



Frequently Asked Questions by HPs to NCs

1. What is the advantage of working with a distribution company instead of the manufacturer?

As a distribution company, we are able to choose different manufacturers for different products. We choose only the best manufacturer for a particular product; therefore, you have a product line representing a variety of different manufacturers. In addition, we can provide a wide array of services such as educational courses, e-commerce capabilities, e-consultations for your patients, unique marketing tools and novel products for your practice that a single manufacturer would not carry.

2. What kind of business relationship options do I have for carrying the nutraMetrix product line in my practice?

You can join as a nutraMetrix Health Professional Distributor (an independent contractor) with nutraMetrix, a sub division of Market America. This allows you to earn residual income from retail sales in addition to commissions/bonuses based on health professional practices and nutraMetrix Consultants you recruit.

3. Why is it important for me to work with one of the Corporate-trained nutraMetrix Consultants (NCs)?

Having a nutraMetrix Consultant (NC) assigned to your practice is critical in implementing a successful, profitable and smooth-running program. NCs are trained by our corporate office to work with you and your staff on tracking and ordering of inventory, marketing, and education on our various products and services. Your NC serves as your personal representative to the corporate office and will ensure that you are well equipped with knowledge and implementation strategies. We recommend you work closely with your NC and treat him or her as a valuable nutraMetrix Business Partner.

4. What does it cost me to have my own personal NC?

Absolutely nothing! Your NC is motivated to make nutraMetrix successful for you since he or she is compensated directly by the company via commissions and bonuses based on your business volume. You are not obligated by corporate office to directly compensate the NC for the services he or she provides for your practice.



5. What courses or educational programs should I enroll in to learn about nutraceuticals and nutraMetrix?

We are strongly committed and dedicated to education and training via our nutraMetrix Educational Institute (nEI). Presently, we sponsor a unique, academic-caliber two-day CME course to all licensed health professionals entitled "Advanced Nutrition Principles, Nutritional Interventions and Nutraceutical Applications in Clinical Practice." You are not required to be a nutraMetrix/Market America Distributor in order to attend an nEI course.

To learn more about our nEI Division of nutraMetrix and meet our nutraMetrix Faculty, visit www.nutraMetrix.org/nEI.

We also now offer a Product and Implementation training for all Health Professionals who are interested in learning nutraMetrix Product and Implementation strategies for their office.

Your office managers and other members of your staff are invited to attend one of our nutraMetrix Consultant Trainings, which is a 3-day training held in various cities with a focus on business aspects, implementation, marketing and sales techniques. Any health professional who would like to learn more about the Business of nutraMetrix would also enjoy this three-day training.

For additional information on nutraMetrix Consultant Trainings or Health Professional Product and Implementation training, visit www.nutraMetrix.com and view the [Events](#) tab.

6. Who oversees the quality of nutraMetrix products?

Director of Quality Control, Dr. Mark Lange, is a nationally respected authority in dietary supplement testing methods and quality control. Dr. Lange received his Ph.D. in analytical chemistry at the University of Tennessee. With over 15 years of experience in the pharmaceutical and nutraceutical fields, he was formerly the founder and head of the Institute for Nutraceutical Advancement before arriving at nutraMetrix.

7. What steps are taken to assure the quality and consistency of nutraMetrix products?

The following process assures the quality of our products:

- Specifications are set for raw materials and finished products.
- Raw materials are sourced with Certificates of Analysis.
- Products are manufactured using Standard Operating Procedures.
- Products are inspected at our warehouse for damage, label accuracy, appearance, taste and odor prior to release.
- Product is quarantined if failing to pass inspection.
- Products are assayed by independent labs for isotonic capability, micro contamination and potency.
- Manufacturing facilities are audited on a regular basis for GMP compliance.



8. Are the ingredients used in nutraMetrix products all natural?

Our ingredients come from both natural and synthetic sources. Some ingredients are derived from the electrolysis of sea water, such as calcium carbonate, or extracted from plants, like Pycnogenol and grape-seed extract. Some ingredients, like calcium phosphate, are synthesized.

The advantages of synthetic products for certain ingredients include better control over purity and absence of both allergens and microbial contamination. Our vitamins and inactive ingredients must meet USP specifications for identity, quality and purity.

9. Are the natural ingredients used in nutraMetrix products screened for pesticides?

All of our ingredients extracted from natural sources (such as pine bark, citrus, bilberry and grape seed) are tested for pesticide residue using gas chromatography.

10. Is Omega-III fish oil soft gel tested for heavy metals?

Yes. The fish oil used in the nutraMetrix product is laboratory-tested for PCB, Dioxin and Heavy Metals. We only use fish oil that meets or exceeds standards set by Canada (CFIA), European Union (EU) and the United States (CRN). For example, cadmium, lead and arsenic cannot exceed 0.1 ppm and mercury cannot exceed 0.01 ppm in the fish oil.

11. I heard that the supplements industry is not regulated. Is this true?

Unfortunately, many people think that dietary supplements are not regulated, which simply is not the case. Dietary supplements are regulated by the U.S. Food and Drug Administration (FDA), although not like drugs, but instead like foods.

In 1994, Congress passed the Dietary Supplement Health and Education Act (DSHEA), which established new standards for dietary supplement products. Specifically, the FDA has the power to:

- Stop any company from selling a dietary supplement that is "adulterated" or misbranded
- Stop the sale of a dietary supplement that makes false or unsubstantiated claims
- Take action against any dietary supplement that poses "a significant or unreasonable risk of illness or injury"
- Stop any company making a claim that a product cures or treats a disease
- Require dietary supplements to meet strict manufacturing standard, including potency, cleanliness and stability

The FDA assures that products are safe and accurately labeled, and dietary supplement manufacturers must notify the FDA of intended label claims and ensure that they can be substantiated.



The FDA has regulations on good manufacturing practices (GMPs) for dietary supplements. Under the rule, manufacturers are required to evaluate the identity, purity, quality, strength, and composition of their dietary ingredients and dietary supplements.

In December 2006, Congress passed The Dietary Supplement and Non-Prescription Drug Consumer Protection Act (the "AER Bill".) This legislation requires the reporting of "serious" adverse events for dietary supplements. Many people believe that over time this reporting requirement will provide additional proof of the safety of dietary supplements.

So if you're wondering if dietary supplements are safe, the answer is yes, if used responsibly. However, consumers need to be aware of what supplements and amounts they're taking and how this may affect one's health or interact with prescription or over-the-counter drugs. Make sure to read labels completely, and if you have any questions or concerns, ask your professional healthcare provider.

12. Some companies publish Certificates of Analysis (COAs) to prove the quality of their products. Can I get a COA for nutraMetric products?

Laboratory results require specialized knowledge and education to interpret correctly. The results are compared against pharmacopeial standards and the method error must be factored in. We do not release COAs into the public because they can easily be misused or misinterpreted. The quality of a product batch cannot be assumed to be acceptable just because the previous batch was within specification. Therefore, even if we did publish a COA for a particular lot #, it would be out of date with respect to the lot# being shipped from the warehouse within weeks. Checking batch records and test results is the responsibility of the Director of Quality Control. *NutraMetric acts as an independent QC check between the manufacturer and the consumer. We have no financial interest in any batch and if anything is not right, we quarantine the product and ship it back to the supplier.*

13. Does the scientific literature explain and support the "isotonic advantage?"

Isotonix products make the label claim of being "isotonic capable." When prepared as directed on the label, the solution is within a range of tonicity matching the human body. Periodic tests are conducted on these products to ensure that the isotonicity range is maintained.

The basis for the isotonic line is physiologic. Isotonic solutions work via normal body physiology to deliver nutrients quickly as compared to solid forms. These physiologic principles have been well described in the medical literature. Here are a few sample references:

- Ganong, WF Review of Medical Physiology, 13th ed. Norwalk, CT Appleton and Lange, 1987.
- Graham, DY, Smith, JL, Bouvet AA "What Happens to Tablets in the Stomach" Journal of Pharmaceutical Sciences 79 (5): 420-24, 1990.
- Hunt, "Mechanisms and Disorders of Gastric Emptying" Annual Review of Medicine, 1983.
- Seigel, JA "Biphasic Nature of Gastric Emptying" Gut 29: 35-39, 1988.
- Erdman, JW "Bioavailability of Trace Minerals from Cereal and Legumes", Cereal Chemistry 58(1), 1981.



14. Is nutraMetrix GMP certified?

There are several organizations and companies performing third-party GMP certification. These include NNFA, Shuster Labs, NSF International and USP. All of our suppliers of supplements have independent GMP certification to demonstrate compliance with regulations.

15. How can nutraMetrix Advanced Nutraceuticals assure the quality of products when they are manufactured at offsite facilities?

By working with a contract manufacturer, in contrast to being the onsite manufacturer, an extra layer of quality control is in place. Since we act as an intermediary between you and the manufacturer, we have no incentive or interest to receive, accept or ship out inferior, defective or a sub-par product. In fact it is just the opposite. Our name and reputation is on every carton, bottle, etc. making us especially committed to the best quality control measures.

Products must be manufactured using predefined ingredients to meet finished goods specifications. Batch records for each lot are sent to the nutraMetrix Quality Control (QC) department for review, approval and retention. Batch records document the ingredients used, blending times, equipment used and who did the work.

Laboratory test results performed in the manufacturers' lab are copied to nutraMetrix QC. Products are sent to an independent laboratory to assure adherence to specifications before shipping to the distribution warehouse.

Upon receipt at the warehouse, we examine for damaged goods, proper labeling, and consistency in taste, odor, and appearance. Our in-house lab tests nutraMetrix isotonic products for osmolality- confirming that when the product is made as directed, the solution is in the isotonic range.

Furthermore, any product found to be less than optimal is quarantined for destruction or return to the supplier. The manufacturer will bear the cost of returned goods. nutraMetrix is committed to accepting and distributing only superior, high quality products adhering to strict quality control procedures.

For additional questions or concerns, please email nutraMetrix@nutraMetrix.com, or consult your nutraMetrix Consultant.