



SONORAN BLOOM™

TriVita Wellness & Wealth for Your Life Purposes

About the company

TriVita is an established leader in the health and wellness industry. Through a science-based line of high-end nutritional products, as well as ongoing education like the company's 10 Essentials for Health and Wellness, TriVita helps people everywhere pursue physical, emotional and spiritual well-being.

The company was founded in 1999, after a personal health crisis changed the course of founder Michael Ellison's life. After taking a close look at his own health and discovering a personal pathway back to wellness, Ellison decided to share his wellness experience with others—and to apply his 35 years of wealth creation expertise to a new company: TriVita.

Mission

TriVita inspires people to experience wellness and to create wealth for their life purposes.

This mission is supported by:

- An ongoing pursuit of wellness and the development of new products like Sonoran Bloom.
- An industry-leading direct sales model that empowers people to build wealth, so they can live life to its fullest.

Experience wellness with Sonoran Bloom

TriVita has expanded its product offerings to include a groundbreaking new line of wellness products based on the ancient healing traditions and native plants of the Sonoran Desert.

The flagship Sonoran Bloom product, Nopalea, harnesses the power of the antioxidant-rich Nopal cactus superfruit to create a deliciously unique, concentrated wellness drink that promotes optimal cellular health and delivers a wide range of scientifically proven health benefits.

Create wealth with an industry-leading direct sales model

TriVita uses an industry-leading direct sales model to help its Affiliate Members create wealth for their own life purposes. TriVita offers a proven pathway to success, and tremendous opportunities for financial freedom, with groundbreaking resources including:

- Multimedia Cooperative Marketing programs
- Comprehensive *Share and Earn* tools
- A simple, three-step system

TriVita Executive Team

- Michael Ellison, CEO and Founder
- Marcus Ellison, Senior Vice President, Sales and Marketing
- Brazos Minshew, Chief Science Officer
- Jim Dudleston, Senior Vice President, Operations
- Don Kurtenbach, Chief Financial Officer
- Gene Henderson, Senior Vice President, Legal Affairs

Medical Advisory Board

- Dr. Scott Conard
- Dr. Samuel N. Grief
- Dr. Tammy Pon
- Dr. Nathan S. Bryan

A TRIVITA BRAND

16100 N. Greenway Hayden Loop, Suite 950, Scottsdale, AZ 85260

TELEPHONE: 480.337.4000 | www.sonoranbloom.com

Strategic partners

TriVita's media expertise, consumer knowledge and operations acumen comes from a strategic alignment with three other companies, all of which are owned by TriVita founder Michael Ellison:

- Ellison Media Company
- Ellison Research
- GDF Fulfillment

For more information

To learn more about Sonoran Bloom, visit www.sonoranbloom.com

Press Contact

Name: Cinda Malouin

Title: Marketing Director

Phone: 480-337-4022

Email: cinda.malouin@trivita.com

A TRIVITA BRAND

16100 N. Greenway Hayden Loop, Suite 950, Scottsdale, AZ 85260

TELEPHONE: 480.337.4000 | www.sonoranbloom.com