

Y2K NEW YEAR'S RESOLUTIONS

As we embark on a new century and a new millennium, many customers want to take advantage of the opportunity to make New Year's resolutions of a lifetime to improve their health and well being. Among the top resolutions is to lose weight.

Dieting is most often started with the event of a new year. Fad diets and weight loss gimmicks usually lead to short term weight loss, but don't address the long term issue of maintaining healthy body weight. A low fat diet rich in vegetables, fruits, whole grains and lean proteins, in conjunction with proper exercise, is key to healthy weight loss and high energy. Due to busy lifestyles, eating balanced meals can often be difficult. That's where meal replacement shakes have gained in popularity, but are often loaded with unhealthy sweeteners and poor

quality protein. That's why it's important to choose a good quality meal replacement that can satisfy the desire for a healthy, nutritious and balanced intake. Our **Ultimate Soy-Spirulina Protein Powder™** provides an excellent choice to meet the needs of those seeking a healthy meal replacement.

When blended with skim milk, soy milk or juice, our Ultimate Soy-Spirulina Protein Powder™ in both Vanilla (VL# 965) and Chocolate (VL# 964) satisfies consumers' needs for a healthy balance of nutrients, with all natural ingredients and high quality protein. In addition, the added bonus of 15 grams of pure soy protein meets 60% of the FDA's recommendation for reducing the risk of heart disease.

Our Ultimate Soy-Spirulina Protein Powder™ provides additional features that make this

product unique:

- ✓ **SUPRO®** Brand Soy Protein Powder (isolate) and Earthrise® Spirulina, two nationally recognized high quality ingredients
- ✓ High protein energy powder
- ✓ Provides important isoflavones
- ✓ Blended with additional ingredients; oat bran, psyllium, apple pectin, bee pollen, bioflavonoids, L-carnitine, bromelain, papain, chlorophyll, and important vitamins and minerals
- ✓ Great tasting! Preferred over national brand!
- ✓ Now with non-GMO soy protein isolate
- ✓ Supports lean muscle mass

In our effort to provide you with more non-GMO products, we are now using non-GMO Supro® Soy Protein Powder in our **Ultimate Soy-Spirulina Protein Powder™** (VL 964/VL 965), in both Chocolate and Vanilla Flavors. Both products are available to order after January 10, 2000, and will be labeled with a non-GMO sticker. Look for it on your next order!



Did You Know ...

- Studies show 20% of the adult population in the U.S. currently buys organic foods despite the fact that prices may be higher than conventional foods?
- An average restaurant meal contains about 100 grams of fat?
- Chewing gum burns about 11 calories per hour?



Dear
Technical ...

Q. I often see beta-carotene listed in milligrams (mg) and in International Units (IU). How can I compare the two, and what is the difference?

A. I can see why you might get confused. Fat soluble vitamins (A, D, E, and K) are often listed in either mg or IU. Beta-carotene is converted to vitamin A in the body. Sometimes beta-carotene is listed in mg while vitamin A is listed in IU. To properly calculate beta-carotene from mg to IU, use the following formula:

1 mg beta carotene = 1667 IU vitamin A activity from beta-carotene

SAMPLE CALCULATION

15 mg/tablet x 1667 IU vitamin A activity per mg beta-carotene = 25, 000 IU
vitamin A activity

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Making *Your* Name

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