

40th Anniversary Timeline & Tribute



It started out with humble beginnings. When Bonnie finished her masters degrees, the general public's opinion of nutrition was tepid to say the least. Some people close to her openly laughed at the preposterous notion that this would be her career. No matter. In 1985, Nutritional Concepts was incorporated.

Bonnie's passion and fighting spirit kept things afloat as clients started to see improvement in their health. It was just a matter of time before they would tell all of their family, friends, and coworkers.

Soon after, Bonnie met Lilo Schuster, who was fresh out of chiropractic school. She and Bonnie worked together at a wellness center called Body Therapeutics. As they built up their practices, they decided to join forces and branch out on their own. Bonnie and Lilo settled on Professional Plaza in Northbrook, where we've been ever since.

In between seeing clients at her now bustling practice, Bonnie helped write a bill to give nutritionists the same rights as dietitians. After incessantly lobbying the Illinois state assembly, the bill passed.

Bonnie's daughter Carolyn Martinelli joined the team as office manager/consultant and stayed over 20 years providing incredible service with her bubbly personality.

Steve Minsky came aboard as Bonnie's business partner in 1998. He implemented rigorous quality controls for the supplement dispensary, started the email newsletter you are reading right now, and ran every aspect of the business.

One of our proudest moments was helping you navigate the COVID-19 pandemic. We never closed, worked tirelessly to source all of your supplements even though so many were in short supply. Most importantly, we created a COVID prevention protocol early on to help protect your immune systems.

Two and a half years ago, Steve joined Bonnie and Lilo as the third health professional in the practice after getting his masters degree in Health and Wellness.

We would be remiss if we did not pay homage to all of the wonderful staff that has blessed us over the years - Patty, Carolyn, Lori, Sharron, among others, and now Cindy, Diana, and Marisa. They're rock stars.

We're so proud that we've been able to bring you wellness for 40 years, but we certainly could not have done it without your unwavering support. Now that we are seeing third-generation clients, it is a testament to you for taking our advice, putting into practice, and paying it forward.

We've always been a word-of-mouth practice. This has allowed us to put all of our energy into our mission, which is, and will always

be, to serve your individual wellness needs to the best of our ability.

For us to reach another 40 years, spread the wellness!