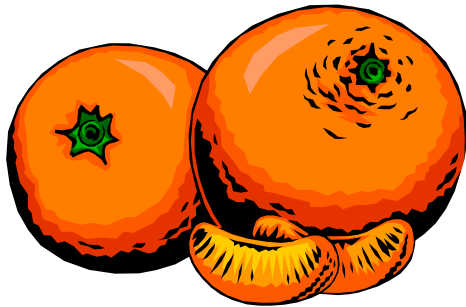


VITAMER INFORMATION PRESS

Volume 3, Issue 10

NEW ULTIMATE SOY-SPIRULINA PROTEIN POWDER™ FLAVOR (VL 966)!

Vitamers Labs introduces our popular Ultimate Soy Spirulina Protein Powder™ now in orange-banana creme to help meet all of your customers' taste preferences. Most people know soy is a great source of high quality protein for vegetarians, or anyone looking for

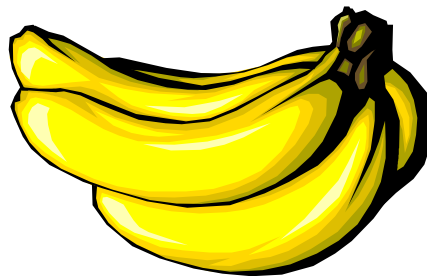


a healthy source of high quality protein. Soy contains all of the essential amino acids found in meat and dairy as well as powerful phytonutrients — isoflavones. Isoflavones have been shown to promote hormonal, antioxidant, bone, menopausal, cardiovascular and general health. We combine the powerful benefits of soy along with nutrient rich spirulina. Spirulina is a natural way to provide beta-carotene, B vitamins, iron and essential fatty acids – all packed into a single serving of this “super” food. Additional product details include:

- 100 mg of Earthrise® spirulina

per serving.

- Naturally contains 12 grams of high quality protein per serving, including branched chain amino acids.
- Provides 36 milligrams of isoflavones per serving.
- High quality water washed soy protein isolate results in a natural isoflavone ratio.
- Full spectrum of essential nutrients, with additional wholesome ingredients added, such as bromelain, papain, L-carnitine, bioflavonoids and much more!
- Made with Supro® Non-GMO soy, certified by the IPP (Identity Preservation Program).



- Popular among vegetarians.
- Now available in 3 great flavors, vanilla, chocolate and **orange-banana creme.**

Try our new orange-banana creme — your customers are sure to love this fruity, new flavor! This product is ready to order.

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ANNOUNCEMENTS:

Discontinued Products

- Magnum Pak (VL 530) and Athlete's Pak (VL 531)
- Phytonutrient Based Mineral Complex (VL 689)

Product Changes

- CoQ10 (VL 198) is now available in a new 60 count size
- Nutra-Disc™ has been changed to Glucosamine Chondroitin



DIGESTIVE HELP IS ON ITS WAY!

by Susan Malie, R.D.

Millions of Americans suffer from constant or re-occurring bouts of bloating, diarrhea, constipation and heartburn. Many individuals who suffer from frequent intestinal upset are prescribed pharmaceutical drugs, which can have dangerous side effects on the body and often times fail to alleviate the underlying problem.

Gastrointestinal disorders are often caused by the body's depleted stores of good bacteria called probiotics. Probiotics are responsible for the proper function of the entire intestinal tract and protect the body against foreign invaders such as pathogenic bacteria responsible for diarrhea, viruses, fungi, parasites and yeast infections (candida). An insufficient supply of good bacteria can leave the body more susceptible to foodborne illness from harmful bacteria such as salmonella, shigella and E. coli.

A healthy digestive system may contain over 400 different species of beneficial bacteria, the most notable being lactobacillus and bifidobacterium. These two super probiotics can be found in the food supply through cultured dairy products such as yogurt and kefir, but unfortunately by the time the

foods are shelved, purchased and consumed they usually contain minimal or no live bacterial cultures. This is why supplementation of probiotics is gaining popularity among consumers of all ages. A healthy diet, lifestyle and supplementation can all play key roles in maintaining adequate digestive health, safe and naturally.

Eating a balanced diet rich



in fiber, whole grains, fruits, vegetables, and essential fat along with plenty of fresh water daily can help aid in maintaining adequate digestive health. Be sure to decrease refined sugar and simple carbohydrates, which harmful bacteria can feed on, leading to intestinal

distress.

Stress plays a key role in altering intestinal function and researchers have found that in many individuals it is the primary factor relating to irritable bowel syndrome, which is a condition that involves re-occurring bouts of bloating, diarrhea and constipation. Regular daily activity aimed at relieving stress (such as yoga) can positively change the intestinal flora. Exercise is also very important, since it helps control the metabolism and digestion of foods, as well as being a great stress reliever. Any exercise you enjoy will do, such as biking, walking, hiking, stair climbing or weight training.

Since the food supply is often depleted of adequate good bacteria, supplementation with probiotics and digestive enzymes can play important roles in digestive health. Enzymes can help the body's digestion process when taken along with meals. Enzymes can help relieve bloating, acidity and stomach upset by providing the key components to properly metabolize food. Probiotic supplements help replenish the body's depleted stores of good bacteria to help maintain a healthy intestinal environment. Look for Vitamer's new digestive health products coming in November!



NEW PRODUCTS

Dual Action Acidophilus & Bifidus™ (VL 716) - Count sizes 50, 100

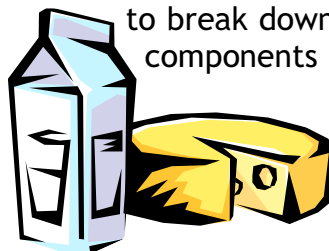
- ★ A powerful combination of *lactobacillus acidophilus* and *bifidobacterium lactis*, providing benefits to both the upper and lower gastrointestinal system.
- ★ Contains 1 billion viable bacterial cells at time of manufacture and guaranteed at least 500 million up to the expiration date.
- ★ Advanced technology provides enhanced stability at room temperature, allowing a full two-year expiration date with no refrigeration required!
- ★ Unique matrix prevents bacteria from being destroyed in the highly acidic environment of the stomach—delaying release until capsule reaches the increased alkalinity of the small intestine.
- ★ Formulated using two well-researched strains of bacteria, LA-5 and BB-12.
- ★ Popular for protection against antibiotics, lactose intolerance, yeast infections, and overall immune and intestinal health.
- ★ This product is ready for ordering.

Enzyme Complex with Herbs (VL 706) - Count size 90

- ★ A broad ranged plant based enzyme formula
- ★ Contains amylase, glucoamylase, lipase AN, protease 4.5, cellulase, papain, pectinase, bromelain, lactase, invertase, ginger root, cinnamon bark, anise seed, caraway root, cayenne pepper and fennel seed.
- ★ Designed to break down protein, fiber, lactose, starch, fat and complex carbohydrates.
- ★ Non-GMO ingredients and gluten free
- ★ Can be taken with every meal to reduce gas and bloating, as well as providing heartburn relief.
- ★ More complete than most plant based enzymes on the market.
- ★ Suitable for vegetarians and vegans.
- ★ This product will be available in December.

Ultimate Dairy Digest™ (VL 704) - Count size 90

- ★ A complete plant based dairy enzyme, formulated to break down all of the components of milk and dairy, including lactose, milk



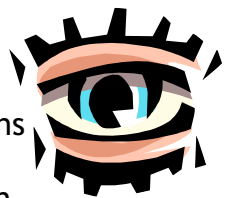
protein and fat.

- ★ Contains lactase, amylase, invertase, protease 4.5, lipase AN, calcium citrate, cinnamon and anise.
- ★ Non-GMO ingredients and gluten free.
- ★ Great for lactose intolerant individuals who experience gas, bloating, and diarrhea when dairy products are consumed.
- ★ Designed to be taken with dairy rich meals.
- ★ More complete dairy enzyme than most on the market.
- ★ Suitable for vegetarians and vegans.
- ★ This product will be available in December.
Be sure to add these powerful digestive aids to your line!

ULTIMATE EYE FORMULA™ (VL 995)

Our unique eye formula is available now in

count sizes of 30 and 60. The product contains 10 mg of



FloraGlo® Lutein per capsule along with 350 mg bilberry extract and 150 mg blueberry extract in a special Bio-shield matrix. This makes it more absorbable than other brands on the market. Ask your sales representative for more details.

TO ORDER THESE NEW PRODUCTS, CONTACT CUSTOMER SERVICE AT (800) 432-8355

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We're on the Web!
www.vitamer.com



ASK THE DIETITIAN

Q: What is lactose intolerance and can it be treated?

A: Lactose intolerance is caused by a deficiency in the enzyme lactase which is needed to digest the milk sugar lactose. Most people who are lactose intolerant can consume small amounts of dairy without symptoms. It can be improved by gradually consuming larger amounts of dairy with meals. Also, enzymes such as Ultimate Dairy Digest™ (VL 704) containing the enzyme lactase can be taken with meals to help eliminate the uncomfortable symptoms of lactose intolerance.

