

VITAMER

the vip

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Holiday thanks and greetings from all of us at Vitamer Labs and Nexgen Pharma. We appreciate each of you and our partnership. To you, your store and family, we extend our sincere wishes for peace, joy, good health, and a Happy New Year.

Product Spotlight: Inflatrol®

Enhancing your brand is key to growing your business and improving your return customer numbers. Don't know where to begin? Choose one product a month to train your supplement staff members on. Here's a good one to get you started:

Inflatrol® What is it?

A plant-based, vegetarian alternative to prescription drugs, Inflatrol® contains natural compounds and antioxidants known to promote a healthy inflammation response.

What's wrong with inflammation?

Inflammation causes damage to cells and tissue. When you get injured or fall ill, your immune system responds by producing an inflammatory response, which tells the body to fight off the infection or to prevent blood loss from an injury, for example. Injury or infections are acute — that is, they are single events that may happen on occasion. These once-in-a-while inflammatory events are a good thing since they help us heal.

However, there is a bad side to inflammation. When the body sends out signals on a daily basis, saying that it is injured and needs help (e.g. when you have clogged arteries filled with

cholesterol deposits or damaged joints), chronic inflammation ensues.

Chronic inflammation sends out even

louder signals to the immune system, saying "HELP! FIX ME!" The immune

system once again responds, sending more signals to cells to fight the damage. This is what is referred to as an inflammation cascade. When inflammation persists for a long time without resolving, the inflammatory response causes more destruction.

Who is affected by chronic inflammation?

Most diseases are caused by or cause chronic inflammation. Ailments include diabetes, heart disease, arthritis, and anything that ends with "-itis."

What do the ingredients do?

Since turmeric (curcumin) has the strongest science behind its anti-inflammatory actions, we formulated Inflatrol® with a high amount of turmeric. Additional nutrients such as vitamins C and D3, high-EGCG green tea extract, quercetin and ginger each possess both antioxidant and anti-inflammatory activity. Protein-digesting enzymes bromelain (from pineapples) and papain (from papaya) help sweep up the garbage that collects during joint destruction.

- ✓ Supports the inflammation response
- ✓ Key for those starting to exercise more
- ✓ Supports joint health
- ✓ Contains vitamins C and D3
- ✓ Compare to other brands' turmeric products, Inflatrol® contains high amounts of standardized turmeric, *plus* quercetin, ginger, bromelain, papain and green tea extract (with EGCG)
- ✓ Gluten and dairy-free
- ✓ Vegetarian
- ✓ Two per day



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Monthly Promo's:

Vitamin C 1000 mg RH Caps

(VL340) 100 and 250 ct

- ✓ Supports wellness
- ✓ Prevents free radical damage
- ✓ Easy to swallow capsule

Inflatrol® Tabs

(VL915) 60 ct

- ✓ Vegetarian
- ✓ Contains Vitamin D3
- ✓ Plant compounds, plant enzymes and antioxidants to support a healthy inflammation response

Ultimate Capsule®

(VL520) 60, 120 and 240 ct

- ✓ Vegetarian
- ✓ High potency
- ✓ Easy to swallow capsule

Natural Cleanse Complex Caps

(VL441) 120 ct

- ✓ Vegan, plant-based
- ✓ Supports digestion
- ✓ Simple, 2-week cleanse program

Buy in Dates: Nov 21– Dec 20th

Vitamer updates

- Our distribution and shipping will be stopped on Wednesday, December 10 through Friday, December 12th to conduct a physical inventory. Customer Service will still take orders during this time, however orders will not be processed or shipped until Monday, December 15th.
- We will be closed December 24-25th and Thursday, January 1st for the holidays.
- December 31, 2008 is the last day to place orders at the 2008 pricing.
- Look for our new 2009 Wholesale Price List. Prices go into effect January 1, 2009.
- Our freight paid minimum order will increase from \$100 to \$250 starting January 1, 2009.
- We've made a slight change to our **Show Me The Whey®** protein powders (VL967, 969 and 970). Our supplier had to source whey from another dairy (still in New Zealand) and thus the product may appear finer in texture. However, please be assured the nutrition content, rBGH-free status and overall product quality is still the same. The only difference some may notice is a change to the texture. You may notice the change starting with lot #'s that begin with 072, 075, 076, 077 and 082 around the first quarter of 2009 and for all future whey products. To better inform your customers, we will add a sentence to explain this change on the labels of each product. 🍀

**Thank you, Vitamer customers,
for another year of our partnership!**

Winter Wellness Essentials

- *Vitamin D 400 or 1,000 IU softgels* for winter days with little sun exposure
- *Vitamin C* for immune support
- *Stress BGC Complex* to handle the shopping madness...or obtrusive relatives!
- *Chewable Peppermint Enzyme* to help digest all of the high-calorie holiday fare
- *Omega 3 softgels* (either fish oil or flax oil) to nourish dry skin from within
- *Echinacea and Zinc Lozenges* for when a cold or flu is imminent



Shocker: In-store sampling sells more products!

A new survey from Arbitron reveals that in-store sampling sells more food products.

According to the survey, over 35% of customers who tried a sample bought the product during the same shopping trip. The poll of 1,857 respondents conducted earlier this year via the phone also found that 58% said they would buy a product again after trying it.

Sample away, today!

Great Vitamer products to sample and win over your customers include Organic Soy Protein Powders (both chocolate and vanilla), Show Me The Whey Protein Powders (chocolate, strawberry and vanilla), Certified Organic Greens n' Things® and Certified Organic Reds n' Things®.

Sales Corner — Laurie Bock, Independent Account Manager

Prospering with Private Label in all economic times!

Now is the perfect time to evaluate your private label and make it a super performer in your store. Here are just a few things you can do:

Review your selection: Does your store have slower movers you can replace or faster movers that should be stocked in a larger size? Make sure you haven't missed the hottest new items like Organic Cranberry, new CoQ10 sizes and doses, Kids DHA and more. Review the latest top 50 selling Vitamer items and made sure none are missing from your shelves.

Merchandise well: Is your private label section clearly marked and easy for the customer to shop? Are cross merchandise products in "issues" sections and do you use shelf talkers? Post signs offering samples or testers. Make sure items with a higher retail are at eye level. Customers will always look or ask for calcium, vitamin D and other staples. Your multis might need to be highlighted.

Train more: Educate your staff and your customer. Visit our web site at www.vitamer.com and use it to copy and hand out recipes, articles, and information (all published in past VIP newsletters, under the "Current News" tab on the website). Do demos using our recipes. And remember, use the Product Reference Guide!

Reach out: Don't have a lot of advertising options? Country Vitamins in Corvallis, OR developed a good idea to reach out to their community: utilizing the local paper as a resource, they send out a small bottle of Stress B, Vitamin C or Wellness Formula to people in their community who have been promoted, opened a new business or recently changed jobs. They include a nice congratulations letter and invitation to shop at the store. Come up with your own community outreach ideas and share them with your Vitamer rep, so we can all benefit!

These are just a few of the ideas that can help you manage your Private Label. Ask customer service or your sales representative for more suggestions, give your customers more of what they need, and launch your Private Label into SUPER STAR status!

Enlightened Banana Bread

Serves 12

* Dairy- and Corn-free * Luscious * Omega-3's *

There's something soothing about warm, moist banana bread on a cold winter morning. This is a great recipe to have on hand for an on-the-go breakfast during the busy holiday shopping season, or for mornings when company stays over for the holidays. Low fat and reduced calorie, this lighter version has more protein and fiber to balance out the fat that usually is found in banana breads. What's more, one serving provides 220 mg of heart-healthy omega-3's and a good source of magnesium.

Ingredients

1 cup all-purpose flour
 3/4 cup whole wheat pastry flour
 1 scoop (4 Tbsp) Organic soy protein powder (VL956)
 1 teaspoon baking soda
 1/2 teaspoon salt
 1 tsp cinnamon
 1/2 cup packed brown sugar
 1.5 Tbsp canola oil
 2 large eggs

6 oz plain soy yogurt (we used organic WildWood® brand)
 3 very ripe bananas, smashed (about 1 1/2 cups)
 2 tsp vanilla extract

Directions

Preheat oven to 350°F. Spray an 8" x 4" metal loaf pan with cooking spray; set aside.

Whisk together both flours, baking soda, organic soy protein powder, cinnamon and salt; set aside. Mash the bananas in a separate bowl.

Using a mixer, whisk together oil with sugar. Add eggs, one at a time, beating well after each addition. Mix in yogurt, bananas and vanilla. Add in flour mixture and mix just until incorporated. Pour batter into loaf pan. Sprinkle brown sugar over the top of the banana bread. Bake 35 to 40 minutes or until a toothpick inserted in the center of the loaf comes out clean. Allow to cool slightly, then remove from baking pan.

Nutrition Facts per slice: 170 calories, 30 gm carbohydrates, 5 gm protein, 2 gm fiber, 3 gm fat, 220 mg omega-3's, 14% DV for magnesium.





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❧ **Happy Holidays!** ❧

Mission Statement: We provide quality nutritional products and services, building our partners' brands to create consumer loyalty and generate profit. We foster long-term business relationships with our partners and co-workers in an environment of growth and sustainability

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Do you have a favorite recipe using a Vitamer product you'd like to share? Email us at technical@vitamer.com We will give away a \$25 American Express gift card to the winner of the best recipe!



Q: Can calcium cause kidney stones?



ask
the
dietitian

A: Not likely. In fact, calcium may actually have a protective effect by binding to oxalate in the gut and preventing its absorption in a form that leads to kidney stones. The largest prospective epidemiological study ever published on calcium and kidney stones, (*New England Journal of Medicine*, 1993), concluded that high calcium intake is associated with a decreased risk of symptomatic kidney stones. The best way to prevent kidney stones and maintain healthy bones is to get adequate calcium from the diet and supplements (taken with meals), drink plenty of fluids, and reduce sodium, oxalate-rich foods and phosphate-based sodas.

Questions? Email or call the Vitamer Technical Department at technical@vitamer.com or 888-897-8914