



Maria: Today we'd like to introduce you to Robert Trovato Robert Trovato of Younger You Ta Nutra-Lift® Skincare in Fort Lauderdale

Robert: Thank you for This Opportunity to be on your broadcast today

Maria; Here is Some interesting background information on Robert

Robert, was born in Pennsylvania, as the son of immigrant parents, whose father was a coal miner, who taught him the lessons of hard work and honesty, makes anyone a success. His first job was working at a discotheque at the early age of 8 years old, in the coat check room. He worked his way through college washing dishes at the college cafeteria. Then graduate school, by waiting on tables at a 5-star hotel, an experience that broaden his horizons to the international world of celebrity. A Renaissance Man with experience in many fields of endeavor, Mr. Trovato 's initial studies were in psychology, chemistry & medicine. He holds degrees and extended educational experiences from Penn State University, Towson State University & John Hopkins University, and has taught at these prestigious Institutions of higher learning. Mr. Trovato has been a lifetime student of naturopathic, homeopathic, nutritional and herbal therapies since his early youth when

he found traditional treatments and pharmacological medications ineffective, if not destructive, to his own sensitive body chemistry.

He was hospitalized for the first 16 years of life, and the doctors did not know the cause. Looking back, it was his sensitivity to the new error of food preservatives, synthetics foods, and prescription drugs. He then started studying food labels to realize that they were not eating food, and that medicine was the problem not the cure. As a life time student of Metaphysics, he realized that the mind, spirit and body need to be in complete harmony, which is a basis for his life and for all that he creates and to which he aspires. His philosophy is that "Beauty is Much More than Skin Deep".

MARIA; what made you decide on a career in Natural & Organic Skincare;

Robert; MY life time experiences include teaching, research, counseling and image consulting to world celebrities and politicians. He is an award-winning sales person, advertising director, and a marketing guru. His work with world renown make-up artists, cosmetologist & fashion designers, TV producers & film directors, emphasized the need for good skin care products that nourish & rebuild rather than damage the skin. Thru this, a girlfriend (an international flight attendant, knowing his knowledge base) requested that he make her a skin care product (in his spare time) a to resolve her dry skin from the poor air quality and dehydration caused by air flight. After evaluation of products and ingredients on the market, he made the harsh revelation that 98% of the ingredients used in skincare, were so toxic, that the EPA (Environmental Protection Agency) was required to discard the samples he ordered to test for her skincare product. So, then he developed a natural organic food base lotion, that was actually edible. She loved the product & its results and shared her experience with her co-workers. Suddenly I started getting phone calls to buy this magical new skincare product. I said the product was not for sale, since he made it in his kitchen for only a few friends.

Maria; Very Interesting to get such results & Feedback

Robert; They insisted on getting some product as I mentioned, after some contemplation, I decided to test the product in an advertisement in Natural Health Magazine. WOW, I received over 5,000 orders over night.... Hence the beginning of a new life venture. Within months major catalogs and Shopping Channels demanded the product. It takes quite diversified person to create such a remarkable array of skincare products. Robert J. Trovato, founder of Younger You Inc., is the owner of numerous trademarks and brand names including Nutra-Lift®, UltraNutreint™ & Natures-Lift™. Plus, many private label brands as well. He created his first skincare product over 18 years ago and continues to develop new approaches to effective skin care and anti-aging products. After many of his Image Consultant clients expressed dissatisfaction with available products, Mr. Trovato set about to develop a cost-effective product that actually worked to alleviate most skin ailments and to improve the overall look and quality of the skin. Personally, engaged in exhaustive research, development and testing, the Nutra-Lift® line appeared on the international market in June of 1995. His research proved that most cosmetics ingredients on the market are a danger to your health. Therefore, only uses the highest percentage of natural, safe and organic ingredients for maximum results. Natures-Lift™ products are clinically proven and contain clinically effectual ingredients.

Maria; Can you elaborate more on your sudden success;

Robert: The products have great success on American Shopping Channels in USA & Abroad & Informercials as well as in some Retail stores, and now are sold in over 30 countries. Today, the company offers over ninety-five skin, health and beauty products of exceptional purity and effectiveness. The Nutra-Lift® Line of Skin Care is the culmination of his many skills, knowledge and talents that have evolved over the many years and through much. The products are designed to improve the quality of the whole body from head to toe. Facial Care including natural Anti-Aging, Anti-Wrinkle Skincare & serums, masks, lip renewal creams, cleansers & eye treatment, and Make-up Foundations. Plus, Sun Protection Factor Products (SPF). Hair Care including natural shampoos, conditioners, styling gels & shave products. Body Care including exclusive moisturizers, scrubs, soaps, and foot, cuticle & anti-cellulite treatments. What makes the Nutra-Lift® products so outstanding is the delicate balance achieved between the best of science and the very best of nature. Using the finest natural & organic ingredients the world has to offer, combined with the latest advances in research and technology, the Natures-Lift™ line of cosmeceutical products guarantee maximum results. Many of the ingredients have been clinically proven with effectual results. All Nutra-Lift® products are non-comedogenic, do not block pores and good for all skin types. The products are cruelty free and made with the highest percentage and potency of ingredients. They are the best products possible at the best possible price.

Maria; Amazing to hear such a success story, any more to can tell us about your products.

Robert; The customers say the results are magical. The products are now sold in over 30 countries (mostly by dermatologist & Pharmacies) with sales increasing at a rate of 25% per year. Many customers who have tried nearly everything skin care treatment, indicate that the Nutra-Lift™ products are the very best they have ever used. The daughter of a former USA president that uses the products, call them” food for her face.” New products are always being develop to meet the world demand the latest products include a full line of natural and organic one step make-up foundations., that do much more than any other make-up on the market. In 2018 the company plans to expand sales in 10 additional countries.

MARIA: Overall, has it been relatively smooth? If not, what were some of the struggles along the way?

ROBERT: The biggest obstacles are getting funding to grow and compete against billion-dollar multinational companies with free funding from wall street. Therefore, one need to think outside the box and get whatever free exposure without much financial commitment involved, so one needs to think outside the box... Have exceptional products and present them press release for free stories...to catalogs, shopping networks, etc. Fortunately, word of mouth spreads and one gets a sound customer base. The key to success its getting reorders from your customers. Fortunately, now there is social media to the rescue.

MARIA: Alright – so let’s talk business. Tell us about YOUNGER YOU INC. TA NUTRA-LIFT® SKINCARE – what should we know?

ROBERT: We make premium ” award winning” natural & organic skincare sold at affordable prices, many say better than exclusive brands sold at luxury departments stores. We found a niche by exporting our premium products, and in many cases, they are sold by doctors and pharmacists in numerous countries (photos sent) they sell our product (per Dr. Nedal Jordan) as equal to leading USA doctors than sale for \$300 -\$500 per unit (example Dr. Obagi) where are products sale from \$22-\$68 We were extremely fortunate to receive an award from the state of Florida for our expertise in exporting as well as from magazines and communities nationwide.... Most importantly we were featured by the Rachael Ray show (without any solicitation) where we millions is orders... With reruns of the show internationally for several years.

MARIA; Who else deserves credit in this story – who has played a meaningful role?

ROBERT: location location location ; The state of Florida needs a Big Shout out ! Yes, very good location... Low taxes... Low cost of doing business vs. Many other states...great access to transportation...airport and oceans port for both national & international commerce

Pricing: We make over 100 products... Pricing ranges from \$15 to \$68