

A MAN'S NEEDS

Like women, men possess unique nutritional needs, but men often may be less likely than women to recognize the health benefits of lifestyle choices including proper nutrition and its role in reducing the risk of many cancers, heart disease, high blood pressure, and diabetes.

Although many men probably know that some habits contribute to certain health risks, it's often difficult to change day-to-day behaviors. Even with years of unhealthy eating accumulated, it is never too late to make positive changes reflecting better health and wellness.

The cornerstone of healthy eating consists of more fruits, vegetables and whole grains, and limiting high-fat animal products such as meat, milk and cheese. Also, the added support of a multivitamin sets a solid foundation for proper nutrition and positive health. Our **Men's Multi** (VL-518) offers an iron-free formulation meeting the unique nutritional needs of men. In addition to providing 100% of 19 vitamins and minerals, **Men's Multi** (and our **Men's 45+** for the older adult) contains lycopene and saw palmetto for added prostate health support.

Be Heart Smart

With heart disease as the leading health threat to men, lifestyle choices that keep your heart healthy are not only important, but also help prevent many other diseases, such as diabetes and certain types of cancer. In the U.S., 71.3 million people have some form of cardiovascular disease. The following are essential keys to attaining optimal cardio health:

- ♂ Eat 5-9 servings of vegetables and fruits while avoiding trans fats and saturated fats
- ♂ Keep blood pressure in the normal range

- ♂ Don't smoke
- ♂ Maintain LDL (bad) cholesterol under 100 mg/dL and perhaps as low as 70 mg/dL
- ♂ Maintain a healthy weight
- ♂ Keep your blood sugar levels normal
- ♂ Manage stress
- ♂ Make daily exercise a priority



In addition to proper nutrition and exercise, our **Cardio Support Softgels** (VL-155) offer key nutrients identified in scientific studies to support the cardiovascular system, including B-vitamins that help keep homocysteine levels in check, omega-3 fatty acids to improve circulation and counter inflammation, CoQ10 for cholesterol metabolism and antioxidant protection, in addition to garlic oil, hawthorn, niacin, magnesium, and resveratrol (the same antioxidant property found in red wine).

Prostate Concerns

Nearly one in six men in the U.S. will get prostate cancer, with enlarged prostate commonly occurring in men over age 50. Normal prostate growth occurs from birth through young adulthood, where the prostate increases from about the size of a pea to about the size of a walnut. Most men experience a second period of prostate growth in their mid- to late 40s. At this time, cells in the central portion of the gland begin to reproduce more rapidly, resulting in prostate gland enlargement. As tissues in the area enlarge, they often compress the urethra and partially block urine flow causing benign prostatic hyperplasia (BPH), also known as prostate gland enlargement. The presence or absence of prostate gland enlargement is typically not related to the development of prostate cancer.

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Monthly Promotions

- Evening Primrose Oil 500 mg (VL132)** 90, 180 ct
 - ✓ Cold pressed, solvent free
 - ✓ Good source of fatty acids
 - B12 1,000 mcg lozenge (VL418)** 100 ct
 - ✓ Vegetarian
 - ✓ Natural raspberry flavor
 - ✓ Cross merchandise in heart health section
 - Chelated Cal-Mag (VL605)** 100, 250 ct
 - ✓ 3 tablets per day
 - ✓ Vegetarian
 - ✓ Betaine HCl and L-glutamic acid for better absorption
 - Non-GMO Soy Protein Powder (VL968)** 16 oz, 32 oz and 25 lb
 - ✓ 24 gms protein per serving
 - ✓ Supports bone health
 - ✓ Beneficial isoflavones
- Promotion buy-in period June 21st through July 20th*

A Man's Needs, Cont...

Accepted as a medical treatment for BPH in Austria, Germany, Italy and other European countries, several noteworthy studies conclude that saw palmetto improves symptoms in men with BPH (benign prostatic hyperplasia) and may be as effective as some prescription medications. While not completely understood, the oily compounds of saw palmetto consisting of fatty acids and sterols are thought to have anti-inflammatory, as well as hormonal effects.

Containing pumpkin seed oil, saw palmetto, nettle, pygeum, lycopene and other micronutrients which play a role in prostate health, our **Prostate Support Softgels** (VL-154) may help block the conversion of testosterone to DHT, a metabolite that proliferates enlargement of the prostate. Also, with high amounts of phytosterols and antioxidants, this supplement supports overall vascular health. 📖



Alleviate Allergies... Naturally

Eating an apple a day may not only keep you away from the doctor, but also the allergy clinic. Apples contain a natural flavonoid called quercetin which reduce inflammation by inhibiting pro-inflammatory cells that result in allergy symptoms. Quercetin is also found in onions, red wine, and red grapes. Or, our **Quercetin Complex** (VL-181) delivers Quercetin plus more beneficial natural compounds like bromelain (from pineapples), lemon bioflavonoid complex, vitamin C and magnesium, all which support the body's response to inflammation and alleviate those sniffing, stuffy, itchy eyes and noses. 📖

Supplement Science

Fish oil for arthritis pain

A recent study demonstrated fish oil supplements worked just as well as NSAIDs (non-steroidal anti-inflammatory drugs) for patients with neck and back pain (not related to surgery). This makes sense, because fish oil reduces inflammation (and therefore, pain) in the body in the same fashion as NSAIDs. The researchers also pointed out what many other experts agree on: Fish oil supplements are also a safer alternative to ibuprofen, since NSAIDs can harm the liver and may lead to stomach bleeding over time. The study was published in the April 2006 *Surgical Neurology* and studied 250 patients who received either 1200 mg or 2400 mg of omega-3 fatty acids while taking prescribed NSAIDs. Fifty-nine percent of subjects were able to cease prescription medication and continue fish oil alone. 📖

Product News

Push that Private Label!

99% of US households purchased Private Label products according to the *Nutrition Business Journal* published at the end of last year. What's more, private label sales have grown twice as much as branded products in the last 6 years.



Tired Often?



It could be your thyroid.
Find out how to stay
energized

Many of us suffer from that mid-afternoon slump. But what if that grogginess lasts for the majority of the day?

It's estimated 12% of Americans have a thyroid disorder, and over half of the cases have not been diagnosed.

There are 2 forms of thyroid dysfunctions: Hyperthyroidism and Hypothyroidism. The most common form, hypothyroidism, may cause symptoms such as extreme fatigue, depression, memory problems, hair loss, weight gain, mood swings, dry skin, and intolerance to cold temperatures. Hypothyroidism is a condition where the thyroid gland (in the neck area) doesn't appropriately produce thyroid hormone. Thyroid hormone is important because it regulates many body functions such as metabolism, heart rate, respiration and reproduction.

Even more worrisome, cholesterol levels become elevated in those with the condition, since the liver isn't able to clear cholesterol from the blood without adequate thyroid hormone. Women tend to be more affected by the disorder than men, and the incidence of hypothyroidism increases with age. The good news is, diagnosing the disease is fairly easy. A blood test called "TSH" detects your level of circulating thyroid hormone. An unusually high level indicates hypothyroidism, while an abnormally low value indicates hyperthyroidism.

To maintain thyroid health, experts recommend those with hypothyroidism ensure an adequate supply of nutrients known to play a role in thyroid function:

Vitamin C

Boosts thyroid gland function

Iodine

Essential component of thyroid hormone

Riboflavin

Needed for synthesis of thyroid hormone

Niacin

Involved in synthesis of thyroid hormone

Zinc

Helps support thyroid function; works with vitamin E and beta-carotene to synthesize thyroid hormone

Vitamin B6

Involved in synthesis of thyroid hormone

Store of the Month—Jimbo's...Naturally, San Diego, CA

For over 20 years, Jimbo's...Naturally has been an outpost for organic foods consumers in northern San Diego County. Originally founded in the 1980's by James 'Jimbo' Someck, Jimbo's now occupies three stores and is opening a fourth later this year. Their mission, to "Do the Right Thing, by Providing the Highest Quality Organic and Natural Foods" sums up the store's philosophy as does its vision of "A piece of organic fruit in every child's recycled lunch bag." Beyond Jimbo's vision for better nutrition and food is its passion for customer service and individual attention to every shopper. Regional Vitamin Buyer and Supervisor Shelly Lewis told us why that level of service has translated into Private Label success.

How does your store market your private label? Our staff really gets behind the quality of the private label because of the trainings that you do. If someone isn't requesting a certain brand, we try and take them to a product with our name on it. It represents us and our philosophy, and our customers respect that. We also do co-op ads, bag stuffs at the register, and put ads in our newsletter which has a huge circulation in San Diego. We take advantage of your discounts, since people are always looking for a deal. But I think our prices are competitive and we can compete with large manufacturers.

How do you compete with the abundance of large natural stores in your area? I think it goes back to our mission and

our vision. Customer service really makes a difference. Our customer service standards are really high, and our staff makes customers their #1 focus. People come back again and again for our service because when they come in they are all treated like individuals. And they appreciate a knowledgeable staff in supplements. I think customers are very knowledgeable themselves and want more information. They appreciate people who can articulate supplements and herbs.

So the service is what keeps your customers loyal? Yes. And also organics. We only carry organic products and we will only carry a commercial brand if the organic is not available. Customers know we research our products and they know we're testing it out for them. Our stores are nice size stores, beautiful stores, and people love that environment. I think people also like the idea of supporting small, family-owned businesses.

Why do you continue to use Vitamer? First of all, our rep for the San Diego area is outstanding and her service is a real help. I also feel that Vitamer has great pricing, and the monthly specials are good. The fact that you do several co-op ads a year is a great opportunity to advertise your product. The label is beautiful. And don't discount the fact that your standards are extremely high. Your dedication to quality control is a big part of our success. 📖

***Look for us in Booth 312 at the NNFA Convention
and Trade Show July 14-16 in Las Vegas!***

Q: Are all your vitamin E products “natural”?

A: Yes, all Vitamer products contain 100% natural vitamin E in the d-alpha form. Many supplements and fortified foods contain the synthetic version of vitamin E (called dl-alpha) which may not be utilized efficiently in the body.