

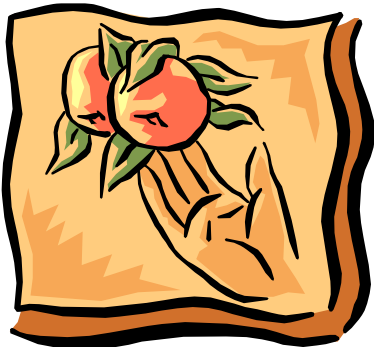
# VITAMER INFORMATION PRESS

Volume 3, Issue 7

## Get Your Vitamin C Without Popping Another Pill

**V**itamin C is an essential part of most daily nutrition routines due to the extensive research on its numerous health benefits on the body. Most widely known as an immune booster and antioxidant, vitamin C is also essential to growth and repair of collagen, which is the major connective tissue found in skin, ligaments, cartilage, bones and teeth. Vitamin C plays a big role in its interaction with the absorption of other nutrients such as iron, calcium and folic acid.

Vitamin C is not manufactured by the body so it must be provided in the daily diet. It is water-soluble and is quickly absorbed from the intestine and is used by the body in about two hours, usually leaving the body within three to four hours of ingestion. Consuming plenty of fresh fruits and



vegetables throughout the day would be ideal for receiving

adequate vitamin C but, for most, this is an unrealistic everyday goal. Many consumers want to take vitamin C but feel they just simply cannot add another pill to their daily routine. This is why Vitamer Labs now offers a great tasting chewable C that can be chewed on after meals to help break up the boring pill popping regimen.

### Vitamer's New Great Tasting Chewable Vitamin C (VL882)

- ❖ 500 mg of Vitamin C per wafer
- ❖ Contains additional goodies to help maximize utilization including rose hips, bioflavonoids, heperidin, rutin, acerola, green pepper and black currant.
- ❖ Sweetened with fructose, sorbitol and natural raspberry and cherry flavors.
- ❖ Great product for both children and adults.
- ❖ Packaged in amber shaded glass bottles protecting the vitamin C, which can lose its potency through exposure to light, heat and air that stimulate oxidative enzymes.
- ❖ Great addition to a healthy diet and lifestyle!!

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### ANNOUNCEMENTS:

#### *Product Reformulation*

- Vitamin A 25,000 IU (VL182) has been lowered to the potency of 15,000 IU. To avoid confusion, the new potency will have a different product number of VL184.

Vitamer still offers a vitamin A product containing 25,000 IU in product number VL102.

#### *Discontinued Products*

- Oxy Protector (VL 136) Our current supply should last approx. four (4) weeks.
- Vitamin A 25,000 IU (VL182) has been discontinued because of the change mentioned above.

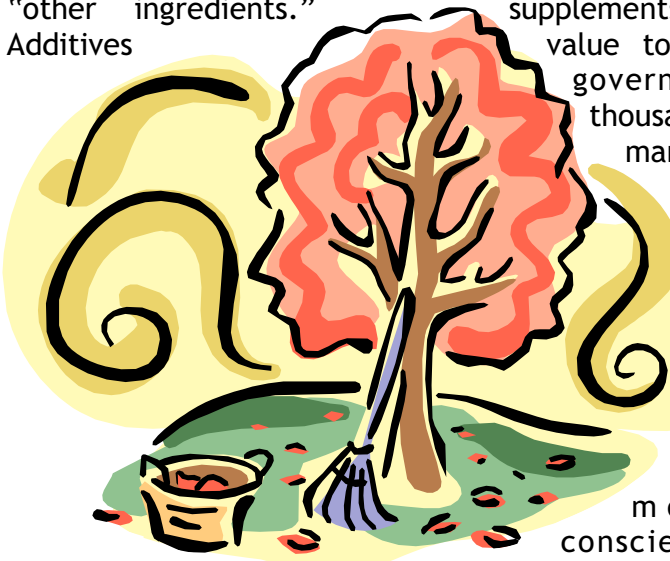


# Why All The Additives?

By Susan Malie, R.D.

Most people are unaware of the numerous additives added to our food supply. One can easily confirm this by simply reading the ingredients on food packages and supplement labels. Labels often consist of a vast array of "other ingredients."

Additives



are considered non-nutritive because they do not supply essential components that are needed and used by the body such as carbohydrates, fats, protein, vitamins or minerals. Research shows that many of these additives not only provide no nutritive value, but they can also be potentially dangerous to the body by possibly contributing to such things as liver and kidney damage and cancer. They have also been

shown to lead to allergies and hyperactivity in children. This is why large amounts of additives should be avoided as part of a healthy diet.

The question is why are all of these non-nutritive ingredients invading our foods and supplements if they provide no value to the body? The government approves thousands of additives, many of which have not been adequately tested as safe for human consumption. Be aware that not just junk food eaters are at risk. Even the more health conscience consumers

must be careful since dietary supplements can be filled with additives. Food coloring and other food additives are often used to mask poor quality and often replace more expensive natural ingredients. With the addition of chemicals, manufacturers can create a visually appealing product that would otherwise look less desirable. Their addition should stimulate a flashing yellow light in your brain signaling *caution*. A good indicator of a high quality manufacturer is one that does not load their products full of additives.

Part of the problem is that the

average consumer will purchase a product based on the cost and visual appeal. In the meantime, they never actually check the label. Chances are if your multiple vitamin is a bright pretty color, with the exception of the naturally bright orange-yellow color of CoQ10, it has food coloring added. Whitening agents are sometimes added to products, such as CoQ10, to tone down the natural color of the raw material. This is a good example of an unnecessary addition to a dietary supplement. Vitamer's CoQ10 products (VL 197, 198 & 199) are manufactured without the use of coloring agents. Our CoQ10 has a naturally bright color that looks just as appealing as other CoQ10

The addition of chemicals to your dietary supplements should stimulate a flashing yellow light in your brain signaling *caution*.

products on the market. So why take the risk with potentially dangerous ingredients when you can purchase pure CoQ10 with out all of the other stuff!

Many people believe that if an ingredient does not have any negative research on it, it must



be ok to use. They use the old saying “No news is good news” but this is actually not true. Often times the lack of negative press on an additive simply means that it has not

Vitamer does not use unnecessary ingredients that may be unsafe for human consumption.

been researched or tested, which is actually a very scary factor when it comes to your health. Many additives are used in products for years and when they are finally researched, they became banned from the market due to the eye opening results.

Consumers need to be educated on how to read labels on the foods and supplements they are purchasing in order to determine how “healthy” the products actually are. Besides all of the possible negative health consequences, food additives leave less room for the active ingredients, which is what you are paying for. Buyer Beware! Start opening your eyes and learn to distinguish the difference between a supplement that contains high-quality premium ingredients versus products that may appear to be a better bargain

but are filled with additives, artificial colors, flavors and sugar.

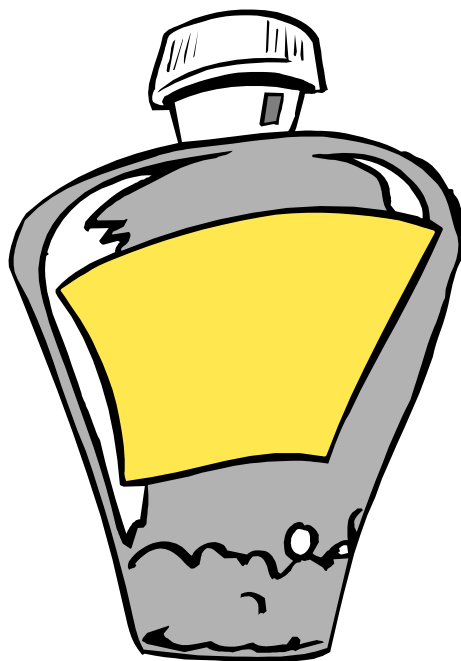
The bottom line is that you do not have to research every ingredient on your labels to determine if they are safe or not. Just simply choose foods and supplements that have a minimal amount of other ingredients added. Remember that not all other ingredients are unsafe. Many times excipients must be added in small amounts to dietary supplements to help create the perfect consistency of the material – allowing it to flow through the manufacturing machines.

Vitamer does not use unnecessary additives or other ingredients that may be unsafe

for human consumption. Only safe, high-quality excipients are used. Magnesium and calcium stearates are often added as lubricants, which are derived from natural plant material. These necessary additions pose no risk on health. Silica is an inert powder derived from natural rock and is used as an anti-caking flow agent. It is



completely safe and needed for manufacturing. When making time released products we use cellulose as a binder which is natural fiber material from plants. Cellulose is also used as a natural filler and coating agent. A small amount of other ingredients is often required, but be sure to avoid products that contain a paragraph of components you cannot even pronounce, because it may become detrimental to your health.



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## ASK THE DIETITIAN

**Q:** Help! I have allergies to seafood and have heard that calcium carbonate is often obtained from oyster shells. Does Vitamer carry any sources of calcium carbonate that would be safe for me?

**A:** All of our products that contain calcium carbonate would be safe. Our calcium carbonate is always in its purest form – mined from the earth.

