



Peak Vitality Network DOSE-FORWARD WELLNESS

◆ THE FREE PVN GUIDE

How to shop for supplements in *4 moves.*

There are more than **90,000** supplement products on the market. Your body is only doing **four jobs**. Learn the four, and the whole overwhelming wall goes quiet.

By the last page you'll think: "Oh - now I actually know how to shop for supplements."

A 5-minute read
Keep it for life

Know what you take.
peakvitalitynetwork.com

The aisle is built to *overwhelm* you.

Walk into any supplement store and it hits you at once: a wall of bottles, tiny shelf tags, bold promises everywhere, and a friendly person who is paid to sell, not to teach. It is designed to make you grab something just to end the discomfort. That is the opposite of shopping with clarity.

90,000+ products. *4 jobs in your body.*



That is the entire trick of this guide. Ninety thousand choices collapse into four simple jobs. Once you know them, you stop shopping the shelf and start shopping your body.

Here is the reframe that changes everything. Every supplement ever made is really doing just one of four things inside you. It fills a gap, it nourishes a system, it restores a specific target, or it activates a pathway. Four jobs. Not ninety thousand.

And here is the part almost nobody explains: three of those four jobs work the same way, by filling something you are short on. But one of them is a completely different animal. Miss that one distinction and you will keep wasting money. Understand it and you will shop smarter than most people ever do.

You do not need to understand 90,000 products. You need to know which of four things your body is asking for.

Every bottle is doing *one of four jobs*.

This is the lens. Learn to place any supplement into one of these four buckets and you have already done the hard part. We even organize our whole store this way, so the thinking and the shelf finally match.



Essential

FILL

Vitamins and minerals that close the everyday gaps most diets miss. The base layer, for everyone.

Fill a gap

Functional Wellness

NOURISH

Proteins, fibers and bionics that feed your structure and gut, and tune systems that already work.

Nourish a system

Targeted

RESTORE

Purified single ingredients aimed at one specific concern, tissue, or life stage.

Restore a target

Plant Vitality

ACTIVATE

Active plant extracts, in meaningful amounts. The one tier that does not fill a gap at all.

Activate a pathway

◇ THREE OF THE FOUR

They fill a gap.

Your body is short on something it needs, so you top it back up. There is a floor. Below it, things run rough. Add what is missing and the tank fills.

REFILLING THE TANK

◆ THE FOURTH ONE

It flips a switch.

You were never low on a plant. This one does not top anything up. It acts like a signal that tells your body to do more of something it already can.

**FLIPPING THE SWITCH**

"How do I know *this is me?*"

You do not shop by ingredient. You shop by reason. So here is the plain, everyday signal for each job, in normal language, no lab test required. Read these and one of them will feel like it is describing you.



Essential

*Honestly? You often **cannot feel** a mild gap, which is exactly why this is the base everyone covers. The loud version looks like dragging even after a full night's sleep, or catching every cold going around. Mostly, you take it so you are never quietly running low.*



Functional Wellness

*You feel this one **day to day**. Digestion is cranky, you feel sluggish, you are not bouncing back like you used to, or your eating has been rough for a while.*



Targeted

*You **already know**. You did not wander in here, you came because of the specific thing on your mind: joints at the end of the day, sleep, focus, or a life stage like 45+ or menopause.*



Plant Vitality

***Nothing is low**, that is the twist. You are not short anything. You are here because you want more: more stress resilience, more drive, a goal you are chasing.*

One of the four is a *different animal*.

This is the single idea that separates people who shop well from people who waste money. Three tiers fill a gap. Plant Vitality does not fill anything at all, and once you feel that difference, every label reads differently.



You were never "low" on a plant. So these cannot work by topping you up. Instead, plant compounds act like a **signal**. They nudge your own pathways and tell your body to do more of something it already can. Not repletion. **Activation.**

THINK OF IT LIKE

A workout, or a cold plunge. Nothing was missing. The stress signal tells your body to adapt and come back stronger.

⚡ THE HONEST PART

Because it works by activation, **dose is the mechanism here**, not a bonus. A pinch does not do a smaller version of the job. Below the threshold it may do **nothing at all**. This is why so many cheap botanical products quietly fail: they are underdosed, so the switch never flips. When you shop this tier, the amount on the label matters more than anything else.

So what do *you* actually take?

Here is the relief: you almost never need all four. The tiers are the shelf. What you take comes from your reason, and it stacks in one simple order.

- 1 Start at the floor.** Essential is for everyone, your base. No thinking required.
- 2 Then add for your reason.** Diet gaps point to Functional. A specific concern points to Targeted. Wanting more points to Plant Vitality.
- 3 That is it.** Most people land on one or two picks. Not ninety thousand. Not even four. Yours.

And you do not have to figure it out alone. Pick the door that sounds like you:



"I know my goal."

Tell us what you want to support and we show one pick per tier that fits. → [Shop by goal](#)



"Just tell me."

Grab a proven kit, curated to work together and priced below buying each alone. → [See the kits](#)



"Still not sure."

Totally fine. Start with a free guide, or just ask us. A real person, no pressure. → [Free tools & guides](#)

Watch someone *actually do this*.

Theory is easy. Here is the whole system working in real life, including the most important move of all: deciding what **not** to buy yet.



Maya, 44

Desk job, rarely eats fish, plays tennis on weekends. Came to shop because **she has felt frazzled and stretched thin lately** and wants to handle stress better. That is her real reason.

She reads the four jobs and recognizes herself in more than one. Here is what she notices, and the call she makes on each:



Essential • "I almost never eat fish and I am indoors all day. I probably have quiet gaps I cannot even feel." **Omega-3 Fish Oil + Vitamin K2/D3.**

BUY NOW



Functional • "My vegetable intake has been honestly poor lately, but it is minor right now." **Daily Greens.**

NOTE FOR LATER



Targeted • "I keep hearing about cellular aging, curious but not urgent yet." **NMN.**

NOTE FOR LATER



Plant Vitality • "This is why I came. Nothing is low, I just want steadier mood under stress." **Saffron, a standardized extract at the studied dose.**

BUY NOW

WHAT MAYA ACTUALLY BUYS TODAY

Vitamin K2/D3

Omega-3 Fish Oil

Saffron

Three items, not six. She **started at the floor** (the two Essentials she cannot feel but knows she needs), then **added the one tier that matched her real reason** for shopping: Plant Vitality, because stress is what drove her here. The Daily Greens and NMN were real, but not today. **That restraint is the skill.** She left knowing exactly what she bought and why, and what she will reach for next.



Maya thought this through by hand so you can see how it works. On the site, you do not have to. The **Shop by Goal** picker does this in one step: choose "Stress & Calm" and it surfaces her exact shortlist for you.

The whole guide, *on one page.*

Screenshot this. Next time you are staring at a wall of bottles, it is all you need.

The four jobs at a glance

TIER
THE JOB
HOW YOU KNOW IT'S YOU
 Essential
Fill a gap
You cover the base even if you can't feel it
 Functional
Nourish a system
Day-to-day sluggish, gut off, slow recovery
 Targeted
Restore a target
You already know the specific concern
 Plant Vitality
Activate a pathway
Nothing's low, you just want more

Now shop with clarity.

You know the four jobs. You know which are yours. That is the whole game, and it is the exact way our store is organized.

Explore PVN →

Where to go from here

Try the four moves *on our shelf*.

Every PVN Reserve product shows full Supplement Facts with every amount on the label, so you can run all four checks in about a minute. Start from a goal and we will show you the foods and habits first.

Free tools & guides

Smoothies, foods and daily habits, by goal →

Find your protocol

One clear pick per tier, for your goal →

Shop PVN Reserve

Full Supplement Facts, every amount on the label →

We're just getting started, and you have a say.

PVN launched with a focused lineup of core products, chosen to the standard in this guide. What we carry next comes from the people we serve. Tell us what to stock, question our sourcing, hold us to the label - that is the relationship we want. → Share your voice at peakvitalitynetwork.com/pages/your-voice

More guides in the PVN library

The Four Tiers Explained · Do Supplements Actually Work? · Know What You Take · Capsule, Powder, Tincture or Tea.
All free at peakvitalitynetwork.com

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