

VITAMER

the vip

vitamerinformationpress

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Inside this issue:

<i>Vitamer Updates</i>	2
<i>Replacement for Alfalfa tabs</i>	2
<i>Magnesium stearate</i>	3
<i>Ask the Dietitian</i>	4

Upcoming Events

- Promote National Nutrition Month this month!
- March 11-14th is Expo West—come see us in Booth #1570 and arrange a tour of our manufacturing facility while you are here



Monthly Promo's:

Hi-Potency B-Stress Veg Tabs

- ✓ (VL244) 30, 60, 90 and 180 ct
- ✓ B-complex with vitamin C
- ✓ Contains "relaxation" herbs
- ✓ 1:1 Cal:Mag ratio

Hair, Skin & Nails Multi Veg Tabs

- ✓ (VL549) 60 ct
- ✓ Multi with specialty antioxidants
- ✓ Silica and MSM for collagen support
- ✓ Alpha lipoic acid and Activin® Grape Seed Extract

Dual Action Acidophilus & Bifidus® Caps

- ✓ (VL716) 50 and 100 ct
- ✓ Two well-researched strains of beneficial bacteria
- ✓ Uses identified strains BB-12® and LA-5®

Glucosamine Chondroitin MSM Tabs

- ✓ (VL839) 120 ct
- ✓ Provides three forms of glucosamine plus chondroitin
- ✓ Contains OptiMSM®

Buy in Dates: Feb 19–Mar 18th

Certified Organic Greens tabs

In 2007, we launched our 100% Organic Greens tabs (VL442) product. Months later, we incurred manufacturing issues with the product and had to cease production. Now, our R&D folks have found a way to better produce this product. They needed to add silicon dioxide to assist in manufacturing. That addition dropped the organic tier down from 100% organic to 95% organic—even though the two greens (wheat grass and barley grass) are still 100% organic themselves. Our reformulated Certified Organic Greens Tabs (VL442) is ready for sale, today!



About our Certified Organic Greens Tabs:

- An equal blend of wheat grass and barley grass, providing the nutritional benefits of both grasses
- Gluten free (yes, a wheat grass product that is gluten free!) — and tested through our Double Verified Gluten Free program to ensure there is no more than 10 ppm gluten. Gluten is typically not found in wheat or barley grasses, since they have not seeded into the gluten-containing plant portion at this stage.
- Contains chlorophyll, a natural detoxifier
- Four tablets per day provides 7 mg chlorophyll
- Vegan and vegetarian
- 180 ct



Place your order today! Fax your order to (800) 553-8773, call our Customer Service at (800) 432-8355, or contact your account manager.

Vitamer updates

- We have reformulated our strawberry **Show Me The Whey®** (VL970) and will begin shipping with lot 404658 around March.
- Our **Supreme Stress B caps** (VL826) will now come in an elongated capsule versus the previous capsule. There is only a very slight visual difference in length of capsule. No bottle size change is required.
- We have discontinued our **Ultimate Antioxidant** (VL134). We are almost out of the 120 ct and have less than 3 months of inventory of the 60 ct. Consider upgrading your antioxidant offering by replacing this with our Advanced Antioxidant Complex (VL158), which contains specialty antioxidants.
- We have discontinued the 60 ct size of our **Cholesterol Complex** (VL084) and are out of stock, but we still offer the 120 ct. Cholesterol Complex contains the amount of plant sterols the FDA concurs may lower cholesterol levels when part of a heart-healthy diet.
- We have discontinued all sizes of **Hawthorn 500 mg** (VL986) due to low sales. We will be out of inventory in about a month. In its place, you can offer our Hi-Allicin Garlic (VL082) or Ginkgo Biloba (VL980). Like Hawthorn, both of these plants may support healthy circulation.
- We have discontinued our **Vitamin B-6 300 mg** (VL214) and have 1-2 months' supply of both sizes (60 and 90 ct). We still offer Vitamin B-6 100 mg (VL215) in three sizes.
- We have discontinued the 250 ct size of **Bee Pollen** (VL920) but will continue to offer the 100 ct.
- We have discontinued the 50 ct size of **Chinese Ginseng** (VL982) and will be out of stock in about one month. 🍃

Peanut-free!

We're reprinting one of our most popular recipes:

Love Your Liver Cookies

Milk thistle, artichoke, and sunflower seeds are part of the Aster family. Current research indicates that plants in this family can help to repair damaged liver tissue. **Soy lecithin** is another great ingredient for liver cleansing—it provides an excellent source of choline. Choline is essential to every cell in the body. The liver packages fat and cholesterol to be distributed in the blood. Without choline, fat and cholesterol would accumulate in the liver, and our cells would harden—making nutrient transport in and out of the cell difficult. Research shows lecithin and choline are involved in memory and liver function, cardiovascular health, reproduction and athletic performance.

Ingredients

2 cups all purpose flour
 1 tsp baking soda
 1/2 tsp baking powder
 3/4 cup evaporated cane juice crystals (can use white sugar)
 3/4 cup packed brown sugar

3/4 cup butter, softened
 3/4 cup cold sunflower seed butter
 4 Tbsp Vitamer Soy Lecithin Granules (VL152)
 2 large organic eggs
 1 1/2 tsp vanilla extract

Preheat oven to 375° F. Combine flour through baking powder. In a separate large mixing bowl, beat butter, sunflower seed nut butter, lecithin, evaporated cane juice crystals and brown sugar until fluffy (about 2 min.). Add eggs and vanilla; beat until combined. Add in the flour mixture. Wrap dough in plastic wrap and refrigerate for 3 hours. Roll dough into small balls and place on an ungreased baking sheet and lightly press down with the back of a spoon. Bake for 10-15 minutes until golden. Cool 1 minute on sheet, then transfer to cookie rack to cool completely. Makes about 36 cookies.



Nutrition Facts per cookie: 130 calories, 10 gm carbs, 2 gm protein, 1 gm fiber, 7 gm fat (72 mg omega-3's)

Last month we announced that we had to discontinue Alfalfa tabs (VL708) due to raw material issues. Replace this discontinued product with our new Certified Organic Greens tabs (VL442) in the same "Greens" section! Here are some features and benefits of each product:

	Alfalfa tabs (VL708)	Certified Organic Greens tabs (VL442)
Organic status	Not organic	>95% organic
Chlorophyll content	n/a	7 mg per serving
Used for	Supporting healthy joints and regularity	Vitality promoting super food; detoxifying
Form	Vegetarian tabs	Vegetarian tabs
Other	Alfalfa powder and extract	Offers vitamins A and K

About Magnesium Stearate & Why We Use Excipients

Magnesium stearate is used as an excipient in dietary supplements. Excipients are processing aids that help manufacture dietary supplement tablets, capsules, and powders. They are often inactive substances that can also be used as carriers for the active ingredient(s). They are sometimes necessary to bind the actives so it is uniform inside the capsule / tablet. Excipients are listed in the "Other Ingredients" on a dietary supplement label. During manufacturing, if we have an ingredient that flows great, fills the capsule well and makes weight, then we don't need excipients—but this rarely happens. When we evaluate raw materials to use in manufacturing, some ingredients come in with different densities, textures, and moisture levels – and they can vary lot to lot. Our formulators use magnesium stearate as a lubricant to help powders flow consistently on the machine parts and to reduce the stickiness in powders.

Magnesium stearate is magnesium that has been combined with stearic acid.

Magnesium + Stearic Acid = Magnesium stearate

It has been given GRAS (Generally Recognized As Safe) status by the FDA. It is originally from palm or palm kernel oil and is not hydrogenated. It contains zero trans fats. The MSDS (Material Safety Data Sheet) describes skin and liver toxicity upon ingestion; however there are no toxicological data or limits on this ingredient.

Stearic Acid

Stearic acid is found in lard, poultry, fish, meat, eggs, butter, milk products, grains, cocoa, and coconut. It is the preferred fuel source for the heart muscle. Stearic acid can convert to oleic acid in the body. The average intake of dietary stearic acid in American women is 5,200 mg/day and 8,100 mg/day in men. (*Lipids*, 2005). Dietary consumption of stearic acid has gradually declined from 1987 to 1996. The top dietary saturated fats consumed in the U. S are 1) palmitic acid and 2) stearic acid. In dietary supplements, there can be roughly 5-25 mg magnesium stearate (=0.005 to 0.02 grams of fat) in a typical tablet. Even if one were to take 20 tablets/day, that would only equal 0.4 grams of fat.

Aren't saturated fats bad for you?

Not all saturated fats are bad in moderation. Studies in the past found that saturated fats raised cholesterol. Recently, regression analyses demonstrated that stearic acid has no effect on TC, LDL-C, and HDL-C levels—but palmitic, lauric, myristic do (especially when replaced for carbs). The current thinking is that stearic acid has a neutral effect on total and LDL cholesterol. One study, "A stearic acid-rich diet improves thrombogenic and atherogenic risk factor profiles in healthy males (*Eur J Clin Nutr.* 2001 February)," found "...stearic acid (19 g/day) in the diet has beneficial effects on

thrombogenic and atherogenic risk factors in males. The food industry might wish to consider the enrichment of foods with stearic acid in place of palmitic acid and trans fatty acids." Another study, "Influence of stearic acid on hemostatic risk factors in humans. (*Lipids*, 2005 December)" found that "Stearic acid, when present as cocoa butter, resulted in similar postprandial lipemia and factor VII activation compared with a meal containing high-oleic sunflower oil...when presented as shea butter...resulted in decreased postprandial lipemia and decreased postprandial activation of factor VII."

A person who eats a chocolate bar will ingest much more stearic acid than someone taking a dietary supplement with magnesium stearate.

I heard there are research studies citing evidence that magnesium stearate is harmful.

We examined these six studies often quoted as being harmful to human health. Here is each study and our take:

Study #1

Ulloth, Joel E. et al. Journal of Neurochemistry. Feb 2003.

Our take: This is an in vitro study (not human or even animal) that looked at stearic acid – not magnesium stearate. It is also only applicable to conditions of traumatic brain injury.

Study #2

Genevieve C., et al. Amer Jour of Med Sciences, July 1999.

Our take: This study looked at stearic acid – not magnesium stearate. It is also only applicable to conditions of cardiac ischemia/reperfusion injury (a condition where blood flow is blocked and then restored to the heart). The review notes that cardiac cell recovery is inversely proportional to the amount of stearic and palmitic free fatty acids in the reperfusate.

Study #3

DL Woodland, et al. The Journal of Immunology, Vol 144.

Our take: This study does not address magnesium stearate.

Study #4

TM Buttke, et al. Proc from the Nat'l Academy of Sciences, 1989.

Our take: This is an in vitro study on rat cells looking at stearic acid, not magnesium stearate. The rat cells may not have the enzyme needed to prevent effects of stearic acid.

Study #5 and #6

These studies are cited by some proclaiming ill effects from magnesium stearate, however we could not find the full text or journals linking to the issues/volumes and page numbers.

Vitamer Labs

Our company abides by a frequently-reviewed and stringent "Approved and Unapproved Ingredients List" for ingredients that can and cannot go into our products. Because using excipients ensures the integrity and quality of our products, we use them when necessary but in the smallest amounts possible.





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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

Q: Is vitamin E from soy?



ask
the
dietitian

A: Yes, the majority of vitamin E in dietary supplements is originally derived from highly refined soybean oil. Because the oil is 'highly refined' there are no soy proteins (or soy allergens) in the final product. It also means there are no phytoestrogens from soy in the final product, since phytoestrogens are not found in the oil portion of the soybean.

Questions? Email or call the Vitamer Technical Department at
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