



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, wholefood 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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