

The Nutrilite Story: Past, Present, Future (Second Edition)

Sam Rehnborg Ph.D.

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THE NUTRILITE STORY is a riveting, true tale of a man named Carl. F. Rehnborg who dared to dream big. From his experience living and working in China nearly 100 years ago, he was inspired to create a plantbased food supplement to help people balance their diet for better health. This led to the launch of Nutrilite Products, Inc., and spawned the dietary supplement industry. In the process of selling his product, he was also instrumental in creating a new method of distribution known as multilevel marketing.

As nutritional awareness caught up with notions he had created decades before, the visionary thinker remained several steps ahead of his time, turning his attention to equally cutting-edge ideas such as sustainable forestry, soil replenishment, and ecotourism. Rehnborg died in 1973, but his legacy of original thinking lives on through the Nutrilite Health Institute, which supports advanced research in health and nutritional issues.



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