

VITAMER

the vip

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Nourish America

Today, one out of six children live in poverty. Nearly 29% of U.S. children under 12—over 13.5 million children—are hungry or are at-risk of hunger every day. In a country with many excesses, it's hard to imagine Americans of all ages and backgrounds go without food on a daily basis.

This time of year is typically known as “the season of giving,” but Vitamer Labs feels giving back is important year-round. That's why we have been donating millions of dietary supplements each year to Vitamin Angels since 2007. In addition, beginning



in April 2009, we pledge to donate a portion of our sales of **Cardio Support Softgels** (VL155) and **Organic Vitamin C** tablets (VL360) to Nourish America (and added a neck tag to educate consumers).

Nourish America improves the health status of children, families, and seniors at risk for malnutrition. They do this by providing vitamin supplements, nourishing foods (including organics and naturals) as well as nutrition education and research. They

currently provide daily multivitamins to more than 24,000 at-risk children at over 130 partner sites in 32 states. They also:

- Provide low-income pregnant women the prenatal multivitamin support they need to assure a healthy pregnancy and healthy babies at birth
- Provide nourishing foods and supplements to help low income children thrive at school and in life
- Supply teens with nutrients to support healthy growth and success
- Provide micro-grants to support daily physical education programs in our nation's schools
- Assure our senior citizens have the basic nutrients they need to keep up their energy, health and independent living
- For major disasters, they help those in need in times of crisis with nourishment and support
- Provide much needed multivitamins and other nutrients to our citizen soldiers in the National Guard in Operation Vital Nutrients

By promoting sales of **Cardio Support Softgels** (VL155) and **Organic Vitamin C** tablets (VL360), we can all give more to this worthy organization. To get involved further, or to obtain a Nourish America Retailer Tool Kit, contact them at info@nourishamerica.org or call: 1-(866)-487-1484



Did you know?

- Vitamin supplementation improved IQ scores an average of 16 IQ points in 1,553 children
- 300 children in Arizona and California who took vitamins for 3 months improved academically at twice the rate of others
- 8,047 juvenile offenders taking multivitamins reduced violence and antisocial behavior by 48%
- A November 2009 USDA report found 49 million Americans struggled to get enough to eat in 2008—the highest in 14 years

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Upcoming Events

- We will be closed Dec. 24-25th
- The last time to place your orders with the 2009 pricing will be before 3pm PST on Dec. 31st
- We will be closed Jan. 1st.



Monthly Promo's:

Glucosamine Chondroitin Complete® Tabs (VL001) 150 ct

- ✓ Compares to Solgar Extra Strength Glucosamine Chondroitin
- ✓ 1,500 mg glucosamine and chondroitin, plus others

Liver Detox Complex Veg Caps (VL440) 60, 120 ct

- ✓ Vegan
- ✓ Contains milk thistle, aloe vera, artichoke and burdock

Enzyme Complex Veg Caps (VL706) 90 ct

- ✓ Vegan
- ✓ Supports digestion
- ✓ Plant-based broad range enzyme formula

Calorie Quencher® (VL996) 90 ct

- ✓ Contains chromium picolinate for additional support
- ✓ Better-for-you weight support than pharmaceutical drugs
- ✓ Great product for New Year's resolutions

Buy in Dates: Nov 19–Dec 18th

Vitamer updates.

- We have discontinued the 100ct size of **Vitamin C 1,000 mg** tabs (VL328) due to low sales. We still offer many vitamin C products, including five other 1,000 mg doses of the nutrient.
- We have discontinued **Cholest-Check** (VL081) due to low sales. Try our **Cholesterol Complex** (VL084) in its place. Cholesterol Complex contains the amount of plant sterols the FDA concurs may lower cholesterol levels when part of a healthy diet.
- Our **High Potency Multi Pack** (VL535) is undergoing a slight change. Instead of the **Ultimate Two** (VL509) tablet in each pack, we will be using our **Softgel Multi** (VL511) in its place. This change is expected to begin with shipments in January.
- Look for a new product announcement later this month! 🍀

2009 New Products:

VL107 Vitamin D 5,000 IU tablets (vegetarian)
 VL169 Kids Vitamin D3 400 IU softgels
 VL171 Resveratrol 150 mg vcaps (vegetarian)
 VL331 Vitamin C Crystal Powder (vegetarian)
 VL447 Melatonin 1 mg Lozenge (vegetarian)

About 65% of U.S. adults use dietary supplements (up from 64% in 2008), according to the Council for Responsible Nutrition survey of over 2,000 respondents polled in August and September of 2009.

Two new Vitamer programs!

Double Verified Gluten Free Guaranteed Program

For years, we've provided full disclosure of our products' ingredients, including what ingredients are not contained in the product. Our "Contains No" statement lists gluten where applicable. Now, we've gone one step further in assuring the gluten free status of our products by testing our finished products for gluten. Directed and overseen by our Corporate Compliance Officer, the Quality Control department has tested our finished products for the presence of gluten. For products that do not detect gluten to 10 ppm, we will start phasing in a new logo (right) that will be on the center panel of applicable labels. This makes "gluten free" easily identifiable by the consumer, so they can quickly recognize the gluten free status without having to search for it elsewhere on the label. Testing is done using an ELISA test (a machine that detects the presence of an antigen). Most gluten free organizations and the FDA feel products less than 20 ppm are safe, but we are able to raise the bar and have more sensitive testing done (10 ppm). We're calling this "double verified" because we still check the raw material supplier's allergen statements, *plus* we test for the presence of gluten. We will phase this logo into the labels of those products tested, beginning in December 2009.



An estimated 12 million people follow a gluten free diet. One in 133 have Celiac disease and more remain undiagnosed. Dietary supplements are important for those on a gluten free diet, as this diet often lacks certain vitamins and minerals, and many have nutrient malabsorption.

Your customers clearly see which of our dietary supplements are gluten free by the logo on the front panel of the label. They can also take comfort knowing that our products labeled with the logo have undergone analytical in-house testing for gluten (testing free of gluten at or below 10 ppm), to wholly ensure they are gluten free. Our program provides a consistent, science-based set of standards we are now implementing that helps consumers easily choose our premium supplements.

Melamine Testing Program

In the last few years, news reports have publicized the melamine adulteration in Chinese pet food and milk products. While our milk protein sources have never come from China, customers remain skeptical about dietary supplement contamination. Thus, in order to assure your customers our protein-containing products are free of melamine, we are now testing all of our Show Me The Whey[®] whey and soy protein powders for melamine. Our soy protein uses soybeans grown in the U.S., and our whey protein has always been sourced from New Zealand by Fonterra, a co-op owned by 11,000 New Zealand dairy farmers. Vitamer's Quality Control lab has now tested our whey and soy proteins for melamine using the HPLC (High Performance Liquid Chromatography) machine which detects melamine to one part per million (ppm). The data is available upon request. As part of our state-of-the-art quality initiatives, we're taking an extra step to ensure at-risk products are melamine-free. This program commenced in the Fall of 2009 and will continue to be in place.

Your customers will now take comfort knowing that our protein powder products have undergone an extra step of testing for melamine to wholly ensure they are melamine-free. Our new program provides consistent and transparent data that helps consumers easily choose your premium supplements.

Questions? Email us at technical@vitamer.com or ask your account manager!



Sales Corner — Sally Thornley-Nash, UK Vitamer Account Manager

Increasing Yuletide sales by improving digestive health

The holiday season is upon us and it's time for us all to indulge a little bit more than usual. Food sales traditionally go through the roof at this time of year, but let's not ignore all the extra strain we put on our digestive systems during the party season.



How good we are at digesting our food determines not only our energy levels and longevity but also our state of mind. This is a great time to introduce customers to a range of

products that are going to make them feel a lot more comfortable and reduce the chances of them suffering from indigestion, stomach upset and constipation, often caused by eating wheat-based,

sugar-laden foods at this time of year.



Suggest your customers consider supplementing with three important products: A probiotic, like Probiotic Quattro (VL717), which contains four strains of bacteria that work synergistically to promote gut health; digestive enzymes, as they can reduce the bloating caused by foods that have not properly digested (our Chewable Peppermint Enzyme (VL416) also has the added bonus of promoting fresh breath); and Milk Thistle (VL925 and 989). The liver picks up a lot of the slack at this time of year and as we know, supporting the liver is one of the most important ways of maintaining homeostasis within the body, ensuring that we feel well and get to enjoy the festivities.

Wishing you all a happy, healthy and profitable Yuletide.

Behind the Scenes

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

The Colorado Vitamer Operation team is working very hard to get your orders out timely and accurately. We are celebrating our first year at our new "state of the art" manufacturing and distribution facility in Colorado Springs, CO. We have accomplished many critical and productive tasks this past year. We have built a fully trained dedicated staff of warehouse, labeling and distribution personnel.

The company is committed to continuous improvement to help us establish the quality, care, and organization you deserve for your store and customers. We established company standard operating procedures (SOP) to meet new regulations and guidelines established for dietary supplement manufactures and stringent cGMP's (current Good Manufacturing Practices). Our Quality Assurance department has assisted us in vital employee training on quality. Our department has spent countless hours training and testing our staff to these high standards. Each employee is trained and tested periodically to assure our quality goals are consistently being met with each order that ships. The company is dedicated to safety and recently had the Colorado State University come in and perform a "courtesy" safety audit.

Yes, we even have a mission statement and we are glad to share it with you:

Vitamer Operations Mission

- ✓ Receive orders from customers and process in the most efficient manner according to cost, inventory, quality, label accuracy and customer due dates while increasing customer loyalty and satisfaction.
- ✓ Maintain compliance through standards set by federal/state cGMP's, company SOP's, OSHA, and company policy.
- ✓ Support a safe and positive environment for all employees.
- ✓ Continue to build, forecast and implement new technologies and processes in the order cycle to continue to add value by reducing waste, cycle time and cost in the system.

We wish you the very best during the holiday season and a great year for you and your store in 2010. We look forward to working with you and your customers by providing the very best in quality, safety and value with your label!

—Matt Kelley and Evy McDonald, Distribution & Operations





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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

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Tell us your favorite Vitamer product and why, and you could win a \$25 American Express gift certificate!!! Email your pick to: technical@vitamer.com

Q: Why do you no longer list “corn” on the “Contains no” list on the side of the label?



ask
the
dietitian

A: In 2008, we started phasing out our previous “Contains No” statement on the side panel of our labels. The Food Allergen Labeling and Consumer Protection Act (FALCPA) created new requirements—and in order to fully meet customer demand and offer a clear picture of what our products do not contain, we phased in a label change to the “Contains No” statement to include (where applicable) artificial colors, flavors or preservatives; wheat, gluten, milk, eggs, peanuts, tree nuts, soy, crustacean shellfish and fish.

The items that are now removed from the full list are: corn, sugar, starch, grain and yeast. Many raw materials contain cornstarch and/or maltodextrin (from corn) as a sub-ingredient of one raw material. To allow more flexibility in our purchasing of raw materials (which helps avoid out-of-stocks), it is necessary to keep corn as an acceptable ingredient for our raw material standards. For customers concerned about sugar and starch, these ingredients would be clearly listed elsewhere on the label. Grain is now unnecessary and we do not add Candida or any other yeast to our products.

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

www.vitamer.com