

# Greens n' Things

Nature's Colorful Plants and Grasses Offer Healthful Benefits

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**Y**ou see them at the juice bar – those athletic types throwing down shots of wheatgrass as if it were Tequila.

Are they better off health-wise than the rest of us? What's so special about the "green drinks" and "green foods" that seem to be cropping up more and more on grocery store aisles?

"Green foods" (which can consist of wheatgrass, barley grass, spirulina, chlorella, kelp, alfalfa, and/or vegetable powders) all contain a plant and algae pigment called chlorophyll, which boasts impressive health benefits. Chlorophyll has been researched for its ability to prevent cell damage caused by cigarette smoke, pollution, and carcinogens. It's also been shown to reduce body odors and ease constipation in some.

Green foods contain antioxidants, amino acids, enzymes, flavonoids, vitamins, minerals and fiber. This is probably why many feel 'energized' after consuming a greens drink.

Convenience is another factor contributing to the popularity of going green. One ounce of wheatgrass is claimed to be

equivalent to eating 1 ½ pounds of fresh vegetables. In fact, gram for gram, wheatgrass alone has twice as much iron as raw



spinach, with just as much protein and fewer carbohydrates. Greens powders, likewise, pack a powerful punch of nutrition in a concentrated form. Plus, it's easy to mix a scoop of green powder into a smoothie or add to juice.

The recent surge in greens drinks on the market (the category has seen double digit growth in the last two years) may reflect the current US consumer's limited free time.

For many Americans, eating fruits and vegetables is difficult. According to a 2005 A.C. Nielsen poll, 82% of the population did NOT consume the recommended minimum of 5 or more servings of fruits and vegetables per day.

However, while downing a greens drink adds more nutrition to your daily diet, you definitely don't want it to *completely* replace fresh or cooked fruits and vegetables.



|                           |   |
|---------------------------|---|
| <i>Store of the Month</i> | 3 |
| <i>Sales Corner</i>       | 3 |
| <i>Ask the Dietitian</i>  | 4 |

## Monthly Promotions

### **Glucosamine Chondroitin Complete® (VL001)** 150 ct

- ✓ Compares to Solgar best seller
- ✓ Contains manganese and vitamin C for added support

### **Concentrated Omega-3**

#### **(VL129)** 60 and 120 count

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

### **Hi Potency B Stress**

#### **(VL244)** 30,60,90 and 180 count

- ✓ Vegetarian
- ✓ Contains herbs for relaxation

### **Ultimate Capsule® (VL520)**

#### 60, 120 and 240 count

- ✓ Vegetarian
- ✓ High Potency

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

# Greens n' Things, Cont...

(Continued from page 1)

We should still strive for the 5-to-9-A-Day goal, no matter how difficult!

While your best bet is to consume a variety of nature's bounty, dietary supplements are also available and exist in the form of tablets, capsules, powdered mixes, and fresh juice drinks. This month, **Vitamer is debuting a new Greens powder** product at Expo West in Anaheim, CA. Each serving provides the antioxidant equivalent of 3 servings of fruits and vegetables—perfect for those on the go. What's more, it's **certified organic, non-GMO, non-irradiated, vegetarian, carrier free and has a neutral flavor**, making it ideal for mixing with any type of juice or food. Stop by our booth (#1429) and try it out for yourself! 📖

## Garden Variety of Greens:

What they are, & what they do for you



|                     | Where does it come from?             | Active components:  | Health benefits:   |
|---------------------|--------------------------------------|---|--|
| <b>Wheatgrass</b>   | Young green plant of the wheat berry | Chlorophyll, enzymes, amino acids, vitamins, minerals                             | May help with digestion, restore energy levels   |
| <b>Barley grass</b> | Young green plant of barley          | Chlorophyll, enzymes, amino acids, vitamins, minerals                             | May help with digestion, restore energy levels   |
| <b>Spirulina</b>    | Algae                                | Protein, carotenoids, chlorophyll, vitamin B12, gamma-linolenic acid, phycocyanin | May inhibit pancreatic lipase (fat-absorbing enzyme), thereby lowering triglycerides; may help stabilize blood sugar |
| <b>Chlorella</b>    | Algae                                | Protein, carotenoids (including astaxanthin), chlorophyll, vitamin B12            | May help detoxify chemicals like dioxin; general antioxidant   |
| <b>Kelp</b>         | Seaweed harvested from the ocean     | Iodine, chlorophyll, B vitamins   | May help those with thyroid disorders  |
| <b>Alfalfa</b>      | Sprouts of the alfalfa plant         | Protein, iron, calcium, chlorophyll   | May help those with low iron levels  |
| <b>Green tea</b>    | Unfermented tea leaves               | Chlorophyll, polyphenols, flavonoids, catechins                                   | May promote heart health, antioxidant protection   |



### Product Notice

We will no longer put a sleeve on the VL-403 100% Organic High Lignan Liquid Flax Oil, however the black neck band will remain on the product.

### 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.

March is National Nutrition Month!

## SALES CORNER—Mark James, Vitamer Account Manager

### It's Showtime...In the West!

It's time for the annual migration of healthy-minded individuals to Anaheim, Calif. for the Natural Products Expo West Show!

This summer I attended a large computer show with my wife and had the luxury of strolling the convention floor with no reason or responsibility, a first for me at a convention. I got my afternoon exercise walking between huge multi-national corporate booths with booth professionals showing hundreds of thousands of dollars worth of new equipment, and as I walked I began to miss "my show." This computer show was missing something that the natural food shows have—there was no common ground or feeling of family. To me, the computer show felt sterile and "all about the money."



In the natural food industry we have a universal relationship based on a fundamental right to unrestricted personal nutrition. Many of us have gone to extraordinary lengths to protect this right regardless of our business or background. I know our shows are about business and money but to me this underlying issue changes our attitude and relationships toward each other.

At our shows you see the CEOs of companies hug their competitor, kids in strollers, and people yelling across the aisle to a friend that they have not seen since the last show—a family atmosphere. This combination of attitude and relationships give each of us a sense of pride and makes our industry feel exceptional. I am proud to be a part of it!

See you at the show!

## Store of the Month—Kea'au natural foods, HI

From the big island of Hawaii comes our March Store of the Month, Kea'au natural foods. In operation since 1983, this store has been a local resource for fresh, organic foods and a gathering place for the people of Kea'au. The store has become synonymous with natural, quality foods, and their line of dietary supplements is without exception. Owner Wesley Fujii took some time to tell us about why his store has been so successful and how private label has contributed to that success.

**Address:** 16-586 Old Volcano Road, Suite 109, Keaau, HI 96749

**Open Since:** June, 1983

**Square Feet:** 1,500 sq. ft

**# of employees:** 12

**# of PL Products:** 220



**What is your philosophy about what makes a healthy lifestyle?** My philosophy has always been that food is the best medicine. Eating fresh, in-season, locally and organically grown food should be the cornerstone of everyone's health supporting regimen. Add to that clean air, pure water, pleasurable exercise, and restful sleep, top it all off with a positive attitude toward life, and you have a recipe for healthy longevity.

**Why is it important for a small store such as yours to carry dietary supplements?** The denatured and chemicalized state of our food supply demands supplementation. It is practically impossible anymore to get all of the nutrients from food alone that your body needs to be optimally healthy. My customers trust me to sell only the very best, and Vitamer fits that bill perfectly.

**How so?** Ten years ago, when I was researching private label vitamin manufacturers, Vitamer's quality stood out. I wanted the best for my customers and I got it. Mangosteen may come and go, but quality never goes out of style.

**How do you market your Private Label?** I encourage purchases of multiple bottles of my store brand by offering progressively deeper discounts when customers buy more than one bottle at a time, up to a premium of one free bottle with the purchase of three. I also have my broker's assistant stock, face, and order my private label once a month—this has produced a double digit increase in sales.

**How do you measure your success?** I love what I do. Every day, I get to help someone make significant strides toward self-sufficiency in maintaining and improving their health. In Buddhist parlance, it is "right livelihood." I hope to keep doing it for a long time. 📖

**Q: Where does D<sub>3</sub> in your vitamin D products come from?**

**A:** The vitamin D<sub>3</sub> (cholecalciferol), used in almost all of Vitamer's products comes from lanolin from sheep's wool oil. It is considered vegetarian (but not vegan) since no animals are harmed in the process of shearing the wool. Vitamin D<sub>3</sub> is the preferred form of the nutrient, in contrast to vitamin D<sub>2</sub> (ergocalciferol) which comes from fungal or plant sources. Vitamin D<sub>3</sub> has been shown in studies to be more potent than D<sub>2</sub>, although achieving an optimal intake of the nutrient regardless of form is best.