

# NEW PRODUCT DEBUTS!

The bi-annual Natural Products Expo show convened this September in Washington D.C. and, as usual, hosted a variety of new food and supplement products.

This year, Vitamer debuted 9 new products. Here, a closer look at the products and their attributes:

**Brain Support Softgels (VL153)** With a growing baby boomer population, more consumers are looking to enhance or retain their cognitive abilities. Our formula contains fish oils, vitamin E, ginkgo biloba and rosemary for healthy circulation to the brain; SerinAid™ phosphatidylserine and phosphatidylcholine for adequate cell membrane function; and vitamins B6, B12 and folic acid for supporting healthy

homocysteine levels (high homocysteine levels have been implicated



as a possible cause of Alzheimer's disease). All this is packed into just 2 easy-to-swallow softgels per day.

**Prostate Support Softgels (VL154)** One in 6 men will be affected by prostate cancer in his lifetime, and 1 in 2 men over age 60 live with Benign Prostatic Hypertrophy. Prevention and management of these conditions begins with a healthy lifestyle and certain nutrients extensively researched to promote prostate health. Our Prostate Support softgels contain pumpkin seed oil, saw palmetto, pygeum, nettle, Lyc-O-Mato® lycopene, phytosterols, soy isoflavones, Cran-Max® cranberry, green tea, zinc and selenium to support prostate health.

**Cardio Support Softgels (VL155)** Heart disease has been the number one killer in the U.S. since 1900 (except for the year 1918). With over 70 million Americans affected, prevention is key. (...can't on p.2)

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## Monthly Promotions

- Oil of Oregano (VL921)**  
60 count
- ✓ Antioxidant support
  - ✓ Vegetarian liquid filled capsules
  - ✓ Market as antiviral herb
- Vitamin C 500 mg (VL318)**  
100, 250 and 500 count
- ✓ Vegetarian
  - ✓ Antioxidant support
  - ✓ Immune system boost
- Soy Lecithin Granules (VL152)** 8oz, 16oz
- ✓ Natural nutty flavor
  - ✓ More concentrated than lecithin capsules
  - ✓ Versatile for cooking
- Natural Beta Carotene (VL185)** 50, 100 and 250 ct
- ✓ Easy-to-swallow soft gelatin capsules
  - ✓ Naturally sourced from marine algae
  - ✓ Antioxidant protection
- Promotion buy-in period October 21st through November 20th.*

## NEW VITAMER PRODUCTS, CONT'D...



(...cont'd) Our 2 per day softgel formula is full of healthy omega-3, 6 and 9 fatty acids from fish oil, flax, and borage oil. Vitamins B6,

B12 and folic acid help lower homocysteine levels which have been implicated in heart disease. Other heart health ingredients we added include CoQ10, garlic oil, hawthorn berry, niacin, magnesium, resveratrol, vitamin E and selenium.

**Joint Support Softgels (VL156)** Consumers need choices, and now we're offering a 1500 mg glucosamine and 1200 mg chondroitin product in a 3 per day softgel form. Many older consumers who dislike swallowing multiple tablets will opt for softgels. In addition to glucosamine and chondroitin, we've added nutrients that show anti-inflammatory activity such as fish oil, turmeric and bromelain. Vitamins C and E in this formula aid in collagen formation and healthy joints.

**Women's 45+ Multi (VL537)** Females in the baby boomer age group have specific needs not met by a basic multi or senior multivitamin. Anti-aging is one of the largest consumer trends, and antioxidant supplementation may assist in healthy skin and collagen formation which may reduce the appearance of wrinkles. Our 100% vegetarian, cinnamon-scented Women's 45+ Multi contains not only basic nutritional support of vitamins and minerals, but also alpha lipoic acid which may have anti-aging benefits as well as helping to maintain healthy blood sugar. Grapeseed extract, pomegranate powder and CranMax<sup>®</sup> cranberry help quench free radical destruction that may contribute to wrinkle formation. Bilberry, LuteMax<sup>®</sup> lutein and zeaxanthin assist eye health while soy may confer phytoestrogen benefits—important for perimenopausal women.

**Men's 45+ Multi (VL538)** Nutrients play different roles at various stages in life. As we successfully advance into maturity, a standard multivita-

min and mineral supplement no longer meets our needs. Men's 45+ Multi contains basic nutritional support of vitamins and minerals and key ingredients studied to support men's health at older ages. These include saw palmetto, an herb known to promote prostate health, as well as Lycop-O-Mato<sup>®</sup> lycopene to add to prostate health benefits and antioxidant protection. Bilberry, LuteMax<sup>®</sup> lutein, zeaxanthin and other antioxidants support healthy eye function while enzymes assist digestion. In addition, our Men's 45+ is 100% vegetarian and has a great cinnamon smell.

**L-arginine / L-ornithine (VL409)** This combo product supplies 500 mg of L-arginine and 250 mg of L-ornithine per capsule. The vegetarian capsules come in 50 and 100 count bottles. L-arginine and L-ornithine may play a role in nitric oxide production and help to support healthy circulation.

**Melatonin 3 mg (VL412)** Melatonin is a naturally occurring hormone produced in the pineal gland in the brain. Under normal conditions, it is involved in setting circadian rhythms, which means it helps normalize our sleep and wake cycles. Jet lag, graveyard shift work, and other factors can upset the natural balance of melatonin production; therefore supplementation is an answer for many consumers. Our 100% vegetarian melatonin tablets come in a 60 count bottle.

**B12 Lozenges (VL418)** A new way to take your B12 supplement—through the taste of luscious raspberry lozenges. Measuring about the size of our current folic acid tablets (VL202), our vitamin B12 (as cyanocobalamin) provides 1000 mcg per vegetarian tablet. 📖



## SALES CORNER — DAVE CHIARO, VITAMER SALES REPRESENTATIVE

### *Take A Compassionate Stand With Your Brand*

Ever considered the outcome of donating a percentage of your private label supplement profits? By positioning your private label as a product that supports catastrophic events such as hurricane Katrina relief efforts, your store takes a stand beyond business as usual, and you show your customers and staff that your store is committed to good will and the support of the less fortunate. Beyond national disasters, your business might want to help closer to home by supporting local organizations.

Place your business name in the center of charity to enhance your business image. Many consumers who shop at our stores want their dollars to be connected to something more than just a product. Values they believe in are sustainable agriculture, organic farming, natural product remedies, and preventative health. Our customers believe in a larger picture and a broader perspective regarding consumer responsibility. By having your private label positioned as a beacon of philanthropy, you will make a bold move for the community!



For example, I have an account that donated a percent of profits to Tsunami relief and the Make A Wish foundation. Other accounts have sponsored a “Community Day”, where once a month, they donate “X” amount of profits to a local group. Another avenue is to match your customer’s donations. Vitamin Cottage matched \$50,000 of its customer’s donations to the hurricane Katrina relief effort.

Build an endcap or create a window display with your private label and present information showing how your choice of charity is helping with a given cause, and how your customers can become involved. Show how much further you need to go to reach the goal. Broadcast this sponsorship through local media channels. Make your store the community center!

When you appeal to your customers on this level, you will build upon their commitment to your business, establishing a connection that is deeper than one’s pocket. By placing your business in their hands, you are building an effective way to place your mutual kindness at the tips of their tongues. 📖

## STORE OF THE MONTH — HARVEST CO-OP

**H**arvest Co-op, a two store enterprise located in the bustling Boston Metropolitan Area, serves as a natural foods hub for a diverse group of Bostonians. In addition to being the first natural foods co-op in the area, this store was also the starting place of our very own Beth Imhoff, who served as Deli manager for several years. Harvest Co-Op services the natural products needs of college students, affluent and low income residents alike. Wellness Manager Melanie Rose explained to us how her location in Jamaica Plain serves as hub for the city’s various residents.

**Store Name:** Harvest Co-op Market  
**Locations:** Jamaica Plain, MA and Cambridge, MA  
**Square Feet:** Jamaica Plain – 5000 Sq. Ft.; Cambridge – 12,000 Sq. Ft.  
**Number of Employees:** 80  
**Number of Private Label products:** 100

**How does your store fit into the surrounding area?** This store was actually an old house that was converted into retail space. It has become the hub of Jamaica Plain. The co-op brings a sense of community to the town. Everyone hangs out there.

**Define, “everyone.”** We’ve got a very unique customer base. Jamaica Plain is one of the most diverse areas in Boston. It’s a really artsy community, but because it’s a suburb we have a lot of families too.

There are people with low incomes and people who are very affluent. Boston College, Boston University, Berklee College of Music, you name it, all those schools are right near us, we get a lot of college kids. Since it’s a co-op, people feel comfortable asking, “Can you bring in this product?” And we always do, we carry what people want, so we have an interesting mix of products here.

**What have you done to help promote your Private Label?** We recently changed the label and that worked well. It went from a black and white to this brilliant purple that matches our T-shirts and sweatshirts. Since we did that our sales have skyrocketed. It could be that college is back in, too. Between our two stores, Private Label sales are up about 20% this year. I credit this mostly to our two store resets, where we reset the shelf making everything easier to find. We cross-merchandise products in certain structure/function areas, but we still have a complete Vitamer set. This makes it easy to find everything.

**What has Vitamer done to help you with this growth?** The trainings are really great, and Beth is a great rep to work with. Getting samples is important because if we can try something and it works, that is a huge generator of sales. I like the high integrity and quality of your products as well. We really appreciate that. 📖

**Q: How much trans fat and cholesterol is there in Vitamer fish oil softgels?**

**A:** There is no trans fat, and approximately 1 mg per gram of cholesterol in fish oil softgels. The USDA's *Dietary Guidelines for Americans, 2005* report recommends a cholesterol intake of less than 300 mg per day. It is important to note that dietary cholesterol is not the only thing that raises blood cholesterol, as saturated fat intake has shown to as well—and actually even more than cholesterol in foods!