

Desirable D

More and More Research Points to Vitamin D's Benefits

Lately, vitamin D is all the rage. At least that's what one might think while reading the past year's research highlights. Studies looking at cancer, bone health, and autoimmune diseases tout the role vitamin D may play in these conditions. But why does a common, unassuming vitamin seem suddenly pushed into the spotlight?

One reason may be due to the latest study being published this month in the *American Journal of Public Health*. The review analyzed 63 studies of vitamin D in relation to cancer risk, and found that while no causal relationship was established, most showed a statistical correlation between appropriate vitamin D intake and a reduced risk of cancer. The researchers concluded the article by recommending a higher established level for vitamin D intake among most Americans to be 1,000 IU's per day (current recommendations are 200 IU per day).

Beyond this latest study, the last few years have resulted in a revealing trend of research on vitamin D. Some show it plays a more important role in osteoporosis than calcium, the long heralded nutrient for bone health. Still others show its effects in improving lung function or reducing premenstrual syndrome. Yet what remains, and what's worrisome, are the studies showing many are deficient in the nutrient.

A national study conducted a few years ago by the government showed that 42% of African-Americans and 4.2% of caucasian women had hypovitaminosis D (low vitamin D levels in the blood). Others at risk include older adults, those with

limited exposure to the sun, darker-skinned individuals, and those with fat malabsorption. In addition, there has been a recent resurgence of rickets, an antique disease thought to have been cured by discoveries in food processing methods in the early part of the 20th century. In

2003, 21 cases of rickets were reported in Memphis, Tennessee.

Researchers then linked the surprising lack of vitamin D levels in Americans to the prevalence of autoimmune diseases and cancer, and noted a link between the two.

What was once considered a nutrient necessary only for strong bones, vitamin D is now being examined more closely due to its recent eye-opening, important role in a myriad of diseases.

Since a host of studies have been publicized in major medical journals, more Americans are



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Monthly Promotions

Vitamin E 200 IU Mixed Tocopherols (VL117) 60, 90 and 180 count

- ✓ 100% natural form
- ✓ Lower potency
- ✓ Excellent antioxidant

Flax Seed Oil (VL131) 90 and 180 count

- ✓ Cold pressed
- ✓ Solvent-free
- ✓ Necessary good fats

Women's 45+ Multi (VL537) 90 and 180 count

- ✓ Vegetarian
- ✓ Gluten free
- ✓ Contains cranberry, pomegranate, grape seed,

Men's 45+ Multi (VL538) 90 and 180 count

- ✓ Vegetarian
 - ✓ Gluten free
 - ✓ Contains lycopene, saw palmetto, bilberry, lutein
- Promotion buy-in period Feb. 21st through Mar. 20th*

Vitamin D, Cont...

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becoming aware of the benefits of this once rather boring micronutrient. And, they're realizing that heading outdoors to soak up some extra sunshine won't cut it.

Many scientists proclaim the sun—nature's contributor of vitamin D to humans—isn't as easily absorbed in our skin and instead recommend dietary supplementation. Plus, medical professionals still caution against lengthy hours in the sun due to the risk of skin cancer.

What exactly are consumers asking for? Since much of the research highlights using doses of 1,000 IU's of vitamin D per day (the current Institute of Medicine's Adequate Intake recommendation is 200 IU per day for children and adults up to age 50; 400 IU for those aged 51-70 and 600 IU for those over age 71), customers may be stocking up on this product either alone or in combination with other nutrients. The *Food Business Review* noted that within two days of the *AJPH's* vitamin D review was publicized, a 100% increase in sales was witnessed at one large UK health and beauty retailer. UK's largest supermarket chain, Tesco, reported a 400% increase in vitamin D sales since the end of December. In the U.S., 180 out of 186 new product launches this year of foods fortified with vitamins and minerals contained vitamin D as the key ingredient. And according to market research from SPINS, 2005 saw a 30% growth in vitamin D sales within natural health food markets. Make sure you have Vitamin D in your brand. Vitamer's VL#832 Vitamin D 400 IU (as vitamin D3 from cholecalciferol) comes in 100 easy to swallow softgels. 📖

What health concerns are on your customer's minds ?

Why do people buy dietary supplements? Many reasons exist, but one report highlights details of one of those primary motives why—preventing disease. The Natural Marketing Institute compiled data on the diseases or conditions people may be most likely to treat with supplements.



Here, a list of the top 10 conditions and the percentage of the general population concerned about preventing...

- Heart Disease 77%
- Vision Problems 75%
- Lack of Energy 73%
- Obesity/Overweight 72%
- Arthritis/Joint Disease 72%
- High Cholesterol 71%
- High Blood Pressure 68%
- Memory/Circulation Problems 66%
- Diabetes 60%
- Osteoporosis 58%

Source: Natural Marketing Institute

What can you do with this information? Educate your staff and customers on the general background information on these conditions, as well as the conservative, natural and alternative therapies used to treat each one. Highlight the supplements that coincide with these disease states in newsletters, mailings, advertisements and promotions. Use this information to analyze barriers customers may have regarding the supplements used for these categories, and find ways around them.

Consider demographics, too. Many often think that heart disease is still a problem mostly for men, although in reality more women actually die from heart disease, according to the Mayo Clinic.

Cross-merchandising proves valuable for more than one reason. Many older consumers may be afflicted with more than one of the listed conditions, so direct them to other health sections within the store.

For a list of Vitamer product offerings, visit: www.vitamer.com

Coming to Expo West?

Please join us on a tour of our manufacturing facility Wednesday afternoon, Thursday morning, Thursday afternoon or Friday morning. We will provide transportation from your Anaheim Convention Hotel.

Call your account manager or Connie Taylor at 1-949-609-4047 to set this up.

SALES CORNER—Sandi Failla, Vitamer Account Manager

Are Your Shelves 'Talking'?

Ever wonder what your customer's see when they walk in to your department or store? In most cases, it's a *'blurr of bottles'!* It can be an overwhelming experience for your customers to try and find what they are looking for, and during this busy time of year, it is hard for you to get to every customer. What can help?? SHELF TALKERS!! These are a very helpful tools that say a lot for us when we aren't able to help those customers personally. Shelf talkers catch the customer's eye and bring them to whatever you want them to see. It can also be an excellent way to highlight your Own Brand!!



Vitamer has a wide variety of signs that fit very neatly on your shelf and are easily lifted to see tags underneath. From the simple sign: 'NEW' or,

'SALE', to more descriptive signs that can highlight a certain section or category such as: 'Vitamin A', or 'Love Your Heart' for Cholesterol and Heart Health sections. These can be ordered free of charge when you place your order.

Here is the list of shelf talkers that are available:

- * Category set (e.g. 'Vit A, Vit B, etc.)
- * "Ask For A Taste"
- * "New" (In red or green letters)
- * "Sale" (In red or green letters)
- * "Mag Relax"
- * "Ultimate Eye Formula"
- * "Vegetarian"
- * "Homocysteine"
- * "Omega 3"
- * "Softgel Multi"
- * "Love Your Heart"

Store of the Month—Outpost Natural Foods

Outpost Natural Foods was founded in 1970 by a group of Milwaukee residents looking for access to foods they could not find in conventional supermarkets. Today, this Southeast Wisconsin Co-op boasts more than 13,000 member/owners who are dedicated to focusing on fresh, natural products for their respective delis, cafes, meat, seafood and large organic produce departments. This philosophy also carries over to their extensive vitamin department, and, more specifically, their private label. Director of Brand and Store Development Lisa Malmorowski explained to us the history, philosophy and business strategy that have made this co-op so successful.

Location: 3 locations around Milwaukee and Wauwacosa, WI
of Employees: 350 Sq. Ft: Approx. 10,000 per location
Private Label products: Over 100

Why was Outpost started? There were a lot of co-ops that started in the early 70's, if you think back to that time in history. There were a lot of people that wanted access to items they couldn't find in other outlets, things like whole grains and whole foods. We started with a handful of people and now we have over 13,000 owners.

Now that those things are more readily available, how do you handle competition? To meet competition is to really be who you are and express that. We're not going to try to be Wild

Oats or Whole Foods, although our area doesn't even have one. One unique aspect is that people can own part of the business. National studies show that people have more trust in co-ops, and I think people believe what they say when they own a piece of it. We have that inherent in our business structure and it has been what we have done for the past 35 years.

How does Private Label fit in to that? We want to offer quality products. People demand them. Private label gives us a chance to strengthen our brand recognition, offer special things through the program. We can also offer a better value. Southeast Wisconsin is a very value-driven market. Milwaukee has one of the highest coupon redemption rates in the country.

How do you market your Private Label? We have done a couple of things. One of the main ways is through the way we set up the products in our stores, a combination of both a line set and slotting them in by category. We have Private Label in each category. We actually do a wellness magazine and we distribute it throughout Southeast Wisconsin, talking about quality and value. We feature one or two supplements that is timely for the season like Vitamin C in the winter, or if we are doing something special in the magazine for calcium, we would feature calcium. We also have to be good supermarket retailers, friendly help, have customer service trainings, and make sure the staff can answer questions. 📖

Q: How many Vitamer Green Tea Extract capsules is equal to drinking one cup of green tea?

A: One capsule contains the antioxidant equivalent of drinking two to three cups of green tea. Since some people don't enjoy the taste of green tea, our Green Tea Extract capsules provide a standardized amount of the beneficial EGCG, or epigallocatechin in a tasteless and convenient capsule.