

- Providing exceptional nutritional therapeutics and service to health care professionals since 1981 – well into four decades of Responsible Nutrition for dedicated holistic practitioners.
- Formulations based on controlled and independently confirmed human trials, not merely on anecdotal evidence, or from a strictly biochemical perspective, or based on test tube or animal testing results.
- Formulations containing natural substances in the same amounts that have been shown effective in clinical research.
- Avoidance of “window dressing” – the use of small, clinically ineffective amounts of popular or expensive ingredients strictly for marketing purposes or to cut costs.
- Ingredients of assured freshness, purity and potency, verified by ongoing laboratory analyses and strict quality control procedures.
- An exceptional Technical Staff, responsible for formulations and technical literature, comprised of physicians, writers and researchers who see patients as well as teach and publish in the field of clinical nutrition.
- Favorable competitive pricing, dedicated to providing greater patient benefit at a price equal to or better than the competition.
- Clear and correct labels adhering to FDA regulations for declaration of ingredient forms, potencies and amounts. Dosage and suggested use instructions clearly stated on labels.
- Customer Service excellence, going the extra miles necessary to provide noticeably more attentive responsiveness and support.
- Solidly-referenced product support literature combining current research with clinical data to provide compelling evidence for the efficacy of each formulation and assistance with its use for optimal patient benefit.
- Commitment to hypoallergenicity, providing vegetarian encapsulations and ingredients free from preservatives, excipients or other additives problematic for the allergic or sensitive patient. Increasingly higher percentages of certified organic ingredients.
- Rock-solid, Unconditional Satisfaction Guarantee, cheerfully extended and delivered.
- Special discounts every month on several popular products, including progressive new formulations and reformulations. Purchasing rebates and discounts based on monthly and annual order volumes.
- Ease of ordering, including 24/7 toll-free phone (1-800-826-7225) and fax (1-800-711-6740) lines, plus convenient website ordering: www.karuna.com. Customer-friendly shipping terms and procedures.
- Steadfast commitment to Responsible Nutrition, day after day, year after year. Strict adherence to Customer Commitment: ***“You can rely on Karuna as confidently as your patients rely on you.”***