

PRONUTRI & ACTIVA by Nutrition Researches Inc,



The firm

- Nutrition Researches Inc, is a US based firm that imports and distributes products from 2 French laboratories, PRONUTRI & ACTIVA,
- It was established in 2007 in order to provide better services and be closer to their customers,
- The headquarters of the company are located in Doral, FL,

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Advantages of the firm

- Customers will pay in USD\$ without any extra or hidden fees due to international partnership
- Physic stock directly in the US:
 - Short delivery times,
 - Able to deliver in overnight
 - All the products have cleared the customs process
- 2 available websites:
 - One dedicated to the information
 - One dedicated to the sales

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Advantages of the firm

- After Sales services :
 - Toll free number at the disposal of the customers
 - Practice Q&A for the practitioners and general patients
 - General information about Nutripuncture
 - Any issue related to a direct sale thru phone, internet, or email
- NRI is the importer of the products in the US
 - It is the link with the FDA
 - It makes promotion of the products
 - Organization of the workshops and seminars
 - Participation to trade fairs and association congress

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The products

- With the representation of two labs, NRI has two complementary ranges of products:
 - Nutripuncture: It could be considered as a Complementary and Alternative Medicine. Minerals made products act directly on the vital currents of the body such as Acupuncture.
 - Activa: A series of 11 products composed by a synergy of herbs and using a controlled released technology under the name of “Micro granule”

BOTH OF THEM ARE CLASSIFIED UNDER DIETARY SUPPLEMENTS AND ARE APPROVED BY THE FDA

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The products – Competitive advantages

Nutripuncture

- Unique products with no direct competition.
- Very simple to use and to achieve great results with it.
- No addiction, no second effect, no allergies.
- From 7 to 77, pregnant women, everybody can take Nutripuncture.

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The products – Competitive advantages

Activa

- It uses pharmaceutical process in its production although it is a dietary supplements range
- Synergy of plants: Instead of using one herb, to try to combine them to obtain the full effect for the symptoms
- Controlled release in the organism: With the micro granule technology
- Better assimilation by the organism: Rather than just bring an action to the body, the biocompatibility of the products gives an information to it for a better assimilation.
- Large scope of issues treated with the 11 products.
- All the products are labeled in Spanish/English

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The products – Competitive advantages

For the customers

- Gastroprotection: Due to its caps the products are not aggressive toward the digestive system of the body
- From 3 to 5 products in 1
- Better comfort of use because you do not need to take 6 or 7 caps to get an effect but just 2 maximum per day
- High standards of the packaging for a better recognition of the products on the shelves

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The products – Activa Range

- 11 products to improve significantly 11 domains of your life
 - Tonus & Energy
 - Sleep
 - Blood Circulation
 - Elimination – Urinary system
 - Digestion
 - Respiration
 - Men
 - Women
 - Symbiotic
 - Aritcular
 - Slimness



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The products : Nutripuncture Range

- 1 Main product : Nutri Yin Nutri Yang for a general balance
- 38 other products each of them linked to a specific meridians in the body



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NRI's Offer for Natural Doctor

- Develop their skills and customers by providing new techniques and products to the patients.
- Receiving some CEU for the trainings we offer
- Increasing their revenues with the direct/refferal sales of the products.
- Becoming leaders in their area as the products are new
- Establishing new networks and sharing your experience with other therapists

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NRI's offer for Distributors

- As a distributor/Regional authorized dealer of Nutripuncture you will increase your profits by carrying on these two ranges of products
- You will gain some new customers linked to the products which you can offer your catalogs
- You will be in charge of the training and recruiting of therapists

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NRI's offer for Wellness Center/Spa

- As a wellness center/spa you can offer to your customers new programs about Nutripuncture or Phyto-vitality and attract new customers
- You can sell the products we talked about during classes at the retail price when you get the 50% discount of therapists
- You can carry on your own brand of products with private labeling the Activa range of products

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