

FATIGUE FIGHTERS

The days may be darker and shorter this time of year, and we may all feel the pinch when it comes to completing our never-ending "to do" lists during the holidays, but there's no reason why you can't sustain soaring energy.

Here, a few tips on how to preserve your get-up-and-go vivacity:

Get enough sleep. Dedicate at least seven hours to sleep per night. It may be tough to work it into your schedule, but the commitment must come from within. When you're well-rested, it provides you with energy throughout the day.

Get moving. Isn't it funny that you need to *expend* energy to *get* energy? That's how exercise works, by giving you a boost in energy levels



and helping you sleep more soundly.

Carve out some "down-time." Closing the office or bedroom door for even 15 minutes to focus on yourself adds valuable time to your life. When you make time for yourself, it improves your well being and direction to focus on other things in life.



Just say "no." No matter what your job is, we're all maxed out at one time or another. Learn how to gingerly say "no" to projects you won't be able to complete, party invitations, or even household chores.

Eat well. This time of year tests our willpower—so stay on top of it and set yourself into a healthy-eating regime. Start off with a sound breakfast composed of fruits, veggies, whole-grain carbs and lean protein. Include at least 5 servings of fruits and vegetables sprinkled throughout the rest of the day, and curb high-sugar and fat intakes that make you groggy.

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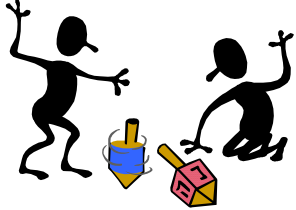
- Monthly Promotions**
- Vitamin C 1000 mg RH PR (VL310)** 50, 100 and 250 count
 - ✓ High potency, vegetarian C
 - ✓ Prolonged release promotes utilization
 - ✓ 150 mg Rose Hips
 - Basic Multi® (VL514)** 30, 60, 90 and 180 count
 - ✓ Vegetarian
 - ✓ Easy-to-swallow
 - ✓ Basic nutritional support
 - Cal-Mag Citrate Complex (VL601)** 100 and 250 count
 - ✓ Vegetarian
 - ✓ Helps maintain bone density
 - ✓ Highly bioavailable sources
 - Milk Thistle 350 mg (VL925)** 30 and 60 count
 - ✓ Standardized
 - ✓ Higher potency
 - ✓ Helps body to fight effects of pollution
- Promotion buy-in period Dec. 21st through Jan. 20th*

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FATIGUE FIGHTERS, CONT...

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Supplement. Sometimes we all could use a lift—and while many of us already drink caffeine-containing coffee or tea, what else can help? Make sure to get enough B-vitamins, which assist in the body's ability to process carbohydrates for energy. A basic multi is a good start to cover your bases, as is a B-complex since B vitamins are water soluble and are not stored in the body (with the exception of B12). Adequate iron and protein also helps to maintain vitality.



Try some green stuff. Natural sources used for centuries hold dynamic properties. Ginseng, spirulina, alfalfa, even fresh parsley (naturally high in iron and B vitamins) can provide a natural boost. 📖



SAVE MONEY AND YOUR EYESIGHT?



The results of a new study by the Lewin group show that those who have higher levels of omega-3-fatty acids and lutein/zeaxanthin are able to live more independent lives, with the added benefit of saving billions in healthcare.

The key findings include two points: 1) Omega-3-fatty acids help reduce the risk of heart disease, and 2) Lutein with zeaxanthin helps lower the risk of Age-related Macular Degeneration (AMD, or impaired vision). When taken by adults over age 65, the study projects a cost savings of \$5.6 billion dollars over the next five years (2006-2010).

What does that mean for you? The less money the U.S. spends on healthcare, the less taxpayers have to shell out. On a personal level, one less disease you have to battle during old age means less trips to the doctor's office and prescriptions. Plus, it's kind of nice to be able to see well. Over 35% of those over age 75 have AMD, which affects ability to read, drive, and generally go about daily activities. Eighteen percent of hip fractures occur in the elderly due to falls caused by impaired eyesight.

Omega-3-fatty acids are found naturally in oils from cold water fish (such as salmon, cod, tuna), walnuts, and flaxseed. Vitamer's fish oil, flaxseed oil and Evening Primrose oil supplements provide a convenient way to ensure intake of these beneficial fats.

Lutein and zeaxanthin fall into the carotenoid group, and occur naturally in foods like spinach, corn, egg yolks, as well as marigold flowers (which are edible and look great sprinkled onto a dark green salad!). They are found in certain supplements, mostly targeted toward older adults. Vitamer's Ultimate Eye Formula, Lutein softgels, Ocu Complete, Men's Multi (and Men's 45+) and Women's Multi (and Women's 45+), all contain lutein and zeaxanthin. 📖



SALES CORNER—KRISTEN MCCORMICK, VITAMER SALES REP.

A Year in Review

As the year comes to an end, we all look back and ask ourselves some of the same questions every year. Are the goals we set accomplished? Are the pricing and margins where we want them? Is the product mix right? Do I have new and interesting items to get the customers' attention? Does the section look appealing and eye-catching? Are there changes to make to the label? Am I promoting my brand enough?



These are all important elements to review and think about in your planning

for the New Year. It is a busy time with new pricing and promotions, and a perfect time to make adjustments to the care and attention of your brand. Count on your Account Manager to help you analyze your business in these areas. We can provide you with:

- Gross Profit Margin Sheets
- The 2006 Promotion Planner
- Velocity Reports
- Top Seller Lists and Comparisons
- New Product Information and Pricing
- Merchandising Ideas

Together we can utilize these tools available to you and plan for a fabulous 2006! 📖

NEW SPIRULINA NEWS!

The word on the street is right—Vitamer has changed our source of spirulina. While many customers may be familiar with the Hawaiian Spirulina labels, our Hawaiian supplier was no longer able to provide us with a completely 100% organic product. Therefore, in the interest of our customers, we felt retaining the organic status of this green superfood was more important than the geographical location it came from. Our new source is 100% certified organic and contains almost identical nutrient amounts as the previous product. In summary, you're getting a more wholesome, cleaner product!

Look for an updated product and label for:

VL141 100% organic Spirulina tabs

NEW LUTEIN NEWS!

We have changed our lutein source for most Vitamer products. The reason? A new supplier offered a trademarked raw material (LuteMax[®]) that contains a smaller particle size, which helps increase the absorption of lutein in the body, and provides us with an overall better manufacturing capability to ensure you have the freshest product on your store shelves.

Look for an updated product and label for:

VL517 Women's Multi
VL537 Women's 45+
VL518 Men's Multi
VL538 Men's 45+
VL995 Ultimate Eye Formula

Q: What's the difference between "methylcobalamin" and "cyanocobalamin" vitamin B12 supplements?

A: Cyanocobalamin is the most common form of vitamin B12 found in supplements. It is also the one most used in research studies with vitamin B12. Methylcobalamin may be preferred by some people since it is broken down one extra step, so the body can absorb it quicker. No matter what form of B12, if a supplement provides a significant amount of the nutrient, it is most likely a good majority will be absorbed anyway. Vitamer's B12 Lozenge contains 1,000 mcg of vitamin B12.