

VITAMER[®]

the vip

vitamerinformationpress

Happy New Year!



All the better to see you with....

Eighty percent of learning comes by way of vision during the first twelve years of life. Growth, development, and academic success are directly linked to good vision.

At any age, however, healthy eyes are important for obvious reasons, and routine eye exams are crucial. Exams can detect vision problems that can be treated if caught early. Many eye conditions do not have signs or symptoms to let you know there is a problem. For a suggested eye exam schedule, see page 2. Here are the top two eye conditions where nutrition plays an important role:

Age-Related Macular Degeneration

The Age-Related Eye Disease Study from the National Eye Institute (NEI) is the first large clinical trial to test the effect of a high dose antioxidant vitamin combination plus zinc on preventing or delaying the progression of AMD and its associated vision loss.

The antioxidant vitamins and zinc supplement lowered the risk of developing advanced AMD by about 25% in the subjects who were at high risk for developing advanced AMD. In the same high-risk group, supplements also reduced vision loss by 19%. The doses tested were: 500 mg vitamin C, 400 IU vitamin E, 80 mg zinc, and 2 mg copper.

According to researchers, this supplement combination is the first

effective treatment to slow the progression of AMD. The NEI concluded that persons older than 55, with signs of intermediate to late vision loss due to AMD, should consider taking a supplement such as that used in this trial. Effective treatment can delay progression to advanced AMD in about 300,000 people who are at high risk.

Cataracts

Recent studies compared dietary and supplement intakes of antioxidant vitamins with development of cataracts. Many of these studies have shown that antioxidant vitamins may decrease the development or progression of this disease. A recent study demonstrated that higher dietary intakes of lutein, zeaxanthin and vitamin E were associated with a significantly lower risk of cataract formation.

Nutrition is key

Given the positive association between nutrition and cataracts and AMD, it seems prudent for people to increase the amount of certain antioxidants in the diet. Eating five servings of fruits and vegetables each day as currently recommended by the National Cancer Institute and USDA is one way to meet these nutrient recommendations. Dietary supplements such as vitamins A, C, E, certain trace minerals and lutein are an alternative source.

Source and information taken from: American Optometric Association website: www.aoa.org

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Upcoming Events

- Stock up on supplements for the winter!



Monthly Promo's:

Vitamin D3 5,000 IU Veg Tabs

- (VL107) 60 ct
- ✓ Vegetarian
 - ✓ Scored tablet makes it easy to split the dose in half

Hi-Potency B-Stress Veg Tabs

- (VL244) 30, 60, 90 and 180 ct
- ✓ Vegan
 - ✓ Provides high dose C and B vitamins, plus "relaxation" herbs

Omega Fusion™ Natural Lemon Flavored Fish Oil

- (VL448) 16 fl oz
- ✓ The best-tasting fish oil we've tried, and free of fishy aftertaste!
 - ✓ Just two teaspoons provides over 1,000 mg of omega-3 fats
 - ✓ Ultra-purified and molecularly distilled

Life Multi Complete® Veg Tabs

- (VL542) 90, 180 ct (NEW SIZE!)
- ✓ Vegetarian
 - ✓ Whole food concentrates
 - ✓ Compare to Nature's Plus® Source of Life® multi

Buy in Dates: Jan 19–Feb 18th

Vitamer updates

• We would like to let you know that we have updated information on two of our probiotic products:

- ✓ **Dual Action Acidophilus & Bifidus®** (VL716)
- ✓ **Probiotic Quattro** (VL717)

During a routine Quality Assurance review of room temperature stability studies, it was noted that we need to decrease the Best By dating period on the products listed above. The decrease will ensure full potency at the Best By date without requiring refrigeration. Thus, the shelf life of VL716 Dual Action Acidophilus & Bifidus® will be reduced to 15 months (from 24) and the shelf life of VL717 Probiotic Quattro will be reduced to 18 months (from 24).

As a reminder, we recently launched a new multi-strain, high potency probiotic called **Multi-Flora Probiotic** (VL718). This product contains five strains and 8 billion active cells at the Best By date. The shelf life is 18 months. It is our only probiotic that requires refrigeration at all times. For more information or if you haven't yet ordered this, please inquire with your Account Manager. 🍃

We get questions...

Q: What is the definition of "vegan"?

A: According to the Vegan Society, "veganism" denotes "a philosophy and way of living which seeks to exclude — as far as is possible and practical — all forms of exploitation of, and cruelty to, animals for food, clothing or any other purpose; and by extension, promotes the development and use of animal-free alternatives for the benefit of humans, animals and the environment. In dietary terms it denotes the practice of dispensing with all products derived wholly or partly from animals."

Vitamer labels products as "suitable for vegans" when there is no animal or insect involved in the ingredient(s). Find this sentence at the end of the "Contains No" statement on each label. For example, a product would not be labeled as suitable for vegans if it contained bee products, lac insect products (food glaze) or sheep's wool (lanolin, used for vitamin D3 production).

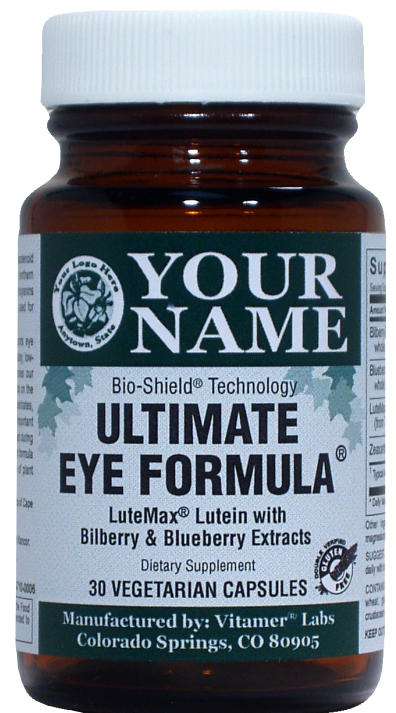
The better to see you with, continued from Page 1...

Patient Age:	Recommended Eye Exam Intervals	
	Risk Free / Without Symptoms	At Risk
Birth to 24 Months	At 6 months of age	By 6 months of age or as recommended
2 to 5 years	At 3 years of age	At 3 years of age or as recommended
6 to 18 years	Before first grade and every 2 years thereafter	Annually or as recommended
18 to 60 years	Every two years	Every one to two years or as recommended
61 and older	Annually	Annually or as recommended

Vitamer offers the following Eye Health products:

- ✓ **Ultimate Eye Formula® vcaps (VL995)**
- ✓ **Ocu Complete® caps (VL002)**
- ✓ **Lutein 20 mg softgels (VL180)**

Plus, lutein and zeaxanthin can be found in many of our multivitamin/minerals and our Advanced Antioxidant Complex (VL158).



Another reason to choose organic

FDA releases antibiotic use in U.S. conventional livestock and poultry

The annual volume of antibiotic use on factory farms in the United States: 29 million pounds in 2009, according to a recently released report by the FDA's Center for Veterinary Medicine. This is the first time the FDA compiled the amount of use of antibiotics.

According to the FDA's *Federal Register*, "Because antimicrobial drug use contributes to the emergence of drug resistant organisms, these important drugs must be used judiciously in both animal and human medicine to slow the development of resistance. Using these drugs judiciously means that unnecessary or inappropriate use should be avoided..."

The FDA expressed public health concerns regarding the potential impact of antibiotic use in food-producing animals and antimicrobial resistance, and will monitor

usage going forward. They intend to issue further guidance in the future.

While antibiotics are not present in the final food products that are consumed, their use during production is of concern for many, as more use may cause bacteria to become resistant.

Organic practices prohibit the use of hormones, antibiotics or other animal drugs in animal feed for the purpose of stimulating the growth or production of livestock. If an antibiotic is used to restore an animal to health, that animal cannot be used for organic production or be sold, labeled or represented as organic. Thus, organic practices avoid the abuse of antibiotics that could have profound consequences for treatment of disease in humans, including the serious dangers of antibiotic-resistant bacteria. *Source: Organic Trade Association.*



The Benefits of Potassium

Potassium is an essential trace mineral and electrolyte. It helps normalize blood pressure. Potassium's electrolyte function helps normalize heartbeats, nerve impulses and muscle contractions.

Large population studies suggest that higher intakes of potassium are associated with lower risk of stroke, osteoporosis, hypertension and kidney stones.

Most Americans are not meeting their daily potassium needs, according to the latest report released by the *2010 Dietary Guidelines* Advisory Committee. Many pharmaceutical drugs lower the body's potassium as a side effect, while others raise potassium levels. Medical conditions may also raise or lower potassium levels in the body.

Potassium is found in potatoes, prunes, (or prune juice), beans, lentils, peas, bananas, spinach, tomatoes, oranges, milk and yogurt.

Vitamer offers Potassium 99 mg in vegetarian tablets (VL712). This is the maximum amount of potassium per tablet allowed for non-prescription supplements. The potassium used in these tablets is mined from the earth and is not derived from seaweed. Our product is suitable for vegans.

Did you know?

- ✓ High blood pressure (hypertension) affects 1 in 3 adults, according to the American Heart Association
- ✓ A recent study found that if teens cut their salt consumption by 3,000 mg per day, they would lower their risk for hypertension by 30-45% as adults
- ✓ The DASH diet (Dietary Approaches to Stop Hypertension) is one proven way to manage the condition. It focuses on eating foods high in potassium, calcium and magnesium and low in salt and saturated fat
- ✓ Normal blood pressure should be less than 120/80 mmHg





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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



ask
the
dietitian

Q: What does “bioavailability” mean?

A: According to the National Institutes of Health’s Office of Dietary Supplements, bioavailability “refers to the amount of [the nutrient] in food, medications, and supplements that is absorbed in the intestines and ultimately available for biological activity in your cells and tissues.”

Questions? Email or call the Vitamer Technical Department at
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