

LIFE CHOICE®

Product Quality

Since our inception in 1986, we at Life Choice® have been committed to providing the natural health industry and its clientele with a product line of the finest quality, in precise formulations, following the highest possible standards. We make our products available exclusively to the natural health industry, simply because we believe that the health stores and naturopathic physicians are the core of the industry. Without the support of high-quality supplements, the natural health industry cannot keep its commitment to the optimum health of its clients.

At Life Choice®, all our raw materials are of the purest possible pharmaceutical grade, and they are manufactured by suppliers in Japan, Canada, the USA, or Europe that have a proven record for consistent high standards and quality. Our products may not be the least expensive in the marketplace, but we guarantee that they are among the purest.

Because Life Choice® products contain only the finest ingredients in the world, our products tend to be more expensive than other brands. For example Melapure®, our trademarked brand of melatonin, is made using only 100% patented USP pharmaceutical grade raw material that has been issued a DMF (drug master file) number. Since the raw material is patented, we pay 700% more than we would for unpatented non-USP grade material. However, patented material means that it is clinically researched and the quality is consistently high and without side-effects for each order produced.

All our products are vegetarian, with the exceptions of our raw-tissue glandular formulations and our digestive enzyme. All amino acids are produced by the fermentation process, are free form and the purity must be 99.999% or higher. We encapsulate our formulas in vegetarian capsules (not in the less expensive animal-source gelatin capsules) because the quality of every component is paramount.

Life Choice® Raw-Tissue Glandulars

Our glandulars are concentrates (not extracts) and are derived from New Zealand range-grazed bovine (ovine in the case of Thymus Gland). The grasslands are non-fertilized and the animals are not administered feed supplements, hormones or antibiotics. (The source animals are fit for human consumption; they are TSE- and BST-free and the material can be traced back to the source—herd or animal.) The glands are quick-frozen, never exceeding -5°C. Their cellular structure is not damaged, and they are preserved in a biologically active and live state. Source materials are not subjected to organic or aqueous solvents; therefore, no chlorohydrocarbons remain as residue in the tissues. The raw materials are then manufactured in Canada or the USA.