



The Next Trillion: Why the Wellness Industry Will Exceed the \$1 Trillion Health Care (Sickness) Industry in the Next Ten Years

Paul Zane Pilzer

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The author, Mr. Pilzer explains that the wave of the sickness industry has begun to break. People who used to spend so much money treating their illnesses are getting wiser. They're shifting that money and energy into staying healthy. They need and want products and services to keep them well, to keep them out of the doctor's offices. Mr. Pilzer calls the wellness industry the next \$1 trillion business. Nikken and its distributors are poised to fill this great need. You can be at the forefront of this movement. The stock market may be a gamble, but the wellness industry is a sure thing. That huge population surge we call the Baby Boom is reaching an age when wellness is the #1 priority. Baby Boomers have the money and the desire to fuel "The Next Trillion".

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