

New Products

Unwrapped

Vitamer debuts 4 new products, plus a new count size!

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This month, we finally get to table the fruit of our product development labors—we're launching 4 new products to add to the Vitamer product line.

Excited? We are. These four items have been scrutinized, manipulated, and extensively researched to put forth a solid end product certain to be a great addition to your store brand.

Here, a brief description of these science-based, quality products. For more information, see our website at www.vitamer.com, inquire with your Vitamer Account Manager or call us at 1-800-432-8355.

Greens n' Things™ (VL-438)

We've developed an outstanding greens powder. Greens n' Things™ is a certified USDA organic, neutral flavored greens powder that holds the antioxidant equivalent of 3 servings of fruits and vegetables in one serving. Not only does it contain high-chlorophyll, nutrient-rich "greens" such as wheatgrass, barley grass, oat grass, and spirulina, but it also contains a garden variety phytonutrient blend of fruits and vegetables. We also added flaxseed to provide a vegetarian,

plant-based form of essential fatty acids. What's more, it is non-irradiated, carrier free, non-GMO, and BMAA-free. Since the latest A.C. Nielsen poll (2005) concluded that 82% of Americans did not meet the recommended servings of fruit and vegetables per day, a greens powder makes a convenient way to supplement the diet with plant-based antioxidants, vitamins, minerals and essential fatty acids.

Probiotic Quattro (VL-717)

Just when you were thinking, "wouldn't it be great to offer a probiotic formula with a multi-strain, high viable cell count that didn't require refrigeration—something one could toss into a backpack on a long excursion or just into an office desk drawer?," we came up with one. Like its name, Probiotic Quattro contains four strains of beneficial bacteria. Why this particular combo of strains? This combination, used exclusively together in multiple research studies, has shown benefit to immune health and those with various digestive health conditions. In addition, it contains higher amounts of the two most researched probiotic bacterial strains, Lactobacillus acidophilus and Bifidobacterium.

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Monthly Promotions

Ultimate Omega Complex® (VL138) 90 ct

- ✓ Balanced blend of essential fatty acids (fish, flax and borage seed oil)
- ✓ Cold pressed, hexane free

Brain Support Softgels (VL153) 60 and 120 count

- ✓ Easy to swallow softgel
- ✓ Contains SerinAid™
- ✓ Standardized herbal extracts

Balanced B 100 Caps (VL239) 30,60,90 and 180 count

- ✓ One cap per day
- ✓ Supports heart and mental health

Ginkgo Biloba 60 mg (VL980) 60 and 120 count

- ✓ Promotes healthy circulation
- ✓ Supports memory function

Promotion buy-in period Apr. 21st through May. 20th

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New Products Unwrapped, Cont...

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This product is different from others out there since it guarantees a potency of 2 billion active cells per capsule at the best by date (a full two years), whereas other products may only guarantee viable cells at time of manufacture (i.e., when it leaves the facility). By doing so, other products may not contain the stated amount on the bottle by the time it hits the store shelves. Cross merchandise this probiotic formula in Immune health, Traveler's sections, or Digestive Health sections.



CoQ10 200 mg Softgels (VL-165) Convenience is key to customer demand today. With the same composition as our 100 mg softgel, the 200 mg offers double dosage in a single softgel. This simplifies the need to take multiple lower doses. In summary, it's the same raw materials and make up as our 100 mg, but a higher dose per softgel. A perfect addition to Heart Health, Antioxidant and Anti-Aging categories.

Chewable Peppermint Enzyme (VL-416)

Looking for tasty digestive relief? This product lends a refreshing addition to the Enzymes & Digestion category. This plant-based, 100% vegetarian chewable tablet contains a variety of fruit enzymes including Bromelain (from pineapple), Papain (from papaya) and Papaya powder, as well as plant based enzymes. These enzymes help digest dietary carbohydrates, fats and proteins, making them more available for absorption by the digestive tract. Add this product to your Digestive Health section, while simultaneously offering another chewable in your product line.

Vitamin D 400 IU softgels (NEW count size — 250 count). A plethora of research has surfaced in recent months touting vitamin D's health benefits. Customers are looking for larger count sizes to better meet their needs. In addition to our 100 count, we now offer this same supplement in a 250 count. 


Calcium Conundrum? Recent Study Casts Doubt on Calcium Need for Bone Health

A recent study published in the *New England Journal of Medicine* (February 16, 2006) casts doubt on the benefit calcium and vitamin D have on prevention of fracture risk in older women. The study looked at 36,282 postmenopausal women (mostly Caucasian), 50-79 years of age who were given either a calcium/vitamin D supplement or a placebo. At the end of seven years, the researchers observed that while the women with calcium/vitamin D supplementation had improved bone density, their risk for and actual hip fracture did not improve as much as they anticipated (a 12% reduction of the risk of fracture was observed, but this was not considered significant).

Although the media has since portrayed calcium supplementation as not essential for bone health, it's important for many Americans, especially women, to closely evaluate this study and the role it may play in their own lives. As with any research, it's important to realize one study does not form a basis for scientific fact.

In the current analysis, a number of items should be taken into consideration besides the fact that it was just one study. The women started supplementation at age 50-79 (the average age was about 62 years old). However, the bone-building process occurs over time and peaks in girls and women up to around age 35, then starts to decline. If the diets and/or micronutrient supplementation of these women were inadequate early in life, it may affect the current *NEJM's* study outcome—something not taken into consideration. Also important to note is that the women began supplementation late in life hoping to prevent osteoporosis, when the disease itself takes 10-20 years to develop in an individual. Finally, the authors note it is "plausible that there was a benefit only among the women who adhered to the study treatment. Although 76% of the women...were still taking study pills at the end of the trial, only 59% were taking the intended dose."

What's more, these women already consumed calcium in levels close to what national guidelines suggest (the subjects had an average daily calcium intake of 1150 mg). However, many American women are not meeting recommended calcium levels. In addition, multiple nutrients are involved in the bone-building process. Magnesium, vitamin K, boron, and silicon all play essential synergistic roles. The current *NEJM* study results are not consistent with a large body of evidence that calcium and vitamin D play major roles in bone health. The authors themselves acknowledged there may not have been enough vitamin D used in this study to show a larger benefit.

Bottom line? As with most disease prevention recommendations, don't rely solely on supplements to prevent osteoporosis. Adequate exercise, a healthy diet, smoking cessation and consuming the recommended amounts of calcium, vitamin D, and other bone-building nutrients are controllable factors individuals can achieve. Genetics, age, and gender are uncontrollable factors which may predispose one to osteoporosis. 



SALES CORNER—David Manning, Independent Sales Rep

Vitamer's Commitment to Superior Protective Glass Bottles

In the popular movie "The Graduate," Dustin Hoffman is advised to go into plastics because it is the "wave of the future." Vitamer is committed to the future in terms of high quality private label supplements but uses a packaging technology that dates back to over 3,000 years.

With respect to Vitamer's preferred packaging of superior amber glass bottles, its historical use goes back before Roman times. In the late 1st century BC the Romans began manufacturing high quality long narrow glass vials 3-4 inches in length for doctors to dispense and prescribe healing powders and potions. In contrast to Vitamer's high tech glass bottle seals of today, the Romans used a small stone rolled in tar as a seal with latter improvements advancing to cork or glass stoppers. Roman glass was well made and



many specimens have been found in pristine condition over 2,000 years old.

Vitamer recognizes there are continuing food issues of preventive contamination, efficacy and safety.

Because of the company's ethical mission statement, we are still committed to using this 3,000-year old yet timely technology whenever possible. In addition, it's better for our planet. Only 5% of all plastics are recycled-the rest go into the environment or landfill. At a minimum, Vitamer endeavors to use only recyclable plastics for a few specialized products when glass is not appropriate. Recently, questions about the safety of plastic containers have been raised, although the jury is still out.

Vitamer will continue to look at the science and bring an ethical approach even if it incurs more expense for the company in terms of formulation, raw materials and packaging. 📖

Store of the Month—Green Fields Market, Greenfield, MA

Green Field's Market is dedicated to supporting their local sustainable agriculture market. Whether it is herbs, organic farmers or dietary supplements, this Massachusetts co-op is devoted to making sure the small proprietors of their area are represented in their store. And while Vitamer does not really qualify as a "local" supplier, Health and Beauty Aid Manager Linda Podusek says that our quality and integrity fit right in with what her store is all about.

Address: 144 Main St. Greenfield, MA
Open Since: 1979
Square Feet: 5,000
of Employees: 50
of PL products: 125-150



What types of products does your store feature? We are a co-op very interested in sustainable agriculture practices, fair trade and local manufacturers. In the HABA section, we have a lot of herbalists with small companies. We like to carry those.

How does Vitamer fit into this philosophy, then? I actually discovered this after we brought it in, but people really trust us. When customers see our name on something, it is automatically something they trust. It sells a lot and it seems to just keep selling more and more. The fact that Vitamer takes a significant amount of precaution helps build that trust. It also helps that you give each employee one free product a

month. That way they can try it out and recommend it.

What is your customer base like? We have a lot of different kinds of people. A significant portion of shoppers are members, but a lot come in and shop after they eat. We do a pretty big lunch business. Our customers are more interested in the quality and ethics of a company than cost. That being said, we have people who come in here who are on welfare and some with significant incomes.

How have you effectively marketed your Private Label to this diverse base? When we first brought it in, we made a big splash with it, like signs in the front of the store and whatnot. Since then we haven't had to do a lot of marketing because it is an easy sell. People know about it. We don't mark it up as high as we do other lines, and we do demos on things like the whey powder. Also, those little sample packs you give us have been helpful to give out.

What else have we done to help your line? We have a great rep, she has been very helpful. She does tremendous trainings with my staff that are very helpful. The newsletter is helpful. I like how you stay on top of what's going on in the industry, but you don't go in on trendy things. 📖



Q: What are certain B vitamins' relation to homocysteine levels?

A: B vitamins are essential for energy, nerve and red blood cell health. Three B-vitamins in particular (vitamin B6, B12 and folate) are especially important since a deficiency is correlated with high homocysteine levels in the blood. Homocysteine is an amino acid complex and an independent risk factor for heart disease and stroke.