

CORPORATE SOURCE



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Design Communications & Services



CORPORATE

Corporate Source III

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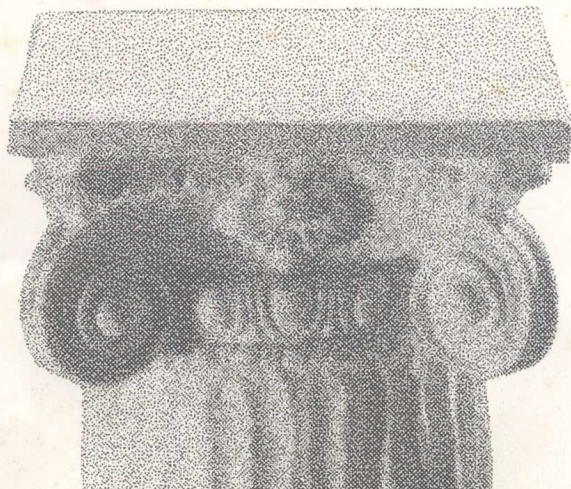
by Book Art

Introduction

Here it is! The definitive guide to Canada's finest creative professionals. The only source-book you'll need to discover what's happening in corporate communications. Corporate Source III takes you on a personal guided tour of this country's most exciting design, exhibit and display, photography and illustration. You'll use it again and again, because it's overflowing with exciting ideas, innovations, magnificent colour illustrations and valuable information.

You'll discover a bonus along the way too: 96 pages featuring the award winners in the 1991 Graphisme Québec competition. Sponsored by the Société des graphistes du Québec inc. and the Society of Graphic Designers of Canada, this competition focuses on excellence in graphic design in Canada. Here's work from some of this country's best—creativity at its finest.

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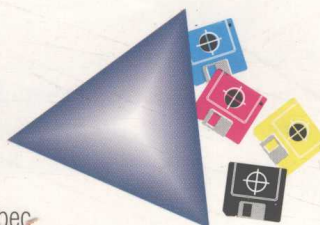
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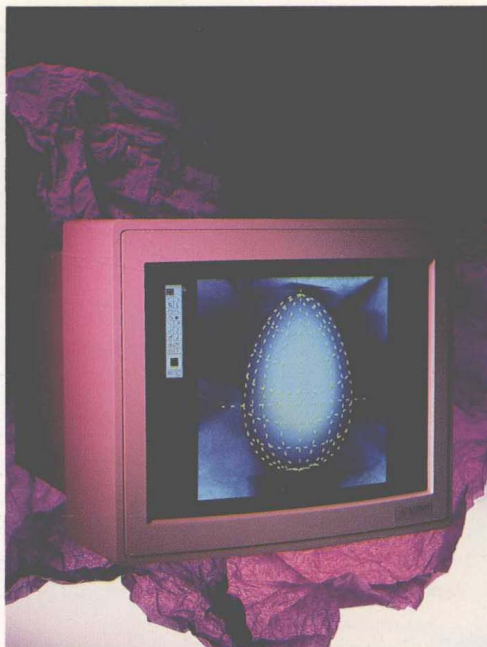
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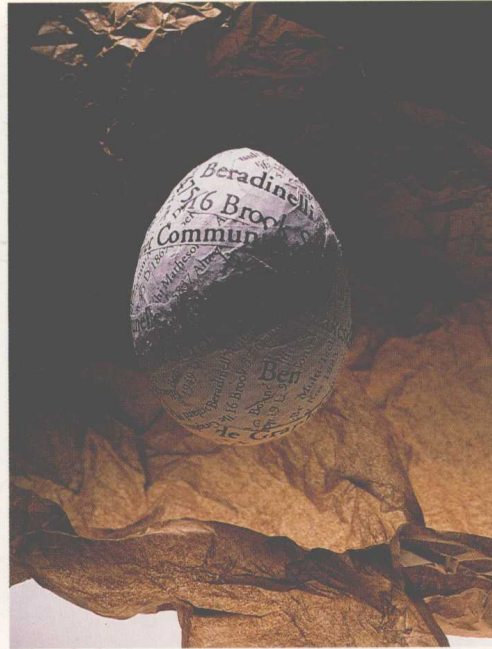
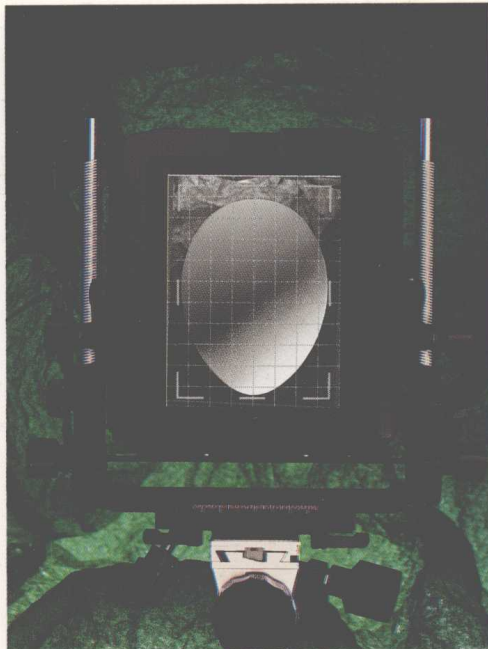
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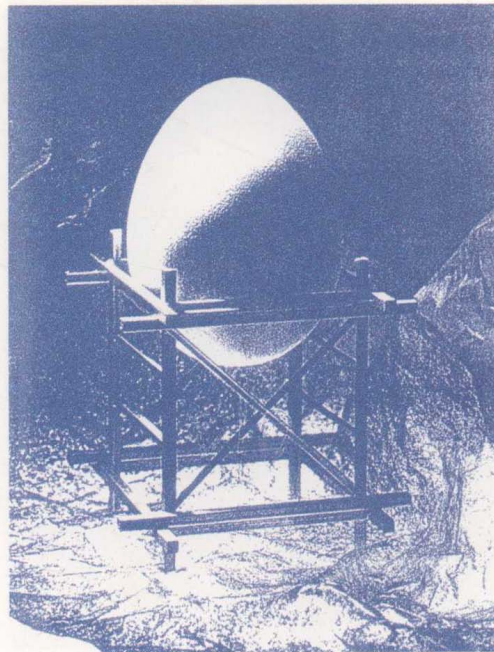
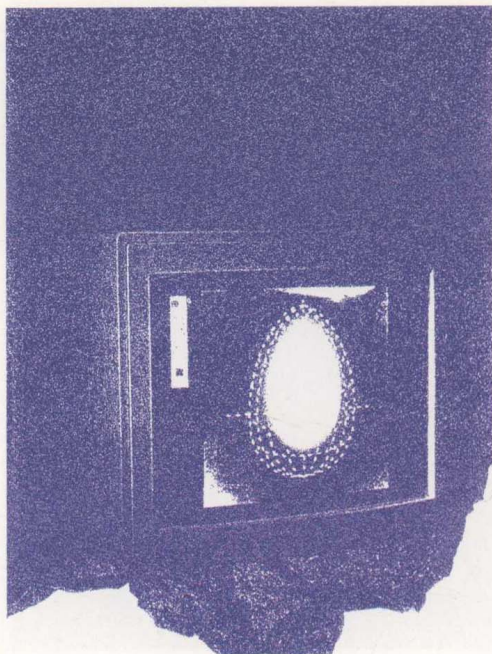
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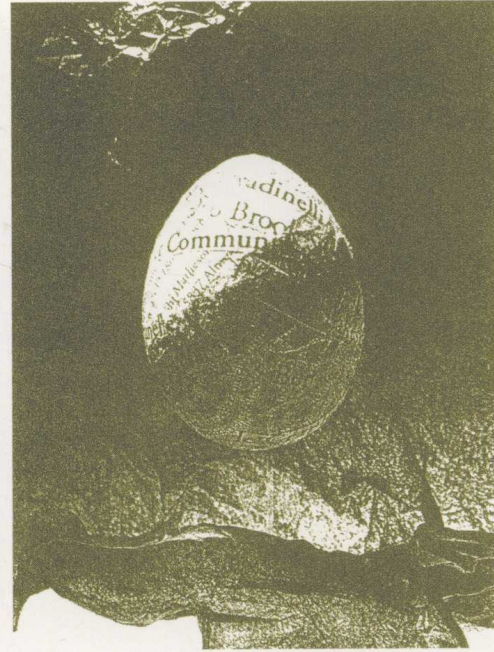
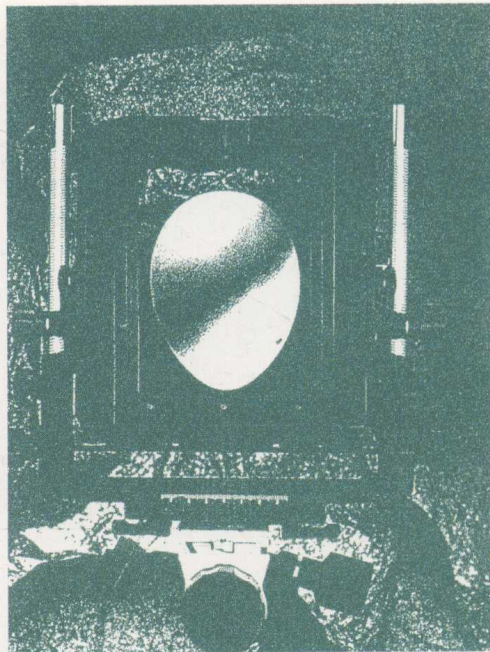
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VIDEO

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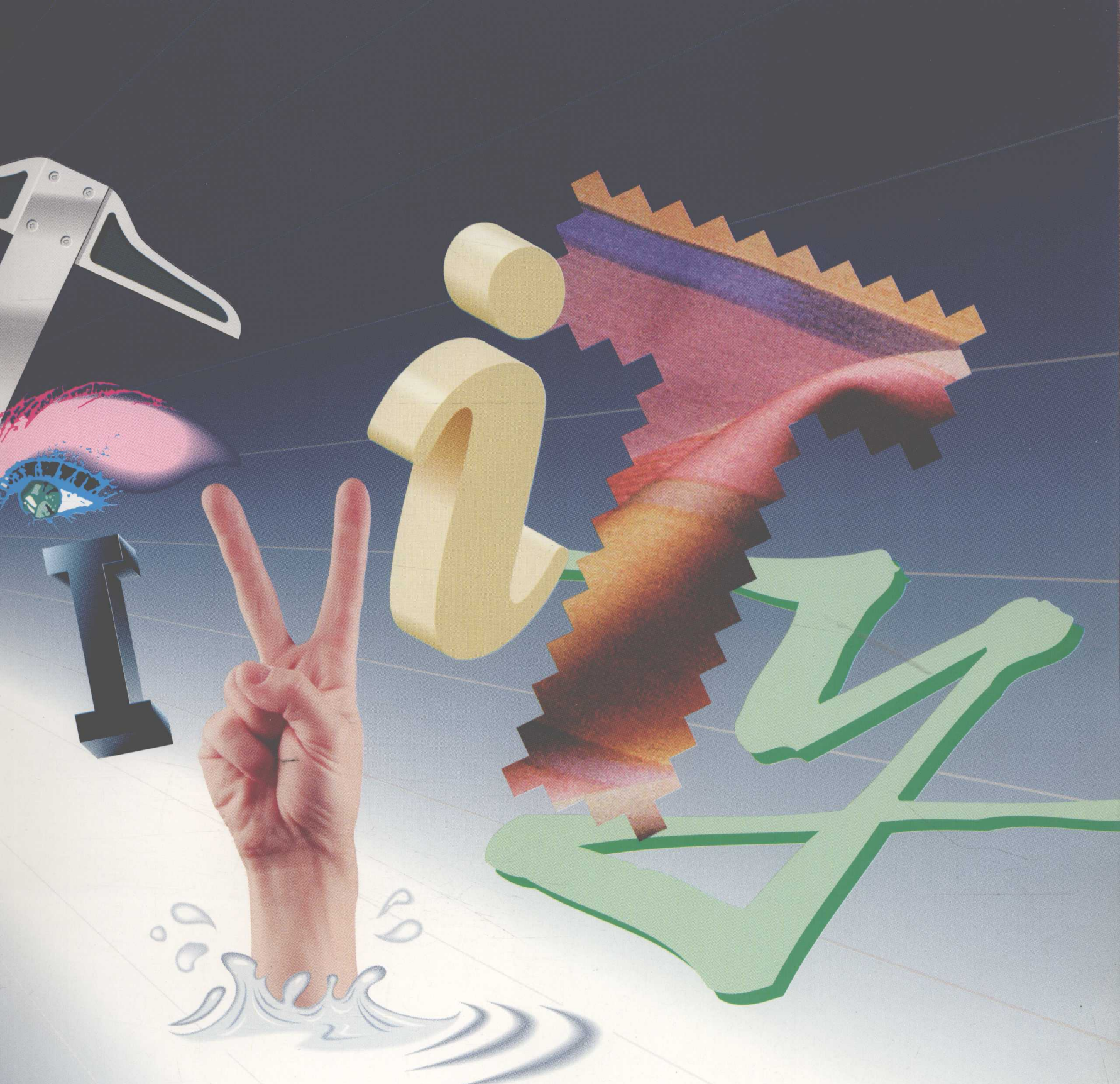
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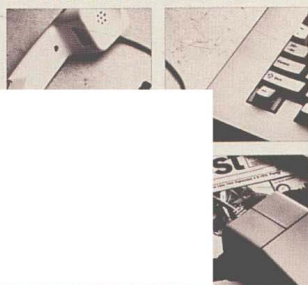
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PROFESSIONAL Source

Vol. 1 No. 1 May 1990

From the Editor

We would like to thank you for your many calls and your positive responses to our new product catalogue. Your enthusiasm and support is very important to us.

While most of you have been long-time Seroyal Canada customers, we would like you to know that we are not just a distributor of nutritional and homeopathic products - we are also an independent manufacturer.

Seroyal Canada Inc. - totally independent company

Our recent negotiations between Seroyal Canada Inc. and Seroyal Brands U.S.A. (SPL Nutritional/ICN Pharmaceuticals), has resulted in our obtaining total independence from our U.S. counterpart. We therefore, have the ability to formulate products based on the distinct needs of the Canadian market. Understanding that there could be confusion in the marketplace between Seroyal Canada Inc. and Seroyal Brands, we have changed the name of Seroyal Canada Inc. products to

GENESTRA BRANDS. This means our corporate name (Seroyal Canada Inc.) remains the same, but our product line will be available under the name GENESTRA BRANDS. You will hear more about this later. And, in the near future, you will see a completely new look for Seroyal Canada Inc.

With this new independent status comes our continuing commitment for high standards in product research and development, in manufacturing, in distribution and for improved technical information.

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Our Guarantee

Seroyal Canada Inc. products (Genestra Brands) are developed by us - achieving the highest standards for ingredients, raw materials, processing and quality control. We guarantee that all products distributed by Seroyal Canada have met our stringent specifications for quality and ingredients.

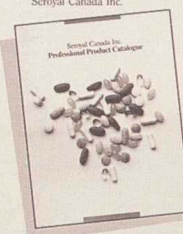
In addition to our own Seroyal Canada product line (Genestra Brands) we are the distributor of Karuna, Dr. Reckeweg and Molecular Biologics and we are continually researching for new products to meet your needs. All products are selected according to our own exacting specifications - so we

are confident about our product guarantee.

We encourage your feedback

Thank you for your continued feedback in the form of patient responses, suggestions for improving our formulas and requests for new products. Many additions to our product line are attributed to feedback from you. We encourage you to continue this feedback and to let us know how we can serve you better.

Yours in good health,
Rosetta Raso, President
Seroyal Canada Inc.



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ANNUAL REPORT

1989-1990



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