

What began in a small California lab in the 1930s is now a family of more than 200 unique products distributed in more than 50 countries around the world.

Here are some important dates in Nutrilite's rise to become the world's leading health and nutrition brand, based on 2007 sales.

- 1934 Dr. Carl Rehnberg produces and begins to sell North America's first multivitamin/mineral supplement.
- 1939 Rehnberg's company, California Vitamins, Inc. is renamed Nutrilite Products, Inc.
- 1945 Nutrilite™ products are sold for the first time using a direct sales marketing plan. The Nutrilite model is credited with helping to popularize network marketing.
- 1948 Rehnberg improves his multivitamin/multimineral supplement and introduces Nutrilite Double X™, which helps make the company famous.
- 1949 Future Amway founders Jay Van Andel and Rich DeVos become Nutrilite distributors.
- 1954 Nutrilite begins its Lakeview farming operations by acquiring the Lakeview farm in California's San Jacinto Valley.
- 1959 Van Andel and DeVos start Amway Corporation and utilize the Nutrilite marketing plan to sell household products.
- 1972 Amway Corporation acquires a controlling interest in Nutrilite Products, Inc. and sales increase many times over.
- 1983 Dr. Carl "Sam" Rehnberg, son of Nutrilite founder Carl F. Rehnberg, takes over as Nutrilite President and CEO.
- 1984 Nutrilite celebrates its 50th anniversary together with Amway Corporation's celebration of its 25th year of operation.
- 1992 Nutrilite acquires 900 acres of fertile land in Rancho El Petacal to develop a farm in Jalisco, Mexico.

- 1994 Amway Corporation purchases the remaining shares of Nutrilite Products, Inc. from the Rehnberg family. It becomes a division of Amway Corporation.
- On the company's 60th anniversary, the C.F. Rehnberg Agriculture Research Center is dedicated in Lakeview, California.
- 1996 The Rehnberg Center for Nutrition and Wellness is established with Dr. Sam Rehnberg as its president. Eventually, it is renamed the Nutrilite Health Institute.
- 1998 Nutrilite acquires controlling interest in North America's largest organic herbal farm – Trout Lake Farm LLC, located in the state of Washington.
- Nutriline purchases farmland in Tiangu, Ceara, Brazil.
- 1999 Crops grown on the farms for exclusive Nutrilite concentrates are organically certified.
- 2006 Nutrilite Health Institute opened its new 35,000 square foot Center for Optimal Health.
- 2008 Nutrilite posts a record \$3.1 billion in sales over the previous 12 months.