

# Launch Your Own Nutritional Supplement In 7 Easy Steps

The market for nutritional supplements is tremendous, and it is estimated to be \$43.8 Billion and growing at 6.2% every year. The global market is thought to be \$140 Billion with an 8.6% growth estimate (1). Having your own brand allows you to leverage your client/patient loyalty to further support their overall health and wellness, while simultaneously adding an additional revenue stream to your business.

## Get started by following these 7 easy steps:

1. Determine a healthcare goal that uses supplements to support a long-term successful healthcare plan based on your client-base needs.
2. Develop a program using your supplement, such as a healthy eating or exercise plan, or create FAQs and white papers outlining the benefits of using the benefits of the product you choose.
3. Choose a standard stock formula that is already available, or you can opt to design your own unique formula.
4. Fine-tune your marketing plan using office displays, pamphlets, a website, or other ways you plan to educate and server your clients. Initially, this may be the most important key to success.
5. Create your own brand and use a private label supplement company that can help and support you along the way.
6. Choose a supplier that values service and quality and will work hard to manage the private label process from product/formula and label design to production and shipping.
7. Start slowly while testing and tailoring your marketing initiatives for success.

## Why choose Tru Body Wellness?

1. We have been supplying service and products since 2011.
2. Our experienced staff manages the entire process from product selection or formula creation to project completion.
3. Our label design team is highly experienced with FDA requirements and labeling guidelines.
4. We offer stock products and custom solutions that allow you to design your own unique supplement.
5. Tru Body Wellness partners with only GMP manufacturers.
  - a. We have developed long and successful relationships with management teams and ownership of each partner.
  - b. We visit each supplier regularly, and we communicate with them multiple times per week.
6. Our extensive team and long-term relationships gives us access to various product types, such as capsules, tablets, powders and liquids allowing you to select the best variation for your needs.
7. Tru Body Wellness will match the product option with the manufacturing plan that best fits your individual needs while assuring the highest quality and the most competitive pricing.

(1) Grand View Research, Market Analysis Report: Dietary Supplements Market Size, Share and Trends Analysis Report (2021-2028) Retrieved from Dietary Supplements Market Size & Trends Report, 2021-2028 (grandviewresearch.com)