

U.S. Trademark Application Serial No. 86/880100

EXHIBIT A

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Our Story

Long, long ago (1992) on the second floor of a little barn in the hamlet of Great Valley, a teeny, tiny, dietary supplement company was born. Founder Mark Timon, had at last been able to set aside just a few thousand dollars that proved barely sufficient to manufacture the first 500 jars of Green Vibrance. He wanted to make a strong, general nutrition product that would "get you right" on the inside. No tablet or capsule could do the job. A powder was called for. The formula had 38 ingredients back then, carefully selected to aid detoxification, provide hefty antioxidant protection and to rehabilitate digestive tracts sorely abused by processed foods. Providing full micronutrition was a hallmark of Green Vibrance's first formula, version 1.0, and it continues today. Each new component has been added over the years to expand on the core purposes of Green Vibrance, continually making the product better; giving it ever more powerful nutritional impact. It truly feeds the ancient Paleolithic biochemistry that runs each of us. After 21 years in the industry at the time of the company's founding, Mark knew just enough personal business acquaintances that were willing to buy up portions of his first 500 jars. The profit from those sales funded a second production run of 750 jars. Profits from the 750 took the next production run up to 1000 jars, and that became the standard production run for a short-term future.

As interest in Green Vibrance grew, its most influential customer wanted to buy a full 1000 jar production run, and offered to pay the fledgling company "upfront" for those thousand jars. With gratitude, and that helpful prepayment, Vibrant Health was able to double its next production run to 2000 jars. And the rest is history. By mid-1994, Vibrant Health relocated to the more friendly environs of Connecticut. We have been here ever since. "Life Preserver" multi nutrient antioxidant became the second Vibrant Health product in 1994, followed shortly thereafter by "Joint Vibrance" in 1995. Soon, Green Vibrance Single-serving packets appeared, to be followed gradually over the years with more new products. Throughout the company's history, our focus has been on the end consumer. Indeed, Vibrant Health was formed because Mr. Timon desired to build exquisitely uncompromising formulas that would deliver full potency and efficacy to whomever chose a Vibrant Health product.

In 2002 Ted Parker became the head of Vibrant Health's Sales and Marketing Department. Sharing many if not all of Mr. Timon's vision, focus and passion for the end consumer, Ted helped to quickly grow the company. In 2007, Ted and his wife Paige purchased Vibrant Health and together with Mr. Timon they continue to deliver some of the highest quality Nutritional (plant based) Supplements you will find anywhere in the world today. Twenty-four years have gone by since our humble beginnings. Vibrant Health has quite purposefully maintained its intense focus on its goal to truly benefit the end consumer, and to maintain a personal, direct channel of communication to its retail partners.

Vibrant Health's products provide supplemental nutrition that support human biochemistry. The human body carries an infinite wisdom that guides it toward optimum health in response to appropriate dietary improvements. The steady decline in trace nutrient value of our fresh foods as evidenced in the U.S. Department of Agriculture's analyses of our food supply has, in the opinion of Vibrant Health, established a mandate for supplemental nutrition. We believe supplemental nutrition is no longer an option, it is instead a necessity if one hopes to achieve robust and vibrant health.



All Products

- About Us
- Our Story
- Team
- Awards
- Events
- Careers
- Contact Us
- Production
- Press Links
- Product Guide

Over 20 Years Celebrating Our Story

Long, long ago in the faraway land of Halveté – Western New York, that is – on the second floor of a little barn in the hamlet of Great Valley, a teeny, tiny, itsy-bitsy dietary supplement company was born. It was late in the year 1992, before heavy winter snows obliterated all hope of survival for any living thing, or any new enterprise. Founder, Mark Timon, had at last been able to set aside just a few thousand dollars that proved barely sufficient to manufacture the first 500 Jars of Green Vibrance. He wanted to make a strong, general nutrition product that would “get you right” on the inside. No tablet or capsule could do the job. A powder was called for.

The formula had 30 ingredients back then, carefully selected to aid detoxification, provide hefty antioxidant protection and to rehabilitate digestive tracts sorely abused by processed foods. Providing full micro-nutrition was a hallmark of the first formula, version 1.0, and it continues today. Each new component has been added over the years to expand on the core purposes of Green Vibrance, continually making the product better; giving it ever more powerful nutritional impact. It truly feeds the ancient Paleolithic biochemistry that runs each of us.

After 21 years in the industry at the time of the company’s founding, Mark knew just enough personal business acquaintances that were willing to buy up portions of his first 500 Jars. The profit from those sales funded a second production run of 750 Jars. Profits from the 750 took the next production run up to 1000 Jars, and that became the standard production run for a short-term future.

As interest in Green Vibrance grew, its most influential customer wanted to buy a full 1000 Jar production run, and offered to pay the fledgling company “upfront” for those thousand jars. With gratitude, and that helpful prepayment, Vibrant Health was able to double its next production run to 2000 Jars. And the rest is history. What would be earned from each production run would be reinvested into growing inventory. And that is the way the company has continued to the present.

By mid-1994, Vibrant Health had escaped the difficult business climate of New York State and relocated to the more friendly environs of Connecticut. We have been there ever since.

“Life Preserver” multi nutrient antioxidant became the second Vibrant Health product in 1994, followed shortly thereafter by “Joint Vibrance” in 1995. Soon, Green Vibrance Single-serving packets appeared, to be followed gradually over the years with more new products.

Throughout the company’s history, our focus has been on the end consumer. Indeed, Vibrant Health was formed because Mr. Timon desired to build exquisitely uncompromised formulas that would deliver full potency and efficacy to whomever chose a Vibrant Health product.

In 2002 Ted Parker became the head of Vibrant Health’s Sales and Marketing Department. Sharing many if not all of Mr. Timon’s vision, focus and passion for the end consumer, Ted quickly grew the company. In 2007, Ted and his wife Paige purchased Vibrant Health and together with Mr. Timon they continue to deliver some of the highest quality nutritional (food based) supplements you will find anywhere in the world today.

Over twenty years have gone by since our feeble beginning. Vibrant Health is no longer such an itsy-bitsy company, but neither, thankfully, has it become a large, impersonal manipulator of the marketplace. No, Vibrant Health has quite purposefully maintained its intense focus on its goal to truly benefit to the end consumer, and to maintain a personal, direct, channel of communication to its retail partners.

COMPANY INFO

- About Us
- Our Story
- Team
- Awards
- Events
- Careers
- Contact Us
- Production
- Site Map
- Ask Our Product Specialist
- Vibrant Ambassador Profiles
- Vibrant Ambassador Program

SERVICES + SUPPORT

- Help + FAQs
- Supplement Nutrition Education
- Green Smoothie Recipes
- Become A Reseller
- Product Purchase Guarantee
- Press Links
- Join our Affiliate Program
- Are you a Pet Parent?
- Pet Testimonials
- Dosage chart
- Retailer Contact Update

ONLINE SHOPPING

- My Account
- Online Store
- Shipping Policy
- Return Policy
- Track an Order
- Featured Retailers
- Importers/Exporters
- Online Retailers
- Green Superfoods
- Workout Supplements
- Discount Programs
- Customer Stories

SECURITY + PRIVACY

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- Account Agreement
- Terms of Use
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Questions? 1-800-242-183



About Us

About Vibrant Health

Our Mission *Optimum Health*

To assist through supplemental nutrition the healing of illness and the establishment of optimum health. To design and market the most efficacious Nutritional Food Supplements for the benefit of all men, women and children.

Our Position *Ahead of the Times*

As a ground-breaking and modern company, there is always something new happening at Vibrant Health. When you aim to design evolutionary formulas you need smart minds capable of independent thinking. There's no doubt that we think differently from the rest of the nutrition industry. We don't wish to be seen as a traditional nutraceutical brand. We wish to be seen as a brand built on science and by the efficacy of our formulations. And that's why we must use these principles and practices as lamp posts to guide our decisions and to keep us focused on our Mission: To assist the healing of illness and the establishment of optimum health through supplemental nutrition. To design and market the most efficacious dietary supplements for the benefit of all men, women and children.

Our Practice *Formula Obsolescence*

The relentless pursuit of knowledge results in new discoveries in biochemistry, clinical nutrition, agriculture and botanical medicine. It makes nutritional science a dynamic field. What we know today, or think we know, can become obsolete tomorrow. Plant science and organic chemistry have also brought us a legion of new biologically active substances that can be put to work supporting optimal health. This ever-changing milieu of science and evolving raw materials feeds the formulation of dietary supplements. We dare not presume that any dietary supplement designed today will remain the best into an endless future. For that reason, every Vibrant Health product is expected to change as new discoveries in science come to light, and as new raw materials become available. Vibrant Health products are dynamic, designed to stay at the forefront of nutritional science. They are dynamic by design.

t Us

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General Health / Antioxidants / BullsEye

BullsEye

\$29.95

BullsEye is a capsuled formula, created to guard against infection or to help restore healthy bacterial balance (homeostasis) following exposure to the bacteria that surrounds us everyday.

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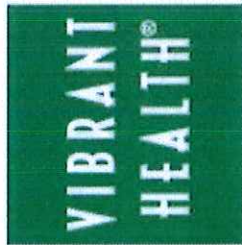
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