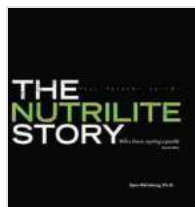


The Nutrilite Story: Past, Present, and Future



The Nutrilite Story: Past, Present, Future by Robert Fleisher

★★★★☆ 4.9 out of 5

Language : English
File size : 77096 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 910 pages
Lending : Enabled



The Nutrilite Story: Past, Present, Future is a must-read for anyone interested in the history of nutrition and health supplements. This book tells the story of how Nutrilite, one of the world's leading manufacturers of vitamins and minerals, came to be. It is a fascinating tale of innovation, perseverance, and passion.

The Early Years

The Nutrilite story begins in 1934, when Carl Rehnberg, a young farmer from California, had an epiphany. Rehnberg had been struggling with health problems, and he was convinced that they were caused by the poor quality of the food he was eating. He began experimenting with growing his own food, and he soon discovered that he could improve his health by eating a diet rich in fruits, vegetables, and whole grains.

Rehnborg's ideas were ahead of their time. In the 1930s, the prevailing wisdom was that vitamins and minerals were not essential for good health. However, Rehnborg was convinced that they were, and he began developing a line of nutritional supplements.

In 1939, Rehnborg founded Nutrilite Products, Inc. The company's first product was a line of vitamin and mineral supplements called "Nutrilite Food Concentrate." These supplements were made from whole foods, and they were designed to provide the body with the nutrients it needed to function properly.

Growth and Innovation

Nutrilite quickly gained a reputation for producing high-quality supplements. In the 1940s and 1950s, the company expanded its product line to include a variety of vitamins, minerals, and herbal supplements. Nutrilite also began to develop new ways to deliver its supplements, including tablets, capsules, and liquids.

In the 1960s, Nutrilite became a subsidiary of Amway Corporation. This gave Nutrilite access to Amway's global distribution network, and it allowed the company to reach a much wider audience.

In the 1970s and 1980s, Nutrilite continued to grow and innovate. The company introduced a new line of supplements called "Double X," which was designed to provide a comprehensive range of nutrients. Nutrilite also began to focus on research and development, and it established a team of scientists to study the health benefits of its products.

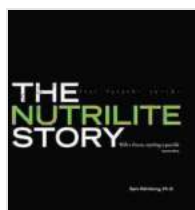
The 21st Century

In the 21st century, Nutrilite continues to be a leader in the nutrition industry. The company offers a wide range of supplements, including vitamins, minerals, herbal supplements, and weight management products. Nutrilite also continues to invest in research and development, and it is committed to providing its customers with the highest quality supplements possible.

The Future of Nutrilite

The future of Nutrilite is bright. The company is well-positioned to continue to grow and innovate. Nutrilite has a strong commitment to research and development, and it is always looking for new ways to improve its products. The company also has a strong global distribution network, which allows it to reach customers all over the world.

Nutrilite is a company with a rich history and a bright future. The company is committed to providing its customers with the highest quality supplements possible, and it is confident that it will continue to be a leader in the nutrition industry for many years to come.

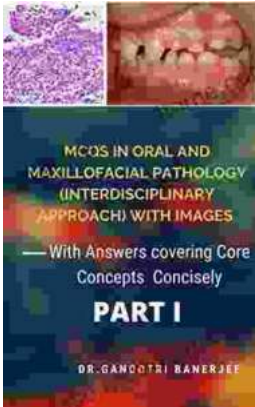


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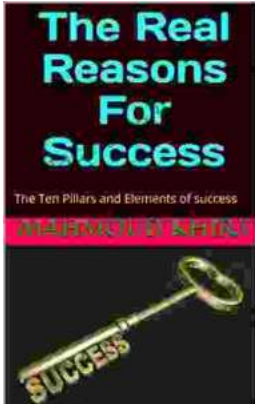
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