

the Counselor

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Editor-in-Chief Dave Hammond
Managing Editor Nancy F. Jacobs
Art Director Debra J. LeBeouf
Contributing Writer Bob Knollin
Production Artist Anne Childs
Production Assistant Bobbie Wendschlag
Copy Preparation Denise Durkee
Subscriptions Marge Conolly
Field Achievements Coordination:
. Betty Bockman
. Bev Hardin

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Chairman, N.L.A. Advisory Board:
Eddie, Jerry Snitker
508 Eastside Blvd.
Hastings, NE 68901
(402) 462-8585



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THE EDITOR'S PAGE

The Neo-Life Scientific Advisory Board represents a dynamic group of nutrition and personal care experts. Each of them has made—and continues to make—significant contributions in the form of Neo-Life products . . . and industry firsts. Most recently, Dr. Arthur Furst has again demonstrated his established preeminence as an industry leader. In Washington, D.C., Dr. Furst was elected *President of the American College of Toxicology!* We're sure you'll join all of us at the Home Office in our proud congratulations to Dr. Furst for this honor. (You'll have an opportunity to congratulate Dr. Furst *in person* at the Regional Rallies, February 21 – March 3, 1984!)

This accomplishment closely follows another prestigious award given to Dr. Furst before the 1983 National Convention: an honorary degree of Doctor of Science from the University of San Francisco.

In recognition of these many contributions to the body of knowledge in science, we salute Dr. Arthur Furst as an invaluable part of Neo-Life, America's Health Company.

Dr. Arthur Furst
President
American College of Toxicology



ON THE COVER

Good nutrition is the primary concern of America's Health Company. Neo-Life's newest health product—Nouri-Shake—is another guarantee that you and your family will be able to get a balanced amount of essential nutrients in your diet—every day.

Great taste, variety, and nutritional insurance . . . all the ingredients for a superior product that you and your customers will enjoy and trust. Drink a toast to 1984—with Nouri-Shake! (See page 10 for exciting details.)

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