

“Wellness Watchers”
A Company Overview
The Nation’s Leading Supplier of Organic, Whole Foods
Nutraceutical Products to the HealthCare Industry

In the Beginning

Created by Dr. Don Hayes, a chiropractor and his wife, Deonn Hayes, “Wellness Watchers” in its original entity was formed in 2003 and located in Phoenix, AZ.

It all started as a one-product company invented by Dr. Hayes; the product – “Dream Protein.” Dr. Hayes developed an exceptional nutritional product for patients that he was also able to package as an easy-to-implement revenue enhancement system for healthcare practitioners. During his twenty-year tenure as a chiropractor who operated four offices in California, Dr. Hayes knew what patients needed and understood what doctors required to incorporate a product into a medical practice. That meant it had to integrate seamlessly from an operational and administrative perspective, all without consuming a lot of the doctor’s time. “Dream Protein” was a dream product that fit the bill, creating a win-win situation for patients and doctors alike.

We Need More Products, What’s Next?

Dr. Hayes knew he had something that was working here for both patients and doctors alike. Within *(name time period)*, “Dream Protein” was generating between \$35k to \$45k per month, serving approximately *(x number of doctors and how many patients)*. But he also knew he needed something else, something more. He needed more products to introduce into the doctor’s offices; after all, he was building a network and now he needed to fill the pipeline with more products that could be integrated into the skein he had created. Enter Stuart Benson, the CEO of Vital Living, and the producer of “Green’s First.”

An Opportune Meeting

Don and Deonn met Stuart Benson in 2003. Don had heard about “Green’s First” and reached out to them; he thought there might be potential for synergy between their products. They met. He was right. They agreed to merge their product lines.

“Green’s First”: A Snapshot Summary

The original powdered “Green’s First” product offered by Vital Living had the equivalent of ten servings of fruit and vegetables. After further product development and refinement of the original formula the product now contains the equivalent of more than 15 servings of fruits and vegetables.

“Green’s First” is not only the first “green’s” product to be offered exclusively to healthcare practitioners, but it is also the leader; it is literally the gold-standard by which all “Green’s” formulas are judged.

In addition to its high nutritional values, and the fact that the product is made out of whole foods, live micro-organisms, probiotics, phytonutrients and a host of proprietary blends consisting of the best and most pure, healthy and wholesome ingredients, tremendous emphasis was placed on creating a great tasting product. The mission was astoundingly achieved as “Green’s First” is widely known as the “best tasting ‘green’s’ product on the market.”

Brief Business Background – Stuart Benson

In 1999, Stuart Benson had invested in a public company, Vital Living, which was a pharmaceutical company that had created a product, Essentum, intended to lower cholesterol. Two years later he became chairman and CEO of the company.

The company had a deal working with the Arizona Heart Institute to launch and promote Essentum. The product was good but there was a problem with the sales, marketing and distribution system. Essentum met high resistance within the healthcare field. This included issues with having to “educate doctors,” primarily cardiologists, about the product. Combine the fact that the product was not reimbursable by insurance companies and the doctors had no reason to recommend the product. Consequently, the distribution system was flawed and sales were minor. The barrier to entry was too difficult to overcome and the product was destined for failure.

A Slow-Sinking Ship

Benson found himself at the helm of a slow sinking ship. He needed a new product to get behind to help bail the company out if its then present dilemma. The company was loosing approximately \$500k a month for almost two years until they found Green’s First; the year, 2001. He became aware of Green’s First simply by being involved in the industry. He made the call, the bailout would begin. A small company, Green’s First was based out of San Diego. At the time Benson found them they were doing between \$60 -- 70k per month.

The Right Chemistry – “Dream Protein” meets “Green’s First”

On the other side of the coin was Don Hayes who had heard about “Green’s First.” Dr. Hayes contacted Benson to see if they would be interested in doing something together. When Benson and Dr. Hayes met they both knew that each had something significant to bring to the table. According to Benson, “Don was like the Tony Robbins of the chiropractic community; he has tremendous knowledge and credibility.” Dr. Hayes instantly recognized that Benson was an excellent businessman. By combining their products and conjoining their marketing efforts they believed that they had a platform with tremendous potential and exciting opportunities.

“Green’s First”: Making a Healthy Run

In a few short years the joint venture and the products offered through “Wellness Watchers” has evolved into the nation’s number one nutritional supplier in the chiropractic field today. With more than 7000 healthcare practitioners around the country as part of the Doctors for Nutrition Network offering nine different products, revenues exceed \$7 million per year, a figure that represents a consistent doubling of sales every

year since the company was founded four years ago in 2003. At that time the company had five employees, today there are 30.

Creating a National Healthcare Network

This exceptional national healthcare network is comprised of chiropractors (70%), Naturopathic practitioners (25%), and the 5% balance consisting of massage therapists and medical doctors. Also helping to drive and support this massive network are other players within the industry such as practice consultants and assorted suppliers and vendors in the healthcare industry. Chiropractic as a medical specialty is a \$7 billion per year industry and the nutraceutical market across the board is an \$8 billion dollar per year industry.

“Green’s First”: Making its Mark, Creating an Industry

“Green’s First” has paved the way for “Green’s” products as a whole in the chiropractic community throughout the nation, as well among other healthcare practitioners. “Green’s First” is recognized as the Gold-Standard with its exceptional high-quality organic, probiotic and whole foods ingredients that includes five proprietary blends, specialized extracts and powders, and living microorganisms that help to repair, protect and build the body’s immune system. “Green’s First” contains 49 different ingredients of super foods, fruits and vegetables, and phytonutrients that helps reduce blood pressure, improves digestion, balances blood sugars, decreases cravings, supports weight management, alkalizes and balances the body’s PH, boosts energy and even fights aging. Each serving has less than one gram of sugar and contains absolutely no artificial products. Exhaustive study and research in the area of taste-profiling has resulted in what is arguably the absolute best tasting powdered meal supplement and nutrient-enriched product on the market. Using Stevia, Green’s First and its family of products is recognized as the smoothest, easiest to mix, tastiest and most satisfying “green’s” products on the market today. And, at 45 calories per serving it also supports weight management with its zero sugar content and a remarkably light 4 carbs per serving.

Chock Full of the Good Stuff - Contains 49 Fruits and Vegetables

If the ingredients themselves don’t set “Green’s First” apart from any other product, the production process will. The company’s commitment to producing the best product available today is reflected in the “double-sifted process” it employs to remove any impurities, including chemicals and sugars. Furthermore, every batch produced is tested for its ORAC value, a statistic that measures the overall antioxidant power of foods and supplements. Studies show that the average person gets only about 1200 ORAC units per day from 3 servings of fruits and vegetables. However 3,000 to 5,000 ORAC units per day are required to have a significant impact on plasma and tissue antioxidant capacity. Greens First, as well as the other products in the company’s line, are packed with a potent ORAC rating.