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Freedom to Formulate™

# Personalized & Compounded Nutrients

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2021 MEDIA KIT

# About Us

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## Freedom to Formulate

Empowering healthcare professionals to create custom products for their patients and their practices.

## Company

Justin DeTurrís and Pete Duenes founded the organization in 2012 with the goal of allowing healthcare practitioners the freedom to formulate. Using their combined experience in the high-end nutraceutical physician channel, Justin and Pete identified a growing demand for more flexibility, customization, and individualized nutritional medicine.

## Innovative Solutions for Evolving Medicine

The Journal of the American College of Nutrition has proposed that “Personalized Nutrition”(PN) be defined as: a field that leverages human individuality to drive nutrition strategies that prevent, manage, and treat disease and optimize health, and be delineated by three synergistic elements: PN science and data, PN professional education and training, and PN guidance and therapeutics.

- PN science and data foster understanding about the impact of genetic, phenotypic, biochemical, and nutritional inputs on an individual’s health.
- PN education and training equip a variety of healthcare professionals to apply PN strategies in many healthcare settings.
- PN professionals have greater ability to tailor interventions via PN guidance and therapeutics.



[freedomtoformulate.com](http://freedomtoformulate.com)

# About Us

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## Two Offerings With One Common Goal - Your Freedom to Formulate.



### Individualized Solutions for Practitioners and Patients

Personalized Nutrition is rooted in the concept that one size does not fit all. The differences in biochemistry, metabolism, genetics, and microbiota contribute to the dramatic inter-individual differences observed in response to nutrition, nutrient status, dietary patterns, and environmental exposures. Justin and Pete launched the Personalized Nutrients brand in 2015 to showcase a commitment to mass customization nutraceutical manufacturing; which overcomes the challenges around manufacturing truly made-to-order, individualized supplements through its innovative and proprietary process and technology. Personalized Nutrients cloud-based online formulator allows practitioners the freedom to formulate the ultimate consolidated nutritional supplements and obtain the highest level of patient compliance. Practitioners have absolute control individualizing the formula based on all the factors that define Personalized Nutrition.



Compounded Nutrients®

### Putting Practitioners First

The shortcomings of the mass-produced, one-size-fits-all option were evident. Patients being prescribed upwards of 10 separate products from 4 or more different manufacturers requiring a capsule intake of 15-20 capsules daily. Facing redundant formula overlap, poor patient compliance, and the challenge of excess inventory, many professionals began exploring private label manufacturing seeking out the freedom to create their own concepts. Here they found a new set of challenges – high minimums and long lead times. This all changed with the introduction of Compounded Nutrients and our easy-to-use cloud-based online formulator. By allowing practitioners the freedom to consolidate multiple products into one, we've seen a significant reduction in bottle and pill fatigue, better compliance, and higher reorder rates. Offering true exclusivity and simplified inventory management, Compounded Nutrients is the best kept secret in supplement manufacturing.

# NSF GMP Registered

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**As an NSF GMP Registered company, you can be confident in our commitment to the highest levels of quality.**

At Personalized & Compounded Nutrients we are proud of our commitment to quality, ensuring every product we create is safe, accurate, and effective for our customers and their patients. We test and re-test all of our ingredients for potency, go above and beyond in our cleaning efforts, and triple-check every order for accuracy. We understand that in order to be truly industry-leading we must hold ourselves to the highest standards.

In our never-ending pursuit of perfection we've aimed to not only meet, but to exceed the standards set by NSF; an organization that has worked tirelessly for decades to set and regulate standards that guide the industry's quality. By closely following these important guidelines, Personalized & Compounded Nutrients is proud to be NSF GMP Registered and able to provide our customers with the very best.

# NSF GMP Registered

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## WHAT DOES IT TAKE TO BE NSF GMP REGISTERED?



GMP Registered  
Dietary Supplements

A foundation to a company's commitment to quality starts with NSF International's GMP Registration for Dietary Supplements, one of the most respected GMP Registration programs in the industry.



What does it take for a company to achieve NSF GMP Registration?  
The process consists of 5 easy steps:



1 Once a company has decided to seek NSF GMP Registration, NSF sets up an initial audit at its facility.



2 An NSF auditor conducts a thorough on-site audit, including review of SOP's, quality systems, equipment, training records and more, noting any non-conformances to be addressed for compliance.



3 The company submits corrective action plans to NSF's technical review team to meet compliance.



4 Once all corrective actions are approved, the facility will become NSF GMP Registered and appear in NSF's official online public listings at [nsf.org](http://nsf.org).



5 The company must then maintain its NSF GMP Registration with a monitoring audit, taking place twice annually.



When you know a company is NSF GMP Registered, you can be confident of its commitment to one of the highest levels of quality!

# Resources

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Logos



Images



Information



# Press Releases

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## **Personalized & Compounded Nutrients - Redefining Personalized Medicine Through Digital Innovation**

**Description:** Personalized & Compounded Nutrients, the first and only nutraceutical manufacturer to implement digital formulation software for healthcare practitioners, aims to revolutionize personalized medicine through innovative digital solutions. By simplifying the formulation process, the brand aims to increase access to fully customizable, individualized supplements for practitioners and their patients.

**Date:** March 31, 2021

# The Team

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## Pete Duenes

**Role:** Chief Innovation Officer,  
Co-Founder  
**Email:** pete@personalized-  
nutrients.com  
**Phone:** (541) 549-0333  
Ext. 105



## Justin DeTurriss

**Role:** Chief Marketing Officer,  
Co-Founder  
**Email:** justin@personalized-  
nutrients.com  
**Phone:** (541) 549-0333  
Ext. 141

## Zoe Noe

**Role:** Operations Manager  
**Email:** zschmidt@compoundednutrients.com  
**Phone:** (541) 549-0333 Ext. 107

## Blake Kay

**Role:** Quality Assurance Manager  
**Email:** blake@personalized-nutrients.com  
**Phone:** (541) 549-0333 Ext. 101

## Connor Cummings

**Role:** Procurement & Logistics Agent  
**Email:** connor@personalized-nutrients.com  
**Phone:** (541) 549-0333 Ext. 111

## Courtney McGrath

**Role:** Administrative Coordinator  
**Email:** cmcgrath@personalized-nutrients.com  
**Phone:** (541) 549-0333 Ext. 104

## Ben Duenes

**Role:** Business Development Manager  
**Email:** ben@personalized-nutrients.com  
**Phone:** (844) 634-4146

## Nicholas Green

**Role:** Marketing Manager  
**Email:** ngreen@personalized-nutrients.com  
**Phone:** (541) 549-0333 Ext. 113

## Michael Loomis

**Role:** Inside Sales Account Manager  
**Email:** michael@personalized-nutrients.com  
**Phone:** (844) 634-4146

## Cenobia Gonzalez

**Role:** Client Success Advisor  
**Email:** support@compoundednutrients.com  
**Phone:** (541) 549-0333 Ext. 100



# Blog

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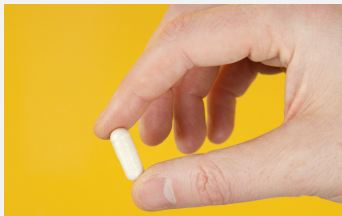
Visit our [blog!](#)

## The Latest From Personalized & Compounded Nutrients



### How to Best Manage Your Custom Supplement Business

By: Justin DeTurrís - March 11, 2021



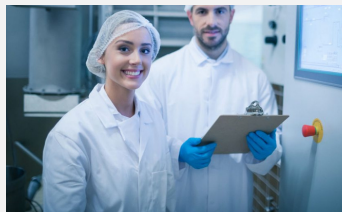
### Compounding & Compliance - Pt. 3

By: Pete Duenes - January 18, 2021



### Why Personalized Nutrients? With Dr. Jason West

By: Nicholas Green - December 29, 2020



### Our Dedication to Quality: NSF GMP Registered

By: Nicholas Green - December 9, 2020

# Social Media

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**LinkedIn**

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**YouTube**

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# Videos

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Visit us on [YouTube!](#)



## Welcome to Personalized Nutrients!

**YouTube Link:** <https://www.youtube.com/watch?v=IR-KrHwFr5s&t=9s>



## Welcome to Compounded Nutrients!

**YouTube Link:** <https://www.youtube.com/watch?v=CMGN-9OZ-Vs&t=3s>



## Why Personalized Nutrients? With Dr. Bob Miller

**YouTube Link:** <https://www.youtube.com/watch?v=5ChIppv2iUo&t=1s>



## Why Personalized Nutrients? With Dr. Emily Gutierrez

**YouTube Link:** <https://www.youtube.com/watch?v=10vrOcYfFZs&t=191s>

# Quotes

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## **Justin DeTurrís** **Chief Marketing Officer, Co-Founder**

"Medicine has been pointing towards personalization to the individual for many years now with advanced diagnostics using algorithms that look at the individual biochemistry of each patient. Through our novel custom nutraceutical options, we are the only nutraceutical manufacturer flexible enough to allow practitioners to truly personalize nutritional medicine to the individual."

## **Courtney McGrath** **Administrative Coordinator**

"Our model utilizes innovative technology to streamline mass customization and revolutionize the way nutraceuticals are used in the medical practice. The work we do is valuable, because we know that every formula we ship from our facility is improving someone's health and wellness."

## **Nicholas Green** **Marketing Manager**

"Working with healthcare professionals to design custom supplements for patients based on their genomic needs is exciting. I find it rewarding to know that our products are changing how doctors address patient healthcare needs in a positive way. Personalization is the future of medicine, and the future is bright!"

# Quotes

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## Customer Testimonials

### **Dr. Bob Miller** **Tree of Life**

"If you're not yet using Personalized Nutrients, give them a try. You're going to get better results, more compliance, and peace of mind that you're not giving ingredients to people that they may not need. I highly encourage everyone to consider using Personalized Nutrients because it takes you to that next level of personalized care!"

### **Dr. Sarah Larson** **Soluna Holistic Healthcare**

"Personalized Nutrients has been an amazing addition to my practice. Based on the blood panels I run, I can create custom vitamins, unique to each patient. The service has been life changing for hundreds of my patients!"

### **Dr. Emily Gutierrez** **Neuronutrition Associates**

"I appreciate that Personalized Nutrients places an emphasis on pharmacovigilance; they're NSF Certified, so I know that their products are clean, quality-tested, batch-tested, and that what I prescribe and order is exactly what my patients are getting. That gives me a lot of confidence."

# FAQ

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## How do I create an account?

In order to create and save a formula, you will first need to register. As a first time user, please register by clicking **Sign In / Register** on the home page. Complete the New Account Application and submit. Our account representative will contact you and you will gain access to your account within 24 hours of receiving your application.

## What is the typical lead time?

The typical lead time for Personalized Nutrients orders is 5-10 business days and 15-20 business days for Compounded Nutrients orders from the order date to ship date. (This time frame does not include holidays or weekends).

## Why does Personalized Nutrients come in a 3-month supply?

We feel that patient compliance and economic efficiency plays a crucial role in the efficacy of a patient's nutritional protocol. In most cases, 3 months will allow you to validate the efficacy as evidenced by clinical outcome via patient symptoms and/or laboratory values. This allows for formula modification on regularly scheduled visits.

## What are my shipping options?

Personalized Nutrients uses FedEx for all shipments.

Shipping Method	Shipping Fee	Delivery Days (Monday-Friday, not including holidays)
Ground	\$12.50	5-7
3-Day	\$19.50	3
2-Day	\$23.50	2
Standard Overnight	TBD	1
International Shipments	TBD	TBD

*\*Standard Overnight and International Shipments: Customer will need to provide credit card information at time of order.*

# FAQ

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## I live outside the US, how long will it take to receive my order?

On average, we usually see orders being delivered within 10 to 30 business days. However, on occasion orders may be delivered as late as 35 business days depending if there are any customs issues.

**Incorrect Address:** If the shipping address on your order is incorrect, please note that we cannot change the delivery address after an order has been submitted. Please know that we work directly with our shippers to help resolve address issues when possible, but we cannot be held responsible for any delays, fees, or other delivery issues if you've made an error in the shipping information on your order. If such an error causes an order to be rejected, lost or destroyed, we cannot issue a refund or replacement of any kind. If the error causes the order to be sent back to us, you may be responsible for return shipping fees and we will only be able to refund you for the cost of the merchandise only.

**Package Loss:** Although it is rare for international orders to get lost or delayed, please be aware that it can happen. Due to the import clearance process in your country and depending on the shipping method you chose; international orders can take up to 30 business days to clear customs. An international order will not be considered 'lost' until 30 business days from the date of shipment. We are unable to process claims until 30 business days period has passed. In the event your order has been lost, you must contact our customer support department at [support@compoundednutrients.com](mailto:support@compoundednutrients.com) and report it as lost to us within 60 calendar days of date of purchase. Depending on your location, courier selection, and any history of similar problems, we will work to help resolve this issue. Orders that have not been reported within 60 calendar days will not be eligible for refund. Refunds are not available if you choose International Airmail as a shipping method and your order is lost.

**Customs & Country Regulations:** Please know that we do try to adhere to each country's individual import policies. While we do our best to make sure that we do not ship prohibited products, it is up to you to double check your country's import policies before ordering. Orders that are seized by your local customs cannot be refunded.

**Continued on next page...**

# FAQ

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## I live outside the US, how long will it take to receive my order? (Continued)

**Duties & Taxes:** We currently ship all orders DDU (Delivery and Duties Unpaid). This means your package is usually delivered by your local mail carrier at the final destination. Your mail carrier may or may not charge duties and taxes. We do not collect taxes and duties during checkout and therefore you are responsible for paying these if you are required by your mail carrier.

**Disclaimer:** We cannot be held responsible for any laws or regulations that result in Customs applying additional cost to your order, whether tax or duties, nor any related delivery delays or seized products. However, please note that most international shipments do not experience problems or delays, and our customers are very rarely assessed additional fees. In the event additional fees are assessed to your order, your local Customs authority will contact you directly. As we are a United States based company, we bill all our customers who use a debit or credit card in U.S. Dollars and allow the customer's card issuing company to process the conversion. By ordering from us, you agree to our policies above. We reserve the right to change these policies at any time, and we also retain the right to refuse service to any customer at our sole discretion.

## How do I reorder and track my order?

For detailed instructions on how to reorder, please access the Video Tutorial page. To track your order, log in to your account and go to Order History. Your order will have one of three statuses listed: Processing, Manufacturing, or Shipped. If your order has shipped, there will be a link with tracking information listed for you to view. If there is no shipping link, then your order is in the Processing or Manufacturing stage. For further assistance, email [support@compoundednutrients.com](mailto:support@compoundednutrients.com).

## I reordered the same formula and my dose changed, why?

The volumes and densities of raw material blends can vary from batch to batch, and if your formula is on the cusp of moving into the next capsule requirement, and there were any changes with the new batch, it is possible for the capsule serving size to change. The formula is still exactly the same.



# FAQ

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## May I rush my order?

We will do everything to manufacture and ship your orders within our standard lead time, which is 5-10 business days for Personalized Nutrients and 4 -5 weeks for Compounded Nutrients. Expediting orders heavily impacts our production line and negatively impacts our overall lead time in the long run, so we must defer to our standard lead time for orders placed. We are confident that following this diligently over the long term will continually speed up the shipment time frame of your orders.

## What if I don't like the taste of my powdered dose-type personalized formula?

It is possible to purchase additional flavoring on the side to be sent separately to help with taste. Please contact [support@compoundednutrients.com](mailto:support@compoundednutrients.com) for suggestions on smoothie recipes to help make your formula more palatable. In general, we suggest going the capsule dose-type route if your palate is sensitive to taste. Unfortunately, it is our company policy to not accept returns due to taste.

## What if I cannot find an ingredient that I want?

Feel free to request a new ingredient at any time, we are always adding new options! To request a new ingredient, please send an email to [support@compoundednutrients.com](mailto:support@compoundednutrients.com).

## Can I adjust the dosage of raw materials freely?

Yes. Our manufacturing process uses incremental dosing options for individual raw materials and each ingredient has set lower and upper limits. Increments vary for each raw material. You cannot exceed our upper or lower intakes on dosing.

# FAQ

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## How do you guarantee the quality of your product?

We source raw materials primarily from European and domestic sources, and we always choose the most well-studied natural components with the standardization shown to achieve meaningful clinical outcomes. We rigorously qualify every vendor and we conduct 3rd party testing on microbiology, heavy metals, and identity to ensure potency, purity, and freshness of every raw material going into our innovative manufacturing process.

To learn more about our commitment to quality, visit our [website](#).

## Where do your raw materials come from?

For a list of our sources, visit our [website](#).

# Contact

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## Address

68994 North Pine Street  
P.O. Box 2436  
Sisters, OR 97759

## Phone

(541) 549-0333

## Email

[support@compoundednutrients.com](mailto:support@compoundednutrients.com)



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