

For Immediate Release*

Nature's Balance Introduces Medication Support™ Formulas

Common Sense Solutions to Drug-Induced Nutrient Depletions

Nature's Balance Combats Drug-Induced Nutrient Loss

The new Nature's Balance Medication Support™ Formulas are a unique and practical response to the growing concern about drug-induced nutrient loss. These specialized nutritional products target eight different categories of the most commonly prescribed drugs: antibiotics, anti-depressants, analgesics, cholesterol-lowering drugs, estrogen replacement drugs, anti-spasmodics, hypertension drugs and oral contraceptives. Each Nature's Balance Medication Support™ Formula replenishes specific nutrients lost during the use of these medications as reported in numerous clinical trials.

Breakthrough Research Supports Efficacy of Nature's Balance Products

Nature's Balance products are the only formula recommended by Russ Stevens, RPh, PhD, a pioneering pharmacist, nutritional researcher and author. Dr. Stevens has thoroughly documented the potential health risks and symptoms associated with drug-induced nutrient deficiencies and the benefits of each specific Nature's Balance formula.

Nature's Balance Products Play a Critical Role in Optimal Health

Nature's Balance Medication Support™ Formulas complement rather than compete with prescription drugs and multiple vitamins. These proprietary formulas do not contain herbs or other extraneous factors. They are designed as companion products for prescription drugs and are strictly formulated to provide specialized nutritional support.

The Nature's Balance Company: Guaranteed Clarity of Focus

Medication support products are the sole focus of the Nature's Balance company. This clarity of purpose builds confidence in our competency. This confidence makes Nature's Balance products easy for pharmacists to recommend and easy for customers to trust.

Our Integrated Educational Program

Nature's Balance provides extensive educational literature to enhance the role of the pharmacist as a valued and trusted health care professional. As part of our integrated educational program, Nature's Balance maintains a website with a restricted area for pharmacists and physicians, furnishes free booklets as handy reference guides and provides access to a toll-free customer service number. In addition, a Nature's Balance spokesperson will do a nationwide public relations campaign and conduct both corporate and pharmacy training.

Optimal Life: Our Exclusive Distributor

Optimal Life is proud to introduce the Nature's Balance Medication Support™ Formulas as an answer to the growing need for quality nutritional support during the use of prescription drugs. Contact us now at 1-800-337-6690 for your Nature's Balance Prescription Support Center, an attractive point-of-purchase display with a custom-designed gravity feed system. Add these exclusive products to your pharmacy today!

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*company, individual persons, contact info and product names have been changed