

QUEST RXBALANCE



QUEST
Your Partner in Family Health since 1976
PRENATAL & POSTNATAL

The 5 Stages of Pregnancy
February 21, 2020

1

QUEST RXBALANCE

Presenters

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2

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Quest

- Multivitamins & minerals brand since 1976
- Successful experience in the formulation of vitamins
 - Life stage gender specific multivitamins & minerals
 - Super Once A Day for adults.
- Member of CHFA (Canadian Health Food Association)
- CHFA West Booth #844

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RX Balance

- Quest Vitamins -
<https://questvitamins.com>
– Your Partner in Family Health Since 1976
- Nature's Harmony -
<https://naturesharmony.com/>
– Nature & Science in Harmony Since 1936



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QUEST **RxBALANCE**

PreNu

- 5 stages of pregnancy have specific physiological changes
- Fetal development in each trimester has its own unique needs
- Develop a nutrient formula according to the distinct needs at various stages

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QUEST **RxBALANCE**

Stages of Pregnancy

Traditional	Complete
1st Trimester	Preconception
2nd Trimester	1st Trimester
3rd Trimester	2nd Trimester
	3rd Trimester
	Post/Lactation

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QUEST **RxBALANCE**

Part 1:
KEY NUTRIENTS DURING PREGNANCY

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What to eat during the 5 stages of pregnancy?

Follow [*Canada's Food Guide*](#).

Keep variety in diet

Vegetables & fruit

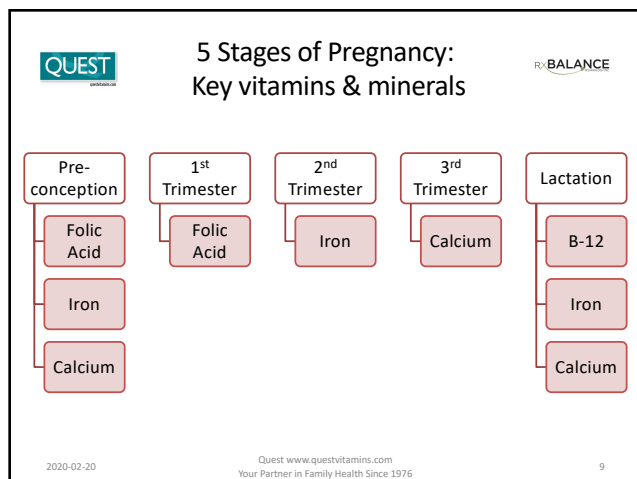
Whole grains

Dairy products

Protein

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9

QUEST **RxBALANCE**

Folic Acid

Pre-conception and 1st Trimester

Food sources:

- lentils & dried beans: chickpeas, black, navy and pinto beans
- edamame
- sunflower seeds and peanuts
- vegetables like broccoli, asparagus, okra, spinach, brussels sprouts, collards and mustard greens
- papayas and avocados
- enriched pasta

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10

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Iron

Throughout pregnancy, in particular, Pre-conception, 2nd trimester & Lactation

Food Sources:

- cooked mussels, clams and oysters
- beef, lamb, chicken and fish
- pumpkin seeds and cashew, pine and hazel nuts*
- dried beans, peas and lentils*
- fortified whole grain cereals*
- dark leafy greens like spinach and swiss chard*

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11

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Calcium

Throughout pregnancy, in particular: Pre-conception, 3rd Trimester & Lactation

Food Sources:

- 250 mL (1 cup) of 1% or skim milk or fortified soy beverage.
- 50 g of lower fat cheese (less than 20% M.F.)
- 175 g (¾ cup) of yogurt or kefir

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12

QUEST **Foods to avoid** **RxBALANCE**

A food is considered "high risk" when there is a high chance it could be contaminated by unsafe bacteria.

- Raw fish - especially shellfish, oysters and clams
- Undercooked meat, poultry, seafood
- Hot dogs and deli meats
- Raw or lightly cooked eggs
- Unpasteurized milk products - soft and semi-soft cheeses like brie or Camembert
- Unpasteurized juices - unpasteurized apple cider
- Raw sprouts - especially alfalfa sprouts

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QUEST **RxBALANCE**

Part 2

WHAT ABOUT SUPPLEMENTS?

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QUEST **Prenatal & Postnatal** **RxBALANCE**

- Specific multivitamins and mineral nutrients for pregnancy and lactation
- Prenatal
- Preparation
- 1st, 2nd & 3rd Trimester
- Postnatal

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QUEST **Prenatal & Postnatal** **RxBALANCE**

- Safer
 - Vitamins & minerals only, based on scientific evidence
- Sufficient
 - Optimal amount of ingredients
 - Balanced ingredients
 - Vitamin A (Example)
 - DRI is sourced from food, so not required in certain formulas

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16

QUEST Prenatal & Postnatal **RxBALANCE**


- **Tablet**
 - Not capsule or softgel
 - These contain non-medical ingredients
- **Also**
 - Gluten Free
 - No Dairy, Egg or Shellfish,
 - No Artificial Colours or Flavours,
 - No Preservatives
- **Super Once a Day for pregnancy**

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17

QUEST Prenatal **RxBALANCE**


- Popular alternative to common brands (Materna)
- Better tolerated and easier to absorb than other common supplements
- Three times a day *
- Not to be used in combination with PreNu *



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18

QUEST Prenatal **RxBALANCE**




- Beta-carotene
- Vit C, D, E
- V B1, B2, B3, B5, B6, B12
- Folic Acid
- Iodine
- Calcium
- Chromium
- Copper
- Magnesium
- Manganese
- Ferrous fumarate

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19

QUEST PreNu Mommy & Daddy to Be Preparation **RxBALANCE**

- **Moms:**
 - Ovulation regulation
 - Egg health
- **Dads:**
 - Protection of sperm
 - Improvement in quantity and quality of semen
- **Provide safe foundation of nutrients for embryo**




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20

QUEST **RxBALANCE**

PreNu Mommy to Be Preparation

- Support optimal female fertility:
 - nutrients which help enhance the egg quality
 - Rich in key trace elements that help to maintain normal ovulation
- Assists in meeting the iron needs of the fetus at conception




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21

QUEST **RxBALANCE**

PreNu Mommy to Be Preparation

- Folic Acid
- Vit D
- Antioxidants: Vit C & E
- Iron
- Vit B 12
- Copper
- Not included:
 - Calcium
 - Vit K
 - Manganese
 - Vit A (Beta Carotene)




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QUEST **RxBALANCE**

PreNu Daddy to Be Preparation

- Support for optimal male fertility:
 - Helps maintain a healthy quantity and quality of male semen.
 - Helps improve the conception rate
 - Contributes to overall health of the embryo.




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QUEST **RxBALANCE**

PreNu Daddy to Be Preparation

- Antioxidant: Vit C & E
- Zinc
- Folic Acid
- Magnesium
- Vit B
- Beta carotene




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QUEST **RxBALANCE**

PreNu Mommy to Be 1st, 2nd, 3rd Trimester




- Specific formula for each trimester
- Tailored to the needs of the fetus and of the mother
- Immune system enhancement

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QUEST **RxBALANCE**

PreNu Mommy to Be 1st, 2nd, 3rd Trimester



- Particular formula changes [examples]:
 - 1st trimester → Folic Acid [neural tube defects]
 - 2nd trimester → Heme Iron [better tolerated & absorbed]
 - 3rd trimester → Calcium [bone formation in fetus, protection of mother]


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QUEST **RxBALANCE**

PreNu Mommy to Be 1st Trimester

- Support for mother and the fetus specific to this early stage of pregnancy
- Enhanced immune system support for mother




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QUEST **RxBALANCE**

PreNu Mommy to Be 1st Trimester




- Vit K
- Folic Acid
- Magnesium
- Vit C & B6
- Omitted
 - Beta carotene

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QUEST **PreNu Mommy to Be 2nd Trimester** **RxBALANCE**

- Support to the mother and fetus specific to the needs of the 2nd trimester:
 - Immunity support for mother
 - Balanced ratio formula



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29

QUEST **PreNu Mommy to Be 2nd Trimester** **RxBALANCE**




- Manganese
- Calcium
- Zinc
- Heme iron
- Antioxidants: Vit C & E
- Vit B12 & K

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QUEST **PreNu Mommy to Be 3rd Trimester** **RxBALANCE**

- Specific to mother and fetus daily nutritional needs during the 3rd trimester
- In addition, assists mother in preparation for birth.



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31

QUEST **PreNu Mommy to Be 3rd Trimester** **RxBALANCE**



- Iron
- Vit C
- Calcium
- Vit B1 (Thiamine)
- Vit B12 & K
- Manganese
- Magnesium

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LactaNu For New Mommy

- Support for mothers during breastfeeding
- Rich in important trace elements that contribute to nutrient-balanced breastmilk
- Assists with recovery after childbirth.



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33

QUEST RxBALANCE

LactaNu For New Mommy



- Calcium
- Vit D
- Magnesium
- Iron
- Copper
- Vit C
- Zinc
- Vit B1 & B12
- Folic Acid

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34

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PreNu & LactaNu

- PreNu Preparation (Mommy & Daddy)
- PreNu 1st, 2nd & 3rd Trimester
- LactaNu
 - Specific multivitamins & minerals for each stage of pregnancy and lactation
 - Vitamins and minerals only, based on scientific evidence
 - Optimal amount & balanced ingredients
 - Tablets

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35

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PreNu & LactaNu

NPN	UPC	Item No.	Description	List Price	Suggested Retail
80001296	58371382898	338289	QUEST-PRENATAL MULTI100 VEG CAPS	\$15.73	\$31.99
80077747	58371388067	338806	QUEST-PreNu Daddy To Be - Preparation 30 TABS	\$14.88	\$29.99
80076054	58371388012	338801	QUEST-PreNu Mommy To Be - Preparation 30 TABS	\$13.95	\$27.99
80076220	58371388029	338802	QUEST-PreNu Mommy To Be 1st Trimester 30 TABS	\$13.95	\$27.99
80076459	58371388036	338803	QUEST-PreNu Mommy To Be 2nd Trimester 30 TABS	\$13.49	\$26.99
80076458	58371388043	338804	QUEST-PreNu Mommy To Be 3rd Trimester 30 TABS	\$13.95	\$27.99
80074649	58371388050	338805	QUEST-LactaNu For New Mommy 30 TABS	\$14.42	\$28.99

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36

QUEST **PreNu & LactaNu** **RxBALANCE**

- Top Sellers
 - PreNu Preparation Daddy
 - PreNu 1st Trimester
 - LactaNu

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QUEST **PreNu & LactaNu** **RxBALANCE**

- 5 stages of pregnancy have specific physiological changes
- Fetal development in each trimester has its own unique needs
- Develop a nutrient formula according to the distinct needs at various stages
- QUEST PreNu is the only brand of full line prenatal supplements

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38

QUEST **PreNu & LactaNu** **RxBALANCE**

- Designed in a convenient 1 tablet daily format “Super Once A Day”
- Packaged in the QUEST teal bottle with QUEST golden cap
- Price & quantity are for 30 day supply
- A balanced dose of the basic vitamins and minerals

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39

QUEST **PreNu & LactaNu** **RxBALANCE**

- All products have NPNs.
- The most safe, sufficient and balanced prenatal and postnatal supplements.
- Safety of mommies and babies is always in the first priority.
- Developed and manufactured by Canadians, for Canadians.

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40

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Marketing Plan

- Advertising – Local Support
- Social Media – Twitter, Facebook, Instagram
- Website – questvitamins.com
- Blogs

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41

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Marketing Plan

- Prepack
- Cost & content of prepack
 - 33 units (see next page)
 - \$478.05 (35% Discount \$167.32)
 - \$310.73



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42

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PreNu & LactaNu

UPC	Item No.	Description	Units	List Price	Amount
58371382898	338289	QUEST-PRENATAL MULTI100 VEG CAPS	6	\$15.73	\$94.38
58371388067	338806	QUEST-PreNu Daddy To Be - Preparation 30 TABS	6	\$14.88	\$89.28
58371388012	338801	QUEST-PreNu Mommy To Be - Preparation 30 TABS	3	\$13.95	\$41.85
58371388029	338802	QUEST-PreNu Mommy To Be 1st Trimester 30 TABS	6	\$13.95	\$83.70
58371388036	338803	QUEST-PreNu Mommy To Be 2nd Trimester 30 TABS	3	\$13.49	\$40.47
58371388043	338804	QUEST-PreNu Mommy To Be 3rd Trimester 30 TABS	3	\$13.95	\$41.85
58371388050	338805	QUEST-LactaNu For New Mommy 30 TABS	6	\$14.42	\$86.52

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43

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Next Steps

- New Item Listing Process
- On-Line Sales & Marketing Opportunities
- Prepack & Displayer
- Additional Samples
- CHFA West Booth #844

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44

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References

- <https://www.canada.ca/en/public-health/services/pregnancy/healthy-eating-pregnancy.html>
- <https://www.healthinkbc.ca/healthy-eating/pregnancy>
- Lactation: <https://www.mayoclinic.org/healthy-lifestyle/infant-and-toddler-health/in-depth/breastfeeding-nutrition/art-20046912>
- Preconception: <https://americanpregnancy.org/getting-pregnant/preconception-nutrition/>

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45

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Questions?
Thank you

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46

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Coming Soon...

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Thank You

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49

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Videos

- Quest Vitamins - History
 – https://youtu.be/op_jF5uq80g
- PreNu Prenatal & Postnatal Supplements
 – <https://youtu.be/grUY0hsCIWI>

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50

QUEST **RX BALANCE**

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- Aaron Yu, Business Owner

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51