



HEALTH

Nutrition Science Comes of Age as NUTRILITE(TM) Turns 75

Community celebration held in Buena Park for brand widely-known as the first to produce multivitamins and supplements

BUENA PARK, Calif., Sept. 14 /PRNewswire-HISPANIC PR WIRE/ -- As consumers take their daily dose of vitamins as part of a regular health routine, they can thank the late Carl F. Rehnborg for their nutritional boost. To celebrate the legacy of Rehnborg, generally credited with producing what became the first multivitamin/multimineral food supplement sold in the United States in 1934, Amway will hold a 75th Anniversary event on September 17 at the Nutrilite Health Institute Center for Optimal Health in Buena Park.

His invention became the NUTRILITE brand and today, the brand offers more than 200 nutritional supplements - including tablets, capsules, powder drink mixes, and nutritional snacks and bars - for sale to millions of consumers in more than 50 countries around the world.

"Reaching this historic mark in NUTRILITE history is very special for my family," said Dr. Sam Rehnborg, the founder's son and president of the Nutrilite Health Institute. "We are very pleased to be able to celebrate the anniversary in Buena Park, home to NUTRILITE since 1946 when my father first opened a production facility in the city. I hope everyone in the local community will come out to enjoy the festivities and learn more about our brand as well as their personal health."

Amway, the manufacturer and distributor of NUTRILITE, added to its NUTRILITE property in Buena Park by opening the Nutrilite Health Institute Center for Optimal Health in 2006. Employing more than 600 people and hosting top scientists and health experts, the Center is open to the public and houses a comprehensive health education center and interactive exhibits showcasing the elements of attaining personal optimal health. The community celebration will be an open house from 10 a.m. to 4 p.m. during which visitors will have an opportunity to learn about NUTRILITE and the health education resources available at the Center.

Special activities planned include:

- Unveiling of a new interactive exhibit highlighting the history of the NUTRILITE brand
- Screenings of the award-winning NUTRILITE film "Perfect Balance" about Amway's approach to sustainable organic farming
- A book signing session with Dr. Duke Johnson, M.D., an internationally known medical researcher and authority on chronic diseases, health educator and speaker, and author of "The Optimal Health Revolution: How Inflammation Is the Root Cause of the Biggest Killers"



Community members can call 714-562-1832 or email nutrilit75@nutrilite.com for more information. The event is free to the public. Information and updates on the event including parking information is available at www.twitter.com/nutrilitCOH75.

About NUTRILITE(TM)

NUTRILITE is the world's leading brand of vitamin, mineral, and dietary supplements, based on 2008 sales.* Nutrilite (www.nutrilit.com) is committed to total quality control of its plant concentrates from seed to finished tablet. It's the only global vitamin and mineral brand to grow, harvest, and process plants on its own certified organic farms, located in California, Washington, Mexico, and Brazil.

NUTRILITE products are available exclusively through Amway Global Independent Business Owners (IBOs) in North America, and Amway business owners internationally. For more information on NUTRILITE products, history, farming and manufacturing practices, visit www.nutrilit.com.

About Nutrilite Health Institute Center for Optimal Health

The Center for Optimal Health in Buena Park, California, is the international headquarters for the Nutrilite Health Institute. Each year, thousands of Amway and Amway Global business owners learn about nutritional products directly from top scientists and their personal health from fitness, health, and brand experts. The 33,000 square-foot facility houses a comprehensive health assessment center, meeting places, a theater and auditorium, and interactive exhibits showcasing NUTRILITE products, history, and science.

*Euromonitor International

SOURCE NUTRILITE

Contact: