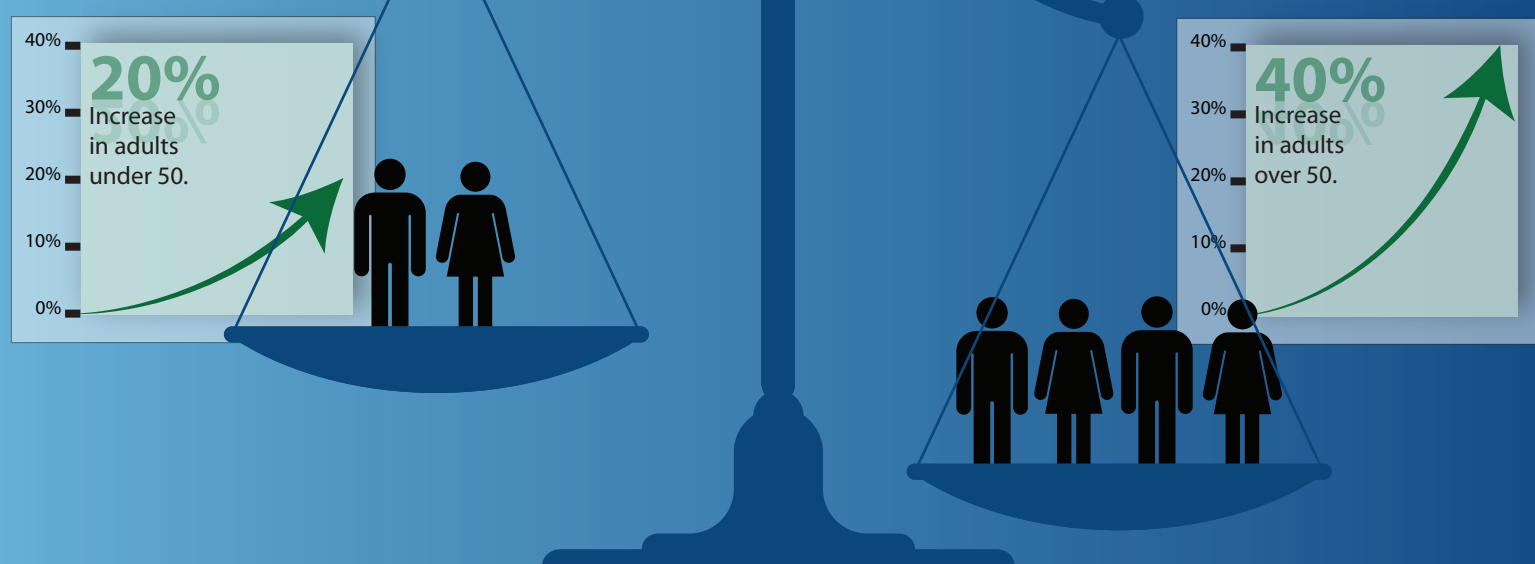


Which foods and supplements are right for you?

Supplement usage has grown significantly over the past 40 years.



Supplement survey

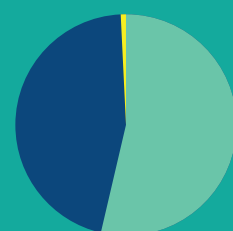


85% of Americans are confident in the safety, quality, and effectiveness of supplement products.



55% of supplement users reported excellent or very good health.

43% of supplement users reported low exercise.



56% of supplement users reported high exercise.

Results of a study that began in 2007 found that supplement use was higher among those that reported “excellent” or “very good” health versus “good” or “fair/poor health.”

Eating healthy

Supplements should be part of a healthy diet, and not a replacement for a healthy diet.

Unlike supplements, choosing the right foods seems more clear cut. However, certain individuals will see a greater benefit from adding or removing certain foods from their diets.

Some people, for example, are intolerant to fructose, a substance that’s found in fruit, which is considered to be a healthy food.



“The choice to use a dietary supplement can be a wise decision that provides health benefits. However, under certain circumstances, these products may be unnecessary for good health or they may even create unexpected risks.”

-Food and Drug Administration

According to the CDC, a healthy diet should consist of:

- Fruits, vegetables, whole grains, and fat-free or low-fat milk products
- Lean meats, fish, poultry, beans, eggs, and nuts
- Foods that are low in saturated fats, trans fats, cholesterol, salt, and added sugars
- Portions that stay within your calorie needs

Conclusion: Eating healthy and adding supplements can assist in overall wellness, but because of individual differences in biological coherence to specific nutrients, determining which supplements and foods are right for you can be much more difficult.

Am I wasting money on the wrong supplements?

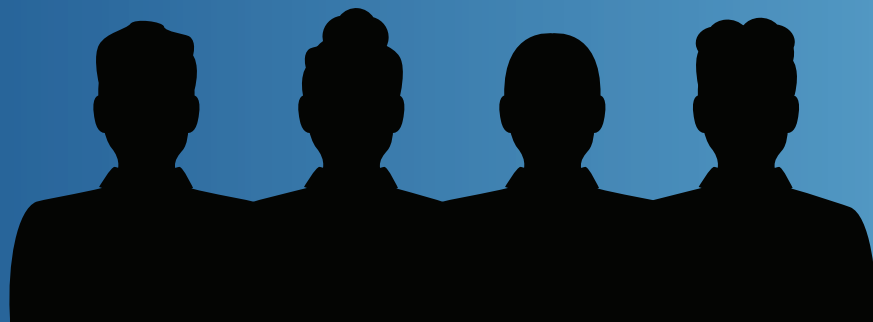
How many supplements do I need to take to maintain wellness?

What is the right diet for me?

How do my supplement needs change over time?

Take the guesswork out with ZYTO

With ZYTO wellness decision-support technology, you can get readings directly from the body that inform you which types of food and supplements you are more biologically coherent with.



“It’s information specific to the question you asked about the individual. To bring all the individuality into some type of report or some way to make a decision about an individual is unmatched by any device ever built that I’ve ever seen or used. That information is what’s going to help us bring people on their journey to wellness.”

*Nick Lamothe, PhD
Holistic Nutritionist*

Benefits:

- Large library of food Virtual Items to scan for
- Gather data across multiple product libraries from quality nutrition companies
- Choose which specific items you want to scan for
- See which nutritional items bring the most biomarkers into range
- Optimize support for a long-term nutrition plan
- Monitor changes in the data from scan to scan

Sources:

<http://www.crnusa.org/CRNPR12-ConsumerSurvey100412.html>
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