

# VITAMER<sup>®</sup>

## the vip

vitamerinformationpress

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### CoQ10 May Provide Benefits Following Intensive Exercise

A study in the *European Journal of Nutrition* looked at CoQ10 supplementation in 20 ultra-runners participating in a 50 km race. This is reported to be the first study to examine the effects of CoQ10 supplementation in relation to inflammation and oxidative stress associated with endurance exercise.

CoQ10 has previously been studied for its roles in cognitive health, heart health, and anti-aging. And in the U.S., its use has been boosted by the rise in popularity of statin drugs, which deplete the body's natural stores of CoQ10.

In the present study, the 20 ultra-runners were divided into two equal groups. One group received one 30 mg capsule of CoQ10 two days before the run, three 30 mg capsules the day before the run, and then one capsule one hour before the run. The other group received a placebo at the same periods. The test run involved a 50 km distance across Europe's highest road in the Sierra Nevada.

According to the results, the placebo group displayed a 100% increase in levels of 8-OHdG, a marker of oxidative stress. On the other hand, the runners taking the CoQ10 supplements only had a 37.5% increase in this marker.

Overall, daily CoQ10 supplementation was associated with reduced levels of markers of oxidative stress and inflammation, as well as a reduction in creatine excretion, a measure of muscle damage.

We offer several potencies of CoQ10:

- VL 197 CoQ10 30 mg Veg Caps
- VL 199 CoQ10 60 mg Veg Caps
- VL 162 CoQ10 100 mg Veg Caps
- VL 163 CoQ10 300 mg Veg Caps
- VL 198 CoQ10 100 mg Softgels
- VL 165 CoQ10 200 mg Softgels



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### Upcoming Events

- We will be closed February 20th for President's Day
- See us in Anaheim at NPE-West, March 9-11. We will be in Booth 1473



### ask the dietitian

**Q:** Where is the vitamin D in your new VL 571 Women's and VL 572 Men's Once Daily sourced?

**A:** From Lanolin from sheep. The products are vegetarian as the sheep are not harmed.

**Q:** Where do the shellfish used to derive glucosamine in VL #s 193, 195, 415, and 001 originate from and are they acquired by sustainable practices?

**A:** The shellfish come from the China Sea, and yes, in order to achieve sustainable fisheries, protect the fragile marine environment, and restore fish stocks to healthy levels, the Chinese government has ruled for a closed fishing season from June 15 – September 15th of each year.

- VL 193 Glucosamine Chondroitin Caps
- VL 195 Glucosamine Sulfate 500 mg Tabs
- VL 415 Super Joint Complex<sup>®</sup>
- VL 001 Glucosamine Chondroitin Complete<sup>®</sup>

## Vitamer Updates

- ✓ **New Product** - Show Me The Whey® - Natural Flavor (VL 974). Now with no added sweeteners or flavors. This extension of our non rBGH Show Me The Whey® line is in stock and ready to ship. It is available in a 16 oz can and can be used in baking and cooking or in smoothies and drink mixes. Enjoy the naturally sweet flavor of whey!
- ✓ VL 503 formerly Ultimate Senior Multi® has a new, revised formula and is now called Healthy Aging Multi
- ✓ VL 171 Resveratrol 150 mg has label changes that will be effective starting with Lot #410742

The following products have minor label changes that will be phased in.

- ✓ VL 415 Super Joint Complex® has a few label changes
- ✓ VL 706 Enzyme Complex has label changes
- ✓ VL 978 Echinacea 400 mg has label changes
- ✓ VL 159 Alpha-Lipoic Acid 300 mg has label changes
- ✓ VL 223 Niacin 500 mg Tabs has label changes
- ✓ VL 139 Super Fiber Tabs has label changes

All of the new labels and their formula changes can be seen at [www.vitamer.com](http://www.vitamer.com)

## 2011 New Products

- VL 692 Bone Support Formula (vegan) vcaps
- VL 720 Colon Support vcaps
- VL 753 L-Theanine 200 mg vcaps
- VL 754 5-HTP 100 mg vcaps
- VL 969 Show Me The Whey® Chocolate (reformulated) - now with organic, Fair Trade Certified® Cocoa and richer tasting chocolate flavor!
- VL 974 Show Me The Whey® Natural Flavor

## 2012 New Products

- VL 571 Women's Once Daily veg tabs
- VL 572 Men's Once Daily veg tabs

VL 571 and 572 are additions to our NBC (National Brand Comparison) products and are like the best selling Rainbow Light® Women's One™ and Men's One™.

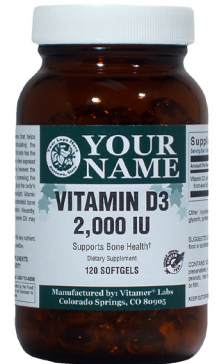
Order these now through your Account Manager or by calling 1-800-432-8355.



## More Evidence for Vitamin D and Spinal Cord Health

In recent years, low levels of vitamin D have been linked to a variety of autoimmune conditions, including multiple sclerosis. However, the importance of vitamin D in non-MS spinal cord diseases is relatively unknown. Transverse myelitis (TM) is a disease of the spinal cord myelin sheath, in which symptoms include back pain and weakness in the legs. Neuromyelitis optica (NMO) is a disease of the central nervous system that affects the optic nerves and spinal cord.

Recently, researchers at Johns Hopkins University in Baltimore investigated the association between low serum vitamin D levels and recurrent spinal cord disease. Data on vitamin D levels among 77 patients with monophasic (having only one phase or stage) and recurrent inflammatory diseases of the spinal cord were analyzed, adjusting for season, age, sex, and race.



The study found that vitamin D levels were significantly lower in patients who developed recurrent spinal cord disease. The researchers suggest that there may be an association between lower total 25-hydroxyvitamin D levels in patients with recurrent TM/NMO/NMO spectrum disorders as compared to their counterparts with monophasic disease. They also stated that this is consistent with other recurrent autoimmune conditions, and it points to a common link between low vitamin D levels and immunologic dysregulation.

Vitamer offers four Vitamin D3 products:

- **VL 832 Vitamin D3 400 IU Softgels**
- **VL 110 Vitamin D3 2,000 IU Softgels**
- **VL 106 Vitamin D3 1,000 IU Softgels**
- **VL 107 Vitamin D3 5,000 IU Veg Tablets**

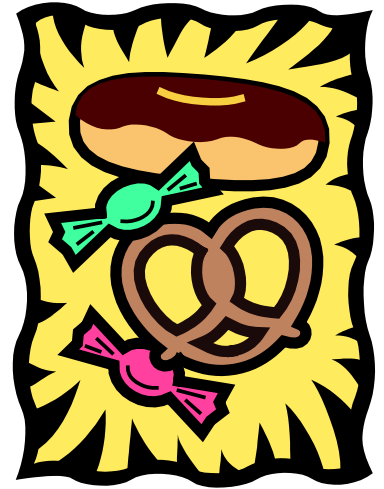


## Need a Pick-Me-Up?

### Why a Sugar Rush May Not Be the Answer

A study published in the November 17th, 2011 issue of the scientific journal *Neuron* found that protein, and not sugar, activates the cells responsible for keeping us awake and burning calories. This research has implications for understanding obesity and sleep disorders. Wakefulness and energy expenditure rely on "orexin cells," which secrete a stimulant called orexin/hypocretin in the brain. Reduced activity in these unique cells results in narcolepsy and has been linked to weight gain.

Scientists at the University of Cambridge compared the actions of different nutrients on orexin cells. They found that amino acids – the building blocks of protein -- stimulate orexin neurons much more than other nutrients.



Electrical impulses emitted by orexin cells stimulate wakefulness and tell the body to burn calories, and the scientists wondered whether dietary nutrients alter those impulses. To explore this, they highlighted the orexin cells (which are scarce and difficult to find) with genetically targeted fluorescence in mouse brains. They then introduced different nutrients, such as amino acid mixtures similar to those in egg whites, while tracking orexin cell impulses. They discovered that amino acids stimulate orexin cells.

Previous work by the group found that glucose (a sugar) blocks orexin cells (which was cited as a reason for after-meal sleepiness), so the researchers also looked at interactions between sugar and protein. They found that amino acids stop glucose from blocking orexin cells; in other words, protein negated the effects of sugar on the cells.

These findings may shed light on previously unexplained observations showing that protein meals can make people feel less calm and more alert than carbohydrate meals.

The researchers believe that not all brain cells are simply turned on by all nutrients, and dietary composition is critical.

To combat obesity and insomnia in today's society, more information on how diet affects sleep and appetite cells is needed. For now, these researchers suggest that if you have a choice between jam on toast, or egg whites on toast, go for the latter. Even though the two may contain the same number of calories, having a bit of protein will tell the body to burn more calories out of those calories that are consumed.

Vitamer offers several protein powders to supplement the diet:

- VL 967 Show Me the Whey® - Vanilla
- VL 969 Show Me the Whey® - Chocolate
- VL 970 Show Me the Whey® - Strawberry
- VL 974 Show Me the Whey® - Natural
- VL 968 Non-GMO Soy Protein Powder
- VL 964 Non-GMO Ultimate Soy-Spirulina Protein Powder® - Chocolate
- VL 965 Non-GMO Ultimate Soy-Spirulina Protein Powder® - Vanilla
- VL 956 Certified Organic Soy Protein Powder - Vanilla
- VL 957 Certified Organic Soy Protein Powder - Chocolate



# HAPPY NEW YEAR!

We hope 2012 will be a year filled with good health, joy and prosperity.



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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

## **New Evidence Supporting Soy Protein Supplementation**

A new study published in the *European Journal of Clinical Nutrition* shows that soy protein supplementation as compared to dairy milk protein improves lipid profiles in healthy individuals. This study was a randomized, controlled trial that included 352 U.S. healthy adults, and was conducted from September 2003 to April 2008. Participants in the study were assigned to either 40 g/day supplementation of soy protein, milk protein, or complex carbohydrate in random order for 8 weeks.

According to the results, total cholesterol reduction as well as total/HDL cholesterol ratio reduction was statistically significant with soy protein supplementation compared to carbohydrate. And compared with milk protein, soy protein supplementation significantly increased HDL and significantly reduced total/HDL cholesterol ratio as well as lowered LDL cholesterol. The results of this study are intriguing in that the risk reduction benefits were observed in healthy individuals who did not have hypercholesterolemia.

The National Cholesterol Education Program emphasizes the importance of therapeutic lifestyle changes for primary prevention of high cholesterol. This includes dietary modification, body weight reduction, and increased physical activity. *There is increasing evidence that consumption of soy protein in place of animal protein lowers blood cholesterol levels and may provide other cardiovascular benefits.*

Several previous research studies have also demonstrated that soy protein reduces LDL ('the bad') cholesterol and increases HDL ('the good') cholesterol, supporting the 'soy protein for heart health and cholesterol-lowering' claim that is approved in 12 countries around the globe.

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Questions? Email or call the Vitamer Technical Department at [technical@vitamer.com](mailto:technical@vitamer.com) or 1-888-897-8914  
To place an order, call 1-800-432-8355 or fax to 1-800-553-8773.

[www.vitamer.com](http://www.vitamer.com)