

VITAMER INFORMATION PRESS

Volume 3, Issue 11

HAVING TROUBLE GETTING YOUR KIDS TO TAKE THEIR VITAMINS?

Vitamers to the rescue! It can often be a challenge for parents to get their kids to willingly take the important vitamins they need daily. Parents often give up the vitamin battle by letting their kids skip their daily dose of nutrition. Unfortunately, it is almost impossible for children to obtain the adequate amounts of vitamins and minerals their growing bodies need through the diet alone. This is why it is necessary for children to take a daily multiple vitamin – providing security for both parent and child.

Wouldn't it be nice to have a multiple vitamin that your child would actually want to take? Well, Vitamer has the solution with VitaFun™ Gum (VL 524), a new children's multiple vitamin in a great tasting gum that kids will actually be requesting by name. After all, how many children wouldn't jump at the chance to indulge in a great tasting gum? This product not only tastes good, it also provides 100% of the RDA for twelve essential nutrients per two gum tabs without loads of sugar, additives or artificial colors.



- ❖ Only two gum tabs provides 100% of the RDA for essential nutrients

- ❖ Sweetened with fructose and Magnasweet® (from licorice), it has no unpleasant aftertaste

- ❖ All natural coloring from elderberry, beet powder and beta-carotene

- ❖ Nutrients are released within five minutes due to a unique gum delivery system

- ❖ Contains less than 1 gram of carbohydrate and sugar and less than 3 calories per two gum tablets



- ❖ Crumbles like a cookie, chews like gum

- ❖ Each bottle contains three delicious flavors –

grape, raspberry and tutti frutti

- ❖ Captures a \$15 million market with a product both parents and kids will love!

- ❖ Vegetarian

- ❖ Count size is 60

- ❖ Wholesale Cost:

Full case \$7.45

Half case \$7.65

Order now for December delivery!

INSIDE THIS ISSUE:

Thanksgiving Recipes 2

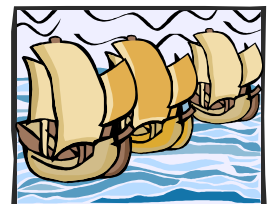
Holiday Marketing 3

Ask the Dietitian 4



ANNOUNCEMENTS:

- Closed November 22nd and 23rd for Thanksgiving



Product Changes

- Show Me The Whey™ (VL 967) now in a new and improved vanilla flavor

Discontinued Products

- All sizes of Cat's Claw (VL 971)

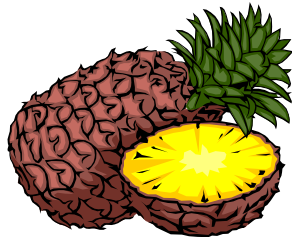


THANKSGIVING IS JUST AROUND THE CORNER!

The holidays are upon us and while traditional recipes reign favorite for each family, it's always a treat to try a new, interesting recipe to rejuvenate the old classics. Following are two vegetarian holiday recipes that are sure to add a new twist to the rest of your holiday standby favorites:



Grilled Pineapple with Curried Sweet Potato Filling
Courtesy of Greens Vegetarian Restaurant
Serves 6



- 12 slices of fresh pineapple, grilled or char-grilled

For the Filling

- 3 medium sweet potatoes, peeled, blanched and sliced

- 2 fresh mangos, peeled, pitted and sliced
- 2 red peppers, seeded and chopped
- 1 red onion, peeled and chopped
- 24 pieces of okra, lightly cooked
- chili oil
- salt

For the Curry Sauce

- 7 oz creamed coconut
 - 1 pint vegetable stock
 - 1 tbsp olive oil
 - 1 chopped onion
 - 2 cloves garlic, crushed
 - 1 tbsp curry paste
 - Salt and freshly ground black pepper
1. First make the sauce. Place the creamed coconut in a bowl with the stock and stir well to dissolve.
 2. In a saucepan, heat the oil. Fry the onion and garlic until soft.
 3. Add the curry paste, coconut and stock liquid. Season to taste with salt and pepper.
 4. Now prepare the filling. Gently fry all the vegetables in a little chili oil until lightly cooked.
 5. Place one slice of pineapple on each of six serving plates.
 6. Divide the vegetable mixture into six equal portions and place on the pineapple slices.
 7. Pour the curry sauce over the potato mixture and top with a second piece of pineapple.

Vegan Springfield Sweet Potato Pie



- 4 medium sweet potatoes, peeled and boiled
 - 1 cup sugar (try using organic cane sugar crystals)
 - 2 egg replacers of choice (try 4 tsp egg replacer powder mixed with 4 tbsp water)
 - 1/4 cup margarine
 - 1/2 cup rice milk
 - 1 ripe banana, mashed
 - 2 tbsp flour
 - 1/2 tsp baking powder
 - 1 tsp vanilla
 - 1/2 tsp cinnamon
 - 1 9" pie shell, unbaked
1. In a large bowl, combine all ingredients except pie shell and mix thoroughly.
 2. Transfer the mixture to the pie shell.
 3. Bake at 350°F for 45 minutes or until light brown.





TRADEMARKED INGREDIENT CHART

TRADEMARK INGREDIENT	PRODUCTS
OptiZinc [®]	Ultimate Senior [™] Multi (VL 503), Iron Free Multi Caps (VL 501), Super Mineral Complex (VL 684), Ultimate Bone Formula [™] (VL 604), Be-Well [™] Formula (VL 992)
Ester C [®]	Food-Based Iron Free Multi (VL 516)
ChromeMate [®]	Chromium 200 mcg (VL 631), Super Mineral Complex (VL 684), Iron Free Multi Caps (VL 501)
Selenomax [®]	Selenomax [®] Selenium (VL 632)
Supro [®] soy protein isolate	Soy Protein Powder (VL 962), Ultimate Soy-Spirulina Protein Powder [™] (VL 964, 965, 966) and Non-GMO Soy Protein Powder (VL 968)
Earthrise [®] spirulina	Ultimate Soy-Spirulina Protein Powder [™] (VL 964, 965, 966)
Activin [™] grape seed extract	Activin [™] Grape Seed Extract (VL 191)
Lipoec [™]	Alpha-Lipoic Acid (VL 135)
Pycnogenol [®]	Pycnogenol [®] (VL 190 & 194)
BIL-MAX [™] bilberry extract	Ultimate Eye Formula [™] (VL 995)
BLU-MAX [™] blueberry extract	Ultimate Eye Formula [™] (VL 995)
FloraGLO [®] Lutein	Ultimate Eye Formula [™] (VL 995)
OptiMSM [™]	MSM (VL 196)
Ostivone [®]	Ostivone [®] (VL 143)
NovaSoy [®] soy isoflavones	Ultimate Bone Formula [™] (VL 604), Soy Isoflavones (VL 144)
Citrimax [™]	Complete Citrimax (VL 192)
Cran-Max [®]	Cran-Max [®] Cranberry (VL 981)
LECI-PS [™]	Phosphatidylserine (VL 130)

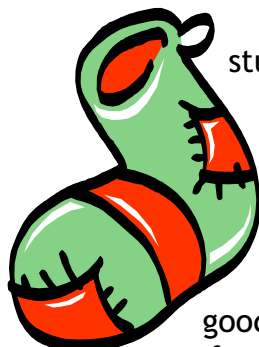
HEALTHY MARKETING IDEAS FOR THE HOLIDAYS

Celebrating the holidays with an emphasis on health is something everyone can appreciate. Stress relief packages, healthy snacking ideas and digestive support are all something almost everyone can use to help get more enjoyment out of this time of year. Try packaging a stress relief basket or create an end-cap display with the following:

- Kava Kava Capsules (VL 987)

- Be-Well[™] Formula (VL 992)
- Essential oil of lavender
- Bubble bath
- Chamomile tea

Customers are on the lookout for stocking stuffer ideas too. Teas, scented baths, lotions, dietary supplements and naturally sweetened goodies are all perfect for the stocking. Children will



appreciate great tasting healthy snacks, a special soap or a fun new bubble bath.



Celebrate the season with your customers by showing them ways to give health to loved ones.

DIVISION OF ANABOLIC LABS, INC.
26021 Commercentre Drive
Lake Forest, CA 92630-8853
customerservice@vitamer.com



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



ASK THE DIETITIAN

Q: Your label lists microcrystalline hydroxyapatite as a source of calcium in Ultimate Bone Formula™ (VL 604). What is microcrystalline hydroxyapatite and where does it come from?

A: Microcrystalline hydroxyapatite (MCHC) is a premium calcium source from freeze-dried New Zealand bovine bone tissue. The benefit of consuming calcium from this source is that it contains the nutrients required by bone to build bone tissue. MCHC contains calcium, magnesium, phosphorous, glycoproteins, collagen, and several trace minerals to help support bone health. MCHC is a specially processed whole bone extract.

