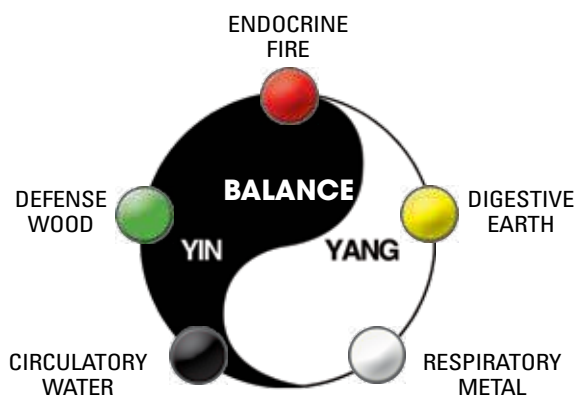


Rather than developing products based on marketing hype or fad ingredients, Dr. Chen bases all Sunrider® products on a powerful philosophy—the Philosophy of Regeneration®. Distilled from thousands of years of Chinese herbal research, the Philosophy of Regeneration® is the blueprint for every Sunrider® product. It guides the entire process from initial concept to finished product like a blueprint guides the building of a house or bridge.



Principle 1

Nourish + Cleanse → Balance

The Chinese concept of harmony between yin and yang is the fundamental principle of life. Too much yin or too much yang throws your body off balance. Consider five horses pulling a chariot. The five horses represent the body's five major systems: the endocrine, digestive, respiratory, circulatory, and defense systems. If one horse runs too fast or too slow, it will tip the balance of the chariot. The chariot only runs smoothly when the five horses run in harmony. Similarly, our body enjoys health when all five systems run in balance. Thus, our products nourish (yin) and cleanse (yang) your body to achieve a beautiful balance for optimal health.

Principle 2

Foods, Not Chemicals

Our body is designed to recognize food as nourishment, not chemicals. We are meant to eat oranges, not vitamin C; beans, not protein powders. You can break food down into proteins, carbohydrates, fats, vitamins, minerals, etc. However, if you mixed these chemicals back together, you would not make food. Eating too many chemicals, such as protein powders and multivitamin pills, can actually cause your body to become unbalanced and malnourished.



Dr. Oi-Lin Chen and Dr. Tei-Fu Chen



Eric Chen,
PhD, Candidate of Organic Chemistry



Reuben Chen, MD

Principle 3

Variety of Products & Ingredients

Many people seek a miracle product that will cure all ailments. The reality is that our bodies are too complex for such easy solutions. Too much of one type of food or nutrient can unbalance your body and even damage your health. For example, Chinese emperors ate ginseng to increase strength and stamina, but they often bled to death in battle because ginseng also thins the blood. Since no ingredient can do everything, our bodies require a variety of foods and nutrients to maintain optimal health.

Principle 4

Expertise in Formulation & Concentration

Sunrider's owners are experts in the fields of health and science. Dr. Tei-Fu Chen is a world-renowned herbalist with a degree in pharmacy. His wife, Dr. Oi-Lin Chen, is a medical doctor. They work with their sons Dr. Reuben Chen, also a medical doctor, and Eric Chen, an organic chemist, to oversee the research, development, and manufacturing of every Sunrider® product.