FROM SURVIVING **TO THRIVING**

STEVE MITCHELL/FOR TH

OUR HEALTH! Jordan Rubin, chairman and sole shareholder of Garden of Life, displays some of his company's whole-food supplements.

ORDAN RUBIN TURNED WHOLE FOOD PPLEMENTS THAT SAVED HIS LIFE INTO A MULTIMILLION-DOLLAR BUSINESS.

BY ELAINE WALKER
ewalker@herald.com

rdan Rubin was on the verge of death at age 20, suffering numerous ailments, ranging from Crohn's disease and tes to fibromyalgia.

e had been to 70 health practitioners across the world, more than 500 different miracle treatments including detoxification, live cell therapy and unorthodox ions like sleeping inside a steel cage. Over a two-year d, his weight had dropped from 180 pounds to 104 ds and at just over 6 feet tall, Rubin looked like a ntration camp survivor.

that point, Rubin turned last hope: a black pow- at was supposed to con- healthy organisms from il and a diet based on the . Within months, Rubin ack to his normal weight off all medications. He ts the combination with g his life.

w eight years later, has turned his health as into Garden of Life, a Palm Beach-based health to live a healthier life. And the black powder — a probiotic supplement — has been a building block for the company.

What started as a home-based garage business in 1997, Garden of Life has been growing at rapid-fire pace since Rubin incorporated the company in June 2000. At that time, he had four employees, five products and 1,000 distribution outlets.

PHOTOS COURTESY OF JORDAN RUBIN

TRANSFORMATION: Jordan Rubin suffered from many ailments, left, until he changed his diet and became healthy, right. "I still can't look at that picture without falling apart," says Phyllis Rubin, his mother.

cent over the previous year, according to Garden of Life vately-held company, which has grown to more than 150

"I found something th only gave me my health it also gave me a purp life," said Rubin, the c ny's chairman and sole holder. "The story didn with one man; it's just ning. Our goal is to get healthy."

Garden of Life cur offers 42 whole-food nut supplements distribut more than 10,000 ou including Whole Foods, Oats, Vitamin Shoppe starting next month, at GNC stores.

Most of the products for between $24.95 and $ depending on the size packaging. That places G of Life in the premium gory of supplements, bu company says that's beca uses only top quality foods in its products unique fermentation pr to ensure optimal nu absorption.

"It makes more sense extract the nutrients from food, rather than facturing it," said Janet chief of the division of