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Whole Food Concept



Vital Impact Nutrition, the leading Consumer Healthcare Company, formulate their Food Supplements using the Whole Food Concept.

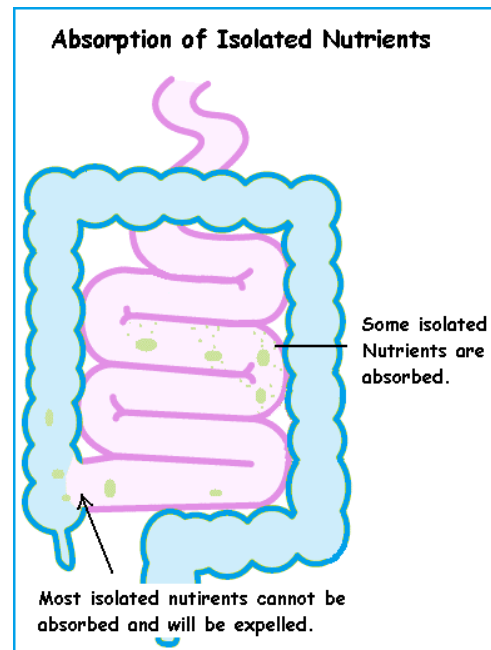
What is wrong with Isolated Nutrients?



Most of the people are used to consuming dietary supplements that are readily available from common drug stores or supermarkets.

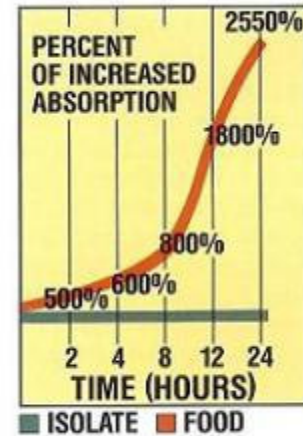
Most of these dietary supplements are made from isolated nutrients such as USP Vitamins, and Minerals. The chemical process of isolating takes away the nutritional elements from the micronutrients.

The isolated nutrients are not easily absorbed by the human body because the body is used to whole foods. As a result, the dietary supplements made from USP vitamins and minerals have low bio-availability and are not efficiently utilized. They pass through the digestive tract and are excreted. Such supplements cannot be taken on empty stomach.



Solution to Low Bio-availability

To increase the bio-availability of dietary supplements, scientists have used nature's processes to combine the micronutrients with food matrix comprising of Carbohydrate, Protein and Lipids. Research has shown that nutrients that are generated from Whole Food are more readily absorbed by the body than the isolated nutrients.



Vitamin C—Human Absorption Study

Whole Food Benefits

Whole foods are foods that have not been fractionated by removing the nutritional factors that make them whole. While the Whole Food concept has been quite popular in Western countries, it is still a relatively new term in Asia. Whole Food nutrients are completely safe, and they can be taken on empty stomach.

Green Lipped Mussels from New Zealand is good for joint health, and Salmon Fish Oil, rich in Omega 3, is excellent for cardiovascular health. There are many benefits of eating 'Whole Foods'. They do not create imbalance in the body. They provide complete nourishment.



Vital Impact's Whole Food Supplements

The Whole Food concept has become quite popular in Western countries and most people have understood its benefits. In Hong Kong, Whole Food concept is still in a nascent stage. Vital Impact was the first company in Hong Kong to promote the Whole Food concept.

Vital Impact nutrients are obtained from a proprietary scientific procedure that utilizes the nurturing process of Nature in plants to produce Nutrients in whole food form. No isolated ingredients are used in the supplements.



Therefore, just like food, Vital Impact Whole Food supplements can be taken any time, anywhere, and even on an empty stomach.