



CYTOPLAN

NATURE MEETS SCIENCE

Dedicated to Practitioners and their Patients



Science Based Supplements for Health Professionals

What Makes Us Different?

In our 26th year

- Thousands of health professionals are using our products in the UK - and around the world
- Leaders in food based supplementation
- Founded and run by health practitioners
- An incentivised, nurturing and supportive programme for our practitioners and students
- Wholly owned by a charitable foundation and with a unique business ethos and nutritional philosophy



Welcome to Cytoplan

Since 1990 Cytoplan has been supplying innovative supplements for health practitioners. In this time we have somewhat been a 'best kept secret'. We are wholly owned by a charitable foundation, steeped in a nutritional philosophy, and providing a unique range of Food State™ and Wholefood vitamins and minerals. We also offer a supportive programme to our health practitioners and students - helping them with nurturing their education, business and clients. So please read on and find out a little more.



Amanda Williams

Managing and Technical Director

Pg Dip NT, DiP AIT, BANT, CNHC, RANA

The Benefits of being a Cytoplan Practitioner

- A unique range of gentle and optimally bio-effective products
- A focus on food based supplements comprising 'Food State™' and 'Wholefood' vitamins, minerals, multi-formulas and natural nutrients
- Technical and therapeutic support and guidance
- Access to nutrition research and findings
- Help and support with your business marketing
- 'Drop ship' ecommerce option available
- CPD Seminars and online education
- Trade prices on all our products

We provide a suitably attractive and ongoing incentive scheme for our health practitioners (including students). Contact us to find out more including our 'patient lifetime' commission structure.

Studying in Health & Nutrition?

Cytoplan can help students with a range of services including:

Trade prices, on all our products. **A wealth of information** - health, nutritional and therapeutic information freely available. **Business support**, with starting up in practice. **Case support**, qualified support in your early days in practice. **Webinars**, and workshops on therapeutics. **Product support** across our entire range.

Our Guiding Principles

Cytoplan Ltd is British owned and independent. We are wholly owned by a charitable foundation. Therefore we are not constrained by the typical commercial pressures for profit, or conflicting issues of parental ownership that afflict many companies in our marketplace.

We provide a genuinely unique range of supplements comprising Food State™ and Wholefood vitamins and minerals.

When it comes to nutrition our philosophy is that: a) There is a 'Nutrition Gap' in the population, supported by research, which means most people are not getting the nutrients they need for health from their diet. b) Nutritional supplements can bridge this gap when they contain the appropriate (and safe) levels of nutrients as long as the nutrients are in a bio-effective form.

You can find detailed and referenced information on Food State™ & Wholefood supplements, and the *Nutrition Gap*, in the Cytoplan Practitioner Catalogue or our Food State™ and Wholefood booklet. Just ask for a copy.



Cytoplan Food State™ & Wholefood Supplements

Health Practitioners and Doctors understand that the most important role of our food is to supply a full range of food based minerals and vitamins to our bodies. This is exactly what we provide in our Food State™ and Wholefood supplements.

Food State™ nutrients are combined in a variety of appropriate food bases to ensure they come complete with the phytonutrients and associated food factors that are necessary for optimal absorption and use in the body. This includes carrot concentrate for beta carotene, citrus pulp for vitamin C, and *Lactobacillus bulgaricus* for B vitamins - as each base would naturally contain levels of the same nutrient. All of these products are gentle and effective. All are suitable for Vegetarians and Vegans.

Wholefood products are unique in that they are made from a hydroponically grown *Brassica*, similar to broccoli. This plant is an edible species which has a great capacity to bio-accumulate high levels of minerals to enable good levels to be achieved in small doses of supplementation.

Both Food State™ and Wholefood nutrients are used by the body in the same way as food nutrients.

You can find detailed and referenced information on Food State™ & Wholefood supplements in the Cytoplan Practitioner Catalogue. Just ask for a copy.



A Well-Formulated Supplement

A well-formulated supplement is one that provides all the nutrients a person needs to make up for shortfalls, at the correct levels, and importantly in a bio-effective form.

All Cytoplan multi-formulations are designed with this in mind. The formulations contain all those nutrients identified by research as being in short supply in an average diet, at the levels needed to bridge the nutrition gap. This means providing nutrient levels sufficient to elevate the average individual's intake to optimum levels in terms of health-promoting effects.

When we state 'bio-effective form', we mean providing nutrients in our supplements that are in the same form as those nutrients occur in food. Our 'Food State™' and 'Wholefood' vitamins and minerals meet this prerequisite.

—— CYTOPLAN ——
**FOOD STATE™
&
WHOLEFOOD**

A Cytoplan Education Event

Why nutrition is the key to Alzheimer's

The multi-factorial lifestyle and nutrition based approach that
may be the answer to dementia.

8th September 2016

10:00am - 5:00pm

Cavendish Conference Centre,
22 Duchess Mews, London, W1G 9DT

£45 Including lunch and refreshments
throughout the day

5 CPD hours

For booking and full details please visit:

www.cytoplan.co.uk/bredesen

✉ **clare@cytoplan.co.uk** ☎ **01684 310099**



CYTOPLAN
EDUCATION

Speaking at the event:



Professor Dale Bredeesen

Augustus Rose Professor at UCLA and Founding President of the Buck Institute for research on ageing

Professor Dale Bredeesen has spent over 30 years researching the treatment and prevention of Alzheimer's disease and is an acknowledged leader in the field of Alzheimer's research.

Professor Dale Bredeesen will present the scientific basis and unprecedented clinical results of The Bredeesen Protocol™ - a multi-factorial lifestyle and nutrition based approach to treating, and reversing, early onset Alzheimer's, that has so far successfully reversed Alzheimer's symptoms in 90% of 110 people.



Dr Rangan Chatterjee

MBChB, BSc (Hons), MRCP, MRCP

Well known for his BBC series, 'Doctor in the house', Rangan has been practising medicine since 2001. He is dedicated to finding the root cause of ill health, rather than suppressing symptoms with drugs and he has become recognised for his nutritional and lifestyle based approach to health management.

He will be speaking at the event about his role as lead clinician for The Bredeesen Protocol™ in the UK.

Event Time	Event Details
10.00 – 10.30	Dr Rangan Chatterjee: An introduction to the day
10.30 – 12.30	Professor Dale Bredeesen: The Bredeesen Protocol™ Professor Bredeesen will present scientific basis and unprecedented clinical results of a multi-factorial lifestyle and nutrition based approach to treating, and reversing, early onset Alzheimer's known as The Bredeesen Protocol™.
12.30 - 1.30	Lunch
1.30 - 3.00	Professor Dale Bredeesen: Further research Professor Bredeesen will continue to discuss further research and scientific results surrounding The Bredeesen Protocol™.
3.00 - 4.00	Dr Rangan Chatterjee: The clinical application of the Bredeesen Protocol™ in the UK Dr Chatterjee will speak about his role as lead clinician for The Bredeesen Protocol™ in the UK, heading a team doctors, nutritional and lifestyle therapists and the pre-clinical research.
4.00 - 5.00	Amanda Williams: The Role of Nutritional Therapists Amanda Williams, Managing Director of Cytoplan, will discuss the role of Nutritional Therapists in helping bring The Bredeesen Protocol™ to the UK.

Information regarding the full schedule for the day can be found at www.cytoplan.co.uk/bredeesen

Education & Support from Cytoplan

Cytoplan Education provides seminars covering diverse health and nutritional topics with CPD accredited hours. We also offer practical business support and advice for health practitioners and students.



Our newly launched online education support comprises both video for you to watch at your leisure and interactive online webinars and training. There are a diverse and regularly updated range of topics to support your study and educational advancement.

Each year we are holding a number of seminars with leading health professional speakers. Check our website for event dates as they are confirmed - alternately email joe@cytoplan.co.uk and he will add you to our email updates.

From our offices near Worcester we provide a comfortable and well-equipped facility for practitioner seminars and meetings.

Many of our events are free or with a nominal charge. Please join us to meet fellow health professionals and to keep up-to date on the latest health education topics.

CPD ACCREDITED EVENTS

What's in our Name?

'Cyto' is Greek for 'Cell', the basic structural and functional unit of any living thing, the "building blocks of life". So Cytoplan is interpreted as a plan for Cells, or Cell Plan. We seek to achieve this through scientific and natural nutritional support, represented through our supplements and educational programme.

'Cyto' also originates from the Greek word meaning hollow vessel or container, hence the relationship with Cell. This is depicted in our logo by the flask. The flask also represents science, and the science based approach of our company - our product innovation is driven by the latest science based evidence.

The logo is completed by the laurel of leaves which represents Nature - as we combine the latest nutritional science and research by formulating products as close to natural as possible. Hence our innovation in food based vitamins and minerals since our inception. This ethos is encapsulated in our 'byline' - Nature Meets Science.



Marketing and Sales Support for Your Business

We are focussed on supporting health practitioners and students with helping to grow their business. Practical and hands-on support. We offer one-to-one tailored advice on a range of marketing activities including:

- Easily implemented advice on improving your visibility on the internet
- E-Commerce - Our 'drop ship option' - We can help you sell online easily - our 'drop ship option' allows you to sell our products online, and we ship the orders for you
- Affordable & Effective online advertising
- Social Media - made easy
- Help in promoting yourself in your geographic area; and promoting your practice specialism
- Exploring effective low cost local advertising
- P.R. - Providing you with a framework to generate some simple press releases
- Networking - Exploring sensible local networking for referral opportunities

For more information please contact Joe Forsyth, practitioner marketing support - 01684 310099 or joe@cytoplan.co.uk

Your Partner in Good Health

Be Generous Enjoyment from Work
Peer Support Personalise Referrals Collaborate
Specialise Passion Caring Passion Belief
Engaging Takes Time
Referrals Local Knowledge
Personalise Collaborate Be Generous
Takes Time Enjoyment from Work
Local Knowledge Engaging Belief Specialise
Caring Peer Support

Our Charitable Work

Cytoplan is wholly owned by a charitable foundation - the AIM Foundation; a charitable organisation concerned with nutrition and health projects all over the world, as well as helping those less able to help themselves in various communities in the UK.

This charitable structure means that we can predominantly concern ourselves with our own company goals, and do what we believe to be right by our customers, as opposed to being concerned with how much money we are making.

In addition our staff are involved in charitable activities throughout the year through donating money we make available; and we also match every pound they raise through their own charitable endeavours. And as a business on many occasions we have also made nutritional contributions, such as vitamin supplements, as a form of disaster aid, and to support appropriate charities.

Every person who buys our products is helping us to try and help those who are much less fortunate. We believe this is a sound business model.

You can find detailed information about our charitable work in the Cytoplan Practitioner Catalogue.

Have You Seen Our Health Blog?



Each week we publish an article on our critically appraised blog. Articles are either written by us or guest authors.

The blog covers a wide range of health and nutrition topics.

www.cytoplan/blog/

'Nutrition Gap' Omega 3 improving the health of the nation
Alzheimer's **Calcium and Vitamin D** genes
Insomnia **Pioneers** **Genetics** **Insomnia**
nutrigenomics
Chronic Fatigue Syndrome metabolism **detoxing**
krill oil **Fertility and Pregnancy** Magnesium
supplement **Polycystic Ovary Syndrome** Stress and
nutrition **Health Benefits** Dehydration
Methylation **gluten** diet

To Find Out More

To find out more about the benefits of becoming a Cytoplan practitioner simply ring me - **Amanda Williams** for a chat; or do email me.



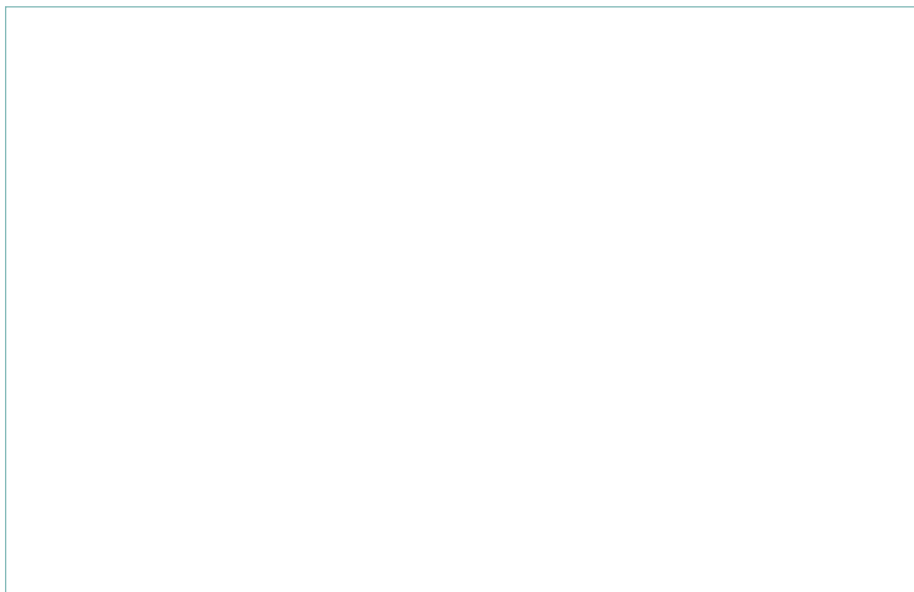
01684 310099

amanda@cytoplan.co.uk



Alternatively you can find our practitioner application online (web address below), or ring our customer support team (on the number above) to provide your details.

www.cytoplan.co.uk/Practitioner/



Cytoplan celebrates 26 years in the field of food-based supplementation and from the moment of conception to the present day we have promoted the philosophy that nutrients are best delivered to the body "in the same form as food".

The philosophy and message of Cytoplan was founded on the simple logic that our bodies are designed to eat food and utilise its components for the maintenance of life. The ultimate goal of Cytoplan is to 'improve the health of the nation' by supplying supplements in a bio-effective form for optimal absorption and utilisation.

SINCE



1990

THIS LEAFLET IS FOR HEALTH PROFESSIONALS

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Science Based Supplements