

Our approach to supplements

Our objective is to provide health products that are safe and effective. When it comes to weight loss products there is and always has been a challenge. Finding ingredients that produce a high success rate but will also be as free from controversy as possible. Sadly, controversy seems to be a hallmark of the health and nutrition industry. To help negotiate through the opinionated and marketing and politically-driven fog of the industry, we offer some valuable principles.



Principle 1 – Almost every ingredient used in nutrition products exhibits a duality. If the ingredient is used correctly in proper proportions, it can be very healthful. If it is abused and overused, it becomes toxic and detrimental to one's health. Vitamin D for example; if you don't take enough vitamin D you increase your risk of cardiovascular disease, cognitive impairment (i.e. Alzheimer's, dementia), severe asthma, and yes some studies suggest a vitamin D deficiency can increase one's risk of cancer. However, if too much Vitamin D is ingested this can contribute to high levels of calcium in the blood (hypercalcemia), abdominal pain, muscle weakness/pain, fatigue, diarrhoea.

This principle holds true in almost all supplements including TruVision's supplements. Ingredients in our TruWeight&Energy are very healthful when used properly. We have engineered our supplements to contain just the right amount of these ingredients to help improve people's energy levels and weight without the risk of addiction or physiological damage.



Principle 2 – Due to this duality, almost every effective ingredient has its day in the limelight, but also is the target of marketing-motivated smear campaigns. Remember, just because you read it on the internet or it is presented in today's biased and largely un-policed media does not mean it is true. The vast majority of the time you are simply reading someone's opinion or personal interpretation of data, neither of which can be taken at absolute face value as truth.

Our Approach – At TruVision we base our formulations on true research. Our first concern is safety and our second is effectiveness. Once we are satisfied with the research, we

then thoroughly test the new formula and closely monitor the test participants for both safety factors and effectiveness.

When it comes to formulating weight loss products, we have options. We could strictly use ingredients that have been on the market for quite some time that have minimal or no controversy. Unfortunately, experience has taught us that these formulas produce very limited success. Instead we choose to research new leading edge ingredients. It is important that you know our research is not heavily

influenced by blogs, news articles, broadcasts, talk shows or other popular modern media. Most of the time our research will produce warning flags about a particular new ingredient which will cause us to disqualify that compound. However, every now and then we come across an ingredient that we feel is worth building a formula and testing. Even then most of the time these formulas don't pass our initial testing. TruVision products are formulas that pass our tests for safety and effectiveness. Will some of the leading edge ingredients in our formulas ever be scrutinized or even targeted by certain organizations and/or agencies? Certainly there is that possibility. This leads us to principle 3.



Principle 3 – Just because a certain organization or agency may ban a certain ingredient, does not necessarily mean it is unsafe when used properly. There are many dynamics behind why an ingredient may be banned. That discussion can be saved for another time.

At TruVision we are always researching new ingredients so in case a particular ingredient is taken from the market, we can have its replacement “waiting in the wings.” Our primary concern will always be safety. Our TruWeight&Energy has been used by individuals since early fall 2013 and is now being used by thousands of

people without any indications it is harmful when used as directed. Thousands of people are now improving their health by shedding excess weight. Those who don't need to lose weight are loving the subtle supply of energy they feel throughout the day. We'll close this with one more very important principle.



Principle 4 – Every person's physiology (the functions and characteristics of the body as a whole) is unique. Therefore, the manner in which the body responds to supplements will vary from person to person. For example, that is why a person can take a weight loss supplement that is proving successful for the majority of their friends and family, yet they are not experiencing the same success. Many times if they will be patient and continue to take the supplement, their body will “catch on” and they'll begin experiencing the same benefits.

Here is a very important facet of this principle. When supplementing, caution should be exercised and attention paid to such things as allergies. On our packaging we instruct our product users to consult with a health care professional before beginning any kind of supplementation. We encourage our product users to seek out health care professionals who have taken the time to become well versed in supplementation.

We are committed to continuing to supply safe products of the highest quality efficacy.