

TriVita History and Michael Ellison Biography

In 1999, Michael R. Ellison decided to take a leap of faith and turn his passion into a living and breathing company. His vision was to create a company that would not only provide a greater wealth and wellness experience but a company that was driven by helping people fulfill their life purposes. It was a decision that would change so many lives. Today, over two million people have been touched by the TriVita organization and its mission in three fundamental ways:

- [Science based products that create a wellness experience](#)
- [Sharing a philosophy of good health through the 10 Essentials for Health and Wellness](#)
- [Providing a solid residual income business opportunity](#)

Through a science based line of high-end nutritional products, TriVita is changing people's lives by delivery affordable and effective products to help people look and feel their best. Our philosophy of health lies within the [10 Essentials for Health and Wellness](#) which is shared in a multi-media strategy using the latest media technologies.

TriVita's vision for the future is to expand its reach and influence, and take the company mission worldwide through its unique Cooperative Marketing business model.

TriVita's CEO

Michael Ellison has been teaching the fundamentals of wealth creation for over thirty-five years. As a young man, he had an incredible breakthrough in his understanding of wealth building - and more importantly, how wealth can be used to sustain important causes. He applied this knowledge when he founded Ellison Media Company in 1971 - helping organizations expand globally in their quest to help people find physical, emotional and spiritual health.

After experiencing a personal health crisis at the age of 50, Michael shifted his focus from organizations to individuals. This led to the founding of TriVita in 1999, where he took his message of wellness and wealth to a more personal level, teaching people how to build wealth to fulfill their life purposes.

Helping others has been Michael's purpose and passion throughout his career and he continues to bring this to the table in day-to-day operations at TriVita, as well as at annual events such as the Galaxy of Stars.

To learn more about Michael's passion for helping others achieve greater wellness and his personal insights on creating wealth, each Business Affiliate is given a free copy of his book; [10 Keys to Creating Wealth and Wellness](#)

With a vision to help as many people reach their full potential through a TriVita wellness business, Michael Ellison and his professional corporate team are fulfilling the company mission.

This mission of empowering others to live fulfilling lives of purpose is only part of what motivates TriVita. It also has a unique business model called Cooperative Marketing. This model is changing the face of traditional multi-level or network marketing by allowing independent business owners to participate in and benefit from the company's mass media advertising campaigns. And Cooperative Marketing solves the number one problem facing any business, but especially new businesses – securing new customers.

TriVita's media expertise, consumer knowledge and operations acumen comes from a strategic alignment with three other companies, all founded and owned by Michael Ellison himself. The first, [Ellison Media Company](#), was founded in 1971 and quickly grew to become an industry leader in media broadcast and direct response marketing. Its key achievements include:

- [Creating strategic media campaigns in both domestic and international markets using a specialized organizational development method.](#)

- Becoming an established and well known supplier of media airtime in over 50 countries worldwide, with programming going into almost 200 countries.
- Developing as a leader in direct response television, but also having extensive experience and credentials in radio, direct mail and Internet advertising.

The second company, [GDF Fulfillment](#), is an international fulfillment solutions company that stores, packages and ships all TriVita products. And the third company, [Ellison Research](#), is a full-service marketing research firm that specializes in both the quantitative and the qualitative methodologies, while also utilizing the latest, state-of-the-art research techniques.

Led by Michael Ellison's vision and experience, TriVita and its strategic partners have created the opportunity for people to go into business for themselves, where they can earn the part-time or full-time residual income needed to live out their dreams.

Today thousands of successful TriVita business owners enjoy the benefits of owning solid and proven businesses that provide consistent residual income and have competitive asset value.

If you have a desire to fulfill your potential and you are ready for a new and unique business model that solves the #1 problem in business, contact the person who referred you to this website or get started today by clicking on the Get Started tab on the main menu of this website.