

Build a good foundation

A solid nutritional base is vital for good health, yet few of us get everything we need from our diets

Right now, most of us have the best intentions. After the annual season of overindulgence, eating healthily never fails to make it into the top ten New Year's resolutions – along with stopping smoking, drinking less and getting fit.

What we need

Good nutrition is vital for wellbeing, yet many of us don't get all the nutrients we need. The World Health Organization estimates that the lives of 2.7 million people a year could be saved if they ate enough fruit and vegetables, attributing a fifth of gastrointestinal cancers and a third of ischaemic heart disease cases to insufficient consumption. To get enough nutrients, every day we should eat at least five portions of fruit and vegetables, three portions of dairy products, three servings



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of whole grains such as cereal, wholemeal bread, brown rice or pasta and two portions of high-protein foods such as meat, eggs, fish, tofu, pulses or nuts. But the fact is, many of us now eat on the go, skip meals and rely on convenience foods that can be high in fat and sugar, and low in vitamins and minerals. In addition, activities such as smoking and drinking alcohol can further interfere with the body's ability to absorb nutrients.

Missing out

The problem is that you can be low in certain nutrients without obvious symptoms. For instance, many people have low levels of selenium, especially as the quantity in food varies due to the soil it's been grown in. Yet selenium is important for strong immune and reproductive systems. Many women, vegetarians and vegans tend to be low in iron, resulting in a lack of energy, which we can easily attribute to being busy. However, this could eventually lead to iron-deficiency anaemia. And increasingly



NUTRILITE

Three essential tools:

We've come up with three great tools to help you promote these products to your customers.

1 The NUTRILITE Double X and Daily Brochure

This 24-page colour brochure explains the importance of vitamins and minerals, and gives detailed information both products and the NUTRILITE brand.

Visit www.amway.co.uk/dx-brochure to purchase the brochure.

2 The Double X and Daily brand experience centre

A great online resource to help you and your customers learn more about the products at leisure.

Visit www.amway.co.uk/our-brands/nutrilitedoublex-and-daily for the brand experience.

3 The NUTRILITE European Facebook page

An easy way to keep up-to-date with the latest product news and share this information with your customers.

Visit www.facebook.com/nutrilitееurope and click 'like' to connect.

indoor-based lifestyles mean that in countries that don't get a lot of light in winter, a growing number of people are low in vitamin D – putting them at risk of bone disease, a condition common in women after the menopause.

Support from NUTRILITE

That is when taking a multivitamin and mineral supplement can help. Let's be clear – a supplement is not a substitute for a good diet. But it can provide a solid base for health, just as good foundations enable a house to stand stably. NUTRILITE™ Daily does exactly this. It contains essential vitamins, minerals and plant concentrates – naturally occurring plant compounds that help protect the body from disease, while helping the key vitamins work more effectively. From here, you could add other supplements, such as omega-3, depending on your needs. For times when you need a little more help – for instance, busy or stressful periods – NUTRILITE Double X is an even better choice. Besides vitamins and minerals, it contains 23 specially selected plant concentrates for extra-strong support.

On-the-go lifestyles mean we sometimes miss out on essential vitamins – which is where multivitamin supplements can help

