

FOR IMMEDIATE RELEASE

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NATURE'S FORMULARY WEBSITE CROSSES A MILESTONE : MORE THAN 110,000 HAVE DOWNLOADED PERSONALIZED LIFE STYLE PLANS IN 12 MONTHS....

One year ago Nature's Formulary launched a new feature on the very popular Dosha test on their website. Visitors can take the Dosha test and download (or receive by e-mail) a life style plan customized for their Dosha combination! In the last 12 months, more than 110,000 people have taken advantage of this. The customized report describes the physical and emotional make up of the person and suggests a daily lifestyle plan of herbs, foods and exercise to stay balanced and healthy. It also talks about what signs and health conditions to watch for if their Dosha is going out of balance, along with what to do get back to a healthier state. "The Dosha test feature has been part of our website from the start, we estimate that more than 700,000 people have used this tool to improve their health in the last decade. We all know that integrating herbal therapy WITH lifestyle changes yields significantly better health results," according to P. K. Davé, Founder and CEO. "We provide the tools for everyone to take charge of their own health by living a time tested Ayurvedic lifestyle" he said. A spokesperson for Nature's Formulary said, "Our web site has been specifically designed to be a great destination not just for buying products but also for Ayurvedic lifestyle suggestions and educational tools." The url of the Dosha test is: <https://www.naturesformulary.com/test/dosha-test/>

The company's marketing team listed several web site features that people use:

- ❖ The ever popular Dosha test provides a customized report for results
- ❖ Selecting Nature's Formulary products that work hand in hand with diet and exercise
- ❖ Shop by health condition or shop by Dosha or for the product straight away
- ❖ View video on Yoga for each Dosha
- ❖ Suggested recipes of foods for each Dosha

CONTACT

For orders and information, retailers can contact Chelsea Sturtevant at 800-923-9388 ext. 201 or chelsea@naturesformulary.com. Reporters and media are requested to contact P K Davé by e mail at pkdave@naturesformulary.com.

BACKGROUND ON NATURE'S FORMULARY

Nature's Formulary is the natural products industry's oldest marketer of Ayurvedic products including herbal supplements and body care products. Products are manufactured and packaged in the USA in FDA inspected facilities. Nature's Formulary products are based on Ayurvedic Medicine, a 4000 years old science of health care developed in India. Consistent with Ayurvedic philosophy, Nature's Formulary believes in empowering consumers to make their own health care decisions and offers the industry's broadest educational programs. The company's products are available throughout the USA at health food stores and on-line at www.naturesformulary.com.



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