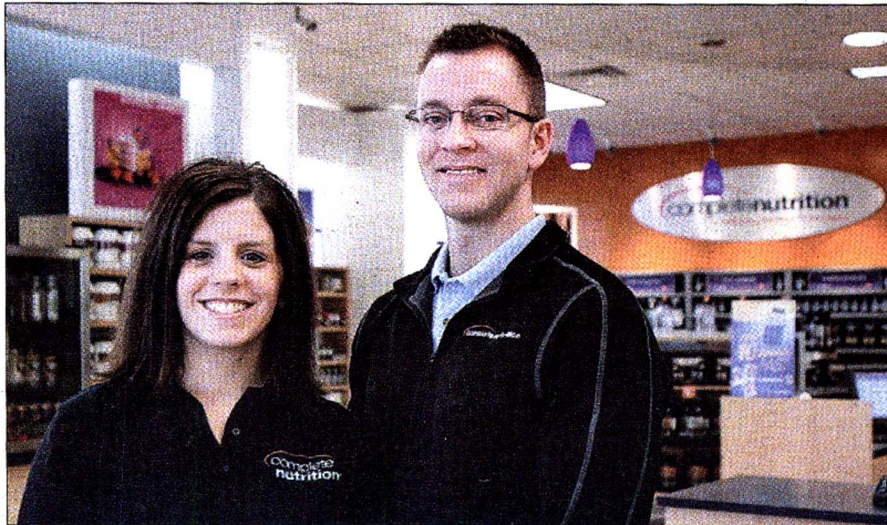




■ NEW BUSINESS PROFILE



JOE JASZEWSKI / jjaszewski@idahostatesman.com

Jeremy and Andrea Richardson recently moved to the Treasure Valley from Omaha, Neb., and opened Complete Nutrition on the southwest corner of Eagle and Ustick roads.

Couple opens Meridian franchise

Complete Nutrition's consultative staff offers knowledgeable advice and a personalized approach to each customer, its owners say. The company works with doctors, chemists and scientists to help create formulas for their new products.

Previously, Jeremy Richardson worked as an accountant with a national CPA firm. Andrea Richardson worked in the corporate office for Complete Nutrition.

Q: When do you expect to turn a profit?
A: Within 12 months.

Q: What led you to decide to launch this business?

A: We both realized we wanted to be more independent and in control of our future both financially and career wise. The opportunity of owning a franchise presented itself, so we decided to take a risk and took advantage of the rare opportunity.

Q: Why did you decide to try this particular business?

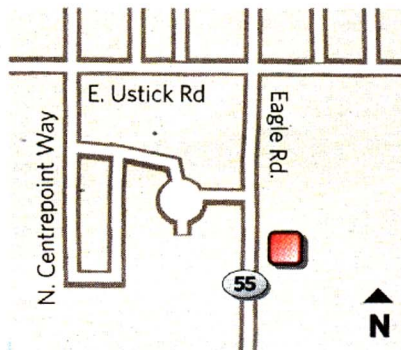
A: We have a passion for health, nutrition and fitness along with helping individuals reach their personal goals, whether that is healthy aging, weight loss or sports nutrition.

Q: What challenges have you faced, and how have you met them?

A: Obtaining financing locally. We continued to search for a lender and eventually found an institution out of state that was familiar with our concept and business model.

COMPLETE NUTRITION

2847 N. Eagle Road, Suite 100, Eagle



Owners: Jeremy and Andrea Richardson, Meridian.

Address: 2847 N. Eagle Road, Suite 100, Meridian.

Opened: Dec. 3

Number of employees: Two. Now recruiting to fill part-time positions.

Goods and/or service(s): Products for weight loss, sports nutrition and general health.

Business type: LLC

Phone and business hours: 10 a.m. to 9 p.m. Monday to Friday; 10 a.m. to 6 p.m. Saturday; noon to 6 p.m. Sunday.

Website: www.completenutrition.com

Phone: 514-2545

Q: What do you hope to achieve in the next three to five years?

A: Establish a loyal customer base in the Treasure Valley and expand to multiple locations throughout southern Idaho.

Stephanie Eddy, seddy@idahostatesman.com