



"About two out of five Americans [and even fewer Indians] take a vitamin or mineral supplement regularly. But is this money well spent?... Is it enough to take a daily multivitamin, or should you consider adding certain vitamins or minerals and perhaps cutting down on others?... Could you be courting health troubles by consistently getting too little or too much of certain nutrients?"

This brochure is about
Condition Specific Nutrition.

It may give you the solution to this problem.



WELLNESS INDIA
HI-PERFORMANCE LIVING



Does your diet provide the nutrition that your body needs ?

Nutrition has always been known to have a role in long term health. Condition Specific Nutrition makes for faster and better restoration and maintenance of good health.

Three key factors to balanced nutrition

- 1 : The right nutrients
- 2 : Taken together
- 3 : At the right time

It is common wisdom that the best of food does not provide all the needed nutrients. Neither is it feasible to eat all of the food every day, let alone over a period of time. The body is not designed to store micro nutrients as it does fat. Hence the need to take the right nutrition daily as a part of diet.

Research shows that treatment itself is enhanced by an additional strategy of using condition specific nutrition along with medication. Research also shows that condition specific nutrition can play a crucial role in recovery & convalescence, not to mention maintenance and reducing the risk of relapse itself.

Wellness-India introduces “CSN” That's Condition Specific Nutrition



People take vitamins & protein as nutritional supplements and hope for the best. Often, they perceive no visible results, leading them to believe nutrition supplements are really 'optional' and 'just-in-case' kind of supplementation of diet. Knowing that common daily food simply does not give us the full complement of nutrition needed, actually got us thinking. And so we went to work on a range of nutritional supplements that provided solutions rather than one or the other 'in-fashion' ingredients - thereby meeting specific needs with carefully formulated solutions.

The outcome: Condition Specific Nutrition.

CSN is the leading edge in wellness and is fast emerging in the US because it has a perceivable impact on the wellness of the person. Our

definition of condition specific nutrition is a nutritional ingredient or supplement that has been identified through accepted international research to be efficacious in preventing or delaying the onset of (or as therapy or co-therapy for) specific health conditions or diseases, as well as restoring the deficient conditions of specific vital nutrients.

Five ways how CSN helps you

- Lowers total health care costs
- Effective form of prevention
- Improves recovery speed
- Improves extent of recovery
- Minimises relapse

What's special about Wellness India's products?

To start with, we have a wide spectrum of need-based solutions for a range of health conditions. With the flexibility of varying the dosage to suit the severity and age groups.

- Ageing
- Allergies
- Anxiety
- Autoimmune Disorders
- Bone Health
- Brain & Nervous Systems
- Cancer
- Children
- Colds and Flu
- Daily Health
- Depression
- Diabetes
- Digestive Health
- Endocrine & Glandular Systems
- Energy & Vitality
- Exec Meal Replacement
- Eye Health
- Hair Skin & Nails
- Heart & Circulation
- Hypertension
- Immunity & Anti Oxidant
- Joint Health
- Kidney Health
- Lipid / Cholesterol
- Lungs and Sinuses
- Macular Degeneration
- Men's Health
- Mental Health
- Migraine Headaches
- Performance Nutrition
- Peripheral Neuropathy
- Surgery Support
- Prostate Health
- Seniors' Health
- Sexual Health
- Sports Nutrition
- Stress & Mood Support
- Tuberculosis
- Ulcers & heartburns
- Weight Management
- Women's Health
- Women's Health - Menstrual Disorders
- Wound Healing





A range backed by international research

To have beneficial impact, research has shown that every health condition needs its own set of nutrients. The common approach thus far has been nutrient-based. That is, a nutrient is said to be beneficial in one or more conditions. However, the converse is not true. A health condition has been found to need a set of many nutrients in order to be impacted. That is the case for condition specific nutrition.

In our products, we pack almost all the nutrients shown by research to be beneficial in a specific health condition, in the right quantities. Thus, the user need not be burdened with discovering the different nutrients required and source them, possibly from a multitude of manufacturers.

All our products have been formulated on the basis of several man-years of studying the results of several thousands of International Research & Clinical Trials. Conducted by some of the top leading research institutions of the world and published in international publications of standing. That includes nutrition for Daily Health, Men's Health, Women's Health and Children's Health which are products for the healthy person to maintain good health.

Positive feedback from customers

These formulations were then tested on the ground with nearly 1,000 instances of usage and their feedback taken. In the case of critical illnesses, medical professionals were involved. The feedback was over 95% positive or very positive. We have people who have come back from out of town for repeat purchases and to take CSN solutions for their families and friends.

Nutrition that everyone can afford!

In line with our mission, we offer condition specific nutrition at unbelievably low prices. Our products are packed in sachets. One sachet is one serving. For healthy people, one sachet a day is all it will take to get their daily dose of nutrition to stay healthy. Our slogan is "A sachet a day can keep the doctor at bay!"

For people suffering from an acute health condition, we recommend two or a maximum of three sachets a day, half an hour before a meal.

Commonly available ingredient-centric nutrition in the market costs between two and twelve times the cost of our serving. And most of these are required to be taken two or three times a day for effect, making our offering extremely inexpensive and very cost effective. Check out our web site for our unbelievable prices!

About Us

“Wellness India” is our brand name. We believe the best way to describe ourselves is to state our mission:

To carry Nutrition to every corner of India and progressively the world, at the best possible prices. Aid Doctors: In setting new standards of excellence in treatment & recovery through the use of condition specific nutrition. Assist in making India a Global destination for Medical Treatment. Always be a professional, value adding company in the domain of Health & Nutrition.



The Promoters

J Srinivasan (JS) Educated as a Mechanical Engineer in the University of Madras and an MBA from the Indian Institute of Management Ahmedabad [IIMA], he worked for the TATAs in Tata Motors and for Bosch in MICO before starting his own businesses in 1978. He has been a Corporate Trainer since 1982 and a Business Coach since 2001.

His professional experience of 35 years covers most areas of corporate management from Executive Leadership, Sales & Marketing, Finance & Financial Services, Manufacturing, Inventory Management, Supply Chain Management, Vendor Management, and HR for Team Construction, Team Building & Empowerment, Administration, promotion of Enterprises and Company Law matters.

He integrates advanced Business Distinctions with Ontology to help produce significant results. JS is a specialist in the use of “Empowerment” as an effective management practice. He attributes his skill in this area to the 20+ years he has spent in training for using the distinctions of Ontology - the study of the Being of Human Beings.

JS Builds companies.

Gopalakrishnan K (Gopal) is a sales & operations professional with 23 years in the IT Industry, the last six of which were with IBM in India.

A post-graduate in Operations Research from the prestigious St. Stephen’s College, New Delhi. Gopal started his career in 1984 with a pioneer in multi-user computing in India, Pragati Computers.

Over an eventful and successful career, Gopal has worked with governments and corporate organizations in India to develop and implement IT-based solutions, most of which were one-of-a-kind at their time. As Head of the Education Business for IBM in India, Gopal was instrumental in architecting exciting solutions for IT Literacy in Government schools in West Bengal, a breakthrough model in public-private partnership, and one which has high impact on the basic socio-economic fabric of the state and had IBM business in Education & Learning zoom tenfold in two years.

Gopal cements teams.

The Company & Industry

Wellness & Nutrition India (P) Ltd was incorporated in 2005. The work on building condition specific nutrition however began way back in 2001. In the process, a large and wide range of experts were tapped from time to time for guidance, critical examination and so on. Once the formulations were ready for commercialization, the promoters set up Wellness India.

The wellness industry is estimated to be about \$210 Billion in size globally. The US market is estimated to be \$75 Billion. The Indian market sale of OTC Healthcare products is estimated to be just about Rs.56 Billion [2005]. This is a nascent industry in India. WNIPL is the first mover in the condition specific nutrition industry.

A Sample List of Institutions & Publications whose research & clinical trials was studied by us:

PUBLICATIONS

American Journal of Clinical Nutrition; Hypertension (American Heart Association); Arteriosclerosis and Thrombosis (American Heart Association); Journal of the American Medical Association; American Journal of Epidemiology; The New England Journal of Medicine; Journal of Nutrition; Journal of the American College of Nutrition; Journal of the American Dietetic Association; The Lancet; The British Medical Journal; Diabetes Research and Clinical Practice; Journal of Metabolism & Cardiovascular Diseases; Journal of Metabolism; Journal of the American Diabetes Association; Journal of Diabetes Research, and Clinical Practice; National Center for Biotechnology Information (NCBI), USA; Journal of the American College of Cardiology; American Academy of Orthopaedic Surgeons; Circulation (American Heart Association); Critical Reviews in Food Science and Nutrition; Endokrynologia Polska (Poland); The Journal of Clinical Endocrinology & Metabolism; Western Journal of Medicine; International Bibliographic Information on Dietary Supplements; Journal of Cancer Research; Cancer Epidemiology Biomarkers & Prevention; Asia Pacific Journal of Clinical Nutrition; Archives of Pediatrics and Adolescent Medicine; Journal of Pediatrics; Proceedings of the National Academy of Sciences, USA; Journal of Reproduction, Nutrition, Development, France; American Journal of Respiratory and Critical Care Medicine; Journal of the National Cancer Institute; Journal of Integrative Cancer Therapy; Annals of Pharmacotherapy; Annals of Internal Medicine; British Journal of Cancer; Annals of Surgery; Journal of Pediatric Gastroenterology and Nutrition; Journal of Molecular Nutrition & Food Research; Annals of the New York Academy of Sciences.

INSTITUTIONS

Harvard School of Medicine, USA; Harvard School of Public Health, USA; Johns Hopkins Hospital, Baltimore, MD, USA; University of California, San Diego, USA; University of Maryland, Medical Center, USA; National Institutes of Health, Bethesda, MD, USA; Dept. of Geriatric Medicine, Univ. Medical Center, Nijmegen, Netherlands; Tufts University, Boston, USA; Erasmus Medical Center, Rotterdam, Netherlands; Univ. Hospital of North Staffordshire, UK; Dept. of Surgery, San Raffaele Univ, Milan, Italy; St. Mary's Hospital, New York, USA; University of California, Berkeley, USA; Inst. Of Health Sciences, VU Univ., Amsterdam, Netherlands; Hvidovre Univ Hospital, Copenhagen, Denmark; Medical College of Georgia, Augusta, Georgia, USA; Department of Nutritional Sciences, The Pennsylvania State University, PA, USA; Colorado State Univ., Fort Collins, USA; Univ of Newcastle, NSW, Australia; Cancer Research Inst., Boston Mass, USA; Natl. Univ of Singapore, Singapore; National Cancer Institute, Bethesda, MD, USA; Center for Health Research, Queensland Univ, Brisbane, Australia; Royal Brisbane & Women's Hospital, Brisbane, Australia; Univ of Wisconsin, Madison, USA; University Medical School, Naples, Italy; Diabetology Department, CHU Timone, France; Centers for Disease Control and Prevention, Atlanta, Georgia, USA; Cleveland Clinic Heart Center, USA; University of Virginia, USA; Servicio de Endocrinología y Nutrición, Hospital Civil (Hospital Universitario Carlos Haya), Málaga, Spain; University Hospital of Tromsø, Norway; Dalhousie University, Halifax, Canada; Brigham and Women's Hospital, Boston, Mass. USA; University of Minnesota Hospital, USA.; Memorial Sloan-Kettering Cancer Center, USA; Vanderbilt School of Medicine, USA; Imperial College School of Medicine, Hammersmith Hospital, London, UK; University of Western Australia, West Australian Institute for Medical Research (WAIMR), Perth, Australia; Royal London School of Medicine; University of Texas Southwestern Medical Center, Dallas, Texas, USA; Rush Presbyterian St. Lukes Medical Center, Chicago, Illinois, USA; Faculty of Medicine, University of Toronto, Canada; Purdue University, West Lafayette, USA; Mercy Hospital and Medical Center, San Diego, USA; Faculty of Applied Bioscience, Tokyo University; Chicago Center for Clinical Research, Illinois, USA;

What our customers say!

Here is a small sample of the feedback we have from customers who have used our products. A larger selection is available on our web site: www.wellness-india.com

Bone Health

"The bone pain has come down to a large extent after I started on the max care pack for Bone Health..."

Dr. Jayashree R.S.,
Bangalore

Cancer

"...But for this product, I should have expired by now..."

D. Eshwarappa,
Bangalore

Energy & Vitality

"Before taking your product, I used to feel always tired and energy-less. After taking, my overall health improved and I am happy with product"

Gavisiddhaiah

Diabetes

"Previously, if I walk 10 mins, I [used to feel]...tired. After taking your products, instead of 10 mins, I can walk upto 25 mins and no tiredness at all. I stopped all the other medicines now... This is a very good product... gives full nutrition for all body parts."

John Peter,
Bangalore

Diabetes

"..Very happy with the products, sugar level is under control.. I have also reduced weight and my energy level has increased. The products are really good.."

Balakumar,
Bangalore

Migraine

"This nutrition is very good. My migraine has become better"

Gayatri

Diabetes

"Finding the effect very good and quick, energy level has improved a lot.. I am very happy with your products... 'Thank you' to Wellness India"

Shankar Narayana Rao,
Bangalore

Cancer

"Balaram Reddy, Son: "...Very happy with your nutrition supplements taken by my mother who was in critical condition... [But after using your products] My mother [was able to go] to Tirupathi and [was] able to take darshan inspite of big queue.."

Saraswathamma,
Bangalore

Seniors' Health

"His energy levels have improved"

Shankar Rao [Age 70]

Cold & Flu

"..can find 25% improvement in energy, very happy with our product.."

Ramachandra Reddy,
Bangalore

Hair Skin & Nails

"Very happy with the products... Within 13 days, I found good result.. I would like to continue the product"

Iyer Ramanath K,
Bangalore

Hypertension

"I am satisfied after using the product. Not taking pain killing tablets.... it is useful to us"

Gayathri,
Bangalore

Brain & Nervous System

"My father-in-law suffers from GBS Syndrome. Previously he was not able to stand properly. Now he is trying to stand and walk. He has got 30% better"

Krishna Murthy,
Bangalore

Weight Management

"I've used your product and lost 3 Kg. I'm satisfied with the product and will continue"

Harish KK

Ulcers and Heartburns

"D. Ramachandra, Husband: "Earlier she had to take a lot of medicines with side effects, and her weight had come down to 45 Kg. After two months of using your product, her weight is now stabilised and improving. She has totally discontinued medication"

Shanti Ramachandra

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