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## **U-District Super Supplements Recipient of Source Naturals "Retailer Success Award"**

*U-District Super Supplements Manager, Ryan Hinkleman, Wins Retailer  
Success Award, iPod Touch*

**Scotts Valley, CA – Thursday December 10, 2008** – During these tough economic times, many retailers throughout the nation are facing financial struggles. One Seattle-area retail store, however, has surpassed its projected sales. Having exceeded expectations for sales of Source Naturals [Inflama-Trim™](#), a product offering a healthy approach to weight management, [Source Naturals](#) is pleased to announce Seattle's U-District [Super Supplements](#) store as the national winner of Source Naturals' "Retailer Success Award." U-District Super Supplements Manager, Ryan Hinkleman and Field Sales Representative, Jill Daigneault, have each been awarded an iPod Touch, just in time for the holidays.

Hinkleman doesn't just watch his store's Inflama-Trim sales grow from a distance, but in fact, takes Inflama-Trim himself and recommends it to his customers. "I took it as a part of an overall personal program," he says. "I noticed great results. My clothes were looser and I had the other physical benefits of trimming down, like better energy. I found that Inflama-Trim helped me control my appetite in the evenings, one of the hardest times for me."

Super Supplements is a successful chain of locally-owned health stores located in the Pacific Northwest, with stores throughout Washington and Idaho. The U-District store, opened 14 years ago, was the first in the chain. That same store maintains close links with its local community, choosing products that fit its customers' needs.

The success of Super Supplements is based on a number of factors. Hinkleman attributes the success of his store to trust and communication. "We're well known in our community, and we make it a point to talk to our customers and get their feedback. The customers tell us what works for them and what doesn't, and we have a knowledgeable staff that know the products and can make helpful recommendations." Hinkleman also believes his community is a big part of the store's impact. "Seattle is progressive. We're interested in new approaches to problems and new ideas. There is a curiosity and a willingness to pursue new things."

A successful store is part of a team, and Super Supplements is backed by Sales Representatives Vince Ferraiuolo and Jill Daigneault, both who have their theories as to why Super Supplements does so well.

Ferraiuolo remembers talking with Hinkleman when Inflama-Trim first hit the shelves. "Ryan's success is based on his extraordinary reach of information and nutritional knowledge. He examined the formula and tried Inflama-Trim himself. He felt and saw the benefits." Ferraiuolo

adds, "It is great to work with retailers like Ryan who are interested in information and identifying great products."

Daigneault, whose sales territory includes the entire state of Washington, also has kudos for Super Supplements. "One of the first things you notice is that it is a small store with very limited shelf space, but within that space, Ryan has chosen the best of the best. He is very discerning, and the products he chooses are highly scrutinized." Daigneault continues, "It is very evident that Ryan and his staff have a great involvement with their customers."

To learn more about Source Naturals, visit <http://www.sourcenaturals.com/>. To learn more about Super Supplements, or to find store locations, visit <http://www.supersup.com/>.

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### **About Source Naturals**

Founded in 1978, Source Naturals is committed to enhancing individual potential to enjoy optimal health and well-being by providing superior quality dietary supplements and nutritional education. For more information or purchase locations, please visit <http://www.sourcenaturals.com/>.

Documents and/or Photos available for this release:

Inflama-Trim Bottle Shot  
Jill Daigneault & Ryan Hinkleman - Photo Credit David Simmerman

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