

NATIONAL NUTRITION MONTH

As National Nutrition Month sneaks up on us once again, many of you may be wondering what you can do to spice up interest of general nutrition topics in your nutrition department. Because of the vast array of products available in the natural foods market, consumers are often confused about what supplements to take. Studies show that while people may not obtain adequate amounts of nutrients from their diet, dietary supplements can help provide the necessary nutrients for optimal health.

In fact, a new report shows that while 50% of Americans are

overweight (the highest in the world), they are also as malnourished as those who are underfed in third world countries.

Most of your customers already know the importance of good nutrition. Providing information and guidance on which products to choose is where they rely on your expertise. Basics are always best to start out with: a good multiple, vitamin C, vitamin E, and calcium if necessary. To help highlight *your* brand of supplements, create a National Nutrition Month end cap display by making a fruit and vegetable mobile out of recycled cardboard cut into the shapes of

apples, bananas, broccoli, etc. Use bright colors to paint, and hang it near the display. Provide vegetarian recipes, samples, or even a quick, healthy cooking demo on a Saturday morning to give customers fresh ideas for cooking up healthy meals. Promo the basics together, such as:

- **Ultimate One** (VL# 508) and **Day Long C** (VL# 319) for maximum prolonged release support
- **Ultimate Senior** (VL# 503) and **Vitamin E** (VL# 123) for mature consumers
- **Ultimate III** (VL# 510) and **Dry Vitamin E** (VL# 402) for a vegetarian combo

SCIENCE OR COMMON SENSE?

JUST WHEN YOU THINK you understand it all, a new study is released about a particular nutrient or botanical, casting either a shadow of doubt or a glimmer of scientific hope. Recently, a study by the University of Southern California demonstrated a link between high vitamin C intake (from supplements) and increased risk of arteriosclerosis (hardening of the arteries). Yet there are numerous studies published demonstrating vitamin C is a potent antioxidant, and when taken in larger amounts can contribute to improved health. Linus Pauling's research paved the way for vitamin C's popularity in the beginning of the natural foods boom.

It's important to really evaluate how studies are conducted to determine whether or not other contributing factors were taken into consideration. Sometimes a study may find a link between two agents, but does not necessarily determine if

there was a cause and effect relationship and whether or not that relationship was the focus of the study. Many of us may already know from experience how something works for us personally, or for our friends and loved ones. Ancient cultures knew the benefits of herbs and botanicals, without clinical evidence to rely on.

Clinical studies often try to test a researcher's particular scientific theory or common beliefs people have, to determine whether or not they are indeed valid. This is where science steps in and can improve lives, health, and reduce the death rate. In either case, the more studies and research conducted, the better it is for everyone. More often than not, it takes an analysis of years of research to come up with conclusive evidence on a cause and effect relationship. As the natural health industry grows, research and science advances, blurring the line

between natural and traditional medicine.

Until a conclusion is reached, science will continue to test complex theories *and* common sense. Like the two recent studies that validate what we all already know: vacations are relaxing and add longevity to our lives, and meditation helps us relax. Did we really need a research team to verify this?

You may notice a change in our **Ultimate Extracts™ Standardized Saw Palmetto** (VL #973) which is now extracted using a new technology called "Super Critical" CO₂ extraction. This method uses no solvents and processes the extract under cool temperatures, resulting in a solvent free extract without destroying volatile fatty acids or sterols. The new Saw Palmetto is lighter in color (compared to our older dark brown one). The product is still standardized to contain 85-95% fatty acids and sterols.



Dear
Technical ...

Q: Where does the vitamin D source, *cholecalciferol* come from?

A: Cholecalciferol is derived from oil extracted from sheep wool (lanolin). This is considered a vegetarian source (the animal is not harmed, just sheared), but not vegan. Thus, our multiples listed as vegetarian are not considered vegan.

Note: A complete list of our products that are considered vegan is available through our Customer Service department. It can also be found in the "Mini Lines" category of our Product Reference Guide.

VITAMER INFORMATION PRESS

Making Your Name

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We will be at the **Anaheim Natural Products EXPO** this year. Since our manufacturing facility is in close proximity to the show, we are offering **free tours to our customers!** This is a great opportunity to get a glimpse behind the scenes. Talk to your sales representative if you are interested. Come by and see us at **Booth #3814**, we look forward to seeing you!

VITAMER
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