

Company Backgrounder

In December 2004, five longtime friends, along with their husbands and wives, gathered for an annual New Year's reunion. The group had originally met at the University of Virginia in the early 1990's and, although distance and the "business of life" made it challenging for them to stay connected, they met every New Year's holiday somewhere around the globe.

In 2004 the group descended onto the sunny beaches of Florida. Freed for a time from their high stress jobs, parenting responsibilities and hectic lifestyles, they all looked forward to a week of sun, fun, camaraderie and laughter. But this vacation turned into so much more.



As it turned out, naturopathic physician Dr. Britta Zimmer was present who, for years, had been creating natural remedies for others in the group for a variety of conditions: exercise-related injuries, sore muscles from sitting at a desk all day, and other remedies to keep them generally healthy and well as they aged amid high tech and high stress corporate lives.

During that fortuitous Florida reunion, the group discussed how they had each never looked or felt healthier, and how they had watched the health of many coworkers and friends succumb to their fast paced lifestyles. The group then realized that if Dr. Zimmer's natural formulas could keep each of them healthy and happy, they could certainly do the same for other Americans living equally stressful, fast paced lives.

With this epiphany, it became clear that Dr. Zimmer's unique formulations would be the cornerstone for a new and distinctive line of all-natural health supplements. Indeed, discussions had during that pinnacle week in Florida inspired the group of health-conscious professionals to launch their own product line intended to provide themselves, and others, with superior quality nutritional supplements that notably improve quality of life. With this, Good Elements was born.

Good Elements now offers health-conscious consumers throughout the U.S. its unique array of best-of-breed, physician-developed formulations that target common and specific health and wellness concerns, offer preventative care, and promote overall well-being for daily healthy living.



Each of the company's proprietary formulas are created, and have been based on, substantial professional knowledge of nutrition, research literature and clinical efficacy, utilizing only superior quality ingredients that have been strategically combined to work together synergistically.

It has been years since that Florida vacation, and Good Elements has gone from an inspired group discussion to a thriving enterprise with a passion for providing the finest quality, gentle, safe and effective nutritional supplements available today.

