



## *Frequently Asked Questions*

### **What is Windhawk?**

Windhawk is Arizona's cutting-edge wellness center focused on empowering clients to achieve the perfect balance of three elements that comprise the Windhawk Triad—*Right Nutrition, Right Use* and *Right Mindset*. Windhawk began as a new alternative for mastering the fundamentals of health and as a resource to simplify the overabundance of health and fitness information in today's marketplace and media. The Company's goal is to inspire passion in individuals to redefine their current health expectations through the Windhawk Triad. Windhawk offers unique products and services that embrace nature as the guide to achieve maximum wellbeing and performance.

### **Where is the company based?**

Windhawk is based in Mesa, Ariz.

### **When was the company founded?**

Windhawk was founded in 2000 by Lisa Winder and Tim Hawkins.

### **How many employees do you have?**

Windhawk's growing team is comprised of five employees.

### **What need does Windhawk fulfill?**

Windhawk puts health back in healthcare by offering a natural solution to today's health/fitness movement—food based supplements and the Right services to enhance those seeking more out of life. Windhawk believes that nutrition is not just about *eating* the right foods; it's about *using* nutrients and *eliminating* waste. Windhawk believes that daily activity should not result in degeneration; it's about revitalizing the body with right movement. Windhawk believes that mindset is not just about following recommendations; it's about understanding your recommendations and basing your actions on knowledge.

### **Who are Windhawk's customers?**

All types of individuals, including athletes, weekend warriors, pain sufferers, the health conscious and those pursuing an active lifestyle can benefit from Windhawk.

### **What is the Windhawk Triad and how does it work?**

The Windhawk Triad is comprised of the following three elements:

- a.) *Right Nutrition* – food is your best medicine, especially when you eat “living” or “raw” foods
- b.) *Right Use* – identifying imbalances in the body and correcting them
- c.) *Right Mindset* – replacing negative mental programming with positive

### **How are Windhawk's techniques unique?**

Each element of the Windhawk Triad is unique.

- a.) *Right Nutrition* – Windhawk recommends selecting foods that are minimally processed because cooking or processing food kills vital enzymes and reduces the overall nutrient content. Windhawk recommends eating foods that are living, or “raw,” as much as possible since these foods contain nutrients that your cells need to function optimally.
- b.) *Right Use* – Windhawk identifies areas of improper movement and teaches individuals the fundamentals of making the right corrections for optimum posture.
- c.) *Right Mindset* – Our health is often subconsciously dictated by our thoughts and the messages we receive from others. These messages are generally interpreted negatively; generating negative programming that can lead to an acid environment in the body. Acid creates mucus, resulting in congestion and disease. Windhawk fosters positive thinking and encourages individuals to make the right choices with sound knowledge.



**How many products are in the Windhawk™ Balanced Naturals™ product line?**

Windhawk has two products in their Balanced Naturals™ line, and is cultivating a diverse portfolio of additional products. Currently available are the Enzyme and Probiotic Formula, and the Anti-Inflammatory Formula.

**What is unique about Windhawk™ Balanced Naturals™ Nutritional Supplements?**

Windhawk positions itself ahead of its competitors through its commitment to both the formulation and production process. Windhawk's standard for excellence is demonstrated at every level of product production from product conceptualization and selection of ingredients to end manufacturing. Quality is not compromised by cost.

Windhawk™ Balanced Naturals™ is only formulated with superior ingredients. We have integrated the best of nature and science. We only source ingredients that are as close to nature as possible. These ingredients are then recommended at the dosages stated in research to be the most beneficial. This extraordinary commitment to ingredient selection gives the consumer piece of mind knowing that when they take any products within the Windhawk product line, their body is receiving only high quality nutrients to promote vitality and function.

The Windhawk™ Balanced Naturals™ product line is specifically manufactured in facilities that have been awarded the Good Manufacturing Practices (GMP) certification by the Natural Products Association. Every raw ingredient is tested for quality and potency prior to manufacturing and again following the completion of the product. Balanced Naturals™ products contain ingredients in potency as listed on the bottle - nothing more, nothing less.

**What is Active Isolated Stretching?**

Active Isolated Stretching (AIS) eliminates force and its adverse effects from stretching procedures using the neuromechanisms conceptualized by Sir Charles Sherrington. AIS utilizes three main fundamentals. AIS requires the active participation of the individual, isolates muscles individually for maximum safety and utilizes a succession of two-second-long stretches. Thus, working with the natural laws of movement, not against them.

**Who is on Windhawk's board of directors?**

Windhawk's board of directors includes co-founders Tim Hawkins and Lisa Winder.