



Simple solutions for today's complex lifestyles.

## *Our Vision*

We choose to help build a sustainable world of prosperity and abundant health, where all people will one day have ready access to the life-enhancing benefits of natural, whole-food nutrition and the opportunity to realize personal success.

## *Our Mission*

### *To Create ...*

... unique products that fully express the powerful essence of our wild-grown, natural whole foods.

### *To Educate ...*

... people about the vital principles of proper nourishment, and help them use these natural whole foods to balance their health and enhance the quality of their lives.

### *To Support ...*

... our network of extraordinary independent Business Associates with uncompromising commitment to their success.

### *To Empower ...*

... generations of self-reliant leaders to reach for their highest goals and greatest potential—both in business and in service to humankind.



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