Email 3 – Supplements

Subject Line: Over-The-Counter Supplements Under Fire

Dear <Patient Name>,

When it comes to purchasing dietary supplements, who should you trust?

In February 2015, big box retailers such as GNC, Target, Wal-Mart, and Walgreens were accused of selling deceptive and potentially harmful herbal supplements, and an investigation by the New York State Attorney General’s office proved that to be true. Top-selling supplement brands at these traditional retailers tested positive for a number of cheap fillers that pose a safety hazard to people with allergies. Later that same year, The New England Journal of Medicine published a study citing that more than 20,000 emergency room visits a year have been related to dietary supplements. This groundbreaking documentation on the severity of injuries and hospitalizations associated with dietary supplements demonstrates the danger and impact of loosely regulated over-the-counter supplements.

Each incident makes a strong case for avoiding the supplement aisle at big box retailers or specialty shops. The Metabolic Code identifies specific nutritional supplement regimens which are tailored for you based on your individual needs, and the Metabolic Code works exclusively with supplement manufacturers who follow the highest standards for safety, quality, and purity in the industry, including the Current Good Manufacturing Practices (CGMP) established by the FDA.

All supplements are:

* *Pharmaceutical Grade*: All products are produced by a number of manufacturers under the same conditions and in the same facility as FDA approved pharmaceutical/prescription medications.
* *Clinically Validated Formulas*: All products have clinical validation of efficacy when properly recommended by professionals.
* *Quality Sources*: The worldwide source of raw materials have been validated.
* *Integrity*: The quantity and quality of the ingredients are the highest in the industry. You get what you pay for.
* *Aggressively Priced*: Metabolic Code has negotiated with each of our manufacturers for the best pricing in the industry and passed this along to patients.

The key to finding safe supplements is to work with your doctor who, like you, is devoted to making your health and safety a priority. Contact my office at <Office Phone Number> today to get started!