

## New website offers health, wellness products

A new website, Juniva, offers vitamins, sports nutrition and weight-loss products as a specialist health, wellness and fitness e-tailer to counter modern living and poor food choices.



Gary Novitzkas, CEO and founder says, "Health is the new wealth. People have swapped consumerism for caring more about the environment, their wellbeing and their health. We want to live optimally by exercising, eating well and supplementing our diets. The explosion of mass participation sporting events, health clubs and fitness and nutrition cultures has also made these goals more achievable.

"We believe that combining education, motivation, exercise and convenience changes the way you view fitness and health, and enhances your quality of life. With so many nutrition choices around, we give our shoppers peace of mind that what they buy meets the quality, safety and efficacy guidelines as set out by the Medical Control Council and other industry bodies. We choose each product in consultation with our nutrition and sports experts and not only include manufacture information but also simplified explanations as it's important that shoppers know what they are buying and why.

"We have developed the 'Repeat & Save' subscription service, which allows customers to repeat their orders either quarterly or every month. This ensures products are conveniently delivered to the door as frequently as they require.

"We offer a selection of over 1500 curated vitamin, sports nutrition and weight-loss products, fast delivery, customer service and an enjoyable, easy-to-navigate shopping experience," he concludes.

For more information, go to [www.juniva.com](http://www.juniva.com).