

A REFRESHING TAKE ON NUTRITIONAL SUPPLEMENTATION



Health cannot be defined as the absence of disease, but rather the presence of wellbeing. This is a philosophy that is often given perfunctory attention, until illness or injury unexpectedly strikes. Then, with a jolt, we hurriedly take action, often turning to vitamin and mineral

supplementation as an emergency measure, only to slide back into old habits once the scare is over.

At the age of 40 Johan Muller is no stranger to the devastating physical and mental effects of a frenetic twenty-first century lifestyle. He is Founder and Group Managing Director of the CytoTech Corporation, producers of a unique range of health supplements and nutritional products designed to enhance general health and wellbeing alongside a controlled exercise and dietary program. A health and fitness guru, in peak physical condition, he is a dedicated advocate of natural medication and nutritional supplementation, who cites as a personal aim promoting health and educating people regarding the importance of healthy living and nutritional supplementation.

He is also a survivor of corporate burn-out, having started his career on the Johannesburg Stock Exchange where 24-hour working days form part of the package. Like many of us, he used 'quick fixes' to alleviate the effects of a demanding lifestyle, only to find himself back on the matrix again. At the peak of his career, with the pressures of business taking its toll on his health and wellbeing, Johan found himself suffering from severe physical and mental exhaustion, which forced him to look inward and make a few life-changing lifestyle choices.

He turned to a Personal Trainer for guidance and thus began his exploration of the health industry and his personal commitment to healthy living.

Today Johan Muller is at the forefront of the health and fitness industry, an entrepreneur and fitness guru who exchanged a career in finance to follow his personal passion. In 2001 he founded CityGym (now Dynamix gym), Cape Town's first Blue Collar market gym, and earned Western Province colours in Body Building. He founded the CytoTech Corporation in 2003, a company which adheres to holistic business principles, positioning long-term relationships with clients alongside quality products, advice and support. His personal philosophy is evident in the level of integrity which underlies the core ethos of the CytoTech Corporation.

CytoTech utilizes only natural substances as the basis of all its products - extracted from herbs, plants and roots. Significantly, the amounts of vitamins and minerals in CytoTech product are the amounts proven to promote optimal health and wellness, not merely the amount suggested for prevention of deficiency diseases.

CytoTech produces eight(8) distinct product ranges tailored to suit diverse lifestyle needs: CytoLifestyle™ - designed to fulfil specific lifestyle requirements; CytoTech Vitamins and Minerals™ - a range of vitamin and mineral supplements to suit all age groups; CytoTan™ - a range of products to give you the tan you want without all those hours in the sun; CytoOrganics™ - a range of 100% natural organics that is required for an everyday use; CytoTech Weight Loss range™ - a variety of weight loss products designed to burn fat, increase energy, loose weight and improve metabolism to give you the body you want; CytoVita-Water™ - a range of mineral enriched vitamin water which is not just tap water and sugar, with all the advantages of both minerals and the vitamins; CytoTech Family range™ - The family range caters for the needs of the whole family from 4 years to 55 years and older. The family range ensure that the whole family gets all the daily nutrients and vitamins your body needs to function at its optimal; CytoTech Holistic range™ - The holistic range of products aids in the relief of symptoms associated with the heart, lungs, blood pressure and cholesterol functions of the body.

Says Muller: 'In this era of fast living and fast food, nutritional supplementation is no longer a luxury, but a necessity.

The CytoTech Corporation was founded on the understanding that a demand exists for quality nutritional supplementation that meets particular lifestyle needs. In response, we've designed a unique range of health supplements and nutritional products to cater for a very diverse array of lifestyle requirements. Whether you want to boost your vitality, enhance your general health, increase your performance, or improve your body image, CytoTech can match a product to your specific requirement. We distinguish our company by striving for impeccable service and providing quality products. Our personal service extends to qualified Nutritional Advisors who advise clients on how best to combine their choice of nutritional products with a controlled exercise and dietary program.' This is why CytoTech is fast becoming a leading provider of nutritional supplements.