

New-Gar® Garlic

WHY BUY NEW-GAR®?

New-Gar is available in powder,
granules, oil & EC tablets

Situation Analysis of the Nutraceutical Garlic

- According to sales figures, and various market research reports, anywhere from 25%-30% of dietary supplements users consume garlic, easily making it the best selling herbal supplement in the market. This popularity makes garlic the most mature dietary supplement category found in Health Food sections.

- Even though Garlic is a mature category, the interest is steadily rising as new studies keep surfacing with strong positive results. Garlic has been among the top 5 selling herbs in the market for the last 10 years (IRI report)
- According to a round of Focus groups conducted in Orlando, Florida, it appears that Garlic has taken on a Vitamin C type of persona: a stability view of a supplement.

- Garlic after all is garlic: it is widely used in many kitchens. Its popularity creates a situation where one would think that consumer purchases are usually price-driven, and there is no brand loyalty. In reality, more & more consumers are seeking the brand name they trust, and Costco has built that loyalty through a consistent superior quality. This is why Costco should have the “Kirkland” garlic.

- Garlic was the first major herbal supplement in which 100's of studies were conducted to support the herb's efficacy. The downside of its popularity, is that Garlic is often viewed by the media as "old news" instead of a great Herb. This perception will hold true, but as newer studies are confirming new health benefits, the consumers are revisiting the garlic section. This is where the branded garlic would make a difference: consumer's trust.
- You should be in a position to capitalize on the ever growing consumer interest by introducing its own respected "private brand" of Nutraceutical Garlic

Garlic Pharmacological Allicin claimed benefits*

- Lipid Lowering
- Blood pressure
- Anti-Cancer
- Antioxidant
- Anti-microbial
- Immune, Hypoglycemic, memory loss & aging, etc...

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These claims have not been evaluated by the FDA. The product is not intended diagnose, treat, cure, or prevent any disease

How to promote your branded Garlic product

According to an “NBC News/Prevention Magazine” survey, nearly 2/3rd of U.S. Households had used some type of dietary supplement within the 6-month period prior to the survey.

Dietary supplements are now available everywhere: you can even buy a prepack herb blends at 7/11 markets for headache, hang-over, energy etc...

The driving force behind much of this product availability growth in the health food market has been other than words of mouth, a media coverage, and 100's of scientific studies backing its efficacy.

As Garlic is leading the way, innovative ideas to reintroduce it can be very beneficial.

See the product launching section for some ideas...

Garlic Product Launching

- A “High Potency” Formula targeting special conditions as Cholesterol & blood pressure with a cholesterol testing kit
- A combination formula with a homeopathic remedy for cholesterol lowering-Double Effect- Keep in mind that medical claims can be legally made with homeopathic supplements from our strategic French partner-available in private label as well



Why New-Gar® & Nature*4*Science?

- Nature*4*Science, Inc. was established in May 2001 by an industry Garlic expert with over 20 years of technical, production, sales, marketing & management experience.
- New-Gar® is the leading nutraceutical garlic trusted by most nutraceutical & pharmaceutical companies.
- Nature*4*Science , Inc., is the only garlic company that has the technical & marketing support along with a comprehensive garlic center in one click on its website:
www.nature4science.com

- Other than the powder & the granules forms, Nature4Science offers garlic tablets that are made with New-Gar® Garlic at a leading GMP manufacturing with high capacity & backed by a strong technical department, & a high liability insurance. New-Gar® Tablets deliver high Allicin into the bloodstream thanks to the enteric coating process. Enteric coated tablets bypass the stomach to dissolve into the intestine, thus making it more bio-available for the promotion of Cardiovascular Health