

Two New Products!

We're excited to launch these two, new, wildly popular products for your line. Ask your Vitamer account manager for more information on these products—including scientific studies, marketing tips and branded product comparisons!

Vitamin D3 5,000 IU scored vegetarian tablets, 60 ct (VL107)

Vitamin D has experienced a surge of popularity for two reasons: 1) research shows higher intakes correlate with reduced risks of cancer, lung disease, osteomalacia, osteoporosis, immune conditions and others; 2) researchers have found that many Americans of all ages are deficient—due to lack of vitamin D intake through diet and sun exposure.

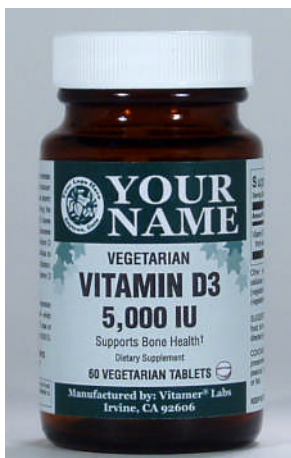
Consumer awareness about vitamin D has unquestionably grown in recent years. According to SPINS, sales of vitamin D doses in the 1,000 to 2,000 IU range have had double-digit and triple-digit growth across all brands over the last year. Sales of our Vitamin D3 1,000 IU (VL106) have grown an astounding 154% from 2007-2008. And for the first time ever—both of our Vitamin D3

products (400 IU and 1,000 IU) made it to the Top Five best sellers in 2008. This new, gluten- and dairy-free higher dose product is our first vegetarian stand-alone vitamin D.

Melatonin 1 mg Peppermint Lozenge, 60 ct (VL447)

— We've also received many requests for a lower dose melatonin, as a 1 mg tablet offers flexibility in dosing. Why peppermint, and why a lozenge? We took a look at market research which showed the top selling melatonin came in lozenge form—most notably, as peppermint flavored. We wanted to offer you, the retailer, what the most popular form, dose, and flavor is in the market. Sales of our Melatonin 3 mg tabs (VL412) grew 29% from 2007 to 2008. Listed in our current Top 50 best sellers list, it's one of our most popular products.

I'm scored!



I have a refreshing taste!!



February 2009
Volume 11, Issue 2

Inside this issue:

<i>Vitamer updates</i>	2
<i>Love Your Heart Smoothie</i>	2
<i>Alli® vs. Calorie Quencher®</i>	3
<i>What recession?</i>	3
<i>Ask the Dietitian</i>	4



Monthly Promo's:

Concentrated Omega-3

(VL129) 60 and 120 ct

- ✓ Top 50 seller
- ✓ Double strength
- ✓ Molecularly distilled and tested for contaminants

Cardio Support Softgels

(VL155) 60 ct

- ✓ With omega-3 fish oil
- ✓ B vitamins, CoQ10, garlic and resveratrol all in one formula!

CoQ10 100 mg Veg Caps

(VL162) 30 and 60 ct

- ✓ Vegetarian CoQ10
- ✓ High potency

Hawthorn 500 mg veg caps

(VL986) 50 and 100 ct

- ✓ Vegan
- ✓ Supports circulation
- ✓ 1:1 full spectrum extract
- ✓ From the highest grade whole fruit

Buy in Dates: Jan 19–Feb 18th

Vitamer updates

- Our largest drop count size of **Ultra Citro Cee®** (VL300, 500 ct HDPE bottle) will now have a foil seal inside the cap of the product to better protect the inside contents. The difference is the HDPE bottle requires different needs for sealing protection. The other drop counts in amber glass bottles will still have a regular pressure sensitive cap.
- **Melamine testing update:** Our Quality Department has purchased equipment to test for melamine contamination in our protein powders. While our protein powders are not at risk for melamine contamination (our whey is from New Zealand cows and our soy is from USA-grown soybeans), we know your customers are very concerned with melamine and would like extra assurances that our protein powders are safe and non-toxic.
- Our **75 Complete** (VL540) is vegan, so we've added "Suitable for vegans" on the label, under Suggested Use. 

New DRI's for Vitamin D coming

(somewhat) soon...The Institute of Medicine (IOM) will evaluate this evidence and issue updated Dietary Reference Intakes (DRIs) for both vitamin D and calcium in the summer of 2010. Recommended intakes for vitamin D and calcium were last updated in 1997. In the last eleven years, a lot of new research on these two nutrients has been published—and carry significant public-health implications.



Ask your Vitamer Account Representative for the latest Top 50 Best Sellers lists we just completed as of December 31st, 2008!

See what's selling, so you can maximize your sales!

Love Your Heart Smoothie

They say that to be healthy, we must treat our body like a temple. Respect and honor your heart by starting your day off with a nutritious smoothie comprised of ingredients known to support heart and cholesterol health.



With 400 mg omega-3's, 18 grams of heart-healthy vegetarian protein, and a good source of potassium, fiber, and vitamin B6, this smoothie

is a great way to begin your day.

Ingredients:

1/2 banana
1/2 cup pomegranate juice
2 scoops Reds n' Things® (VL444)
1 scoop vanilla Organic Soy Protein Powder (VL956)
1/2 cup ice cubes, crushed

Directions: Blend all ingredients together in a blender. Makes 1 serving.

Nutrition analysis, per serving:
294 calories, 42 gm carbs, 18 gm of protein, 4 gm fiber, 5 gm fat (400 mg as omega-3).

Got Eczema? Get D.



Those with the skin condition eczema are more prone to bacterial skin infections such as staph. UCSD researchers found that **people who took 4,000 IU of vitamin D3 (cholecalciferol) supplements daily for just 21 days increased their number of bacteria-fighting skin proteins.** Vitamin D has been shown in previous studies, in addition to the one mentioned here, to induce cathelicidin production. Cathelicidin is a protein made by the body that acts like a broad-spectrum antimicrobial agent and protects against infection. More than 15 million people in the U.S. have symptoms of eczema, according to the National Institutes of Health (2003).

—October, 2008 *Journal of Allergy and Clinical Immunology*



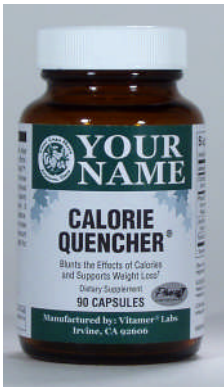
Supplements continue to be recession-proof

Nationwide retail sales of dietary supplements totaled nearly \$639 million, up almost 10% from the same period in 2007, for the three months that ended Dec. 28, 2008. Herbal supplement sales alone were up 6%, according to Information Resources Inc.

Nationwide herbal and botanical supplement sales amounted to \$4.8 billion in 2007, when the recession began, which is up 4.3% over 2006, according to the *Nutrition Business Journal*. Sales of fish oils were up 29% from 2006.

A government survey publicized in December, 2008 said concerns about the cost of prescription drugs and doctor visits influenced Americans' decisions to try alternative remedies. "Nonvitamin, nonmineral natural products," including fish oil and herbal medicines, were the most commonly used alternatives, according to the report.

DID YOU KNOW?



You have a great natural alternative to the popular over-the-counter Alli[®] weight loss product

Alli[®] vs. YOUR Calorie Quencher[®]

The OTC drug Alli[®] prevents the body from absorbing about 25% of the fat eaten. It is made up of Orlistat, the same drug for the prescription Xenical[®] (which absorbs 33% of the fat you eat).

Vitamer's Calorie Quencher[®] (VL996) contains LipoSan Ultra[®] which binds with fat like Alli. However, it also may blunt the effects of starch calories (from carbohydrates) through the Phase2[™] ingredient. Finally, Calorie Quencher[®] offers other healthy weight support ingredients such as chromium and fennel seed for optimal metabolic support and digestion. This product, combined with a healthy diet and exercise regime may support healthy weight loss. And like Alli, LipoSan Ultra[®] and Phase2[™] have been used in clinical studies with positive outcomes.

In terms of cost-effectiveness, Calorie Quencher[®] sells for around \$14.49 /\$.50 - \$1.00 per day (15-30 day supply, depending on whether you take 3 caps once or twice per day). Alli[®] sells for \$50-60 per starter pack for a 20-30 day supply (includes 60ct, a pill case and consumer guides on how to use the plan). Refills are \$70 for a 40-day supply of 120 capsules. (Costs the consumer about \$2 per day).

In terms of side effects, Calorie Quencher[®] may incur gastric irritation when taken in too high of a dose; however, to avoid this we added fennel seed to minimize gastric irritation naturally. Alli[®], on the other hand, incurs much more significant and potentially embarrassing side effects of oily, loose stools.

In summary, Calorie Quencher[®] costs less than half of Alli, incurs fewer side effects, contains naturally-derived ingredients without artificial colors or undesirable ingredients, and offers dual action by blocking both starch and fat (not just fat, like Alli[®]).

What's in it?

Calorie Quencher [®] contains: Chromium, Phase2 [™] , LipoSan Ultra [®] , Fennel Seed; Capsule (gelatin), succinic acid, silica, magnesium stearate.	Alli contains: Orlistat; FD&C Blue 2, Edible Ink, Gelatin, Iron Oxide, microcrystalline cellulose, Povidone, Sodium Lauryl Sulfate, sodium starch glycolate, Talc, Titanium Dioxide.
---	--





46 Corporate Park
Irvine, California 92606-3121
1-800-432-8355 Customer Service Department
customerservice@vitamer.com
technical@vitamer.com

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

thevip



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!



ask
the
dietitian

Q: Why do you suggest that women take an additional calcium supplement when they use Vitamer's Prenatal Once Daily?

A: Our new **Prenatal Once Daily (VL539)** vegetarian tablets offers a convenient, low-dose way for women to get the majority of the necessary nutrients for pregnancy or lactation in just one tablet. However, calcium is a large molecule and we cannot fit enough calcium into one tablet, so we highly recommend customers take a calcium supplement to meet all of their needs. Pregnant and lactating women need about 1,300 mg of calcium per day. We offer a variety of forms and doses of calcium products.

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

www.vitamer.com