

# VITAMER INFORMATION PRESS

Making *Your* Name

ISSUE 29

FEBRUARY 2000

## GET A JUMPSTART - BE HEART SMART!

**T**he human heart is the essential life giving organ of the body. About the size of a fist, the heart supplies oxygen and nutrients to cells at the rate of 70-80 times per minute. This equates to about 100,000 times per day and over the course of a year, that adds up to 36 million times! It's no wonder the heart muscle would benefit from proper nutritional support.

Many factors can affect the circulatory system. Elevated cholesterol (hypercholesterolemia) and high blood pressure (hypertension) top the list as the most frequent offenders. While many clinical studies show heredity plays a factor in heart disease,

research also confirms that nutrition and exercise are key to keeping your heart healthy.

With all the products on the market, consumers may wonder what supplements can be of cardiovascular benefit. Here's a rundown of the most commonly used supplements to support heart health:

- Vitamin E (antioxidant protection)
- B-Complex (supports healthy homocysteine levels)
- CoQ10 (involved in energy metabolism)
- Grape Seed Extract (powerful antioxidant)
- EPA (supports heart health)

In celebration of Heart Health Month, why not display heart healthy supplements with YOUR name on them? A decorative end cap display with other heart healthy foods can prove to be eye catching. Provide lowfat recipes, demos, or a local speaker, and offer your customers an opportunity to learn more about the benefits of heart healthy nutrition.

*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any diseases.*

## SHOW ME THE WHEY™—TO BETTER HEALTH

**RESEARCH SHOWS** that whey protein powder provides a readily available, easy-to-use form of protein. In addition, whey protein can benefit our health by supporting the immune system, providing protection similar to soy protein isolate.

Our no sugar or lactose added **Show Me The Whey™** (VL #967) provides premium quality whey from cows not treated with rBGH or antibiotics. Your customers can expect a great tasting whey protein with added stevia for safe sweetening power. Our whey protein is a superior quality protein that's easy to digest, blends smoothly, and is a great source of glutamine. Our **Show Me The Whey™** will really give you a boost! Perfect for:

- Providing a high quality protein source

- Supporting lean muscle mass
- Supporting immune system health
- Those following low carbohydrate diets
- Those seeking a safely sweetened protein powder without added calories
- Lactose intolerant individuals

### YUMMY RECIPES

#### Peanut Butter Splash

1 scoop Show Me The Whey™  
6-8 oz. water  
½ frozen banana  
1 teaspoon natural peanut butter  
1 teaspoon cocoa or carob powder (unsweetened)  
Blend with 3-4 ice cubes, and enjoy this power house of nutrition!



#### Banana Berry Blast

1 scoop Show Me The Whey™  
6-8 oz. water  
½ cup frozen strawberries  
½ frozen banana  
Blend with 2-3 ice cubes, and savor the flavor of summer!





Dear  
Technical ...

- Q. What is the difference between Vitamin E (VL#120), and Vitamin E with Mixed Tocopherols (VL #123)?
- A. Vitamin E, also referred to as d-alpha tocopherol, is the most well known and researched isomer of vitamin E. The term "isomer" refers to the different versions of a nutrient in the same family. Our Vitamin E (VL#120) provides pure 100% d-alpha tocopherol as d-alpha tocopheryl acetate. Vitamin E with Mixed Tocopherols (VL#123) provides the d-alpha tocopherol isomer with other isomers of vitamin E including d-beta, d-gamma, and d-delta tocopherols. By providing a mixed tocopherol supplement, the ratio is most similar to how vitamin E is found in nature. Foods containing d-alpha tocopherol usually contain other vitamin E isomers as well. Both products are premium quality 100% natural vitamin E.

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