

NEVER STOP BELIEVING

The Caruso Journey to Natural Health

A Family
Story of
Sacrifice,
Resilience
and Legacy



By Frank Caruso

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*A Family Story of Sacrifice,
Resilience and Legacy*

By Frank Caruso
Founder of Caruso's Natural Health

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Dedication

*For my darling wife Grace —
the love of my life,
my greatest supporter,
and my forever partner in this journey.*

*You gave up your dream so I could follow mine.
Through your love, sacrifice, and unshakable belief,
we built something far greater together —
a family, a life, and a legacy of helping others.*

PUBLISHER'S NOTE

Important Information - Please Read

The information in this booklet is provided for health education purposes only. It is not intended for diagnosing, prescribing or as medical advice. The publisher and author are not responsible for any suggestions, preparations or procedures disclosed in this book.

All matters regarding your physical health should be supervised by a health professional. If you have any medical problems or injuries, you should consult with your health professional before embarking on any dietary, supplement or exercise programs. If symptoms persist, see your health professional. Always read the label and use only as directed.

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Author's Note

To you, the reader — thank you.

Thank you for giving your time to walk through these pages with me, to hear my story, and to share in the lessons, the struggles, and the victories. Writing this story has been more than recounting a business journey. It has been about opening my heart, honouring my family, and sharing the belief that carried me from a boy once told by his 3rd Grade teacher he'll never amount to anything, to a man who built a life of purpose.

If there is one message, I want you to take away, it is this: believe.

Believe in your dreams, even when others laugh.

Believe in yourself, even when doubt creeps in.

Believe in the power of persistence, sacrifice, and love.

I am living proof that belief, when nurtured with hard work and faith, can change the direction of a life. And if it can happen for me, it can happen for you.

This isn't just a story about my family or my company. It is about what is possible when we refuse to give up. My hope is that something within these pages sparks courage in you — courage to take a step forward, to pursue your calling, and to live a life that matters.

I will always be grateful for the incredible people — staff, customers, family, and friends — who have shared this journey with me. To every customer who has ever picked up a Caruso's product, to every team member who poured in their passion, to every reader who now carries this message — thank you for believing.

The story of Caruso's Natural Health may be mine to tell, but its legacy belongs to all who have shared in it. And now, it continues with you.

With gratitude,
Frank Caruso



BELIEVE — THE CARUSO JOURNEY TO NATURAL HEALTH

Introduction

I have a question. How many Australian families are following a diet that provides them with all the adequate vitamins, minerals, and essential micronutrients their bodies need to maintain good health?

I've spent years searching for an answer, and to this day, I cannot find one single scientific study that shows the percentage of Australians who are consuming a diet that truly meets their needs. If you have the answer, please let me know.

What we do know is this: Australians are not eating enough vegetables. We are not drinking enough water. We are not exercising enough. We are not eating enough foods rich in fibre. At the same time, we are consuming too much sugar, too much processed food, too much junk food, and too many empty calories.

Over the last forty years, I've had the privilege of speaking at hundreds of health events and meeting thousands of people in my health food stores and beyond. Again and again, I hear the same struggles. People are tired, stressed, and searching for solutions that truly make a difference.

This story is not just about my business journey. It's about my crusade — a lifelong mission to help Australians live healthier, happier lives. It's about what happens when belief, family, and hard work come together. It's about the lessons I've learned — some the hard way — and how they might help you in your own journey.

Most of all, this is a story about hope. Because no matter where you start, no matter what people say about you, and no matter how many setbacks you face, you always have the power to write your own story.

Daydreamers Can Change the World

I was eight years old when my third-grade teacher walked up to me, looked down at me, and said, “Caruso, you will never add up to anything in your life!”

She was often frustrated with me. I never did my homework. I was always daydreaming. To her, I looked like a boy destined to fail.

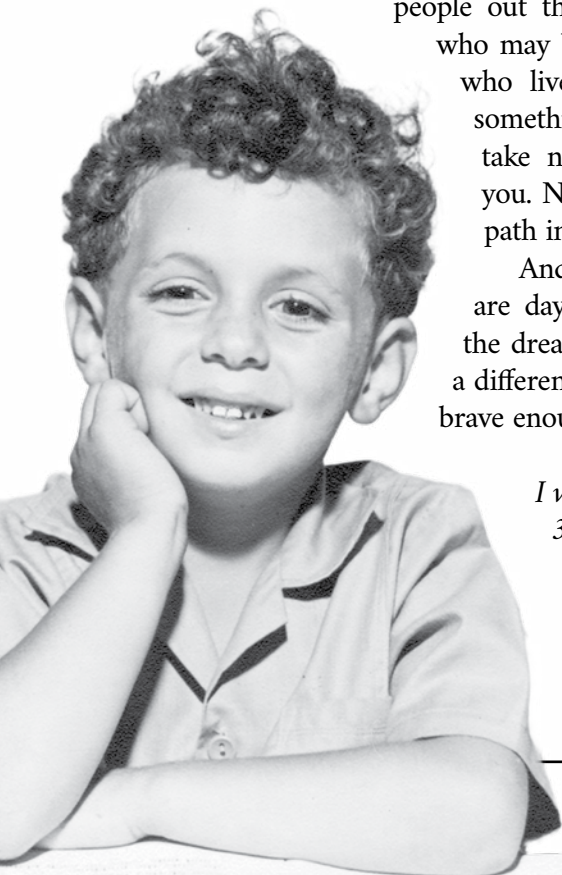
But here’s the truth: her words never upset me. I didn’t let them sink in. Even then, deep down, I knew one day I would be successful.

I share this story because I know there are thousands of young people out there who didn’t shine at school, who may be told they’re not good enough, who live in their heads and dream of something more. To them I say: never take notice of what others say about you. Nobody has the power to set your path in life but you.

And to parents raising children who are daydreamers: remember this — it’s the dreamers who believe they can make a difference, and it’s the dreamers who are brave enough to change the world.

I was sitting at this very desk in 3rd class when my teacher, Miss E, came up to me and said, “Caruso, you will never add up to anything in your life!”

1962



This is my story. It's about believing in yourself when others don't. It's about sacrifice, resilience, and love. It's about never giving up on a dream, even when the world tells you to.

The Spark That Changed Everything

I was 24 years old when I came across the book *The Miracle of Fasting* by Paul Bragg that completely altered the course of my life. Up until then, I'd been living like most young men — working, eating whatever I liked, not thinking too deeply about my health or my future. But as I turned the pages of that book, something inside me shifted.

It was the first time I heard the words, 'Eat to live' instead of living to eat. I also discovered the powerful truth that 'Prevention is better than cure'.

In that moment, I realised that health wasn't a matter of luck. It was a choice. And the choices we make every day - what we eat, how we move, what we believe - determine not just how long we live, but how well we live.

That realisation hit me hard. I couldn't ignore it. I started changing my diet, paying attention to what I was putting in my body, and thinking about how I could live with more energy and purpose. It was the spark that lit a fire inside me — one that has never gone out.

Grace, my darling wife, was by my side from the very beginning. She didn't just accept the changes I was making; she embraced them. She encouraged me, supported me, and believed in me. What



Frank, 101kg
working as a motor
mechanic, 1976

started as my personal journey quickly became our journey. That was the moment when health became more than just an interest — it became a calling.

The Fork in the Road

By the time I was 27, I found myself standing at a crossroads. Grace and I had been saving to build our dream home, and the future seemed laid out before us. But there was another dream taking shape in my heart — opening a health food store, a place where I could share what I had learned and help others live healthier lives.

It wasn't an easy decision. Building a home meant security. Opening a store meant risk. Grace had dreamed of that home, and I'll never forget the conversation where I told her what was on my mind. She listened quietly, then looked me in the eye and said, "If this is your dream, Frank, then I'm with you."

With those words, she gave up her dream so I could follow mine. That kind of sacrifice is something you never forget. It's the reason why everything I've built has always been our story, not just mine.

Even after Grace gave up her dream home to support my passion, I was still \$20,000 short of opening our first health food store. My younger brother Tony took a leap of faith, believed in me,



Frank's first health food store, 1983

sold his only investment, a block of land, and put up the \$20,000. While I was often out front, Tony became the steady force behind the scenes, shaping the heart of our health food store, which he still manages today. His contribution goes far beyond business. Tony represents loyalty, sacrifice, and family, and remains a cornerstone of Caruso's Natural Health.

On my 28th birthday, in 1982, we opened the doors of our first health food store. It was small, humble, and nothing fancy — but it was ours. And more importantly, it was the beginning of a journey that would change everything.

Building More Than a Store



Frank & Tony working in The Health Food Shop, 1987



*Scan to see a video of
The Health Food Shop in 1987*

Running that first store was hard work. Long hours, tight margins, and plenty of challenges. But it was also deeply rewarding. Every day, people walked through our doors looking for hope, and every day we did our best to give it to them.

It wasn't just about selling vitamins or supplements. It was about listening to people's stories, sharing lessons learned, and creating a place where they felt cared for. Some customers came back week after week, not just for products, but for the connection.

I remember the first time a customer told me, "Frank, I feel better because of what you recommended." In that moment, I realised we weren't just running a shop. We were building trust.

Grace was the heart of it all. She greeted customers with warmth, remembered their names, and made everyone feel welcome. Our little store became more than a business. It became a community.

Thinking Bigger Than Four Walls

The store gave us more than income — it gave us purpose. Every day, customers would come in with their aches, their worries, their questions about how to live healthier. We did our best to help, but I began to realise something important: people's needs were greater than what our little store could provide.

Selling other people's products was fine, but I often wondered: what if I could create something better? Something I would take myself, or give to my family without hesitation?

That thought stayed with me. Slowly, an idea took root. What if we could take the values of honesty, quality, and care that shaped our store, and put them into products that could reach people far beyond our four walls?

Tony and I spoke about it often. We discussed the risks, but also of the possibilities. "If you believe in it, Frank," Tony said, "then let's do it."

That's when the dream of creating our own line of products was born.

The First Step into Our Own

Every journey has a moment when a dream takes on flesh and bone — when it stops being just an idea scribbled on paper and becomes real. For me, that moment was the day we created our very first product.

Up until then, I had been the man behind the counter of a small health food store. I was proud of what we had built, but I knew there was more in me than simply selling other people's products. I



*Pictured from left to right: Tony (Brother),
Rita (Sister), Frank, and Grace, 1987*

wanted to create something of my own. Something that carried my values, my standards, and my heart.

It was terrifying. What did I know about manufacturing? About supply chains, labels, formulas, regulations? The truth is, not much. But I knew this: if I didn't take the step, I would regret it for the rest of my life.

That belief fueled me when everything else felt uncertain. We had no corporate budget, no fancy consultants. Just two brothers determined to make something honest, something people could trust.

The nights were long. I read every book I could, asked every question, chased down every scrap of knowledge. There were failures — labels that didn't look right, formulas that didn't pass, advice from “experts” who said I'd never compete with the big players. I carried the sting of those words with me.

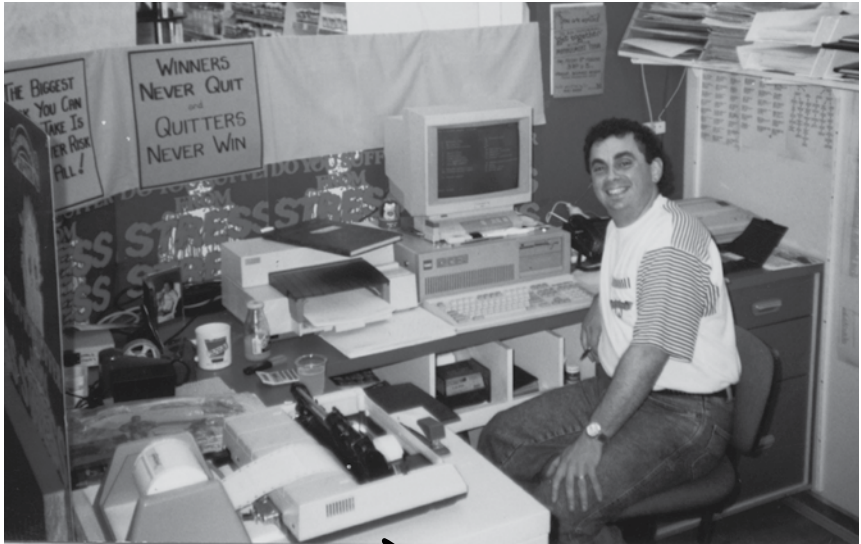
But then came the day we held that first product in our hands. Simple, unassuming — but ours. It wasn't just a product. It was a statement: that an ordinary couple with extraordinary belief could stand in the same arena as giants.

I still remember the first customer who bought it. Watching them walk out of the store with that product in their bag, I felt something shift. This was no longer a dream. This was the beginning of a brand that would change lives.

The first step into our own was small, fragile, and uncertain. But it was also bold, brave, and filled with belief. And belief, I would learn, is stronger than fear.

Where It All Started

Every business has a beginning. Ours didn't start in a flashy office or a shiny warehouse. It started quietly, humbly, and with a great deal of belief.



*Back of my health food store,
March 1995*



In 1995, when Totally Natural Products was born, our first “office” was nothing more than a small space at the back of our health food store in Fairfield. It was basic, cramped, and far from glamorous, but it was filled with purpose. That little room carried big dreams, long hours, and an unwavering belief that natural health could change lives.

Granny Flat, November 1995



After about six months, it became clear we needed more space. The business was growing faster than we expected, so we moved the office into a small 60 square metre granny flat at the back of our home. Work and life blurred into one. There were no clear boundaries, only commitment and momentum.

In September 1996, we moved into our new home. Fourteen years after opening our first health food store, Grace finally got the new home she had dreamed of all those years earlier. She had put that dream aside without hesitation so I could follow my passion. Watching her walk through that front door for the first time remains one of my proudest moments. It was long overdue and deeply deserved.

Once again, the business moved with us. My study became the office, and our two car garage became the warehouse. Boxes stacked higher, deliveries came and went, and the house slowly transformed into a workplace.

After two years, Grace finally drew a line. With honesty and love, she said, “You have to find somewhere else to run the business. I’m not happy having strangers coming and going, using my kitchen and bathrooms.” She was right. She always is.

So in 1998, we purchased our first warehouse, a modest 239 square metres in Frank Street, Wetherill Park. I still remember standing there with Grace, looking around and saying, “This is huge. It will last us 20 years.” At the time, I truly believed it.

We outgrew the warehouse in just five years.



*2 car garage at our home,
Mount Vernon, September 1996*

Once again, we took a leap of faith. We purchased a block of land around the corner and built our new warehouse, 1,180 square metres this time. I confidently said to Grace, “This will definitely last us 20 years.” Surely this was it.

Six years later, we had outgrown it too.

The business just kept growing. The team expanded, the product range increased, and the vision kept getting bigger. After many months of searching, in 2007 we purchased 6,000 square metres of land in Eastern Creek. We built a 3,400 square metre warehouse and finally moved in during 2009.

We are still in that building today.

When I look back, what moves me most is not the buildings or the square metres. It is the journey. The courage to keep stepping forward. The sacrifices Grace made without hesitation. The countless hours, the risks, the moments of doubt, and the deep belief that this business stood for something meaningful.

From a small room at the back of a health food store to a warehouse that now supports a national brand, this is where it all started. And every step of the way, it was built on passion, persistence, and purpose.



*First Warehouse, Frank Street,
Wetherill Park, August 1998*

*Durian Place, Wetherill Park,
October 2003*



Planting the Flag as a Brand

Launching our first product lit a fire in me. It wasn't enough anymore to simply have one or two bottles with our name on them. I wanted people to recognise something bigger. I wanted customers to look at the shelf, pick up a product, and know instantly: this is Caruso's, and this is something I can trust.

That was the difference between selling a product and building a brand. A product is a transaction. A brand is a promise.

In those early days, we didn't have billboards or TV commercials. What we had was grit, honesty, and a willingness to stand face-to-face with every customer and retailer who would listen. I spent months visiting pharmacies, and many hours speaking directly with owners, explaining why our products were different. Sometimes we

Shale Place, Eastern Creek, October 2009



got polite nods. Sometimes we got flat-out rejection. But every “no” only sharpened my determination to get to the next “yes.”

I remember one small pharmacy owner who leaned over the counter after hearing my pitch and said, “Frank, you don’t have the budget to fight the big boys. But you’ve got passion, and people buy passion.” He was right. Our strength wasn’t in outspending multinational companies. Our strength was in being real, in telling my story, and in building trust one handshake at a time.

That’s how the brand began to take root. Not through flashy ads or giant campaigns, but through the way people felt when they used our products. Customers told their friends. Pharmacists gave us a corner of their shelves. Slowly but surely, the name started to mean something.

Of course, the doubts were there. I’d look at competitors with their glossy brochures and think, what chance do we have? But then I’d remember why we started. This wasn’t about being the

Frank and Grace with customer, 1988



biggest. It was about being the most trusted. And trust can't be bought — it must be earned.

Every bottle that left our tidy warehouse carried with it more than herbs and formulas. It carried our values. It carried sacrifices, belief, my father's work ethic, and the lessons I had learned as a boy who was told he would never amount to anything. It carried the heart of our family.

That's what it meant to plant the flag as a brand. It wasn't about dominating a market. It was about standing up and saying: This is who we are. This is what we believe in. And we're here to stay.

And with every new customer who believed in us, that flag flew a little higher.

A Name to Call Our Own

There comes a time in every journey when you have to step fully into who you are. For us, that moment came the day we changed our name.

For years, our products had carried the label Totally Natural Products. It was a good name, an honest name. But it wasn't us. It sounded like something general, something that could belong to anyone. And the truth was, this wasn't just anyone's story. This was our family's story.

I'll never forget how it happened. I woke up one morning and turned to Grace and said, "That's it. I'm going to change the brand name to Caruso's." Without missing a beat, Grace smiled and said, "That's a good name!"

The truth is, I'd been thinking about changing the name for years. Nobody remembered Totally Natural Products. It was too generic. People thought it was just a description, that we were simply making a statement that our products were totally natural. But it didn't stick in people's minds. It didn't carry weight.

Caruso's felt different. It was my family name. It was my story. It was personal. And the moment I said it out loud, I knew it was right. So, on January 31, 2013, we planted a new flag. We became Caruso's Natural Health.

Seeing our family name printed on every label wasn't just exciting — it was emotional. It wasn't just a word. It was a commitment. By putting "Caruso" on the front, I was saying to every customer: I stand behind this. This is my family's name, and I will never sell you anything I wouldn't take myself or give to my family.

It was both exhilarating and frightening. Exhilarating because it felt true, authentic, and deeply personal. Frightening because once your name is on the line, there's no hiding. Every product, every promise, reflects directly on you. But that was the point. We didn't want to hide. We wanted people to know exactly who was behind these products.

The response was powerful. Customers loved it. They felt closer to the brand, because it wasn't faceless anymore. It had a story, a heartbeat, a family. Retailers told me that when people picked up a Caruso's product, they felt a sense of trust before they even read the label. That trust was priceless.

Tony reminded me that day, as he often does, "Frank, this is more than a business. This is our name, our legacy." And he was right. The rebrand wasn't a marketing strategy. It was a declaration of identity. It was saying to the world: We are here, and we are proud of who we are.

Looking back, I know it was one of the most important decisions we ever made. It turned our products into a family brand. It gave every bottle, every capsule, every packet a story that connected directly to our hearts.

A name is more than just words on a label. It is a promise, a standard, and a legacy. And from that day forward, every time I saw "Caruso's Natural Health," I was reminded of the responsibility and

privilege of carrying my family name into homes across Australia. We weren't just Totally Natural anymore. We were Caruso's. And that made all the difference.

Expansion: From Local Shelves to National Spotlight

With the Caruso name now proudly stamped across every bottle, it was time to take the next step — expansion. Up until then, we had been a growing but modest presence. Our customers were loyal, and word of mouth was strong, but if I wanted to build a brand that could stand shoulder to shoulder with the big names, I had to get us out there in a way that couldn't be ignored.

That meant advertising. And not just any advertising — I'm talking radio and television. National campaigns. The kind of thing I'd once thought was only possible for the big corporations with bottomless budgets.

It was a risk. Every dollar mattered, and when you sign off on a radio or TV campaign, you don't sleep easy. But I knew this: if we wanted Australians to believe in Caruso's, they first had to see us and hear us.

I'll never forget the first time I heard our advertisement on the radio while I was driving. My heart raced. There it was — our name, our message, reaching thousands of ears in that moment. It was surreal. For a kid once told he'd never amount to anything, hearing "Caruso's Natural Health" broadcast across the airwaves was nothing short of extraordinary.

Television was even bigger. Seeing our products flash across the screen, with a voice explaining the difference we stood for, was proof that we were no longer just a small family business trying to survive. We were stepping onto the national stage.

But expansion wasn't just about advertising. It was about distribution. Getting into more pharmacies, more shelves, more



Frank accepting the Complementary Medicines Australia “Lady Cilento Award”, 2016. The award is the complementary medicine industry’s highest honour. It celebrates an individual whose lifetime of dedication, professionalism, and meaningful contribution has made a lasting impact on the industry.

homes. That meant long days on the road, meetings with buyers, knocking on doors that were often slammed in my face. Some chains told me I’d never make it. Others laughed at the idea that we could compete with multinationals.

Yet every “no” brought me closer to a “yes.” And slowly, the yeses started to come. First a handful of pharmacies. Then a chain. Then another. Until one day, I walked into a major pharmacy banner store and saw Caruso’s products sitting proudly on the shelf next to brands I’d grown up thinking were untouchable.

Grace was right there beside me. I can still see her face when we stood in front of that display for the first time. She squeezed my hand and said softly, “You did it.” And in that moment, I knew she was right.

Expansion was never about chasing glory or building an empire. It was about reaching people — mums, dads, families — who needed natural health

products they could trust. It was about delivering on the promise of our name.

The road to expansion was full of hurdles, doubts, and sleepless nights. But with every store that stocked our brand, with every customer who walked out holding a Caruso's product, we proved that passion, persistence, and belief could carry us further than fear ever could.

From a humble health food store to the national spotlight, our flag was flying higher than ever. And the best part? We were only just getting started.

Tested by Fire

No business journey is smooth, and ours was no exception. We faced setbacks, rejections, and challenges that could have broken us. There were products that didn't sell, campaigns that fell flat, and moments where the numbers just didn't add up.

I'll be honest — some nights I lay awake staring at the ceiling, wondering if I'd gone too far, taken on too much. Doubt can creep in like a thief in the night. But every time it did, Grace was there to remind me: "Frank, you have come too far to give up now."

Those words steadied me more than she'll ever know. Because the truth is, success isn't built in the good times. It's forged in the struggles.

When a product line failed, we didn't fold — we learned. When we were pushed out of deals by bigger players, we didn't retreat — we found new doors to knock on. When finances tightened, we found ways to keep going, cutting back on ourselves before we ever cut back on the quality of our products.

It felt at times like we were being tested by fire. And maybe we were. But fire doesn't just burn — it also refines. It strengthens. It reveals what you're truly made of.

And what it revealed was this: Caruso's Natural Health wasn't built on luck, or shortcuts, or quick wins. It was built on belief, persistence, and the refusal to quit.

Every trial we faced became a steppingstone. Every scar we earned became proof that we could survive the flames. And as the years passed, those challenges that once threatened to undo us became the very foundation that made us unshakeable.

Yes, we were tested by fire. But we came out stronger, sharper, and more determined than ever before.

Culture & Values

If you ask me what the true secret to Caruso's success is, it's not just the products. It's the culture we've built — a culture shaped by values, lived out every single day by our team, and proven by the people who trust us with their health.

From the very beginning, I knew Caruso's couldn't just be another supplement company. The world didn't need more pills on shelves. What people needed was care, honesty, and respect. And those values had to run through everything we did — from the way we answered the phone, to how we treated staff, to what went inside every capsule.

I've always believed you can't fake culture. Customers know when something is authentic. They can sense when you're in it for the money versus when you're in it for them. My promise was simple: I would never put anything in my products that I wouldn't take myself or give to my family. That principle has guided me through every decision.

stood with me through the long days, the setbacks, the breakthroughs. There are those who keep the details honest and the business steady, those who carry our message out into the community with pride, and those who answer the phones with patience and care

— because sometimes people don't just need a product, they need a real person that they can talk to to reassure them.

Our customers feel it too. They write to us. They stop me in stores. They share their stories. Like the woman who finally found restful sleep after months of struggle thanks to our Ashwagandha. Or the man who regained mobility with Arthritis Fighter and told me, "You've given me my mornings back." Or the young woman who broke down in tears telling us that Anxiety Aid helped her feel human again.

These aren't just testimonials. They are proof that what we do matters. They remind me, and every member of our team, that behind every bottle is a person hoping for relief, for energy, for peace of mind. And when we deliver that, we're not just selling supplements — we're changing lives.

Our culture is not built on slogans, but on lived-out integrity. It's the way Grace sacrificed her dream home so I could open that first store. It's in the late nights and early mornings our team puts in, not because they're told to, but because they believe in what we're building. It's in the way customers trust us enough to share the most personal parts of their health journeys.

At Caruso's, culture is everything. It's the invisible ingredient that makes our products more than formulas. It's the heartbeat of a



Frank visiting a loyal pharmacist in Prahran, Victoria, 2025

family business that has grown into a national brand without ever losing sight of the individual lives we touch.

Looking back, I realise this: you can copy products, you can copy ads, but you can't copy culture. That's what makes Caruso's unique. It's not just what we sell — it's who we are and how we make people feel.

And as long as I have a say, that culture — of honesty, of care, of belief — will never change.

Legacy in the Making

When I look back over the decades, what stands out isn't the balance sheets, or the product launches, or even the milestones of growth. What stands out are the people — Grace, Tony, our family, our team, and the countless customers whose lives have been touched by Caruso's.

Because at the end of the day, a legacy isn't measured in sales. It's measured in lives.

From that very first store on my 28th birthday to the hundreds of products now sitting on pharmacy and health food store shelves across the country, every step has been about helping people live healthier, fuller lives. And that, more than anything, is what I want to leave behind.

My legacy is not just Caruso's as a brand. It's the values that underpin it: courage, honesty, family, and care. Values lived out in the long hours, the tough decisions, the commitment to never compromise on quality. Values I held tight even when it would have been easier to cut corners or take shortcuts.

It's also about proving something bigger: that you don't have to be born with privilege, or letters after your name, to create something meaningful. I was told at eight years old that I'd never amount to anything. But here's the truth: if you believe in yourself,

surround yourself with good people, and refuse to give up, you can create a life of purpose that outlives you.

And perhaps most importantly, my legacy is my family. Caruso's Natural Health may be my business, but it has always been our journey. Grace, my family's support, the pride of carrying our family name on every label — this is not just my story, it is ours.

As I think about the future, I don't just see products and sales charts. I see a new generation — my family, my team, and every young dreamer who reads this story — carrying forward the same spirit of belief.

Because a legacy isn't about holding on to what you built. It's about passing it on. It's about lighting a torch and trusting the next hands to carry it higher and further than you ever could alone.

So, if there's one message I leave behind, it is this: believe. Believe when others doubt you. Believe when the road gets hard. Believe when you feel like quitting. Because belief, backed by persistence and love, can change your life — and maybe even change the world.

That's the legacy I hope to leave. Not just a company, not just a brand, but a story of sacrifice, resilience, and faith. A story my family can be proud of. A story that proves one simple truth:

Dreams come true — if you believe.

Grace: The Heart of My Journey

Every story has a hero. Mine has always been Grace.

From the very beginning, she believed in me even when I didn't fully believe in myself. When I came to her with the crazy idea of opening a health food store instead of building the dream home we'd saved for, she didn't hesitate. She gave up her dream so I could chase mine. That decision — her sacrifice — was the seed from which everything else grew.

I'll never forget that moment. We had the plans, the block of land, the dream of building a home together. But I had this burning inside me, this conviction that I needed to open a store. I was scared to tell her, thinking she might be angry or crushed. But instead, she looked at me and said, "Frank, if this is your dream, then it's our dream."

Those words have stayed with me for life. That was Grace — putting her heart and faith on the line, believing in me when the world gave me reasons to doubt.

Through every high and low, she has been the steady anchor while still looking after 3 children in the mix. When products failed, she reminded me why we started. When money was tight, she carried the burden beside me. When the pressure weighed heavily, she gave me strength just by being there.

Grace has never asked for the spotlight, but make no mistake — without her, there would be no Caruso's Natural Health.

Behind every decision, every risk, every win, there was her voice of encouragement, her quiet confidence, her unwavering love.

She was there for the little moments too. The late nights when I came home exhausted, she had a meal waiting. The times when I doubted myself, she reminded me of how far we'd come. And the countless occasions when all I needed was a hand to hold — she was always there.



Grace has been more than my wife. She has been my partner, my confidante, my best friend, and the true heart of this entire journey.

This book may have my name on the cover, but every page carries her fingerprints. Every page is marked by her sacrifice, her faith, her love. She is the reason our story is not just one of business, but of family, resilience, and legacy.

So this chapter is for Grace. The woman who gave up her dream so we could build one together. The woman who turned my belief into reality. The woman who proves, more than anyone, that love is the greatest foundation you can ever build upon.

Grace — my darling — this story is yours as much as it is mine. And my greatest success will always be you.

The Crusade Continues

As I write these final words, I realise something: the journey isn't over. This story is still being written, every day, in the lives of the people who choose to believe in better health.

When I look back, I see a boy once told he'd never amount to anything. I see the young couple who gave up their dream home to build something greater. I see the battles we fought, the setbacks we endured, and the moments we nearly stumbled — only to rise stronger each time.

*View our Caruso
family picnic
video, 2015*



But when I look forward, I see something even greater. I see a crusade for natural health that continues beyond me. I see new generations carrying the torch, adding their own strength and ideas to what we began. I see our products in the hands of people who believe that health isn't luck, but choice.

This is bigger than one man or one company. It's a movement. A belief that nature holds answers, that honesty matters, and that quality should never be compromised. It's the promise that no matter how big we grow, we will always remember the faces behind every product — the mums, dads, grandparents, sons, and daughters who trust us.

My hope is that when someone reads my story, they don't just see the story of a business. They see proof that belief can change everything. That even when life says, "you can't," faith, persistence, and love can answer back, "yes, you can."

We built this on sacrifice, resilience, and family. But the crusade continues with every person who shares our values, every staff member who serves with heart, and every customer whose life is made brighter by what we do.

The future is unwritten, but I know this: as long as there are people who believe in natural health, our story will never truly end.

Because belief doesn't stop here. It keeps moving, keeps growing, keeps inspiring.

The crusade continues.



My 10 Principles of Success

1. Believe in Yourself

Everything begins with belief. Not loud belief. Not arrogance. Just a quiet, steady conviction that there is more inside you than others may see. Without belief, effort fades quickly. With belief, even small actions carry momentum.

I learned early that belief is fragile when it's shaped by someone else's opinion. When authority figures speak, especially to children, their words can settle deeply. I carried doubt for years without realising it. What eventually changed wasn't circumstance, it was a decision. A decision to stop outsourcing my self-worth and start trusting my own instinct.

Believing in yourself doesn't mean you have all the answers. It means you trust your ability to figure things out. It means backing yourself even when the outcome isn't guaranteed. I didn't start with confidence. Confidence came later, built slowly through action, learning, and persistence. Belief had to come first.

There were moments when others questioned my ideas, my direction, or my persistence. In those moments, belief wasn't about proving anyone wrong. It was about staying aligned with what felt right to me. When belief wavers, people quit too early. When belief holds, progress continues even when results lag behind effort.

No one else lives with the consequences of your decisions. That responsibility belongs to you. Belief is not something you wait for. It's something you choose, often before evidence appears.

If you believe in yourself, you give effort a reason to exist. And once belief is established, everything else has somewhere to stand.

2. If You Don't Know, Ask

Progress depends on learning, and learning begins with admitting you don't know everything. One of the biggest barriers to growth is pretending to understand things you don't. Pride delays progress. Curiosity accelerates it.

I didn't grow up with a roadmap. I learned by asking questions. Sometimes simple ones. Sometimes uncomfortable ones. Asking didn't make me feel weak. It made me capable. Every question saved me time, mistakes, and unnecessary stress.

There were moments when I could have stayed quiet to protect my ego. I chose not to. I asked suppliers how things worked. I asked professionals for advice. I asked people who were further ahead than me how they thought and why they made certain decisions. Each answer added another tool to my toolbox.

People who succeed aren't the ones who know the most. They're the ones who are willing to learn continuously. Asking questions shows humility and intent. It tells the world you care about getting it right, not about looking clever.

Too many people stay stuck because they're afraid of judgement. But the cost of silence is far greater than the cost of curiosity. If you don't ask, you stay where you are.

Growth requires honesty. If you don't know, ask. Learning is never something to be embarrassed about. It's one of the most powerful habits you can develop.

3. Surround Yourself with Successful People

The people around you influence how you think, how you act, and what you believe is possible. Over time, that influence compounds. Standards rise or fall quietly depending on the company you keep.

I became very aware of this as my life and business evolved. When I spent time with driven, disciplined people, my expectations of myself lifted. Their habits became reference points. Their mindset became familiar. Success started to feel normal rather than distant.

Successful people don't all look the same, but they share traits. They take responsibility. They show up consistently. They don't dwell endlessly on excuses. Being around that energy sharpens your thinking and challenges complacency.

This isn't about cutting people out or judging others. It's about being intentional. If you surround yourself with negativity, fear, or complacency, it seeps in slowly. You may not notice it happening, but it shapes your behaviour.

I've always sought out people who were doing better than me in some area of life. People who challenged me, not flattered me. People who told the truth, even when it was uncomfortable. Growth requires friction.

Your environment matters. Choose relationships that encourage progress, accountability, and optimism. Over time, the right people don't just support success, they redefine what you believe you're capable of achieving.

4. Write Down Your Goals

Goals give direction to belief. Without them, effort scatters. Writing goals down turns vague intentions into clear commitments.

I've always believed that what stays in your head is too easy to ignore. Once written, a goal becomes real. It confronts you. It reminds you where you're heading when distractions pull you sideways.

Writing goals forced me to clarify what I actually wanted, not what sounded impressive to others. Some goals were ambitious. Some were simple. All of them created focus. When progress felt slow, my written goals kept me anchored.

Goals don't always unfold exactly as planned. Some take longer. Some change shape. But without a written target, it's easy to drift and mistake activity for progress.

A written goal also creates accountability. You either move toward it or you don't. There's no hiding. That honesty is powerful.

Goals don't need to be perfect. They need to be sincere. Write them down. Review them often. Adjust when necessary, but never abandon the habit.

Direction turns effort into progress. Writing down your goals is how you choose that direction deliberately.

5. Love What You Do

Success without fulfilment is hollow. Loving what you do doesn't make the journey easy, but it makes it meaningful.

I was drawn to natural health because it aligned with my values. It wasn't just a business opportunity. It felt personal. That connection mattered when challenges arose, and they always do. Passion gave me resilience when results didn't come quickly.

When you love what you do, effort feels purposeful rather than draining. Long hours have meaning. Sacrifice feels intentional. You're willing to persist because the work reflects who you are.

Loving your work doesn't mean every day is enjoyable. It means the purpose outweighs the frustration. Without that connection, success becomes a grind.

If you build a life around something you don't care about, motivation will always be borrowed. When you love what you do, motivation is internal.

Choose work that aligns with your values. Fulfilment sustains effort far longer than money ever will.

6. Step Out of Your Comfort Zone

Growth and comfort rarely coexist. Every meaningful change in my life required discomfort first.

Staying comfortable feels safe, but it quietly limits potential. Each time I stepped beyond what felt familiar, I learned something new about myself. Confidence grew not from thinking, but from doing.

Discomfort is often misinterpreted as a warning. In reality, it's frequently a signal that growth is occurring. New challenges test capability, decision-making, and resilience.

If you wait to feel ready, you'll wait forever. Progress begins when action comes before certainty.

Stepping outside your comfort zone expands it. What once felt intimidating becomes normal. Over time, courage compounds.

If you want a different outcome, you must accept a different level of discomfort. Growth demands it.

7. Take Big Action

Ideas alone don't create change. Action does. Decisive, committed action.

I learned early that waiting for perfect conditions is a form of procrastination. Momentum comes from movement, not overthinking. Many of my biggest breakthroughs came from acting before I felt completely ready.

Big action doesn't mean reckless action. It means committed action. Choosing progress over hesitation. Making decisions and standing behind them.

Fear doesn't disappear before action. Action reduces fear. Each step forward builds clarity and confidence.

If you want results, you must be willing to act boldly and accept responsibility for the outcome. Nothing meaningful happens without movement.

8. Never Stop Being Curious

Curiosity keeps you learning. Learning keeps you relevant.

The moment you believe you know enough is the moment growth stalls. I've always stayed curious. About people. About better ways of doing things. About improvement.

Curiosity led me to ask better questions and see opportunities others missed. It prevented complacency and encouraged innovation.

Stay open. Stay interested. Curiosity is a lifelong advantage that fuels progress.

9. Work Your Butt Off

There is no substitute for effort. None.

I've never believed in shortcuts. Consistency, discipline, and reliability build results over time. Talent matters far less than persistence.

Hard work isn't glamorous, but it's effective. Showing up when it's inconvenient separates those who wish from those who achieve.

Effort compounds. Small daily actions add up.

If you want something meaningful, earn it. Hard work is still the most reliable strategy there is.

10. Your Desire to Succeed Must Be Greater Than Your Fear

Fear is natural. Everyone feels it. What matters is which force you allow to lead.

My desire to succeed was stronger than my fear of failure. Fear didn't disappear. It just stopped being in charge.

When desire outweighs fear, action follows. Growth follows. Progress follows.

Fear warns. Desire drives.

Let desire lead. Always.

Closing Reflection

When I look back on my life, I don't see a straight line. Each of my 10 Principles of Success wasn't learned in theory. They were learned through experience, through mistakes, through moments of doubt, and through persistence when giving up would have been easier.

Believing in yourself is where it all starts. But belief alone isn't enough. You have to be willing to ask questions, to admit you don't know everything, and to keep learning. You have to surround yourself with people who show you what's possible, not what's safe.

Writing down your goals gives belief direction. Loving what you do gives it purpose. Stepping outside your comfort zone tests your courage, while taking action turns intention into reality. Curiosity keeps you growing, and hard work turns potential into progress.

And through it all, fear is always present. The difference between those who succeed and those who don't isn't the absence of fear. It's the presence of a stronger desire.

My desire to succeed was never about proving others wrong. It was about proving to myself that I had something to offer. That I could build something meaningful. That I could live a life guided by values, not limits placed on me by someone else.

No one gets to decide your future. That responsibility belongs to you. Your path is yours alone. It won't always be easy. But if you keep believing, keep learning, keep working, and refuse to let fear lead, you will move forward.

Success isn't a single moment. It's a lifetime of choosing belief over doubt, action over hesitation, and purpose over fear. And no matter where you start, or what you've been told, one thing remains true.

Never stop believing.

Never Stop Believing

The Caruso Journey to Natural Health

A Family Story of Sacrifice, Resilience and Legacy



Never Stop Believing is the deeply personal story of a man who followed a quiet inner calling and built a life of purpose through belief, persistence, and heart. From a single book that sparked a lifelong passion for natural health, to standing behind the counter of a small health food store, Frank Caruso's journey is one of ordinary beginnings and extraordinary commitment. This short, inspiring read is not about overnight success

or shortcuts. It is about doing things properly, staying true when it would be easier to walk away, and building something you would be proud to put your name to. If you have ever felt a pull to do more, to live with meaning, or to back yourself when doubt creeps in, this story will remind you that lasting success begins the moment you choose to believe and never stop.



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