

A FREE GUIDE FOR SKEPTICAL HOUSEHOLD DECISION-MAKERS

THE ABSORPTION GAP

**7 Reasons Your Vitamins Aren't Working,
What to Take Instead...**

And Why the Fix Could Also Pay You

How to stop wasting up to \$340 a month, feel the difference in 30 days,
and turn the products you already buy into a second income stream.



40 YEARS
OF WELLNESS
INTEGRITY

PRESENTED BY

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Independent Wellness Guide

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Read this in 12 minutes. Then text me the word SWITCH and I'll show you what to swap first.

INTRODUCTION

Why You're Reading This

Let's start with a simple, frustrating truth. You are probably wasting up to **\$340 every single month** on wellness products that do nothing for your body.

Open your pantry or your bathroom cabinet right now. If you are like most health-minded people between 35 and 60, you will find a graveyard in there. Half-empty vitamin bottles. Dusty tubs of powder. A collagen packet from a trend you don't remember.

You bought them for good reasons. You wanted more energy. You wanted to sleep better, protect your joints, and stay strong as you age. Then you stopped taking them.

Why?

Because you never felt a single difference.

That was not your imagination. It was not a lack of discipline. The truth is, your body never absorbed them. Most retail vitamins are made from cheap, hard-pressed synthetic materials held together with binders and fillers. They pass through you almost whole. You are quite literally flushing your money away.

And here is the part most guides never tell you.

The same problem that costs you \$340 a month is the reason a small group of everyday families now get paid every month. Great products create even better opportunities. You'll see exactly how in Chapter 4.

This short guide does three things. First, it exposes the seven reasons retail supplements fail. Second, it explains absorption in plain English so you can never be fooled again. Third, it shows you how to redirect the money you already spend into products that work, and how that one move can open a door you didn't know was there.

Let me ask you a question before we begin. If you found out that half the money you spend on health each month was doing nothing, what would you want to do about it?

CHAPTER 1

The Bioavailability Lie

Why price on the bottle does not equal performance in your body

Most people assume that when a label says "1000mg of Vitamin C" or "100% Daily Value of Magnesium," that is what their body gets.

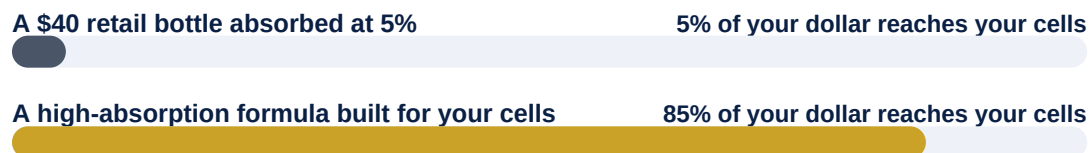
That is the bioavailability lie.

Bioavailability is a big word for a simple idea. It means how much of a nutrient actually reaches your bloodstream where your body can use it. If a supplement has low bioavailability, the dose on the label means nothing. Your cells never see it.

Mass-market brands are locked in a race to the bottom. To keep shelf prices low and profits high, they use the cheapest raw materials they can find. Synthetic forms your body does not recognize. Then they crush those powders into hard, dense tablets with high-pressure machines.

To keep those tablets from crumbling on the shelf, they add strong binders, glues, and coatings. Your stomach acid cannot break them down in time. The tablet moves through your system, and the nutrients you paid for leave the same way they came in.

The math is painfully simple:



Buy a \$40 bottle your body absorbs at 5%, and you did not save money. You paid \$40 for about \$2 worth of nutrition. The "cheap" bottle was the most expensive thing in your cabinet.

True economy is not the lowest price on the shelf. True economy is paying for nutrition that reaches your bloodstream. When you switch to high-absorption formulas, you stop paying for fillers and start paying for results you can feel.

Notice something here. A company that solves the absorption problem does not need to trick you into buying twice. You reorder because you feel it. Remember that word: **reorder**. It matters more than you think.

CHAPTER 2

The 7 Reasons Your Vitamins Aren't Working

To protect your budget and your health, you need to know what to look for. Here are the seven main reasons standard retail wellness products fail:

1 Cheap Synthetic Raw Materials
Many brands use synthetic forms because they cost pennies. Magnesium Oxide, for example, absorbs as low as 4%. Your body treats these compounds as strangers and often rejects them outright.

2 Heavy Binders and Fillers
Dicalcium phosphate, microcrystalline cellulose, stearic acid. These act like cement, holding the tablet together so tightly it never dissolves inside you.

3 Antagonistic Formulas
Some vitamins and minerals fight for the same absorption pathway. Cheap products throw them together in random ratios, so they block each other.

4 Missing Co-Factors
Nutrients never work alone in nature. Vitamin D needs Magnesium and K2 to reach your bones. Retail brands skip these helpers because they cost more.

5 Poor Solubility
Vitamins A, D, E, and K dissolve in fat, not water. Press them into a dry tablet with no fat-based delivery system and your body simply cannot break them down.

6 One-Size-Fits-All Delivery
Your digestion at 55 is not your digestion at 25. Stomach acid and enzymes drop with age. Retail formulas ignore this, so older adults absorb even less.

7 Outdated Manufacturing
Most brands do not make their own products. They outsource to contract plants that chase speed and volume. Ingredients degrade before the bottle reaches your door.

Look at that list one more time. Every one of those seven failures is a **choice** a manufacturer made to protect their margin instead of your results. Now ask yourself: what would it be worth to you to never make that mistake again?

CHAPTER 3

The Smart Switch

Redirecting the money you already spend

Here is the good news. You do not need a bigger monthly budget to get high-absorption wellness products.

You simply need to make **The Switch**.

Every month, you already spend money on household essentials, personal care, and vitamins. Right now that money goes to multi-billion-dollar conglomerates that care about shelf space and ad budgets, not what happens inside your body.

When you consciously move that same spending away from low-quality retail brands and toward a direct-to-consumer manufacturer built around absorption science, three things happen at once.

You stop paying the middleman. No retail markup. No shelf-space fees. No shipping loops through three warehouses.

You consolidate. Instead of a synthetic multivitamin, plus a separate energy drink, plus a joint cream, none of which fix the root problem, you replace them with targeted, bioavailable products that actually deliver.

Your money goes into the ingredients. Premium, clinically backed products, delivered to your door, on the budget you already have.

THE RETAIL PATH	THE SWITCH PATH
Your dollar → store → distributor → ad agency → contract factory → a sliver left for ingredients	Your dollar → the manufacturer → premium ingredients → your door
Buy once. Feel nothing. Quit. Buy something new next month.	Feel the difference. Reorder. Stay for years.
You are a customer. Nothing more.	You are a customer... and, if you choose, a partner who gets paid when others switch.

This is not about spending more. It is about spending smarter. And once you see that last row in the table, you can't unsee it. Which brings us to the part of this guide most people never get to read.

CHAPTER 4

Great Products Create Even Better Opportunities

Why the same science that fixes your cabinet can also fix your cash flow

Think about the last time something actually worked for you. A pair of shoes that fixed your back pain. A mechanic who charged half what the dealer quoted. A pillow that finally let you sleep through the night.

What did you do?

You told people. You didn't get paid for it. You just couldn't help yourself. That is what humans do when something is real.

Now here is the question nobody asks: **What if you got paid for the referrals you were going to make anyway?**

Why most "opportunities" fail (and this one doesn't)

You have probably been pitched before. Buy inventory. Sell to your friends. Hope they buy again. Most of those businesses collapse for one reason, and it is the exact reason from Chapter 1: **the products don't work, so nobody reorders.** No reorders means no residual income. Just a garage full of boxes and a friend who stopped texting you back.

The Switch model flips that on its head. There is nothing to sell. Nobody buys anything from you. People simply shop from a different store, for products they were already buying, and the company pays you a percentage on what they order every month, for as long as they keep ordering.

So the only question that matters is: **do people keep ordering?**

The company behind The Switch has one of the highest customer retention rates in the entire wellness industry. Customers don't buy once and leave. They stay for years, often decades. That is not a marketing claim. That is the whole business.

Why absorption is the business model

Go back to the money bar in Chapter 1. A retail vitamin absorbed at 5% is a product people quit. A high-absorption formula is a product people feel, and people do not quit what they can

feel. Every reorder is proof the product worked. And in this model, every reorder is also a small check to the person who helped that family switch.

That is the tie most people miss. **The reason the products are worth buying is the exact reason the business is worth building.** High absorption creates results. Results create retention. Retention creates residual income. You cannot have the third without the first.

What this actually looks like in real life

No inventory. No deliveries. No parties in your living room. No pressure. You make The Switch yourself first, so you feel it. Then, when someone asks why you have more energy, or how your sleep improved, you tell them the truth and hand them this guide. That's it. They decide for themselves.

Some people are happy just being customers. Wonderful. Some want to cover their own monthly order. Some want to replace a car payment. A few build something much bigger. Your results depend entirely on the work you put in, and there are no guarantees, but the door is the same for everyone.

So let me ask you the honest question: **if your household is going to switch anyway, would you rather be the person who was told about it, or the person who told others?**

THE BIGGER PICTURE

What Most People Miss

When people look at the wellness industry, they get distracted by internet trends, exotic ingredients, and celebrity endorsements. They miss the single most important sign that a wellness company can be trusted: **customer retention**.

Anyone can convince someone to buy one bottle. Flashy ads do that every day. But if the product does not work, that customer never buys again. Retention cannot be faked. It has to be earned, month after month, by results people can feel.

This is why you must look at the track record.



The Wellness Store Switch does not rely on trends. It relies on forty years of scientific integrity. Since 1985, the mission has been one uncompromising thing: create high-absorption, bioavailable products that make a physical, noticeable difference in daily life.

Today that means more than 450 products and over \$2 billion in annual sales. But the number that matters most is the one you can't put on a label: customers who stay year after year, decade after decade, because they feel the difference in their energy, their recovery, and their vitality.

A company does not survive forty years by fooling people. It survives because the products do what they promise. And for you, that forty-year track record is the foundation under both decisions in this guide. It is why the products are safe to switch to. And it is why the opportunity is safe to build on.

YOUR NEXT STEP

Two Doors. Same Key.

You have a choice to make.

You can keep spending your hard-earned money on retail supplements, hoping this time will be different, while knowing deep down your body isn't absorbing them.

Or you can make The Smart Switch.

You can join hundreds of thousands of families who redirected their everyday spending to high-absorption products that actually work, without adding a dollar to their budget. And if it makes sense for you, you can walk through the second door too: the one where the products you already buy start paying you back.

DOOR ONE: CUSTOMER	DOOR TWO: PARTNER
Switch your store. Feel the difference in 30 days. Stop wasting \$340 a month. That's it, and that's enough for most people.	Do everything in Door One. Then share this guide with the people who ask why you feel better. Get paid a percentage every month they reorder.
Risk: none. Satisfaction guarantee on products.	Risk: low. No inventory, no quotas, no selling. Just switching and sharing.

Either way, your next step is the same. Reach out to the person who shared this guide with you. That's me. I'm not a salesperson. I'm someone who made The Switch, felt it, and decided the honest thing to do was tell people.

YOUR NEXT STEP

Book a Free 15-Minute Call with Dennis

I'll do a free 15 minute call with you.

No hype, just results. Remember, one simple change is all you need to a healthier you.

Text 608-509-6131 to book your call

Or email 2LivingBetter@gmail.com

P.S. Our conversation can take as little as 15 minutes, and will cost you nothing.

— Dennis Hatlen, Independent Wellness Guide

ABOUT

About The Wellness Store Switch

Since 1985, The Wellness Store Switch has been a pioneer in high-absorption, bioavailable wellness solutions. With a catalog of more than 450 premium products and a global footprint of over \$2 billion in annual sales, the company is dedicated to helping families live healthier, more vibrant lives. A commitment to scientific integrity, rigorous manufacturing standards, and direct-to-consumer value has made it one of the most trusted names in wellness for forty years, and one of the most stable foundations for a home-based business.

About Dennis Hatlen

Dennis Hatlen is an Independent Wellness Guide who is helping families live better, close the absorption gap, and for those that want it, build a second stream of income from the products they already buy. Reach him at **608-509-6131**, or **2livingbetter@gmail.com**.

IMPORTANT DISCLOSURES

Health. The information in this guide is for educational purposes only and is not medical advice. It is not intended to diagnose, treat, cure, or prevent any disease. Consult your physician before starting any supplement, especially if you are pregnant, nursing, taking medication, or managing a health condition. Individual results vary.

Income. Any reference to earning potential describes what is possible, not what is typical. Most people who participate in a referral or direct-selling program earn little or no income, and some may lose money. Results depend on individual effort, skill, time invested, and market conditions. No income is guaranteed. Before joining any program, review the company's official income disclosure statement.

Independence. Dennis Hatlen is an independent representative and is not an employee or agent of the manufacturer. Product and company figures cited (founding year, product count, annual sales) are based on publicly available company information and are subject to change. Savings estimates such as "\$340 per month" and absorption comparisons are illustrative and will differ by household and product.