

# NU SKIN BOOSTS BLUE BULLS

NU SKIN SOUTH AFRICA has formed a partnership with provincial rugby team, the Blue Bulls, becoming the official dietary supplement provider.

## Optimum nutrition for performance

Diederik Doorenbos, vice president of sales and marketing, has said the partnership was a logical fit: "The Blue Bulls and Nu Skin have a strong common denominator which is to compete and perform at the very highest level, delivering the best results," he says.

"Optimum nutrition is critical for the health and vitality of athletes performing at high levels of competition," says Dr Org Strauss, team doctor and sports physician for the Blue Bulls. "This partnership will enhance the

athletes' ability to perform as Nu Skin and its products have a very strong reputation and are fully backed by scientific research," Strauss says.

The products supplied to the Blue Bulls as part of the sponsorship agreement are a vitamin supplement, LifePak Nano, a nutrient-rich juice, an energy metabolism and post-exercise recovery product, Overdrive, and a dietary supplement to raise and sustain baseline energy levels, ageLOC Vitality.

