

**Business:** Economy creates a need to look younger. **E1**

**Scene:** Fall arts season is in full bloom. **D1**

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## Nutritional supplement store opens in Tulsa

■ Complete Nutrition is a franchise store with 35 locations nationwide.

**BY NANCY HOLLINGSHEAD**

World Staff Writer

A new nutritional supplement store has opened in Tulsa designed to “unintimidate” Tulsans who have been overwhelmed in other nutrition stores.

Ebon Walls unveiled Complete Nutrition, a franchise store designed to simplify the nutritional supplement shopping experience, on July 24 at 7103 S. Memorial Drive.

“We don’t expect you to be an expert when you walk into Complete Nutrition — that’s our job,” Walls said. “We’re here to provide guidance and advice from the moment you walk in our stores.”

Complete Nutrition, he explains, is user-friendly “because we take the time to listen to our customers and cater to their every nutritional

need. We determine their exact goals and help them develop a plan to achieve those goals.”

The store features weight-loss, sports nutrition and general health products. All of the employees are certified personal trainers, nutritionists and others experienced in health and fitness.

Walls said the economy might be down, but he hasn’t felt any effects at the store.

“I believe at this time people, more than ever, are aware of the importance of good health,” he said.

Nutrition and living a healthy lifestyle have “been a passion of mine my entire life,” Walls said. He earned a bachelor’s degree in exercise science, with a background in nutrition, from Sioux Falls (S.D.) University. While in college, he played baseball and football competitively for four years.

He has worked at Complete Nutrition since its inception in Nebraska in 2004. The chain has its own line of products — last year, it released more than 200 weight-

loss and sports nutrition exclusive branded products, according to Walls.

And with 35 locations nationwide and 24 in the works for the remainder of 2010, the franchise is definitely growing.

“I feel the public is willing to pay for supplements if they are going to give good results and help them reach their specific goals,” he said. “You can’t put a price on good health.”

Reaction to the new store “has been incredible,” Walls said.

“The community has accepted us with open arms and has been very responsive to the services that we offer,” he said. “We couldn’t ask for anything better.”

The store currently has two employees.

Store hours are 10 a.m. to 9 p.m. Monday through Friday, 10 a.m. to 6 p.m. on Saturday, and noon to 6 p.m. on Sunday.

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MIKE SIMONS/Tulsa World