register for Nutri's new catalogue, call 0800 212 742, or email info@nutri.co.uk

Cal Apatite®

A superlative source of bioavailable calcium in conjunction with a healthy lifestyle, can play a major role in supporting bone strength. Backed by 15 years of clinical use, Cal Apatite® delivers key trace minerals, while retaining the integral structure and organic factors and proteins present in premium-quality Microcrystalline Hydroxyapatite Concentrate – constituents that, in rival MCHC products, may be depleted through contaminants and inferior processing. Available in 90-tablet bottles.

