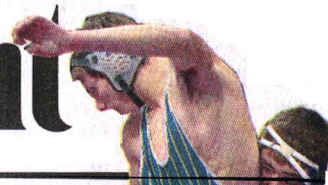


SUNDAY

The Grand Island EST. IN 1870

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DECEMBER 19, 2010

Complete Nutrition opens new store

By Robert Pore

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A new Grand Island business focuses on helping its customers achieve their goals in weight management, sports nutrition and healthy aging through a comprehensive program of one-on-one consultations and a prescribed regiment of nutritional supplements.

Complete Nutrition opened its doors Friday at 1115 Allen Drive Suite C, which is near Gordmans. Brothers Jeff and Luke Florell of Kearney are co-owners and also own and operate a Complete Nutrition store in Kearney.

Prior to opening the Complete Nutrition store in Kearney, Jeff Florell said, he worked for a similar nutritional supplement company for five years.

"I decided I wanted to be an owner, so I bought a Complete Nutrition franchise," he said.

The Florells opened their store in Kearney a year ago. In the year since the Kearney store opened, Jeff Florell said, public reaction has been "phenomenal."

"They like our personalized and consultative approach," he said.

A Omaha-based company, Complete Nutrition is a "network of upscale nutritional supplement retail stores whose mission is to create a safe and effective weight management, sports nutrition and healthy aging program to help customers look better, feel better and perform better."

The company was founded in 2004, Jeff Florell said. Complete Nutrition has been helping families maintain their health and wellness goals by offering "exclusive supplements at affordable prices."

Like other Complete Nutrition stores, he and his brother are part of a network of athletes, certified personal trainers, former strength coaches and other people with experience in the health and fitness supplement retail industry.

The company, with more than 60 stores nationwide, is known for building a "unique portfolio of weight loss, sports nutrition and healthy aging products."

Jeff Florell said the company's mission is "to create a safe and effective program using quality weight management, sports nutrition and healthy aging products to help each customer look better, feel better and perform better."

That philosophy and approach to better



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One of the more popular product lines available at Complete Nutrition is the Charger 3-Pac, which is designed to replenish natural hormone levels and attack stubborn fat.

health and nutrition got the Florells interested in becoming Complete Nutrition store owners.

"It's all about being results-oriented where the focus is on the customer's needs," said Luke Florell, who will manage the Grand Island store. "We are here to help them achieve those goals."

Before selling a product, Jeff Florell said, they ask the customer a lot of questions, specifically pertaining to what they want to achieve.

"Then we devise a customized plan to help the customer reach their goal," he said. "It is not just one product for everyone. It is a customized plan."

Among the key supplements offered by Complete Nutrition are gender-specific multivitamins, calcium supplements, omega fatty acids, meal replacement shakes, herbs, organic supplements and the "whole realm of nutrition," Jeff Florell said.

"It is focused on what their needs are and tailored to that individual," Luke Florell said.

Jeff Florell said customers coming to Complete Nutrition are looking for "results" about specific goals they want to achieve.

"They want a positive change in their

life," he said. "Weight loss is a big result, but we handle it all from high cholesterol to diabetes to inflammation in your joints to depression. We can customize a plan to help you."

Luke Florell said Complete Nutrition is not just about nutritional supplements but a holistic approach of change that includes diet, exercise, dealing with stress and other lifestyle improvements.

"We ask them what do they do for breakfast, mid-morning snack, lunch or what is your level of exercise as all those things co-exist to give you results," Jeff Florell said. "It is our job to get you back on track."

He said the move to Grand Island made sense as they expand their business from its Kearney base.

"Grand Island is a wonderful community, and I have always been impressed with the community," he said. "We have gained a lot of good friends from our Kearney store who live in Grand Island."

Store hours are 10 a.m. to 9 p.m. Mondays through Saturdays and noon to 6 p.m. Sundays.

For more information about Complete Nutrition, call 382-8663 or visit www.CompleteNutrition.com

BUSINESS

SUNDAY, DECEMBER 19, 2010



Independent/Barrett Stinson
Complete Nutrition's
new store in Grand Island
is located at 1115 Allen
Drive, Suite C.



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Complete Nutrition has opened a Grand Island location catering to customers looking for premium nutritional supplements. Luke Florell is the store manager of the company's new location at 1115 Allen Drive, Suite C.