

# GRAY MATTERS

**K**eys. Shopping lists.  
Your parked car.  
Cookies in the oven.  
RSVP-ing to parties.  
We've all forgotten a few things on our day-to-day "to do" list at one time or another. Normal forgetfulness is common, but when does it turn into a real concern?



performing complex tasks such as cooking. In addition, they may be unable to recall their current address, causing them to wander and get lost.

Studies show strong relationships between nutrients, diet and lifestyle for the prevention or development of cognitive decline.

Knowing that 1 in 10 Americans over age 65 have Alzheimer's or some other form of dementia, it's important to be cognizant of how to protect your brain now. Whether it affects an aging parent, family member, or even yourself, loss of memory and normal brain function can cause a significant burden on loved ones.

Besides simple memory lapses, patients with Alzheimer's or other forms of dementia often suffer from personality changes, require assistance



with personal care, have difficulty organizing or

Cerebral preservation should be our top priority. What's the best way to embark on a long-term prevention strategy?

For starters, a healthy brain begins with a healthy body. Food and neuroprotective nutrients beneficial for the brain are also good for the heart, since good circulation is key to both organs.

Staying physically active also helps. Keeping the body's pipes clean by continually forcing blood through them (with vigorous exercise) lends elasticity to blood vessels. In turn, this may help them avoid becoming stiff and hardened,

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## **Monthly Promotions**

**Cal-Mag Caps (VL612)** 100 and 250 count

- ✓ Helps maintain bone density
- ✓ Vegetarian
- ✓ 3 caps /day = 1000 mg

**Biotin 500 mcg (VL207)** 30, 60 and 90 count

- ✓ Supports healthy nails
- ✓ Helps to process carbs, protein, fat
- ✓ Cross merchandise in women's health

**Bio C Caps™ (VL333)** 50, 100 and 250 count

- ✓ Prolonged release
- ✓ Synergistic formula
- ✓ Easy-to-swallow capsule

**Concentrated Omega-3 (VL129)** 60 and 120 count

- ✓ No detectable heavy metals
- ✓ Double potency
- ✓ Molecularly distilled

*Promotion buy-in period Nov. 21<sup>st</sup> through Dec. 20<sup>th</sup>*

## GRAY MATTERS, (CONT.)

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which can prevent good circulation.

Researchers have also seen positive trends in those who keep mentally sharp by playing games (such as crossword puzzles) or stimulating the brain by learning new things, like a language.

Maintaining social ties appears to help, too. Those who belong to groups such as churches or community organizations keep their brains engaged. As an added benefit, they have a support network nearby if needed.

Finally, to get a head start on disease prevention, find ways to reduce stress in your life now. Breathing and relaxation techniques, yoga, lighting candles in a quiet

room, or listening to music helps our mind, body and spirit rejuvenate.



November is *National Alzheimer's Awareness* month.

Remind your customers of the value and importance of a healthy, functioning brain throughout one's lifetime. That is, if you can remember to tell them. 📖

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Look for one of Vitamer's newest products, **Brain Support Softgels (VL153)** in both 60 and 120 counts.



## Brain Food

**Ginkgo biloba:** This beautiful and serene Japanese tree produces leaves which hold circulation-boosting capabilities. Ginkgo works by improving blood flow to the brain through inhibiting platelet activating factor, stabilizing brain cell membranes, and functioning as an antioxidant to protect against free radical damage to brain cells. It also has been shown to improve the uptake of choline in brain receptors, and inhibit beta-amyloid deposits (excess deposits are seen in Alzheimer's patients). As the most widely sold herb supplement in Europe and top seller in the U.S., ginkgo is used to treat symptoms of Alzheimer's and vascular dementia when taken continually.

**Phosphatidylserine (PS):** PS is a phospholipid that is a vital component of brain cell membranes. If the outer layer of brain cells are healthy and functioning well, communication between cells is improved. In turn, we process memory and learning more effectively. Phosphatidylcholine, another phospholipid (found in lecithin), also helps to keep cell membranes in line.

**Vitamin E:** A well known blood thinner, this nutrient keeps our vasculature pliable and flowing well—keys to good brain health. Additionally, vitamin E functions as a powerful antioxidant which protects cell membranes from free radical destruction.

**Omega-3-Fatty acids:** As the building blocks of brain cell membranes, these beneficial fats are taken up quickly by the brain. Whether derived from fish, flax, borage or primrose oil, omega-3's help maintain a healthy circulation through lowering triglyceride levels and reducing platelet formation (which makes blood thick and sticky).

**B-Vitamins:** What's good for the heart is good for the brain — scientists have recently discovered homocysteine levels are linked with Alzheimer's dementia. High homocysteine levels damage the inner lining of blood vessels. High levels are broken down by vitamin B6, B12 and folate.

**Rosemary extract:** It's been said that Greeks wore rosemary wreathes atop their heads to improve memory. Today, we know rosemary contains powerful antioxidants that keep cells healthy and prevent premature aging. It may also stimulate circulation.

## SALES CORNER—BETH IMHOFF, VITAMER SALES REP.

### Concentrated Effort

As you know, Vitamer has come out with 30 new items this year, giving you plenty of opportunity to showcase your brand, and increase your sales.

I'd like to share a few ideas to help make sure your customers notice the new products. The best way to get them noticed is for the store's staff to escort every customer to your set and point out the new items. I know this sounds crazy – (who has time for that?), and of course not possible for every customer, but personal attention to many of your customers is what endears them to your store, along with selling them the brand they must come back to your store to get.

An example – one of your regular customers comes in and buys her usual Glucosamine Sulfate. Why not show her the new Joint Support Softgels? Point out that this new product is a formula that in addition to Glucosamine, has fish oil with high Omega 3's, Turmeric and Bromelain—all shown to be helpful for joint problems. If your customer already purchases fish oil separately, she saves money by buying this formula instead. Familiarize customers with all of our new condition-specific products such as the Prostate Support Softgels, Brain Support Softgels and Cardio Support Softgels.

Although the best way to sell supplements is to talk with all of your shoppers, I know there isn't always time for that. Showcase your new product by putting them all together on an end cap shelf, with a "What's New?" sign prominently displayed. This could be a dedicated new item shelf that you rotate product on. Vitamer's shelf talkers that say "New" could be put under new items in the set. Put a few bottles of a new item right up at the registers where they're hard to miss.



In addition, educate yourself about the new products. Keep the Key Feature Sheets nearby to read and remind yourself of the details. Some of the new products might do well with testers. The new Food Rich Women's 45+ and Men's 45+ multiples have cinnamon in them, used for regulating blood sugar, but also great for the taste and smell! We wouldn't normally think to have a multiple in a tester bottle, but in this case, it's a good way to get your shopper interested in these particular multiples. Perhaps a shelf talker that says "smell me." Hmm...well, humor can be fun.

But kidding aside, new items don't always sell themselves; a little bit of attention can go a very long way. 📖

## WHAT'S BEST FOR ME?

In July, Vitamer launched the latest cholesterol support product, Cholesterol Complex with Plant Sterols. Meanwhile, customers previously using Cholest-Check may be curious about the newer heart healthy product. Here, we explore some differences:

	Cholest-Check (VL081)	Cholesterol Complex with Plant Sterols (VL084)
When launched	September '03	July '05
Vegetarian / vegan?	Yes	Yes
Capsule or Tablet?	Capsule	Tablet
Sizes available	60 ct	60, 120 ct
Supplement Facts Box:	Per 2 Capsules Niacin.....200 mg CoQ10.....60 mg Policosanol.....20 mg Activin™ Grape Seed Extract.....50 mg	Per 2 Tablets CoroWise™ plant sterols.....950 mg Policosanol.....20 mg

In summary, **both are similar products that support healthy cholesterol levels.** We wanted to give customers more variety in choosing a product to manage their health. Many are familiar with a certain ingredient, such as plant sterols. Additionally, some customers know from previous experience which ingredients work better for their individual make up. When making a decision between the two, customers may consider other things such as:

- ✓ What other supplements they currently take;
- ✓ If they want to have added antioxidants (like grape seed extract);
- ✓ What their health care practitioner recommends;
- ✓ If they prefer tablets over capsules
- ✓ Some customers are more familiar with different ingredients—for example, many recognize "plant sterols" as the same ingredient they look for in their margarine or butter spread.

**Q: How much caffeine is in a capsule of your Green Tea Extract (VL161)?**

**A:** There is about 1.5 mg of caffeine per capsule in the Green Tea Extract caps. Comparatively speaking, a cup of coffee can contain anywhere from 120-240 mg of caffeine per cup (8 fl oz).