

Combat Aging Through Nutrition

August 2006
Volume 8, Issue 8

Most of us know one or two older adults who appear radiant and youthful despite their actual age. How do these people achieve outward signs of eternal youth?

While genetics play a part in how our bodies adapt to aging, healthy older adults take care of themselves. They eat right. They exercise. They maintain low stress levels and engage in social activities. In summary, they regard beauty as something that comes from within.

Experts say no matter how old you are, it's never too late to start taking care of yourself in attempts to age gracefully. With regards to nutrition, here are a few nutrients the body uses to promote a healthy appearance:

- ✓ **Antioxidants (such as vitamins A, C, E, selenium)** and phytochemicals—Whether through food or supplements, antioxidants provide the body with the defense mechanism against free radicals. Free radicals attack cells and prompt wrinkles to form. **Green Tea** may contain more antioxidants than some fruits and has been shown to prevent the sun's UV-ray damage to skin cells.
- ✓ **Vitamin C**—essential for forming collagen, vitamin C builds connective

tissue which decreases wrinkle formation. Vitamer offers a wide selection of vitamin C supplements to meet many preferences.

- ✓ **Fiber**—a high fiber diet with adequate fluids cleanses the body and promotes regularity. In turn, toxins may not build up in the body, resulting in a healthier glow. Besides lowering cholesterol, another benefit of fiber is its role in lowering blood sugar, which lowers insulin and thus reduces inflammation in the body—a major factor in the aging process. Bulk up your diet by supplementing with Whole Psyllium Husks (VL-855) or Super Fiber Tabs (VL-139).



- ✓ **Protein** is essential for healthy skin (making skin appear taut) and muscle tone. Look for lean sources such as fish, poultry, legumes, or lean red meat. An easy way to incorporate more protein in your diet is through protein powders (such as soy or whey)—which can be added to smoothies, yogurt, soup, oatmeal or baked goods.
- ✓ **Fish Oil** and other omega-3 fatty acids (such as flaxseed oil) help reduce inflammation in the body and promote heart health and supple skin. They appear to especially

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

Monthly Promotions

Chewable Calcium (VL602)

- 60, 120 ct
- ✓ Promotes bone health
- ✓ Natural citrus flavor

Bengal Bites (VL507)

- 60, 120 ct
- ✓ Great tasting kids chewable
- ✓ Portion of profits supports Bengal tiger habitat

Ultimate Soy Spirulina Protein Powder® (VL964) - Chocolate 16 oz

Ultimate Soy Spirulina Protein Powder® (VL965) - Vanilla 16 oz

Ultimate Soy Spirulina Protein Powder® (VL966) - Orange Banana 16 oz

- ✓ Vegetarian
- ✓ Certified IPP Non-GMO
- ✓ Supports bone, heart and menopausal health

Promotion buy-in period August 21st through September 20th

Cont'd on page 2...

Combat Aging Through Nutrition, cont'd...

Cont'd from page 1...

...benefit those with eczema, an inflammatory skin condition.

Regardless of how healthy our diet and lifestyle may be, some nutrients' metabolism or levels present in our body decline with age, making supplementation more appropriate. Two nutrients in particular that drop over time and affect the appearance of skin include:



1. Glutamine (found in poultry, legumes, and protein powders): Levels of this amino acid decline with age, stress, or strenuous activity. It assists in the release of growth hormone, which has been shown to improve lean body mass, muscle tone and skin thickness.

2. CoQ10 (found in very small amounts in foods such as peanuts, fish, and organ meats): A vitamin-like compound, coenzyme Q10 functions as an antioxidant and assists the mitochondria in producing energy. CoQ10 can regenerate vitamin E that has used up its antioxidant function already. CoQ10's ability to recycle vitamin E within the body is believed to be a key factor in preventing LDL (or "bad") cholesterol to oxidize and cause damage to cells. Many choose to supplement in order to maintain serum levels as they age. 📖

A recent Council for Responsible Nutrition survey found that 41% of adults surveyed take a multivitamin every day. They found women and those aged 50 or older take a multi more regularly than men or those under age 50.



Middle Aged and Overweight? Calcium Supplements Might Help

A recent study published in the *Journal of the American Dietetic Association* (July 2006, Vol.106 No.7) reports middle aged women who took calcium supplements maintained their weight better through midlife than non-calcium supplement users. While both calcium supplements and dietary calcium intake positively influenced weight reduction, dietary calcium intake alone (without supplementation) showed no significant effect on weight.

Researchers analyzed retrospective data of 10,591 men and women aged 53-57 years old. Women taking over 500 mg of calcium supplements per day experienced an 11.2-pound weight gain over 10 years, versus a 15.2 lb weight increase among those who did not take calcium supplements. The effect was more pronounced in women than in men. 📖

Fish Oil may reduce the risk of Age-related Macular Degeneration (AMD), says two new studies. The first study, done in the US, included 681 elderly men and noted those who ate fish twice per week had a 36% reduction in risk of AMD. The other study involved 2,258 older adults in Australia and showed those who ate fish once a week lowered their risk of AMD by 40%. For those who ate fish three or more times a week, the chance of developing AMD was reduced by 70%.

Scientists speculate omega-3 fatty acids (found primarily in fish oil, flaxseed oil, and certain nuts) reduce inflammation and help neutralize free radical formation—a key factor in the cause of AMD.

AMD is the leading cause of blindness in Caucasian Americans, and the prevalence of low vision and blindness is expected to increase tremendously by the year 2020, according to the National Eye Institute.

—Archives of Ophthalmology, July 2006, Vol. 124



Sales Corner—Jane Drinkwalter, Vice President, Sales

During our 31 years as a premium manufacturer in the natural products industry, we have witnessed an increase in legislation regarding the packaging and labeling of nutritional supplements. In 1994 the Dietary Supplement Health and Education Act was a dramatic change for the industry. While we did need to make formatting changes to our labels, we were already disclosing all ingredients, both active and excipients, and in descending order on our labels. The legislation was straightforward for Vitamer Labs to adopt.

Now the next very important piece of legislation is before us – the Dietary Supplement and Non-Prescription Drug Consumer Protection Act (the “AER” bill). As with DSHEA, we are strong proponents of this new bill which has solid support by our most staunch congressional champions, both Senators Hatch and Harkin. I write this to highlight two important features of the bill:

You will not be required to have your phone number on the label. Any serious adverse events will be reported by us your manufacturer – as retailers, you are not required to report or to have your phone number on your label. Again, as you have done in the past, if you or your customer has a complaint with our product, we will take care of the reporting. Simply put, should this bill pass, you will not experience an additional burden because you carry private label products.

This bill will be to report “serious” adverse events, only. This includes death, inpatient hospitalization, or a life threatening experience, among other conditions. We have an in-house procedure we follow for each adverse event that occurs now. If we receive a “serious” report, we will manage it in the same manner. This does not change our present procedure – we are prepared for this new bill which does not require increased or different reporting of minor complaints.

I am very proud of my position on the Natural Products Association (formerly the National Nutritional Foods Association) Board of Directors. It has helped me understand the complex issues that face us and see through the media hype to “just the facts.” This bill will help us improve the public perception of the dietary supplement industry by demonstrating that – contrary to media reports – the industry is regulated. In the long term, this reporting will substantiate what we have said all along – that the safety record of dietary supplements is exemplary.

Please feel free to contact me if you have further questions, or go the Natural Products Association website for more details and express your support. www.naturalproductsassoc.org/AERs

Store of the Month – Tidal Creek Co-op, Wilmington, NC

Founded almost 25 years ago as a small buyer’s group in a garage, Tidal Creek Co-Op has grown into a successful, thriving natural foods hub in Wilmington, NC. Frequented by college students, young families and retirees alike, this store is actively involved in the community and has an outstanding relationship with its member/shoppers. Tidal Creek celebrated their third anniversary this past May, in a new 7,200 square-foot store that allows them to serve more members with a greater variety of natural products. As part of their expansion, they decided to bring in Private Label supplements to add to their growing business. Wellness Manager Marda Lane and Head Wellness Buyer Renee Montague explained to us what a great success this has been, and how they plan to keep on growing.

Location: 5329 Oleander Drive, Wilmington, NC	
Founded: 1982	Size: 7,200 Sq. Ft.
# of Employees: 50	# PL Products: 100

Why did you decide to bring in Private Label? A lot of it had to do with our move from our old store to our new location. I wanted it as part of our new image: Quality. It was really good for product branding. Initially we put it on an endcap and the first thing people saw was “Tidal Creek.” We’d earned our customers’ trust, so

when they saw the prices were more affordable, we knew they would go with our store brand.

What made you decide to go with Vitamer? We first saw Vitamer at the Natural Foods Expo. We then contacted the sales manager at Weaver St. Market and asked what they were selling, since they were successful with Private Label. I thought what their customers liked, ours would like, too. Initially, (based on their suggestion), we brought in the National Brand Comparison line. Later, we added an additional 30 more products—enough to fill an endcap.

So the endcap is your best marketing tool? We (originally) had it on an endcap to establish the product brand. Then we had it all together in one line, which also was great for brand recognition. Now we like to put the Tidal Creek brand next to comparable products to show the value and better price. The Private Label is also included in our ‘Member Basis,’ where we have 150 products reduced up to 25% so when someone is an owner, they get the discount as part of the program. 📖



Q: Is it okay to take Melatonin (VL-412) for an extended period of time?

A: While there are no reports of overdose of melatonin (according to the *Physician's Desk Reference for Dietary Supplements*, 2001), it is recommended to limit every day usage of melatonin (no more than 3 mg per day) to two weeks.