



XTEND-LIFE MEDIA KIT



ABOUT XTEND-LIFE NATURAL PRODUCTS

Founded in 2000 by New Zealander, Warren Matthews, Xtend-Life is a family owned business with the mission to provide a foundation for better health and wellbeing with the aim of enhancing quality and enjoyment of life. Customers receive guaranteed, world-class formulas that are made in full compliance with applicable standards at manufacturing and distribution facilities registered with the U.S. Food and Drug Administration (FDA) and compliant with all GMP requirements for dietary supplements. Xtend-Life is a member of the Natural Products Association (NPA) and the Global Organization for EPA and DHA Omega-3s (GOED).

OUR CORE VALUES

Integrity

Xtend-Life is dedicated to earning your trust in everything we do – from transparent customer communication to products that are true to label. Whether it is the sourcing of our ingredients, or quality testing and safety, you can be sure to count on premium Xtend-Life products. We are passionate about your long-term health and wellbeing, and are determined that the customer get the most out of our products.

Fair Pricing

Xtend-Life chooses not to spend on celebrity endorsements and large advertising campaigns. Instead we choose to let the supplements speak for themselves, enabling us to transfer these savings on to our customers. We are so confident in the results our products deliver that we back them up with a 100% money-back guarantee.

Purity

Xtend-Life understands that you want nothing less than the best. That is why we strive to uphold purity standards that are above and beyond industry expectations. We source the highest quality ingredients that are as close to nature as possible, and test them in independent laboratories to ensure quality consistency.

Our Mission

Xtend-Life leads the way as an innovative industry leader, helping people achieve vibrant health and longevity through the use of pure and natural products.



*Providing products
of exceptional purity
and effectiveness*



xtendlife
www.xtend-life.com



MEET OUR FOUNDER, WARREN MATTHEWS

Born in Christchurch New Zealand, Warren Matthews has gained international recognition as a researcher and advocate of natural health. He is also a remarkable example of the vital, anti-aging benefits of his own theories and products.

Warren has always been a highly driven, imaginative entrepreneur with a passion for technological innovation and the natural environment.

Several years ago, an abiding personal interest in health and well-being inspired him to focus his considerable energy and resources on the field. Along with his son Lance Matthews, he founded Xtend-Life Natural Products in 2000.

Xtend-Life has since become one of New Zealand's business success stories, renowned

for the purity of its ingredients, its innovative formulations and competitive pricing. The company now sells its expanding range of natural supplements and skin care products each month to thousands of customers in over 40 countries.

Warren Matthews himself has emerged as one of the industry's evangelists. Travelling over 250,000 miles a year, he hosts consumer seminars and meets with Xtend-Life customers and suppliers on a regular basis.

His agenda is simple: to encourage continued, and broader, scientific research into better-informed public acceptance of the very real benefits of pure, natural products along with a sensible diet and lifestyle.

*Transparent,
honest and true
to label*

FOCUS PRODUCTS



OMEGA 3 RANGE

Pure and effective Omega 3 products from New Zealand

After extensive research on multiple forms and combinations of different fish oils, we discovered and perfected our signature blend of bio-available New Zealand Hoki and Tuna oil.

- Contains New Zealand Hoki fish
- Pure concentrated South Pacific Tuna oil
- High DHA content for multiple health benefits
- Eco-friendly and sustainably sourced
- Fresh enough for pregnant mothers
- Lycopene and Astaxanthin provide free radical support to skin
- Bio-available Coenzyme Q10 in Ubiquinol form for heart and muscle health

FOCUS PRODUCTS



TOTAL BALANCE RANGE

Go beyond vitamins with superior supplementation

With the exclusive Total Balance formulas you get a complete nutrient system that delivers over 70 targeted vitamins, minerals, enzymes, amino acids and age-defying nutrients to support cell health and promote optimized health and vitality.

- Minerals and micronutrients for cellular health
- Powerful antioxidants to combat free radicals
- Amino acids for metabolism and muscle health
- Natural hormone supporting ingredients
- Enzymes for digestive health and energy
- Eye health blend for support

FOCUS PRODUCTS



ZUPAFOOD™ RANGE

The new frontier
in superfoods

Now you can unleash the power of Zupafoods to maintain healthy energy levels, promote general health and immunity, and support youthful skin, to help you look and feel better and younger for longer.

- Boost energy and vitality the natural way
- Unique blend of New Zealand superfoods
- Organic greens like spirulina and chlorella
- Bio-available marine calcium suitable for vegans
- Naturally flavoured with real New Zealand fruit

FOCUS PRODUCTS



AGE-DEFYING SKIN CARE RANGE

The next generation in natural skin care

Xtend-Life consistently work to improve our formulations to deliver surpassed beauty results, and we exceeded original expectations with the completion of our second generation skin care with Kanapa™.

- Advanced nutrition for skin
- Anti-wrinkle results of 33% in just six weeks
- Natural ingredients that are safe enough to eat
- No BPAs, parabens or harsh chemicals
- Dermatologically tested and cruelty free

ISSUES



MEN'S HEALTH

Warren's compelling special report on prostate health is a must-read for all men 40 years and over.

Sex, Lies & Misconceptions

<http://www.xtend-life.com/news-blog/blog/articles/prostate-health-sex-lies-and-misconceptions>

Is more Sex the Secret to a Healthy Prostate

<http://www.xtend-life.com/news-blog/article/news/2015/09/27/is-more-sex-the-secret-to-a-healthy-prostate>

ISSUES



WOMEN'S HEALTH

Providing up-to-date industry research with beauty blogs and products touching on all aspects of female health and wellbeing.

Tips for Navigating Through your Fifties

<http://www.xtend-life.com/news-blog/article/blog/2016/03/02/top-five-health-tips-for-women-navigating-their-fifties>

Embrace your true Health and Vitality

<http://www.xtend-life.com/womens-health>

ISSUES



CHILDREN'S HEALTH

We provide the latest in health news and product technology to help strengthen growing bodies and minds, equipping them for a brighter, healthier future.

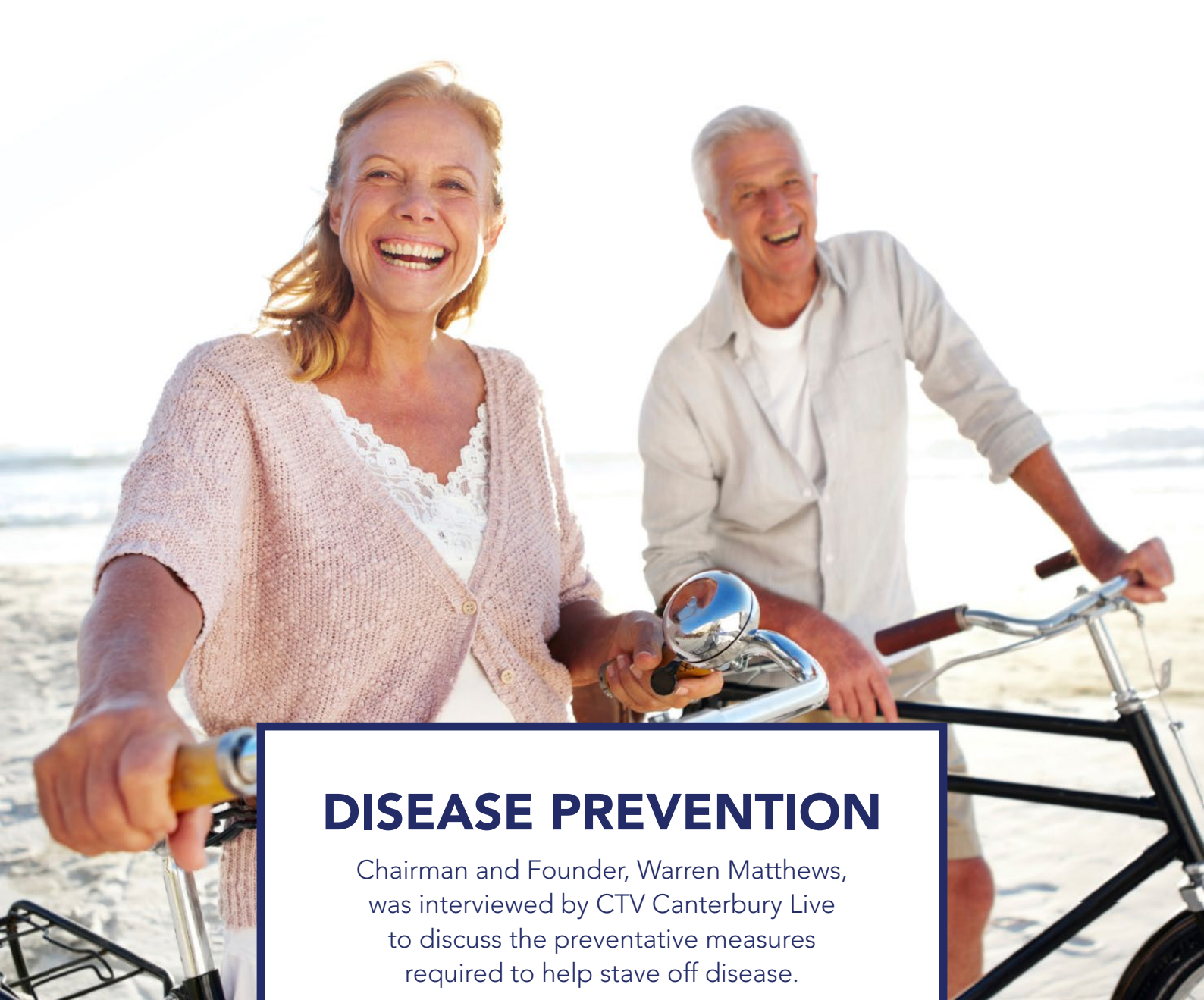
A Mother's Success Story with Omega 3

<http://www.xtend-life.com/news-blog/article/blog/2015/02/01/omega-3-high-in-dha-helps-child-concentrate-at-school-a-mother's-success-story>

The Secret to an Allergy Free Pregnancy

<http://www.xtend-life.com/news-blog/article/allergies-and-maternal-diet/>

ISSUES



DISEASE PREVENTION

Chairman and Founder, Warren Matthews, was interviewed by CTV Canterbury Live to discuss the preventative measures required to help stave off disease.

Disease Prevention Put Simply

<http://www.xtend-life.com/news-blog/article/blog/2015/06/17/disease-prevention-put-simply>

Is Aging a Disease? Can it be Controlled?

<http://www.xtend-life.com/anti-aging>

ISSUES

OCEAN CONSERVATION

Xtend-Life sponsors XtendOceanLife which is a global resource to bring to light ocean conservation issues for the sustainability of ocean life.

Xtend Ocean Life Website

<http://www.xtendoceanlife.org/>


Products with Microbead

<http://www.xtend-life.com/news-blog/article/news/2016/02/16/products-with-microbeads-tear-up-skin-and-the-environment>

Xtend-Life Boost Ocean Awareness

<http://www.xtend-life.com/news-blog/article/news/2015/02/19/xtend-life-launches-xtendoceanlife.org-to-boost-ocean-awareness>

ISSUES



Leading the charge to ban the microbead, Xtend-Life supports the new Microbead-Free Waters Act of 2015 with their microbead-free Age-Defying Exfoliating Scrub which helps to renew the skin while saving the world's oceans.

Taking Microbeads off the Menu

<http://www.xtend-life.com/news-blog/article/news/2015/04/29/kiwi-skincare-company-takes-microbeads-off-the-menu>

Say 'No' To Microbeads

<http://www.xtend-life.com/news-blog/article/news/2016/01/18/new-zealanders-urged-to-say-no-to-dangerous-microbeads>

Threat to New Zealand Waterways

<http://www.xtend-life.com/news-blog/article/news/2015/04/29/threat-to-new-zealand-waterways-prompts-microbead-ban>

FREQUENTLY ASKED QUESTIONS

Why Xtend-Life?

Xtend-Life are committed to the excellence of our products. Our customers receive guaranteed, all-natural and exclusive formulas that are safe and compliant with all GMP requirements for dietary supplements. Unlike other manufacturers, we control the development and manufacturing of all our products within our own state-of-the-art facilities.

Do you test your products on animals?

Xtend-Life Natural Products does not conduct or commission animal testing on raw materials or finished products in any phase of development. We do not test on animals under any circumstances. We are deeply committed to respecting animal life and wellbeing, as well as our environment.

Where do the ingredients come from?

We seek out the best ingredients around the world and purchase them from reliable, sustainable sources, before testing them extensively to prove their potency and purity.

How do you guarantee effectiveness?

There are many components which ensure effectiveness, but one of the most important is the delivery system. For our supplements, we use a variety of delivery systems from sophisticated, enteric and normal tablet-coating to capsules and soft gels. Each system is selected based on the type of ingredients used and the objective of the supplement.

Are your products suitable for sensitive skin?

We pride ourselves on having the highest quality skin care products and our entire skin care line has been dermatologically tested ensuring they are suitable for all skin types. You can be assured that our ingredients are effective, while still being gentle on sensitive skin.

Have your skin care products been clinically tested?

The newly developed Xtend-Life Kanapa™ formulations were evaluated in a six week clinical trial on both men and women and delivered outstanding anti-wrinkle results of a 33% and 35% decrease in wrinkle count respectively. For more on this clinical study [click here](#).



GET SOCIAL WITH US TODAY

Facebook

www.facebook.com/XtendLife/

www.facebook.com/XtendOceanLife/

Instagram

www.instagram.com/xtend.life/

www.instagram.com/xtendoceanlife/

Twitter

www.twitter.com/XtendLifeNews

Youtube

www.youtube.com/user/XtendLifeChannel

Linked

www.linkedin.com/company/xtend-life-natural-products-ltd

THE BUZZ AROUND XTEND-LIFE

Pharmacy Today

April 1, 2016

<http://www.pharmacytoday.co.nz/shop-corner/2016/april-2016/01/acid-overload-in-diet-prompts-30-day-challenge.aspx>

Pharmacy Today

March 1, 2016

<http://www.xtend-life.com/docs/default-source/pdf/pharmacy-today-march-2016.pdf?sfvrsn=2>

Sys-Con

February 11, 2016

<http://news.sys-con.com/node/3674473>

One News

January 8, 2016

<https://www.tvnz.co.nz/one-news/new-zealand/government-investigating-use-of-microbeads-in-beauty-products>

Scoop

April 1, 2016

<http://www.scoop.co.nz/stories/BU1604/S00011/fears-of-acid-overload-sparks-30-day-alkaline-challenge.htm>

Femme Fitness

March 1, 2016

<http://femmefitness.co.nz/article.cfm?id=111794>

Scoop

January 19, 2016

<http://www.scoop.co.nz/stories/SC1601/S00035/new-zealanders-urged-to-say-no-to-dangerous-microbeads.htm>

USEFUL CONTACTS

We take pride in our customer service and the ease with which our customers around the world can contact a 'real' person, and get answers to questions. They can be contacted Monday to Friday 8.30am to 5.00pm New Zealand time.

USA & Canada

Phone Toll Free

1 888 487 9304

UK

Phone Toll Free

0800 520 0311

Australia

Phone Toll Free

1 800 983635

New Zealand

Phone Toll Free

0508 983635

Thailand

Phone Toll Free

662 685 3877

Rest of the World

Phone Toll Free

(64)3 3842116

MEDIA ENQUIRES

If you have interest in reviewing a specific product or if you have any other media enquiries, please get in touch with our contact at Convergence Communications & Marketing Ltd.

Rhianna Bull

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over 1,000
customer reviews

190,724
customers worldwide



2,331,265
total products shipped
since start date

exceptional
customer satisfaction
rating



