

# VITAMER INFORMATION PRESS

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## Essential Fat Supplements - Which One Is Right For You?

**E**ssential Fatty Acid (EFA) sales are rising in the dietary supplement industry, especially among private label products. The increase in sales is with good reason as the research on the benefits of EFAs are simultaneously on the rise. There are a plethora of EFA products on the market, such as flax, borage, evening primrose and EPA/DHA products. Consumers are often confused about which one is right for them. Below is a guide to help both you and your customers choose the right EFA supplement.

### At Risk for Heart Disease?

The American Heart Association recommends three servings of fatty fish per week to reduce the risk of heart disease, due to the EPA and DHA compounds naturally found in fish such as salmon, tuna and cod. EPA and DHA have been shown to offset the high consumption of trans and saturated fatty acids consumed in the typical American diet. Recommendations for consumers wanting an essential fat supplement to help support heart health may include the following:

- EPA (VL137) - for non-vegetarians
- Organic Flax Seed Oil (VL131) - for those who don't consume fish products, flax seed oil provides EFAs that partially convert to EPA and DHA in the body.

Those looking for immune support and brain development might benefit from EPA or flax.

### Need Joint Help?

Research has found that GLA, a compound found in certain EFA supplements, may assist in reducing arthritis pain and decrease the need for non-steroidal anti-inflammatory drugs (NSAID). It has been shown that close to 30% of patients on long-term NSAID

treatment develop ulcers of the stomach. GLA not only assists in reducing the symptoms of rheumatoid arthritis, but it can also protect the stomach lining against gastric acid. The following products contain GLA and are a good choice for consumers taking EFAs for joint health:

- Borage Oil (VL133)
- Evening Primrose Oil (VL132)

Who else might benefit from borage and evening primrose oil? People suffering from skin disorders such as eczema, psoriasis, atopic dermatitis or PMS.

### Looking for Cholesterol/Blood Pressure or General Health Support?

A combination essential fat product is perfect for individuals taking EFAs for a variety of reasons, or those just looking for general health support. All essential fat products may assist with blood pressure and cholesterol regulation. The following product is a good choice for those individuals seeking a combination EFA product:

- Ultimate Omega Complex™ (VL138) - a combination of borage, flax and fish oil

### Why Choose Vitamer's EFA Products?

- All our fish oil products are tested safe for heavy metal contamination
- Borage, evening primrose and flax are cold pressed at low temperatures and hexane free
- Borage and flax are grown in Canada and free of herbicides and pesticides
- Flax is organic, unfiltered and unbleached for a pure and wholesome product
- Ultimate Omega Complex™ is sourced from non-GMO supplies
- The bottom line is Vitamer equals Quality!

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### ANNOUNCEMENTS:

#### VISIT US AT EXPO EAST

We'll be at booth #231  
October 12-14, 2001.

We've infused our line  
with new products.

Come by our booth  
and see our exciting  
new product line up!

#### NEW PRODUCT NAME

- Nutra-Disc (VL193) is now called Glucosamine & Chondroitin. Look for it on your next order.



# Nine Easy Steps in Choosing a High Quality Multiple

①

## VARIETY OF ESSENTIAL NUTRIENTS

Choose a multiple vitamin that has all of the basics such as vitamins A, C, D, E and the B's. Remember, a multiple is needed to provide all of the essentials. Calcium is one nutrient that should be taken separate from a multiple in order to obtain adequate amounts needed by the body. Calcium is bulky and leaves less room for other nutrients.

②

## MORE IS NOT ALWAYS BETTER

Look for products that don't have minimal amounts of specialty ingredients added, such as MSM. Specialty ingredients are generally beneficial when taken in the correct dosage. However, adding minimal amounts does nothing for your health and only leaves less room for the essential nutrients.

Other special ingredients should be taken in a separate supplement.

③

## DOES NOT CONTAIN TRIVIAL AMOUNTS OF HERBS

Herbs are not designed to be taken everyday on a long-term basis, unless taken for a specific therapeutic reason. However, multiple vitamins *are* designed to be taken everyday. Herbs should be taken separately as needed, in the amounts necessary. Herbs included in a multiple may leave less room for the essential daily nutrients.

④

## HIGH QUALITY INGREDIENTS

Choose products that list the form of the nutrients on the label. For example, vitamin E (as d-tocopherol or 100% natural), vitamin A (as 100% beta-carotene). Companies that do not list the source of material may have something to hide!

⑤

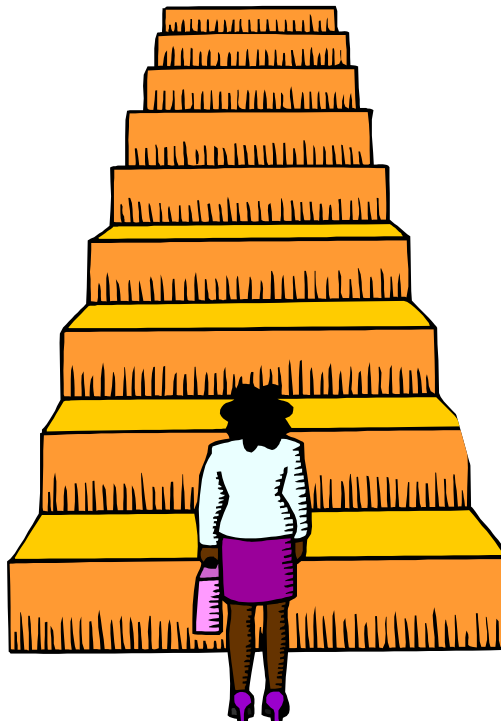
## MINIMAL AMOUNTS OF "OTHER INGREDIENTS"

A high quality multiple will not have a paragraph of excipients or other unnecessary ingredients added during manufacturing.

⑥

## NO ADDITIVES OR FOOD COLORING

A supplement that is bright red probably has food coloring in



it. Always check the label for these unwanted components.

⑦

## TESTED FOR POTENCY

This usually is not stated on the label, however it is important to find out from the manufacturer how the product is tested for potency. Vitamer uses valid testing, such as HPLC (high pressure liquid chromatography), to assure the identity, potency and safety of our products.

⑧

## TESTED FOR DISINTEGRATION OR BREAKDOWN IN THE BODY

This may not be listed on the label, but it's important to determine whether the product is tested for breakdown in the body. Placing a tablet in a glass of vinegar is not a valid test to determine if a supplement will break down in the body. Vitamer uses USP approved disintegration testing to mimic the environment in the stomach. This is the only way to ensure the product will break down in the body.

⑨

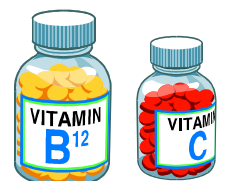
## PROFESSIONAL SUPPORT

Consumers are more educated about supplements than ever before. That's why it's important to be able to get answers to your customer's important questions. Vitamer Labs has Registered Dietitians on staff to answer you specific questions on any of the products we manufacture.



# Vitamer's Multiple Vitamin Categories

	YOUNG WOMEN	MENOPAUSE	MEN UNDER 25	MEN OVER 25	ATHLETE	TEEN	VEGETARIAN
<b>BASIC MULTI™</b> (VL 514)							
<b>ULTIMATE SENIOR™</b> (VL 503)							
<b>ULTIMATE ONE™</b> (VL 508)							
<b>ULTIMATE TWO™</b> (VL 509)							
<b>ULTIMATE VEGETARIAN MULTI™</b> (VL 510)							
<b>ULTIMATE CAPSULE™</b> (VL 520)							
<b>IRON FREE MULTI</b> (VL 501)							
<b>SUPER ONE DAILY</b> (VL 504)							
<b>FOOD BASED MULTI</b> (VL 516)							
<b>PMS MULTI™</b> (VL 512)							
<b>PRENATAL</b> (VL 515)							



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## **ASK THE DIETITIAN**

**Q:** What is the source of the amino acid in Chelated Magnesium (VL 682)?

**A:** The amino acid source is protein hydrolysate from milk protein. This product would be suitable for vegetarians that consume dairy products (lactovegetarians).

