

VITAMER[®]

the vip

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4 NUTRIENTS MEN MAY BE MISSING

Men over the age of 50 have a 1 in 2 chance of having Benign Prostatic Hypertrophy (BPH), a condition marked by growth of the prostate gland. And one in six men will have prostate cancer. Now is as good as a time as ever to re-consider your current state of health. Are you getting enough of the right nutrients to support a healthy body?

Soy A dietary staple for over 5,000 years, soy is an excellent source of protein, vitamins, minerals, and phytochemicals (plant-based compounds). In addition to its beneficial effects on cholesterol, soy consumption has been linked to reducing the risk of developing prostate cancer.

Selenium Low selenium levels are associated with an increased risk of prostate cancer. Large well-designed studies, involving thousands of American men have shown that daily selenium may reduce the overall incidence of prostate cancer. However, these protective effects of selenium supplementation only occurred in those

with normal Prostate-Specific Antigen (PSA) that had previously low blood selenium levels. Lab studies have also demonstrated that selenium may reduce androgen receptors and PSA production, have antioxidant effects, and induce prostate cancer cell death.

Magnesium Involved in over 300 metabolic reactions in the body, magnesium is key for muscle contraction and plays a structural role in bone support. Studies have shown low magnesium levels are associated with a higher risk for heart disease, Type 2 diabetes, asthma and migraine headaches. A large US survey found men aren't consuming the recommended amounts of magnesium. Food sources include dark, leafy greens, nuts, whole grains and avocados.

Lycopene The plant compound that gives fruit and vegetables their pink or red hue, lycopene is a carotenoid that has antioxidant functions. Several studies suggest that eating foods rich in lycopene is associated with a reduced risk of prostate cancer and heart disease.



Vitamer's Prostate Support Softgels contain a spectrum of nutrients, herbs, and plant compounds for prostate health.

Vitamer's Men's Multi and Men's 45+ Multi contain vitamins, minerals, and food based ingredients to support men's health, at any age!

Inside this issue:

<i>Vitamer updates</i>	2
<i>Strawberry Whey Ice Pops recipe</i>	3
<i>Sales Corner</i>	3
<i>Behind the Scenes</i>	3
<i>Ask the Dietitian</i>	4

Upcoming Events

Father's Day is June 21st

The Natural Products Association trade show is July 9-11th



Monthly Promo's:

Vitamin E 400 IU Mixed Tocopherols Softgel
(VL123) 30, 60, 90, 180, 360 ct

- ✓ Top 50 seller
- ✓ 100% Natural vitamin E
- ✓ Full spectrum of tocopherols

EPA & DHA Softgel
(VL137) 50, 100, 250 ct

- ✓ Omega-3 fish oil
- ✓ Cold water sources
- ✓ Molecularly distilled

Prostate Support Softgels
(VL154) 60, 120 ct

- ✓ Vitamin, mineral, herb and phytochemical blend
- ✓ Pumpkin seed oil base
- ✓ 300 mg saw palmetto
- ✓ Contains nettle, green tea, lycopene, pygeum and more!

Men's Multi Tabs
(VL518) 90, 180 ct

- ✓ Top 50 seller
- ✓ 100% vegetarian
- ✓ Contains lycopene, saw palmetto, zinc and more!

Buy in Dates: May 19–June 18th

Vitamer updates

- Our **Cal Mag Citrate** (VL601) will now come with added vitamin D3. It will now provide 400 IU of vitamin D3 per serving. The new formula will ship around June or July, beginning with lot #402249.
- We have discontinued the 60ct of our **Complete CitriMax**® (VL192) due to low sales. We discontinued the 120 count in November, making the entire product unavailable. We still offer healthy weight support products such as Calorie Quencher® (VL996), Tonalin® CLA (VL151), and KVLB (VL912).
- We've made a slight change to our **Phytonutrient based B-Complex** (VL240). We were not able to find a supplier for Grape Juice Powder and Clove that met our stringent specifications, so we have removed them from the formula. The product still contains 18 food-based ingredients. This change will commence with the next production, with lots #326377 and lot #326391.
- We've made a slight change to our **Hi-Potency B-Stress** (VL244). We were not able to find a supplier for Skullcap root that met our stringent specifications, so we have removed it from the formula. The product still contains the relaxation herbs Valerian and Passion flower. This change will commence with the next production, with lots #326856.
- Around mid-May (beginning with lot #5949), our Ultimate Organics® **Greens n' Things**® (VL438) formula and color will have slight changes due to a new supplier. We needed to find a second supplier to ensure product consistency and inventory. Rest assured, the quality is the same! The product was matched for taste, texture, and nutritional content. The main differences are that due to seasonal variations in crop supply, our supplier could no longer guarantee the ORAC claim as being equal to three servings of fruit/vegetables per serving; there is also a slight variation in vegetable and fruit blend content and thus color (it now appears more green); and it no longer contains soy (lecithin) in the "Other Ingredients."
- Please expect a slight color change to our **75 Complete** (VL540). When we transferred this product to be produced in our Colorado facility from our Arizona facility, it yielded a slightly different color, even though the ingredients and formulation have not changed. This change will commence with the next production, with lot #402328.

Updates, cont...

- We will provide a full update on the status of our **Show Me The Whey**® protein powder in next month's issue!
- Vitamer Labs helped sponsor and attended the Natural Products Association-West's Lobby Day in Sacramento, CA on May 20th. We lobbied for SB 416 and AB 1401, two health bills currently proposed in the California Legislature. Meeting with senators, assemblypersons, and their aides helped promote the NPA and the natural products industry. Join us next year!

How does "Supplement Facts" differ from "Nutrition Facts?"

The major differences between "Supplement Facts" panel and "Nutrition Facts" panel are as follows:

1. You must list dietary ingredients without RDIs or DRVs in the "Supplement Facts" panel for dietary supplements. You are not permitted to list these ingredients in the "Nutrition Facts" panel for foods.
2. You may list the source of a dietary ingredient in the "Supplement Facts" panel for dietary supplements. You cannot list the source of a dietary ingredient in the "Nutrition Facts" panel for foods.
3. You are not required to list the source of a dietary ingredient in the ingredient statement for dietary supplements if it is listed in the "Supplement Facts" panel.
4. You must include the part of the plant from which a dietary ingredient is derived in the "Supplement Facts" panel for dietary supplements. You are not permitted to list the part of a plant in the "Nutrition Facts" panel for foods.
5. You are not permitted to list "zero" amounts of nutrients in the "Supplement Facts" panel for dietary supplements. You are required to list "zero" amounts of nutrients in the "Nutrition Facts" panel for food.

Whey Cool Strawberry Crème Ice Pops

It's summer time and strawberries are in season. Cool off with this berry-licious low-calorie treat high in protein and calcium.

- 1 scoop Strawberry Show Me The Whey® protein powder (VL970)
- 1/2 cup diced fresh strawberries
- 1 cup non-fat vanilla Greek yogurt
- 3 small paper cups
- 3 popsicle sticks



Stir all ingredients together in a bowl or pitcher. Pour the mixture into paper cups,

about 3/4 full. Cover the tops of the paper cups with aluminum foil and puncture a popsicle stick in each (the foil helps hold the stick in place). Place the cups in the freezer for at least 5 hours. When ready to serve, remove the foil and peel off the paper to reveal the pops. Makes 3 pops.

Variation #1: Use vanilla Show Me The Whey® (VL967)
Variation #2: Make these pretty by layering the yogurt/whey mixture, then fruit separately, in alternate layers, freezing each layer separately.

Nutrition Facts, per pop: 60 calories, 11 g protein, 5 g carbs, 0 g fat, 6% calcium.

60 calories!
Fat Free!



Sales Corner — Sandi Failla, Vitamer Account Manager

Summer Selling Tips

Ahhh...the warmth of the summer sun is upon us! Your customers will soon be back to working out, contemplating that bathing suit and getting ready for summer vacations. It's time to get creative for the upcoming challenging summer months. Focusing on products that coincide with summer fun may help stimulate sales. Your brand has many options to highlight during this season.



Getting Back in Shape:

967, 969 & 970- Show Me The Whey® Protein Powder (Vanilla, Chocolate & Strawberry)
 968 - Non-GMO Soy Protein Powder
 956 & 957 - Certified Organic Soy Protein Powder (Vanilla & Chocolate)
 955 - Complete Amino

Healthy Weight Support:

996 - Calorie Quencher®
 912 - KVLB-6
 151 - Tonalin® CLA
 964 & 965 - Non-GMO Soy Spirulina Protein Powder® (Chocolate & Vanilla)

Travel Assistance:

999 - Ultimate Ginger Complex® Capsules
 716 - Dual Action Acidophilus & Bifidus®
 717 - Probiotic Quattro

Each of these can be complimented with one of your multiples. Try a colorful summer theme on an endcap to create attention to these products. Also simply adding some special summer signage can highlight these products on your shelves. Enjoy this summer season and hopefully these tips will help you enjoy your summer sales as well!

Behind the Scenes

Check out our new column about what goes on in Vitamer's manufacturing and distribution plant

Vitamer Labs has been working with our freight carriers to assess our carbon footprint on the environment. We also reviewed our shipping choices to best utilize fuel efficiency and total carbon/CO₂ output. We partnered with our main freight and box carrier FedEx. FedEx is committed to providing global connections while minimizing environmental impact. FedEx has integrated responsible environmental practices into their daily operations, and continuously set goals that challenge FedEx to increase efficiencies and reduce waste. The company is implementing new equipment, technologies, systems and programs to conserve our vital resources and impact on our planet.



Vitamer Labs realized that we were shipping a large amount of our freight by FedEx air freight. We discovered shipping by air freight produced 10 times the amount of CO₂ in the environment ("air

freight emits 540 grams of CO₂ per ton per kilometer," *Sustainable Industries* magazine, Oct. 2008) versus shipping by ground. Thus, we switched over to ground for the majority of our shipments.

FedEx is improving local ground truck delivery by pioneering the first use and development of hybrid truck technology. They have teamed with the Environmental Defense Fund, an organization committed to working with businesses, governments and communities to find practical environmental solutions.

Our commitment to reducing fuel waste and carbon/CO₂ output continues as we pioneer new transportation methods and delivery systems with our carriers. We will keep you informed as we make progress in lessening the impact on our precious planet.

—Paul Goymerac, VP of Operations, Vitamer Labs



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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

Make sure our new products are on your shelves:

VL107 Vitamin D 5,000 IU tablets (vegetarian)
VL331 Vitamin C Crystal Powder (vegetarian)
VL447 Melatonin 1 mg Lozenge (vegetarian)



ask
the
dietitian

Q: One of our customers is worried about her dietary salt intake. Is there any sodium in Vegetarian Glucosamine?

A: There is zero sodium in our Vegetarian Glucosamine (VL186). This product provides the benefits of glucosamine in a shellfish-free form available to vegetarians and those who cannot consume shellfish.

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