

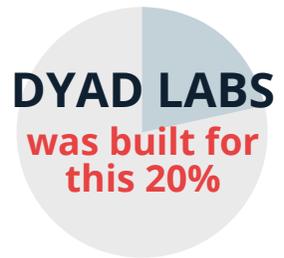
The Pareto Principle

Dyad Labs was made for the last 20%

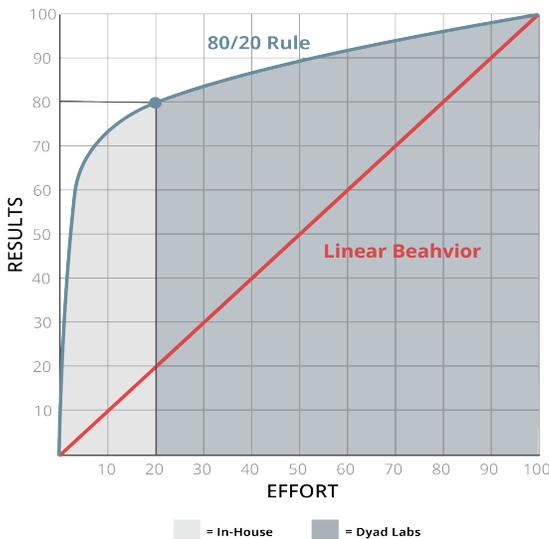
GETTING 80% OF REQUIRED TESTING DONE IS RELATIVELY EASY. SO WHY DOES THE LAST 20% TAKE SO MUCH EFFORT, TIME AND MONEY?

The Pareto Principle, named after Italian economist Vilfredo Pareto, originally referred to the observation that 80% of Italy's wealth belonged to only 20% of the population. More generally, this principle serves as a reminder that the relationship between inputs and outputs is not balanced. The Pareto Principle is also known as the 80/20 Rule.

In economics terms, there is **diminishing marginal benefit**. This is related to the law of diminishing returns: each additional hour of effort, each extra worker is adding less "oomph" to the final result. By the end, you are spending lots of time on the minor details.



**If 20% of your analytical testing needs is taking 80% of your testing resources:
CALL DYAD LABS AND GET THEM WORKING ON THAT 20%**



For most Nutrition Brands & Manufacturers, getting the first 80% of required testing done is relatively easy. It's the last 20% that takes 80% of the effort, time and money. **Not to worry, because here at Dyad Labs, we were built to handle that last 20%.**

If you're struggling with the last 20% of your testing needs, it's time to seriously consider Dyad Labs as your 20% partner.

Dyad Labs provides national-lab level testing services with in-house lab quality customer service. Instrumentation capabilities including multiple LC/MS/MS systems and UPLC with PDA and MS detection. We also offer trace metal and mineral testing services by ICP-MS and DMA as well as GC with FID and MS detection methods for pesticides, DHA/EPA, and residual solvents, as well as a full array of microbiology and general chemistry testing services.

The good news is that Dyad Labs has the expertise and the instrumentation house to tackle that 20 percent — and get you the results you need with less effort and expense than you are currently spending.