

Lifestyle Nutrition

Join this Chance to Change the Wellness of the World

Because What People Eat is the Number One Killer in America¹

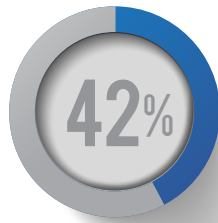
Diet kills more than Heart Disease, Cancer and Substance Abuse combined.

The Problem is Life², and People Know It.

Where there is a busy mother today, she is tomorrow too. Working hard? Stressed? Same. And on it goes. So we're bringing the best solutions into each lifestyle rather than asking people to change their lives



of all Americans say they eat too much unhealthy food¹



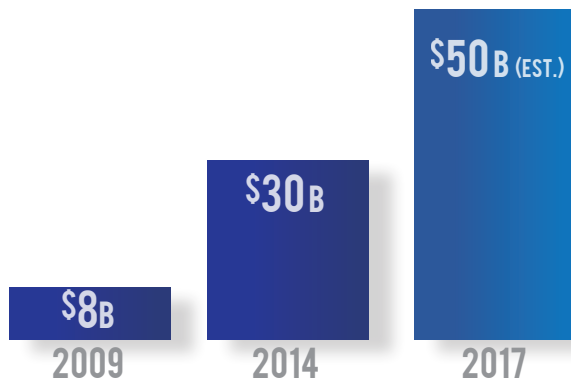
of adults say they do not eat enough homemade food¹



are concerned about not eating enough fresh produce¹



of U.S. adults feel guilty about their eating habits



At a Double-Digit Growth Rate, the Population is Turning to Supplementation as an Effective Way to Support Good Health, Achieve Goals and Beat Obstacles in Their Lifestyles

In a World Where 90% of Supplements Come From the Same 5 Factories in China, It's Time to Bring the Best in Nutrition and Support to American Lifestyles

People want eating to be simple and fitting for their lifestyle. And they deserve the best. Nutripy is.

- Meal plans that fit lifestyles and goals
- Simple, good counsel on eating and staying active
- The very best pharmaceutical grade supplement brands only



Nutripy is the Solution for Every Body

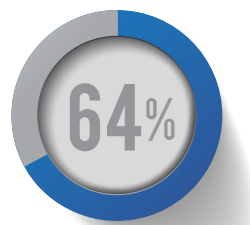
- First membership site that delivers the life-changing promise of nutrition for every lifestyle
- First site with meal plans that are tested for “delicious” and fit hand-in-hand with a supplementation and activity program
- Featuring doctor-designed assessments assure members of the benefits they will see
- Featuring pharmaceutical grade supplements only available through qualified health care professionals
- Featuring live nutritionist support!



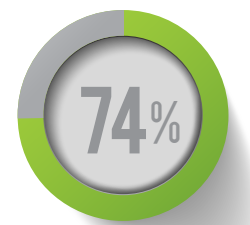
People Don't Know What They Are Taking.
But They Care. And They Want the Best.



Do you know what is in the supplement you are taking? ⁴



Do you care what is in the supplement you are taking? ⁴



Are you interested in the best supplements you could find? ⁴

Join Nutripy in Bringing Nutrition to Everyone's Lifestyle

Currently, nutrition resources focus on lifestyle changes to be successful.
And supplementation has been a labyrinth of choices.

Now Nutripy has prescreened the very best in supplementation and made it available in a membership plan that allows people to:

- ✓ Access to the finest supplementation
- ✓ Add nutrition to their life as they go
- ✓ Reach goals
- ✓ Check in on progress
- ✓ Ask questions
- ✓ Learn from experts
- ✓ Enjoy simple, delicious meal plans
- ✓ Have balance
- ✓ Know wellness



1. Study "The State of US Health, 1990-2010: Burden of Diseases, Injuries and Risk Factors," by the Institute of Health Metrics and Evaluation (IHME) at the University of Washington published in Journal of the American Medical Association (JAMA)

2. "Do Healthier Foods and Diet Patterns Cost More Than Less Healthy Options? A Systematic Review and Meta-Analysis," Mayuree Rao, Ashkan Afshin, Gitanjali Singh, Dariush Mozaffarian, *BMJ Open*, December 5, 2013 Harvard School of Public Health (HSPH) Meta-Analysis of 27 exiting studies <http://www.hsph.harvard.edu/news/press-releases/healthy-vs-unhealthy-diet-costs-1-50-more>

3. Council for Responsible Nutrition (CRN), from its annual consumer survey. WASHINGTON, D.C., October 4, 2012

4. Nutripy market survey. Data on file. Reflects answers of "very interested" and "somewhat interested"

Join Us and Change the World!

The Nutripy Team

Jeffrey Moore, Founder and CEO – Jeffrey directs all content activities for the Nutripy site and runs everyday business for the company. He brings entrepreneurship, brand building and a strong understanding of consumers to his vision for “lifestyle nutrition”. A seasoned health care professional with 35 years of owning a very successful advertising agency for pharmaceuticals and medical devices, Jeffrey has launched more than 200 brands and worked with industry-leading companies including Neutrogena, Allergan, Alcon, Hitachi, many more as well as countless start-ups. He has won more than 150 awards for his creative work and has an impressive background on the Internet going back to the 50th dot-com website ever registered (for Beckman Instruments). Jeffrey has a personal relationship with nutrition stemming from his career work as well as developing his own program for muscle development, stamina and recovery. He is a graduate of the University of San Diego and was the youngest ever to represent Sandoz Pharmaceuticals in the field.

James Pendleton ND/NMD, Chief Science Officer – James, an expert in the creation of nutritional supplements, developed the assessment protocols for Nutripy, oversees nutritionist interactions with members and engenders the health care culture at the company. His resume includes managing a family medical practice in Seattle, directing a VIP medical center in Abu Dhabi and heading research and development for a major nutrition supplement manufacturer. James has also taught graduate and undergraduate sciences as an assistant professor, and authored several books in the field of nutrition and herbs. While James has worked on projects throughout most of the world, his private practice in primary care keeps him on the pulse of what works in nutritional supplementation. James brings a well-founded ability to help people meet lifestyle goals. James obtained his medical training at exclusive Bastyr University after earning an undergraduate BS in microbiology from Florida Atlantic University.

Jessica Leibovich, Resident Master Chef – Jessica, recognized as one of the leading personal chefs in the country, develops Nutripy menu plans. Her professional career began 18 years ago when she graduated from prestigious Johnson and Wales with a degree in the Culinary Arts. She went on to study cooking from scratch with fresh ingredients from the earth in the French countryside of Burgundy at LaVarenne Academy. Over the past 14 years, working hand in-hand with doctors and nutritionists, Jessica has become the “go to” chef for anyone needing special dietary customization. Her clients have included professional athletes, cancer patients, diabetics, Lyme sufferers, celebrity VIP’s and many others. Jessica has established programs that incorporate more than just meal planning, diet, and recipes. Her signature process is a holistic program that incorporates meditation, an integrative fitness system of yoga, resistance and strength training, wellness retreats, and cooking. Jessica now coaches an understanding of how nutrition affects longevity and what is important to incorporate in our diet. Through amazingly delicious recipes that are simple to prepare with delicious and nourishing foods. Her ground-breaking achievements in nutritional program development are guided by her deeply-held belief: “With nutrition and wellness needs being evaluated and supported, your health flourishes.”



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Jason Arnold, Resident Master Activity Director NASM, AFAA, CPT, NCSF, ISSA, ACE, NFPT, NSCA, NCSA CSCS – Jason leads Nutripy's efforts to bring balanced physical activity into each individual's lifestyle. A strength and conditioning professional with experience in a wide range of team partnerships, he is recognized for his exceptional skills as a communicator and motivator. Jason's experience includes being the strength and conditioning coach for the SICHUAN JINQIANG BLUE WHALES MEN'S BASKETBALL CLUB from 2009 –2011. Dedicated to setting and obtaining high standards, Jason is a leader with the vision to initiate change, problem solve and implement new processes. In addition, he has extensive experience in motivational management techniques aiding in personal and professional growth. After graduating from the University of Northern Iowa with a Bachelors degree in Psychology, Jason found his calling in personal motivation and has learned to apply that mastery to physical activity.

Gina Waggener, VP of Communications – Gina brings 10 years of successful relationship-building within the business and sustainability communities to her role of managing all communications activities for Nutripy, including marketing, promotion, and public relations. Founder of an extremely successful event solutions company, she is best known for increasing public appeal through alignment of non-profits and other causes with commercial enterprises, an important mandate for the Nutripy principles of doing business. Involved from Day One and instrumental in putting together the Nutripy team, Gina fits ideally into Nutripy with her ability to view the sustainability of the body through nutrition.

Tim Friday, Senior Vice President –Tim Friday, Senior Vice President – Tim brings strong credentials in nutritional science to his role at Nutripy, which includes market research, development of nutritionist support and responsibility for operational aspects of the business. Beginning his career as a research scientist, Tim made his mark in the Nutritional Research Department of Mead Johnson, a pioneer in nutritional products. Tim's participation in research resulted in the development of an improved-generation Enfamil® Infant Formula, Flexical®, and IsoCal®, all now nutritional standards. Leveraging his science background, Tim became Clinical Communications Director at Mead Johnson with primary responsibilities integrating clinical science into professional and consumer educational programs. Tim has also held senior management positions with leading medical advertising agencies, most recently serving as Corporate Vice President, Medical Communications for a nationwide agency. Tim is accomplished in co-authoring articles published in peer-reviewed journals, presenting investigational results at clinical meetings, and lecturing before dietician and nutritionist meetings. Tim obtained this BS degree from Rockford College, an MS from Northern Illinois University, and attended the Biomedical Graduate School at the University of Tennessee.

