

## COMPANY PROFILE



Trying to nail down an interview with Jonathan Nedeljkovic, vice president of operations for Truostar Health, is akin to chasing down a speeding freight train. For him, a 60-hour work week isn't a burden, it's a necessity.

"There's a lot on our plate right now. Truostar Health started as a subscription-based, online health guidance service and has evolved to include a vitamin supplement line specifically for retail. We're working hard to make our products available in health clubs, naturopathic clinics, and health food stores from coast to coast," says Nedeljkovic.

### UNIQUE BEGINNINGS

When CEO Tim Mulcahy started Truostar Health in 2001, it was with the vision of having an information service that could change each and every person who joined the Truostar community, one day at a time.

Mulcahy believes there are five essential components of optimal health: nutrition, exercise, vitamins and supplements, attitude, and sleep. Their website, [truostarhealth.com](http://truostarhealth.com), provides access to experts 24 hours a day, seven days a week—a service you would be hard

pressed to find anywhere else. Making vitamins and supplements available in natural health stores was the next logical step for Truostar Health.

### THE PROOF IS IN THE GOLD

So, what would possess Mulcahy to step into the competitive fray of the vitamin and supplement world? After all, why offer yet another brand to consumers when store shelves are already filled to capacity?

The answer is found in Mulcahy's passion for perfection; he simply had to do it. Good thing he did. Truostar Health's formulations netted several gold medals in the *NutriSearch Comparative Guide to Nutritional Supplements* (Northern Dimensions, 2007), otherwise regarded as the essential guide book that compares and rates commercial supplements. Products are measured on 18 criteria, with the three most important being potency, completeness, and absorption. Surprisingly, many well-known brands garnered a zero-out-of-five score. Not surprisingly, Truostar Health scored perfect fives across the board for its TrueBASICS SOLO and TrueBASICS Plus for Women/Men/Bone Health.

### GOOD THINGS COME IN COOL PACKAGING

One of the features that set Truostar Health's TrueBASICS products apart is the packaging. Open the jar and inside you will find individual packets containing a day's supply of vitamins and supplements. TrueBASICS Plus for Women contains two full-spectrum multivitamins, two calcium and magnesium, one omega fish oil, one vitamin E, and one combination capsule containing B<sub>6</sub>, B<sub>12</sub>, and folic acid. No need to have a cupboard full of vitamin bottles any more!

### NEW AND EXCITING

Fans of Truostar Health's high-quality products now have something new to add to their supplement repertoire. TruePOWER is a new formula specifically blended to boost energy and protect muscle tissue—and it's not just for body builders. TruePOWER consists of a synergistic blend of professional-strength, pharmaceutical-grade creatine mixed with a potent blend of amino acids in a tastebud-tantalizing, raspberry-flavoured powder. Look for it on store shelves now. **a**