In 1998, Karl Martinez started his local San Diego business, Fingerstick Inc. that provided cholesterol testing and screening services to consumers in order to increase public awareness about the risks of high cholesterol. Recognizing the importance of proper supplementation support, Karl started manufacturing his own vitamin formulas that helped promote, support and maintain a healthy heart. The Healthier Lives supplement line was introduced in 2001.

Healthier Lives offers high quality, all natural dietary supplements that are individually certified for potency and manufactured under strict guidelines.