

VITAMER

the vip

vitamerinformationpress

July 2009

Volume 11

HERE WE COME TO SAVE THE WHEY!

We're happy to announce our **Show Me The Whey®** (VL967) protein powder has been reformulated. A few months ago, our supplier's ingredient source changed (although the quality and non-rBGH status is the same) as did the texture. Now, we've made some slight changes to the formula to improve its mixability and taste. These reformulated lots (beginning with the vanilla flavor, to start, with lot# 403035) will start shipping this month. As the old formula runs out, you will automatically receive the new formula. Our Show Me The Whey® is:

is a mix of WPI and WPC, which lends a full spectrum of benefits to the end consumer.

What is the best way to store Show Me The Whey®? We recommend storing the product in an odor-free environment, with temperatures not exceeding 77 degrees Fahrenheit and less than 65% relative humidity.

- Microfiltered and Ion-Exchanged
- From cows not treated with rBGH
- Free of added sugar or artificial sweeteners
- Low sodium, low cholesterol and low fat
- Contains Branched Chain Amino Acids and L-glutamine

Are the ingredients different? Just slightly. We tried very hard to match the current product with the former one.

Whey is a natural, low-sugar and low-fat source of a complete protein. Able to be used in many applications (water, juice, smoothies, pudding, yogurt, and baked goods, to name a few), whey protein powder offers an easy way to gain the benefits associated with this ingredient. Whey has been shown to improve satiety, lean muscle mass, immune health and weight management.

Where is the whey sourced from? The whey is still sourced from milk from cows not given Bovine Growth Hormone (rBGH). All of our whey continues to come from New Zealand dairy farms. Our new formula provides more amino acids than the previous one.

Why do you have both isolate and concentrate whey? Whey Protein Isolate (WPI) is just the pure whey protein fraction--without carbohydrates or fat, so it offers more protein per ounce. Whey Protein Concentrate (WPC) is mostly protein but also contains some carbohydrate and fat. Our product



Ingredients: Ion-exchanged and microfiltered non-rBGH whey protein isolate (milk), non-rBGH whey protein concentrate (milk), natural vanilla flavor. Less than 2% of the following: free form amino acids (L-glutamine, L-leucine, L-isoleucine, L-valine), carrageenan and stevia.

New Formula	Previous Label
Ingredients: Ion-exchanged and microfiltered non-rBGH whey protein isolate (milk), non-rBGH whey protein concentrate (milk), natural vanilla flavor. Less than 2% of the following: carrageenan, L-glutamine (as a free-form amino acid), stevia, and sunflower lecithin.	Ingredients: Ion-exchanged whey protein isolates (milk), hydrolyzed and microfiltered whey protein concentrate (milk), natural vanilla flavor. Less than 2% of the following: free form amino acids (L-glutamine, L-leucine, L-isoleucine, L-valine), carrageenan and stevia.

Is sunflower considered an allergen? According to the FDA, no, sunflower seeds are not one of the foods defined as a "major food allergen" by the FALCPA law; therefore, sunflower seeds are not subject to the law's allergen labeling.

Is the serving size the same? Yes, the serving size is still 21.5 grams per scoop. We changed the scoop to green to better differentiate the new formula versus the former one.

What else has changed? We changed the design of the front panel of the label, as another way to identify the new product versus the previous one. The center panel will now include the bullet points as above (see first paragraph).

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Upcoming Events

Happy Fourth of July! Our offices will be closed Friday, July 3rd.

The Natural Products Association Marketplace is July 9-11th. See us in booth 931.



Monthly Promo's:

Ultimate Omega Complex™

- (VL138) 90 ct
- ✓ Omega 3-6-9 from fish, flax and borage oil
 - ✓ Top 50 seller
 - ✓ Non-GMO and hexane free

Probiotic Quattro Caps

- (VL717) 50 and 100 ct
- ✓ Four synergistic strains
 - ✓ 2 billion active cells at the Best By date

Inflatrol® Veg Tabs

- (VL915) 60 ct
- ✓ Vegetarian
 - ✓ Promotes a healthy inflammation response
 - ✓ 1,060 mg turmeric plus other food based ingredients per serv.

Psyllium Husk Veg Caps

- (VL933) 90 and 180 ct
- ✓ Non-irradiated, non-GMO
 - ✓ Vegan and gluten-free fiber

Buy in Dates: Jun 19-Jul 18th



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Comparison of Supplement Facts Panel:

Show Me The Whey® (Vanilla)	New & Improved formula	Previous formula
Calories	80	80
Cals from Fat	5	5
Total Fat	0.5 g	<1 g
Saturated Fat	0 g	0 g
Cholesterol	<5 mg	<5 mg
Sodium	80 mg	100 mg
Potassium	75 mg	10 mg
Total Carbohydrate	2 g	1 g
Dietary Fiber	0 g	0 g
Sugars	2 g	<1 g
Protein	18 g	18 g
Vitamin A	*	<1% DV
Vitamin C	0% DV	0% DV
Calcium	4% DV	3% DV
Iron	*	0% DV

*Contains less than 2% of the Daily Value for this nutrient

The U.S. Government & Dietary Supplements: Who monitors the products and industry

The **Food and Drug Administration (FDA)** regulates dietary supplements under a different set of rules than those which cover food and drugs.

DHSEA (Dietary Supplement Health and Education Act of 1994) states the dietary supplement manufacturer is responsible for ensuring a dietary supplement is safe before it is marketed.

Manufacturers do not need to register their products or get pre-market approval from the FDA

before marketing their dietary supplements. However, product label information must be truthful and not misleading. Vitamer Labs submits information on our products to the FDA.

The FDA monitors dietary supplement products after they reach the market, including adverse event reporting, product labels, claims, inserts and literature review, and can take steps to recall it or warn manufacturers to change certain aspects of marketing of the product, or for any other action against unsafe dietary supplements.

The **Federal Trade Commission (FTC)** simply regulates dietary supplement advertising. 🌿



Behind the Scenes

Our new column about what goes on in our manufacturing plant

Q: Are your products' potency guaranteed after the Best By date?

A: I'm afraid it would be difficult, at best, to guarantee our product potency and/or purity up to the Best By date *after* the product has been opened. The primary purpose of "dating" is to establish the shelf-life (retail purposes) of a given product under controlled conditions in a specific *unopened* container/closure. What we are really guaranteeing is that up until that date, when the bottle is opened for the first time, the product will meet label claim. Because we cannot control how the product is handled after it is purchased and then opened, we would be hard pressed to say anything more. For example, if one of our products is left open in a glove box in the middle of the summer in Miami, FL, it is going to go bad very quickly and long before the Best By date on the bottle. That doesn't mean we sold a bad product or the Best By date is not appropriate, it was simply exposed to conditions beyond our control that caused the product to deteriorate quickly.

We have a program to evaluate the "stability" of our dietary supplements for use in our Best By product assessments. This programming includes the use of accelerated studies that are conducted under extreme conditions (high

temp/humidity). The accelerated studies are conducted in unison with traditional (long term) studies and, in most cases, the long term studies do validate the data obtained from the forced degradation study. The long-term studies are intended to ascertain the stability of the product and unopened container/closure system under "normal" conditions. The major contributors to degradation with products like ours are light, air (moisture) and heat. Light is less of an issue due to our packaging but moisture and heat can certainly play a role and once a package is opened, the product may be exposed to high levels of both.

As you know, consumers are very much aware of Best By dating and they check them. I do believe a certain assumption is made that if you buy/use the product before that date, you are okay. Based on our stability data and assuming you close the container tightly and store as recommended, the product should indeed be okay up to (in many instances, beyond) the Best By date. It is sort of like a steak from the grocery store, e.g. recommendation, "keep refrigerated". If you do, it should be good to the Best By date. If you leave it on the kitchen counter, it probably won't make it.

—Kyle Hendrickson, *Quality Control & Corporate Compliance Officer*

Vitamer updates

- Our **Ultimate Vegetarian Multi (VL510)** will no longer contain clove, as our supplier could no longer meet our raw material specifications.
- Our **Kids DHA chewable softgels (VL168)** will now be packaged without a desiccant, for shipments beginning around August. We've found these softgels stay softer (and thus, easier to chew) without the desiccant.
- The bottom of all of our **Soy and Whey protein powders plus Psyllium Husk Powder (VL855)** will now read, "Best By" instead of "BB4" when referring to the Best By date.
- Our **L-Carnitine (VL739)** vegetarian capsules will now say, "L-Carnitine 500 MG" on the center panel of the label, to make the labeling similar to our other amino acid products.

Sales Corner — Mark James, Independent Broker

Brand Loyal Sales

In my travels, I find myself talking to my customers a lot about branding. Branding is a very vague and difficult topic that people have spent years studying and making an attempt at, sometimes with spectacular effect. The website, Dictionary.com defines branding as:

a word, name, symbol, etc., esp. one legally registered as a trademark, used by a manufacturer or merchant to identify its products distinctively from others of the same type and usually prominently displayed on its goods, in advertising, etc.

To me, the most important part of this definition is *to identify its products distinctively from others of the same type*.

Some “brands” focus on one or two **tangible** distinctions, like price or quality. Still other brands define convenience,

taste and size to set them apart. **Intangible** differences like quality assurance, history, reliability or politics are often the keys to customer loyalty and increased sales.

The marketing guru Dr. Randall S. Hansen develops personal brands designed to assist individuals with employment, but one of his ideas can apply to products or a company, too: he states that one of branding’s best intangible assets is that your brand is a promise. A brand promise encompasses tangible and intangible commitments, and that once a customer understands this promise, they become brand loyal.

Vitamers Labs’ commitment to tangible and intangible excellence in every aspect of our business allows our customers the confidence to fulfill your brand promise, to your brand and your customer.

WE PROMISE 🍀

Country of Origin Labeling

We continue to receive numerous requests to list the source of every ingredient in our products. We use hundreds of dietary supplement ingredients in our full line of products. As you can understand, it would take a significant amount of time to research, confirm and list each ingredient and its country of origin for individual products. Consider a multivitamin, which may contain over 30 ingredients. Each of those ingredients may have a handful of different suppliers. Additionally, the supplier may change from lot to lot. While the supplier may change depending on a given lot or batch produced, we have extremely stringent checks in place that monitor and verify the supplier’s quality up front (even before ordering from them), when the ingredient is received by us, and in the final production before the product can be released. There are instances when we reject ingredients initially received due to not meeting our standards. All incoming raw materials are quarantined and identified before they are put into production. We can assure you, as we always have, of our strict quality controls and procedures for sourcing ingredients. We are now requesting Country of Origin information from our raw material suppliers but the process could take many months to complete and as mentioned above, may not be indicative of the supplier for a given batch.

We will continue to perform due diligence on our suppliers, including third party checks to ensure the safety of our ingredients. For over 85 years, we’ve established long term relationships with our suppliers and have worked with them to improve quality systems and standards. Standard Operating Procedures (SOP’s) are established in both of our pharmaceutical and dietary supplement facilities and we are already in full compliance with the dietary supplement GMPs.

We are confident in the products we supply and continue to guarantee our products for potency and purity.

Our commitment to quality

Vitamers Labs, like many dietary supplement companies, relies on a number of raw material ingredients from China as well as from many places in the world. Before an ingredient is shipped to us, we stipulate specifications to our suppliers and require them to complete our Supplier Qualification Form developed by our Quality Control department. As a Natural Products Association GMP-certified company, we are required to test the identity of all incoming raw materials. Adherence to strict quality assurance and quality control standards assures you that our precise product specifications are consistently met. By independently confirming their results we ensure a clean raw material from the start. This streamlines our internal production and guarantees a valid, premium quality finished product. At any time, our customers or prospective customers are encouraged to visit our manufacturing facilities and meet with us to gain a better understanding of our operations. We aim to be as transparent as our full-disclosure labels.

We are dedicated to your success with over 85 years of experience and commitment to quality in purchasing, manufacturing, handling and testing of raw materials. By strictly following our Quality procedures, the ingredients that become part of your brand of dietary supplements are guaranteed to have undergone rigorous quality assurances, from start to finish. 🍀





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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 D3 5,000 IU veg tablets
VL331 Vitamin C Crystal Powder (vegetarian)
VL447 Melatonin 1 mg Lozenge (vegetarian)



ask
the
dietitian

Q: Are Vitamer Alfalfa Tabs non-genetically modified?

A: Yes, our suppliers have confirmed that the alfalfas used in our Alfalfa tabs (VL708) are non-GMO, however, they are not certified IPP non-GMO. Alfalfa contains chlorophyll, the green pigment found in plants. It has been studied for its use in treating high cholesterol and high blood sugar.

Questions? Email or call the Vitamer Technical Department at
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www.vitamer.com