REUTERS
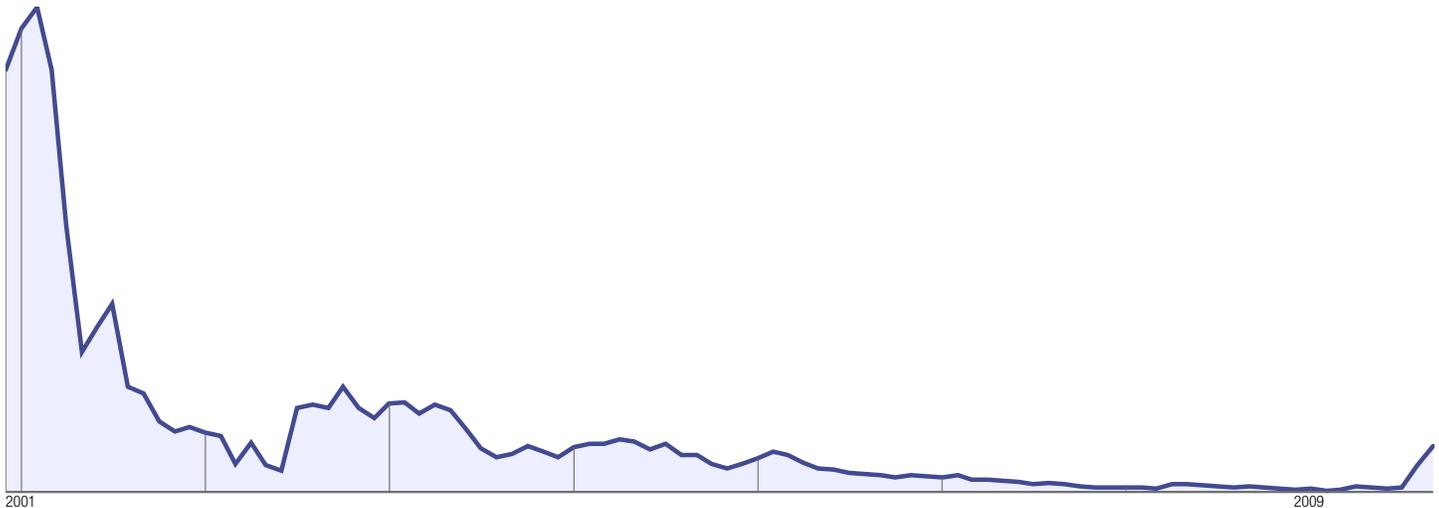
Reuters Company Research

Nutra Pharma Corp. (NPHC)

02 Sep 2009

Performance Rating: Outperform

2001   2009

Share Price Summary

Close Price on 9/2/09..	$0.33
Absolute Price Change on 9/2/09............................	0.17
Percent Change..	50.00%
Off 52-Week High..	-2.94%
Over 52-Week Low..	3200.00%
Beta..	3.348

Overview

Float (mil)...	145.300
10 Day Average Volume (mil).................................	2.022
1 Day Volume Change on 9/2/09..........................	98.56%
Market Capitalization (mil).....................................	$73
TTM Price/Earnings..	NA
Price/Earnings Current Fiscal Year Estimate..................	NA

Percent Price Change

	NPHC	S&P 500
Year to Date............................	1636.84	10.13
One Year.................................	842.86	-21.98
Two Years................................	NA	NA
Three Years.............................	164.00	-24.12
Five Years...............................	26.92	-10.67
Ten Years................................	NA	NA

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Performance Rating: Outperform

Reuters ratings are based on a proprietary model that leverages widely accepted statistical methods and financial concepts to select attributes shown to be strong indicators of future stock price performance and applies these to rank stocks along a normal distribution curve. Ranks for Fundamental Quality, Value Catch-up, Operational Trends and Technical Factors are combined into a Composite Rating of Outperform, Neutral or Underperform.

Reuters Composite Rating

We cannot guarantee that each stock will perform in accordance with its rank. But we do believe that over the long term, stocks rated Outperform (30% of all stocks we rate) will, in the aggregate, outperform stocks rated Neutral (40% of all stocks we rate), and that stocks rated Neutral will, in the aggregate, outperform stocks rated Underperform (30%). All analysis is based on publicly available company financials, fundamental ratios, relative rankings of financial data and ratios, and observed security prices.

| Underperform | Neutral | **Outperform** |

NPHC shares are presently rated OUTPERFORM. No forecast is made for the stock market as a whole. However, we do believe that whichever way the market moves, stocks rated OUTPERFORM have, in the aggregate, a higher probability of performing better than most others.
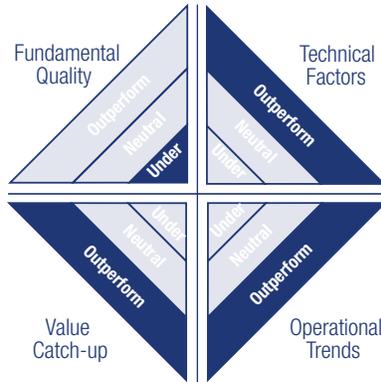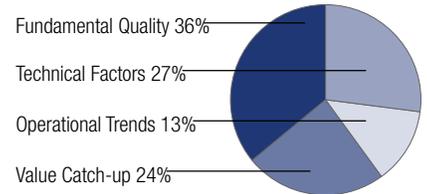
Fundamental Quality Component: **Underperform**

This rating is based on characteristics traditionally associated with "good" companies. We focus on how each company measures up against others, and give careful attention to recent improvement or slippage relative to other companies. TTM = Trailing Twelve Months.

	Very Negative	Negative	Neutral	Positive	Very Positive
TTM Return on Investment			▩		
Improvement in TTM Return on Investment			▩		
TTM Pretax Margin			▩		
Improvement in TTM Pretax Margin			▩		
Depreciation in Excess of Capital Spending Needs			▩		
Issuance/Repurchase of Common Shares	▰				
Common Shares Dilution			▩		
Presence/Absence of Unusual Income Items			▩		

Value Catch-up Component: **Outperform**

This rating measures the extent to which the share price adequately reflects improving or eroding fundamentals, and favors shares whose prices have been slower to "catch up" to improving performance measures. TTM = Trailing Twelve Months.

	Very Negative	Negative	Neutral	Positive	Very Positive
Price Catch-up with TTM Earnings					▰
Price Catch-up to TTM Sales					▰
Price Catch-up to TTM Free Cash Flow			▩		
Price Catch-up to MRQ Book Value					▰

Operational Trends Component: **Outperform**

This rating reflects how strong a company's recent Sales and EPS (reported as per GAAP) growth have been relative to other companies we rate. MRQ = Most Recent Quarter. TTM = Trailing Twelve Months.

	Very Negative	Negative	Neutral	Positive	Very Positive
Most Recent Quarter EPS Growth					▰
Improvement in EPS Growth for Consecutive Quarters					▰
Improvement in EPS Growth (MRQ vs. TTM)					▰
Most Recent Quarter Sales Growth			▩		
Improvement in Sales Growth (MRQ vs. TTM)			▩		

Peer Comparison

This section shows the comparison of key components between NPHC and several of its peers.

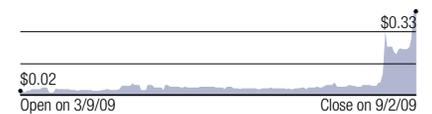| Company Name (Ticker)	Composite Rating	Fundamental Quality	Technical Factors	Value Catch-up	Operational Trends
Nutra Pharma Co... (NPHC)	**Outperform**	**Underperform**	**Outperform**	**Outperform**	**Outperform**
Amgen, Inc. (AMGN)	Outperform	Outperform	Neutral	Underperform	Outperform
Aventis Pharma Limited (500674)	NA	NA	NA	NA	NA
Cephalon, Inc. (CEPH)	Neutral	Neutral	Underperform	Underperform	Outperform
Genentech, Inc. (DNA)					
Genzyme Corporation (GENZ)	Neutral	Neutral	Underperform	Underperform	Outperform

Component Rating

"Under" = Underperform

Component Weight

Types of investment criteria differ in how useful they are for predicting future stock movement. Based on our research, the Composite Rank assumes these relative degrees of importance.

Fundamental Quality 36%

Technical Factors 27%

Operational Trends 13%

Value Catch-up 24%

Technical Factors: **Outperform**

This rating is based on analyses of share price movements over a variety of time periods. We compare performance characteristics of individual stocks with those of all the others we rate. Generally speaking, our goal is to favor up-trending shares that have experienced recent corrections and de-emphasize down-trending shares experiencing uncharacteristic periods of strength. Here is how NPHC shares performed during the various periods we examined.

Price Change
Past 7 days	**78.4%**
Past 30 days	**725.0%**
Past 60 days	**1078.6%**

Change for Past 180 Days: 1841.2%

$0.33
$0.02
Open on 3/9/09   Close on 9/2/09

Change Between 60 and 30 Days Ago: 42.9%

$0.03 $0.04
Open on 7/6/09   Close on 8/4/09
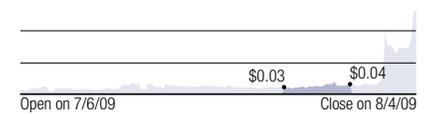
Change Between 180 and 60 Days Ago: 64.7%

$0.02 $0.03
Open on 3/9/09   Close on 7/2/09
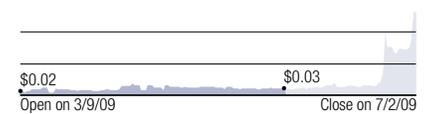
Change Between 180 and 90 Days Ago: 76.5%

$0.02 $0.03
Open on 3/9/09   Close on 6/5/09
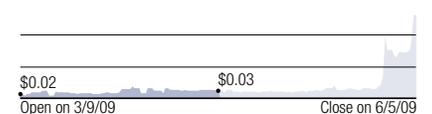
Getting Acquainted

Start your analysis by learning what the company does, how well it does it, where it stands relative to peers, and whether aspects of the corporate structure or capitalization are bothersome to you.

Business Summary

Nutra Pharma Corp. is a development-stage biopharmaceutical company engaged in the acquisition, licensing and commercialization of pharmaceutical products and technologies for the management of neurological disorders, cancer, autoimmune and infectious diseases. The Company's wholly owned subsidiary, ReceptoPharm, Inc. (Recepto Pharm) is a development stage biopharmaceutical company, which is engaged in developing technologies to treat the neurological diseases: multiple sclerosis; adrenomyeloneuropathy; amyotrophic lateral sclerosis; myasthenia gravis; and to treat the viral diseases, human immunodeficiency virus (HIV) and hepatitis-C. The Company's other wholly owned subsidiary Designer Diagnostics, Inc. (Designer Diagnostics) is engaged in marketing diagnostic test kits that are used for the rapid identification of infectious human diseases, such as Tuberculosis (TB) and Mycobacterium avium-intracellulare (MAI).

Contact Info

Nutra Pharma Corp. is headquartered at:
791 Park of Commerce Blvd, Suite 300,, Boca Raton, FL, 33487
United States
(954) 509-0911
www.nutrapharma.com/
Rik J. Deitsh, CEO/CFO

Financial Trends

TTM = Trailing Twelve Months, * = Most Recent Quarter.

| | | | | | | | Historic Growth Rates | | |
Fiscal Year Ending	12/31/04	12/31/05	12/31/06	12/31/07	12/31/08	TTM	3 Year	5 Year	10 Year
Sales (mil)	$0.0	$0.0	$0.0	$0.0	$0.0	$0.0	NA	NA	NA
EPS (GAAP)	($0.16)	($0.08)	($0.03)	($0.00)	($0.03)	($0.02)	NA	NA	NA
Dividends/Share	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	NA	NA	NA
Book Value/Share	$0.00	($0.01)	($0.03)	($0.02)	($0.01)	* ($0.01)	NA	NA	NA
Tangible Book Value/Sh.	$0.00	($0.01)	($0.03)	($0.02)	($0.01)	* ($0.01)	NA	NA	NA
Cash Flow/Share	($0.15)	($0.08)	($0.03)	($0.00)	($0.03)	($0.02)	NA	NA	NA
Free Cash Flow/Share	($0.03)	($0.02)	($0.02)	($0.01)	($0.01)	($0.00)	NA	NA	NA

Key Ratios

| | | | | | | | Historic Averages | | |
Fiscal Year Ending	12/31/04	12/31/05	12/31/06	12/31/07	12/31/08	TTM	3 Year	5 Year	10 Year
% Sales Growth	NA	NA	NM	(100.0)	NM	NA	NA	NA	NA
% EPS Growth	115.6	(49.0)	(57.6)	(93.7)	1,080.8	34.0	309.9	199.2	NA
% Gross Margin	NA	NA	85.0	NA	75.0	86.7	NA	NA	NA
% Operating Margin	-NM	-NM	(12,155.0)	-NM	(104,075.0)	(13,403.3)	NA	NA	NA
% Tax Rate	(0.5)	0.0	0.0	0.0	0.0	NA	0.0	(0.1)	NA
% Return on Assets	(317.4)	(1,411.5)	(2,009.1)	(132.0)	(3,317.1)	(316.7)	(1,819.4)	(1,437.4)	NA
% Return on Investment	(349.7)	1,683.7	192.8	8.6	184.7	NA	128.7	344.0	NA
% Return on Equity	(451.9)	1,683.7	192.8	8.6	184.7	NA	128.7	323.6	NA
Asset Turnover	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	NA
Receivables Turnover	NA	NA	NM	NA	NM	NA	NA	NA	NA
Inventory Turnover	NA	NA	0.3	0.0	0.1	0.4	0.1	NA	NA

Equity Information

Whether you are willing to accept companies that have or don't have major shareholders with controlling ownership blocks, multiple classes of common, or convertible debt or preferred issues is a matter of individual preference. Look here for anything along these lines that might make you more or less inclined to invest in this company.

Common stock $.001 Par, 8/09, 2B auth., 220,176,482 issd. Insiders own approx. 34%.

Analyst Footnotes

Look for accounting changes, restructurings, etc.which may affect how useful historic data is inassessing future company prospects.

FY'04 are being restated-disc. ops. 6/04=6M. TTM=15M.

Peer Comparison

This table gives an indication of how Nutra Pharma Corp. stands in key respects compared with companies in the Biotechnology & Drugs Industry

Company Name (Ticker)	Last Fiscal Year Revenue (mil)	Current Fiscal Year Projected Revenue (mil)	Projected Price/Sales	Operating EPS	Current Fiscal Year Projected EPS	P/E Based on Current Year Estimates	EPS % Growth Previous 5 Years	EPS % Growth Next 5 Years
Nutra Pharma Co... (NPHC)	**$0.0**	**NA**	**NA**	**($0.03)**	**NA**	**NA**	**NA**	**NA**
Amgen, Inc. (AMGN)	$15,003.0	$14,673.0	4.2	$3.90	$4.84	12.5	18.2	10.2
Aventis Pharma Limited (500674)	NA	NA	NA	NA	NA	NA	NA	NA
Cephalon, Inc. (CEPH)	$1,974.6	$2,225.6	1.9	$2.92	$5.76	9.7	15.5	12.2
Genentech, Inc. (DNA)	$13,418.0	$14,087.6	7.1	$3.21	$3.84	24.7	41.0	21.5
Genzyme Corporation (GENZ)	$4,605.0	$4,657.6	3.2	$1.50	$2.59	21.3	NA	20.5
Novartis AG (NOVN)	NA	NA	NA	NA	NA	NA	NA	NA
Regeneron Pharmaceutica... (REGN)	$238.5	$329.1	5.5	($1.05)	($0.96)	NM	NA	NA

Share Price Trends

Stock price trends depict the collective opinion of the investment community. You don't have to agree with consensus views but seeing how others feel can help you decide what to look for as you go further in your analysis. Consider it similar to reading a review before seeing a movie.
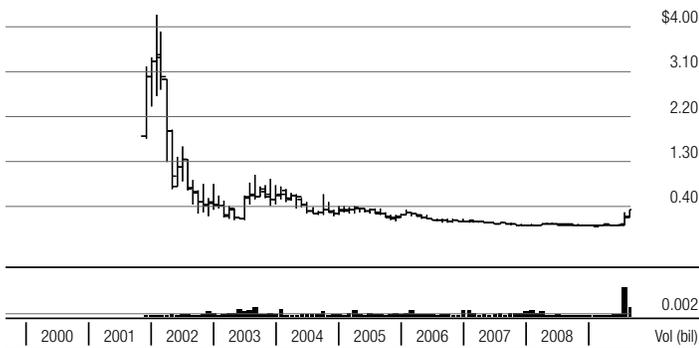
1 Year Price Chart with Bollinger Bands and Relative Strength

Technical analysts believe a narrowing of the bands suggests a significant price movement, up or down, will soon occur. Also, many say stocks that move outside the bands and then back inside will soon move toward the opposite band. The Relative Strength Index (RSI) calculates the strength of the current price movement compared to other recent moves and may signal when a trend is unsustainable. Technical analysts also believe RSI peaks/valleys forecast changes in share price trends.
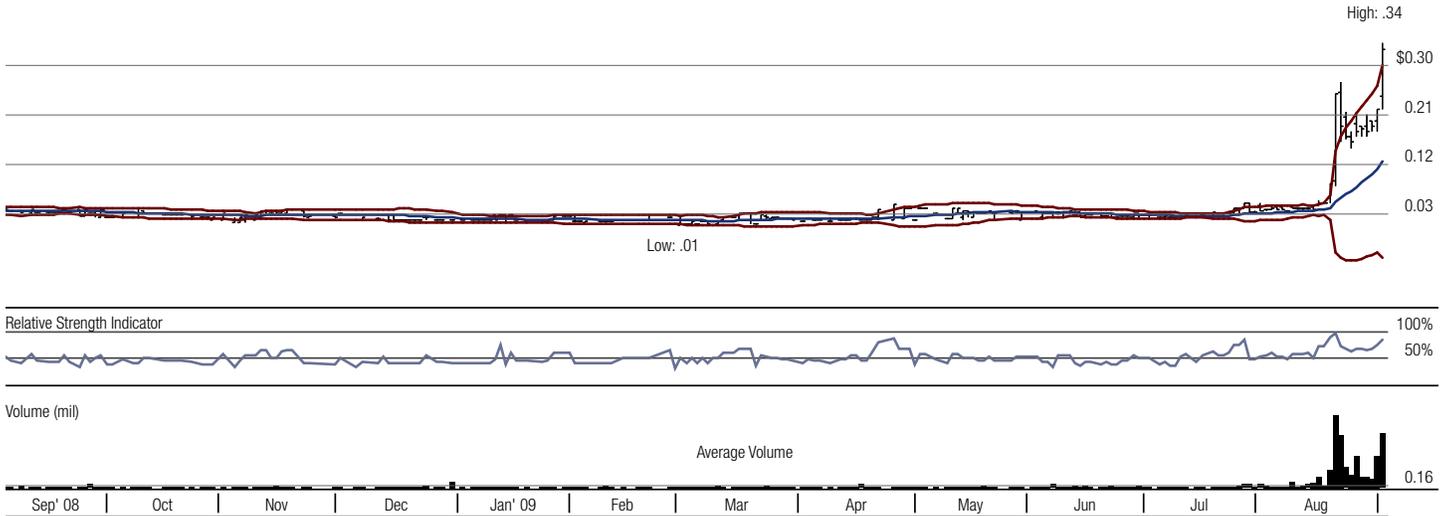
High: .34

$0.30

0.21

0.12

0.03

Low: .01

Relative Strength Indicator

100%
50%

Volume (mil)

Average Volume

0.16

| Sep' 08 | Oct | Nov | Dec | Jan' 09 | Feb | Mar | Apr | May | Jun | Jul | Aug |

10 Year Price Chart (Monthly)

$4.00
3.10
2.20
1.30
0.40

0.002

| 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | Vol (bil) |

5 Year Price Chart (Monthly)

$0.60
0.50
0.40
0.30
0.20
0.10

0.002

| 2005 | 2006 | 2007 | 2008 | 2009 | Vol (bil) |

6 Month Price Chart (Daily)

$0.30
0.23
0.16
0.09
0.02

0.26

| Apr' 09 | May | Jun | Jul | Aug | Vol (mil) |

1 Month Price Chart (Daily)

$0.30
0.24
0.18
0.12
0.06

1.09

| Aug' 09 | Vol (mil) |
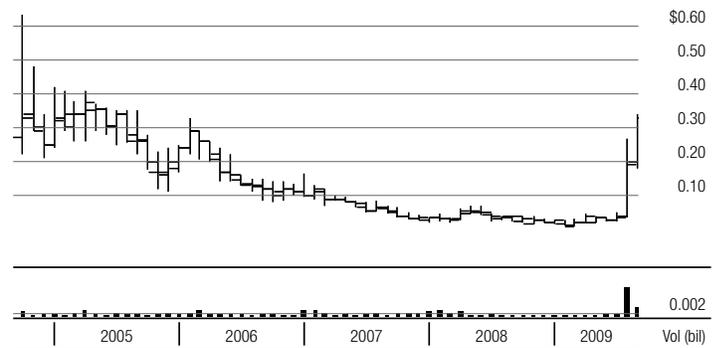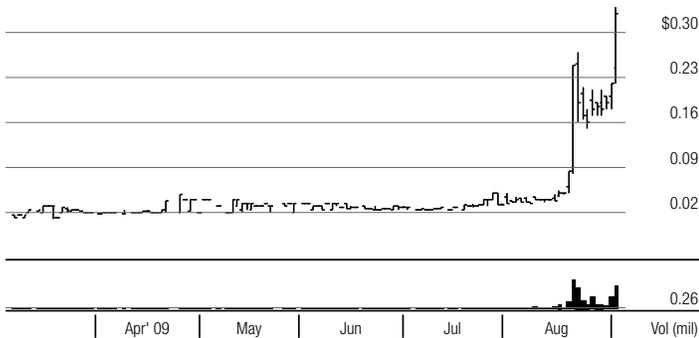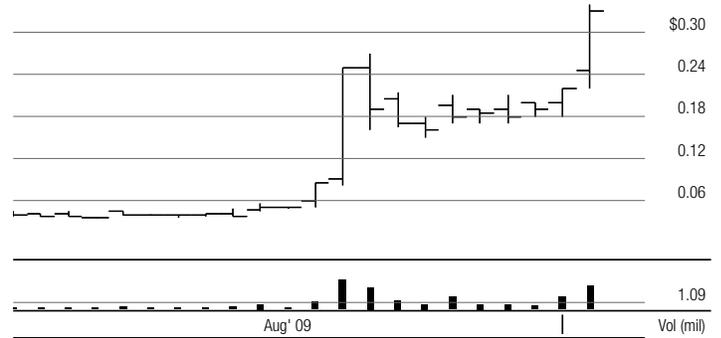
General Sentiment

You can follow popular opinion or choose a contrarian's strategy. Either way, you should know whether the Street is bullish or bearish. Investor sentiment is typically positive when the 50-day moving average is rising, especially if it's also above the 200-day moving average. Additionally, changes in price trend can be deemed more definitive if supported by higher than normal volume.

52 Week Price History
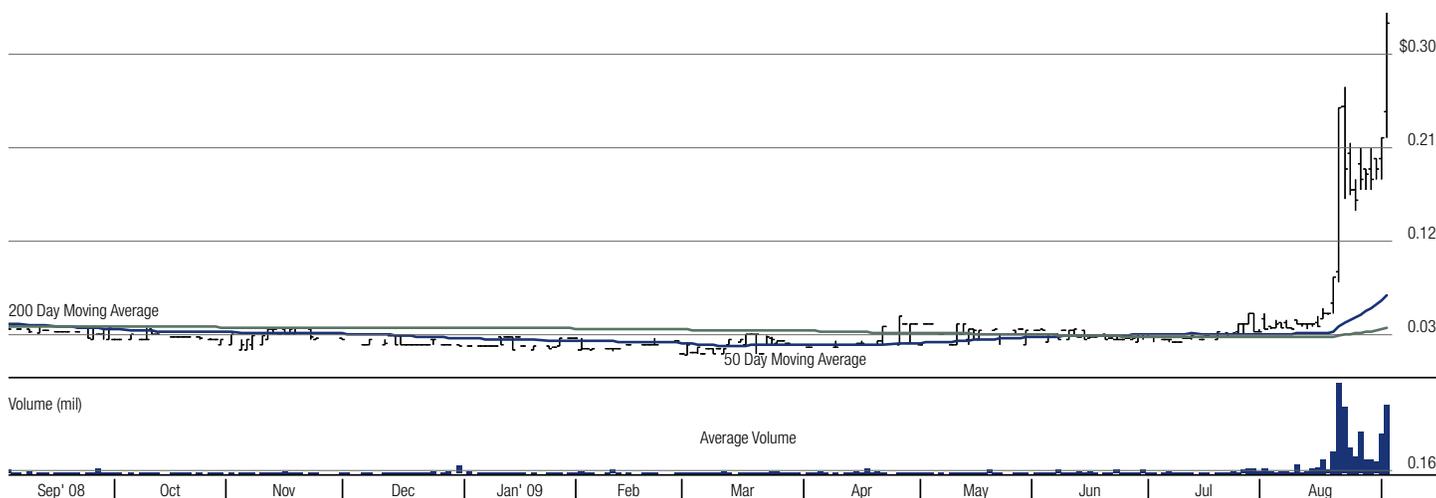
Price History

Calendar Year	2000	2001	2002	2003	2004	2005	2006	2007	2008
High Price	NA	3.20	4.25	1.02	0.82	0.42	0.33	0.17	0.07
Low Price	NA	1.75	0.20	0.13	0.21	0.11	0.08	0.03	0.02
Year End Price	NA	3.00	0.46	0.53	0.25	0.20	0.11	0.03	0.02
High P/E	NA	NA	NA	NA	NA	NA	NA	NA	NA
Low P/E	NA	NA	NA	NA	NA	NA	NA	NA	NA
Year End P/E	NA	NM	NM	NM	NM	NM	NM	NM	NM
Dividend Yield	NA	NM	NM	NM	NM	NM	NM	NM	NM

Price Performance

When stocks significantly beat or trail the S&P 500 or the industry, investors are looking more intently at company- specific matters than general-market factors. In the two percentile rank columns, a high "Rank in Industry" coupled with a low "Industry Rank" could signify a hot stock in a cold industry. The reverse, is also noteworthy.

Time Period	Actual Change	Percent Change	vs. S&P 500	vs. Industry	Rank in Industry	Industry Rank
4 Week	0.29	791.9%	799.0%	799.8%	100	49
13 Week	0.30	870.6%	809.1%	765.4%	100	64
26 Week	0.31	1,733.3%	1,213.8%	1,382.3%	100	9
52 Week	0.30	842.9%	1,111.0%	902.7%	100	89
Year To Date	0.31	1,636.8%	1,477.1%	1,425.1%	100	40

BarChartKey
YTD   4 Wk.

Rank Key
Worst   Best   1   100

Short Interest

A high or increasing short interest implies that many investors expect the stock price to decline. You can treat that as a warning. Or you can disagree with the crowd and buy stocks with high short interest in anticipation of a short squeeze (a rally that occurs when short sellers rush to buy a stock, fearing losses they might incur if they wait too long). Prospects for a squeeze are indicated by high readings in the "Days to Cover" column (which tells how many days it would take for all short interest positions to be covered if recent trading volume levels persist). The risk: The bears may be right. So research other aspects of the company.

Month	Shares	% Outstanding	Percent of Float	Days to Cover
August 2009		NA	NA	NA
July		NA	NA	NA
June		NA	NA	NA
May		NA	NA	NA

Insider Trading

Insider buying can be seen as bullish because, presumably, their company knowledge is superior. However, insider sales are less reliable because insiders may sell for a variety of reasons that have nothing to do with their opinion of the stock.

In the last 6 months, there have been no insider purchases, and there have been no insider sales.

Net Change (6 months)	0 mil
6 Month Net Transactions	0

Institutional Ownership

It's worthwhile to know what institutions are doing simply because their stock positions can be so large. In the short term, stocks will perform well if institutions are buying and perform poorly if institutions are selling.

0 institutions own 0.0% of the 0.22 billion common shares outstanding. This is lower than the average institutional ownership of the Biotechnology & Drugs Industry at 32.8%, and lower than the average of the S&P 500 as a whole which is 69.4%.

Net Change (3 month)	0.0%
Net Purchases (3 month)	(0.04) mil
Shares Purchased (3 month)	0.00 mil
Shares Sold (3 month)	0.04 mil

Stock Price Rationale

Determine if the stock price is justified by: growth-based value, comparative value, liquid assets, or dividends. The better the company, (in terms of growth or quality), the higher the valuation measures can be. And if valuation ratios are extremely low, double-check to see if the company appears excessively weak. In any case, you don't have to say yes to any valuation measure - many buy shares based on other factors (e.g., growth). But if you do that, at least understand what you're doing and consider the risks.

Viewing Things In Context

Many people erroneously work with valuation ratios calculated based on numbers that aren't truly representative of a company's underlying sustainable financial characteristics. Thus it's important to determine if today's sales and EPS are significantly depressed or elevated due to temporary factors such as business cycles. Higher ratios can be tolerated if sales and EPS are temporarily depressed. But if the company is experiencing unsustainable boom conditions, seek lower ratios. GAAP = Generally Accepted Accounting Principles.

Fiscal Year Ending	12/31/02	12/31/03	12/31/04	12/31/05	12/31/06	12/31/07	12/31/08	12/31/09E	12/31/10E
Sales/Share	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	NA	NA
Price/Sales	NA	NA	NM	NM	NM	NM	NM	NA	NA
EPS (GAAP)	($0.04)	($0.07)	($0.16)	($0.08)	($0.03)	($0.00)	($0.03)	NA	NA
P/E (GAAP)	NA	NA	NM	NM	NM	NM	NM	NA	NA
EPS (Normalized)	($0.02)	($0.07)	($0.13)	($0.08)	($0.03)	($0.02)	($0.01)	NA	NA
P/E (Normalized)	NA	NA	NM	NM	NM	NM	NM	NA	NA
Dividend Yield (%)	NA	NA	0.00	0.00	0.00	0.00	0.00	NA	NA

Valuation Based On Growth

The faster a company grows, the higher its stock's P/E can be. Contrary to popular belief, PEG (P/E over Growth Rate) need not always be 1.00 or less. But all else being equal, lower is better (and 3.00 is usually too high). Try to favor company PEGs that are lower than industry and market PEGs. In all cases, watch for very high growth estimates. If overly optimistic projections get cut, PEG would wind up being higher. FY = Fiscal Year.

	Price/EPS (Est.) for Current FY	Price/EPS (Est.) for Next FY	Long Term Growth Estimate	Next FY P/E over LT Growth
Nutra Pharma Corp.	NA	NA	NA	NA
Biotechnology & Drugs	19.13	16.96	16.35	1.00
S&P 500	17.45	14.68	10.29	1.99

Comparative Valuation Ratios

Valuation below industry or S&P 500 averages can be attractive - unless the company is materially worse in terms of quality growth prospects. Year-by-year trends in comparative valuations can give clues about company merit. Be especially on guard if comparative ratios are deteriorating over time. On the other hand, relatively low valuations that are moving toward the averages might indicate that the market is tuning in to heretofore under-appreciated company merit.
FY = Fiscal Year, TTM = Trailing Twelve Months, * = Most Recent Quarter.

Nutra Pharma Corp.

	Price/ Earnings	Price/ Sales	Price/ Book	Price/ Cash Flow	Price/ Tang. Book	Price/Free Cash Flow
Trailing 12 Months	NA	2,421.94	* NA	NA	* NA	NA
FY Ending 12/31/08	NM	NM	(1.57)	(0.75)	(1.57)	(3.21)
FY Ending 12/31/07	NM	NM	(1.26)	(14.02)	(1.26)	(2.87)
FY Ending 12/31/06	NM	NM	(4.01)	(3.03)	(4.01)	(4.18)
FY Ending 12/31/05	NM	NM	(21.03)	(2.52)	(21.03)	(8.26)

Bar Chart Key
2005   TTM

Biotechnology & Drugs

	Price/ Earnings	Price/ Sales	Price/ Book	Price/ Cash Flow	Price/ Tang. Book	Price/Free Cash Flow
Trailing 12 Months	25.75	6.84	* 4.89	19.96	* 8.44	21.50
FY Ending 2008	23.14	6.53	5.15	12.14	7.69	16.23
FY Ending 2007	34.73	8.66	5.63	16.96	12.06	23.47
FY Ending 2006	34.82	10.39	7.33	17.53	13.78	32.69
FY Ending 2005	49.21	11.65	7.23	31.32	10.83	38.88

Bar Chart Key
2005   TTM

S&P 500

	Price/ Earnings	Price/ Sales	Price/ Book	Price/ Cash Flow	Price/ Tang. Book	Price/Free Cash Flow
Trailing 12 Months	19.60	2.07	* 3.38	12.82	* 5.72	23.31
FY Ending 2008	16.57	2.23	3.36	9.82	3.18	22.23
FY Ending 2007	22.60	2.83	4.14	15.01	5.80	27.07
FY Ending 2006	20.75	2.92	3.86	14.13	5.36	30.45
FY Ending 2005	24.06	3.27	4.33	16.29	6.19	21.35

Bar Chart Key
2005   TTM

Dividends

Dividend is the most classic basis for stockvaluation, and high dividend yields are usuallydeemed preferable. Today, with many companiesreinvesting profits back into the business, moderateor low yields can be accepted if dividends growrapidly. The main risk is that poor performance willcause the dividend to be cut or omitted. A very highpayout ratio is one warning signal. Another is ayield that is very high relative to industry peers.
TTM = Trailing Twelve Months.

	NPHC	Industry
Current Dividend Yield	NA	1.4%
5 Yr. Avg. Dividend Yield	0.0%	0.1%
5 Yr. Dividend Growth Rate	NA	4.4%
TTM Payout Ratio	NA	2.0%
5 Yr. Average Payout Ratio	NA	0.6%

Liquid Assets

Get a general sense of the extent to which the stockprice is offset by the presence of assets that can beconverted to cash immediately or in the near future. Often, these ratios will not be meaningful. Most companies are valued as ongoing businesses, rather than liquidation/buyout prospects. If you're lookingat an especially troubled company, be aware that seemingly liquid-asset windfalls can be dissipatedby continuing operating losses and/or shutdown costs.

Price to ...	NPHC	Industry
General Working Capital (current assets minus current liabilities)	(23.0)	9.9
Net Working Capital (current assets minus all liabilities)	(23.0)	17.9
Cash (& cash equivalents)	NA	12.7
Cash minus total debt	NM	13.6
Cash minus all liabilities	(22.9)	(3.0)

Footprints of Success

In many respects, business success requires subjective judgment. However, over time, good companies tend to leave good footprints, which become most visible when company data is compared to industry/sector/market benchmarks. That's how you see when companies perform well, not just because a rising business tide lifts all boats, but because the company is doing unique, good things. Look, too, at time-series comparisons, and take note of companies that are improving faster or suffering less than peers.

Growth Rates (%)

Investors are accustomed to looking at EPS growth. Check sales growth, too. EPS gains can't persist indefinitely without good sales growth. Do further investigation if sales trends are falling short. (A big short fall might reflect a divestiture. On the other hand, if sales growth looks too good, check to see if it's being boosted by an acquisition.) Also, compare sales growth to capital spending growth. Over a prolonged period, it's reasonable to expect capital spending growth to more or less keep pace with sales growth. If the latter is significantly higher, capital spending may have to accelerate in the next few years.

% Growth Rate	NPHC	Industry	Sector	S&P 500	Company Rank in Industry	NPHC vs. Industry	NPHC vs. Sector	NPHC vs. S&P 500
Sales Growth For Most Recent Quarter	NA	14.5	3.7	(9.8)	NA	NA	NA	NA
Sales Growth For Trailing 12 Months	NA	12.4	5.4	(3.6)	11	NA	NA	NA
Sales Growth For Past 5 Years	NA	27.6	16.1	13.3	NA	NA	NA	NA
Capital Spending Growth for Past 5 Years	NA	10.0	6.7	12.7	8	NA	NA	NA
EPS Growth for Most Recent Quarter	50.8	30.9	12.9	(15.9)	NA	outperforming	outperforming	outperforming
EPS Growth for Trailing Twelve Months	34.0	23.7	15.7	(13.3)	NA	outperforming	outperforming	outperforming
EPS Growth for Past 5 Years	NA	31.3	21.1	18.1	NA	NA	NA	NA

Worst   Best   ☐ = Co. underperforming   ■ = Co. outperforming

Company Quality

Some companies excel in obtaining high margins (watch out for very low tax rates, which may reflect special benefits that often won't persist indefinitely) while others are highly efficient. Still others are strong in both respects. These trade-offs are balanced in the Management Effectiveness returns, which combine both factors. TTM = Trailing Twelve Months.

Profitability Ratios (%)	NPHC	Industry	Sector	S&P 500	Company Rank in Industry	NPHC vs. Industry	NPHC vs. Sector	NPHC vs. S&P 500
Gross Margin for Trailing Twelve Month	86.7	72.1	69.4	45.6	61	outperforming	outperforming	outperforming
Gross Margin for Past 5 Years	83.3	71.7	68.4	45.8	55	outperforming	outperforming	outperforming
Operating Margin for Trailing Twelve Months	(13,403.3)	22.5	20.9	14.2	NA	underperforming	underperforming	underperforming
Operating Margin for Past 5 Years	(82,733.3)	14.9	17.8	19.1	NA	underperforming	underperforming	underperforming
EBITD Margin for Trailing Twelve Month	(13,176.7)	25.7	25.8	20.7	NA	underperforming	underperforming	underperforming
EBITD Margin for Past 5 Years	(78,250.0)	23.2	24.5	22.8	8	underperforming	underperforming	underperforming
Pretax Margin for Trailing Twelve Months	(13,403.3)	23.6	21.3	13.3	NA	underperforming	underperforming	underperforming
Pretax Margin for Past 5 Years	(82,733.3)	16.2	18.1	18.2	NA	underperforming	underperforming	underperforming
Net Margin for Trailing Twelve Months	(13,403.3)	15.3	14.9	8.6	NA	underperforming	underperforming	underperforming
Net Margin for Past 5 Years	(82,912.5)	9.0	12.3	12.6	NA	underperforming	underperforming	underperforming
Effective Tax Rate for Trailing Twelve Months	NA	28.4	25.6	29.7	NA	NA	NA	NA
Effective Tax Rate for Past 5 Years	NA	30.8	27.2	30.5	NA	NA	NA	NA

Efficiency Ratios (TTM)	NPHC	Industry	Sector	S&P 500	Company Rank in Industry	NPHC vs. Industry	NPHC vs. Sector	NPHC vs. S&P 500
Asset Turnover	0.0	0.8	0.7	0.9	33	underperforming	underperforming	underperforming
Receivables Turnover	NA	7.7	6.6	10.1	80	NA	NA	NA
Inventory Turnover	0.4	3.0	3.8	10.7	16	underperforming	underperforming	underperforming
Revenue/Employee	$3,000	$1,162,675	$682,821	$842,040	7	underperforming	underperforming	underperforming
Net Income/Employee	$(402,100)	$342,107	$161,572	$94,212	NA	underperforming	underperforming	underperforming

Management Effectiveness Ratios (%)	NPHC	Industry	Sector	S&P 500	Company Rank in Industry	NPHC vs. Industry	NPHC vs. Sector	NPHC vs. S&P 500
Return on Assets for TTM	(316.7)	5.3	7.9	6.3	7	underperforming	underperforming	underperforming
Return on Assets for Past 5 Years	(611.7)	1.2	6.6	8.7	2	underperforming	underperforming	underperforming
Return on Investment for TTM	NA	9.1	11.0	9.1	NA	NA	NA	NA
Return on Investment for Past 5 Years	NA	4.1	9.8	12.4	95	NA	NA	NA
Return on Equity for TTM	NA	16.0	18.2	16.2	NA	NA	NA	NA
Return on Equity for Past 5 Years	NA	9.2	16.0	20.2	NA	NA	NA	NA

Worst   Best   ☐ = Co. underperforming   ■ = Co. outperforming

Financial Strength

Quick Ratio (cash and marketable securities divided by current liabilities) and Current Ratio (all current assets divided by current liabilities) give a sense of how readily the company could cover current obligations if the sales were to stop. Higher ratios indicate greater liquidity. Different businesses have different cash inflow-outflow characteristics, so compare companies to industry averages. Similar comparisons are relevant for debt ratios (higher ratios indicate more debt and, hence, more financial risk) and interest coverage (lower numbers signify greater risk).

	NPHC	Industry	Sector	S&P 500	Company Rank in Industry	NPHC vs. Industry	NPHC vs. Sector	NPHC vs. S&P 500
Quick Ratio	0.0	2.9	2.2	1.4	1	underperforming	underperforming	underperforming
Current Ratio	0.0	3.6	2.8	2.0	2	underperforming	underperforming	underperforming
Total Debt to Equity	NA	34.6	51.7	81.9	NA	NA	NA	NA
Long Term Debt to Equity	NA	29.2	43.3	68.3	NA	NA	NA	NA
Interest Coverage	(63.9)	3.0	17.5	11.3	NA	underperforming	underperforming	underperforming

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