

KNOWLEDGE Karuna has been providing exceptional natural medicines and supplements exclusively to health care practitioners since 1981. Product excellence is first priority, so every Karuna formulation benefits from the most credible and current nutritional Knowledge – scientific studies and clinical trials, as reported in respected medical journals. Karuna’s Technical Advisors – practicing physicians, writers and researchers – contribute their collective Knowledge to each Karuna product. This applied Knowledge assures optimal benefit for your patients.

ATTENTION Throughout formulation, manufacture, delivery and follow-through support, Karuna people devote continuously superior degrees of Attention to the excellence and efficacy of every formulation. Attentiveness surpassing conventional standards assures the product quality you expect and deserve for your practice. From assay-verified freshness, purity and potency of every product ingredient through prompt and accurate response to your product-related questions, you will benefit from constant Attention to providing you with the finest in therapeutic nutrition.

RESPONSIBLE Karuna’s motto and guiding principle – Responsible Nutrition™ – expresses our commitment to the dedicated holistic medical professionals whose practices and patients we are honored to serve. Responsible formulation means strict adherence to validated front-rank research and dismissal of options lacking sufficient scientific verification. Responsible animates every other phase of Karuna operations as well, including GMP-compliant strict quality control in manufacture, conscientious fair pricing, and restraint in promotional and overhead expense.

UNDERSTANDING Nearly three decades of service to medical professionals allows Karuna a unique and advantageous Understanding of how to take better care of our Customers. We continually improve our abilities to attend to your needs and supplement the benefits you and your patients receive from our products, service and technical support. Karuna Customers deserve and receive special care during every interaction: we listen, make sure we Understand, and respond in the manner most likely to achieve the results best meeting your expectations.

NUTRITION It’s “the act or process of nourishing or being nourished” and the second half of our two-word motto and guiding principle. It distinguishes our holistic philosophy and approach to our work: supporting and augmenting the vital natural healing and wellness systems of your patients. Karuna provides therapeutic Nutrition in a broad array of formulations comprised of ingredients in the forms and amounts verified by the most credible Nutritional science: natural, hypo-allergenic, and, increasingly, organic ingredients to promote the dynamic well-being of your patients.

ASPIRATION Long, successful service to thousands of holistic medical professionals has its rewards. Karuna occupies a front-rank industry position, and we are grateful for all the referrals from fellow practitioners that remain the primary source of New Karuna Customers. Karuna’s Aspiration never diminishes, however, and we constantly rededicate ourselves to meeting your medical nutritional needs better than any other provider. Aspiration means continually earning your confidence and trust in our heartfelt and unwavering assurance that:

You Can Rely On Karuna As Confidently As Your Patients Rely On You.™

KARUNA is a word from Sanskrit, the world’s oldest written language. It means “The Embodiment of Compassionate Activity”. Awareness of this meaning has guided and, we feel, blessed our efforts throughout our corporate history. We are privileged to work with enlightened and devoted health care practitioners who choose Karuna products to benefit the good health of their patients. We are grateful to have participated for so long in the holistic medical movement that makes such a powerful positive difference in so many lives and that is increasingly the evident preference for the wellness of future generations.

THE KARUNA LOGO SYMBOL is a stylized version of the Sanskrit “KA”, the first syllable of KARUNA. We like to think of the letters “KA” as standing for Karuna Advantage, the distinct and substantial Advantage you provide for your patients and your practice when you select and rely on Karuna formulations targeted to your clinical needs. We sincerely appreciate the opportunity to serve your practice and invite you to contact us whenever we can be of assistance.

Karuna Management and Staff

42 Digital Drive, Suite 7 | Novato, CA 94949-5762
toll free (800)826-7225 | fax toll free (800)711-6740 | www.karuna.com

 **KARUNA**[®]
RESPONSIBLE NUTRITION™