

VITAMER INFORMATION PRESS

Volume 4, Issue 2

DRUG INDUCED NUTRIENT DEPLETION

An article published in *Natural Pharmacy* September 2001 discusses the serious need for consumers to become more educated on drug-nutrient depletions. Today more than ever consumers over the age of 50 are on some type of pharmaceutical drug routine, many of which promote healthier, longer lives. Unfortunately, many of these drugs also deplete vital nutrients from the body, which may cause a new round of medical complications. According to two pharmacist-authors, Ross Pelton, R. Ph., Ph.D. and James B. LaValle, R. Ph., drug-induced nutrient depletion can be prevented by nutritional supplementation. Pelton and LaValle contend that many people have low nutrient levels before they begin taking prescription drugs. Once they do so, their nutrient levels become even more depleted.

Folic acid is a nutrient that is often depleted by drugs. Pelton and LaValle claim that it can be depleted by some 30 different types of drugs, from aspirin and magnesium containing antacids to stronger medications such as anticonvulsants, cardiovascular drugs and oral contraceptives. Some of the possible effects of folic acid deficiency can include megaloblastic anemia, birth defects, elevated homocysteine levels, fatigue, and even increased rates of colon and colorectal cancer. Other nutrients that are commonly

depleted by prescription drugs are B12, CoQ10 and even minerals like calcium.

Although each individual may need to supplement with more or less to replete the body of depleted nutrients, Pelton suggests that a basic need for patients undergoing drug treatment is at the very least a good multiple vitamin. Consumers should also ask their doctors and pharmacists for more information on the drug-nutrient interactions of the specific drugs they are taking.

This is just another reason why it is important to take a high quality multiple vitamin every day. Vitamer's Ultimate Senior™ Multi (VL503) was developed with the baby boomers in mind! It does not contain additives or food coloring like many leading brands and meets USP standards. Ultimate Senior™ can be one step into preventing nutritional deficiencies and repleting lost nutrients in the senior population. For the younger population, Vitamer has a full line of multis to meet most individual needs. Many of our multis are vegetarian and all are gluten free. Remember the first step in a healthy supplement routine is a good, high quality multiple vitamin to ensure your body has the basics!

Referenced from "Drug-Induced Nutrient Depletion" in *Natural Pharmacy* September 2001

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Come see us at Expo West on March 8th – 10th in Anaheim at Booth #2595

ANNOUNCEMENTS:

Discontinued Products

- Phytonutrient Based Cal-Mag Complex (VL603)
- DLPA (VL741)



HEART HEALTHY PRODUCTS

Once again it's February and it's time to focus on health for the heart. Diseases of the heart remain the number one killer in America. Women should be aware that heart disease is not just a risk factor for men. Coronary heart disease is the number one cause of death among American women, but these statistics can be decreased by simple lifestyle changes. Maintaining adequate weight for your height, regular exercise, a healthy diet and supplementation can all play key roles in improving cardiovascular health. The following are a few of the basics for customers seeking products aimed at the heart.



Fats for Heart Health

Fatty acids are the basic building blocks of all lipids. Fatty acids are the components found in dietary fats and oils — chemical "chains" consisting of carbon and hydrogen and ending with an acid group. Fatty acids vary in length and degree of saturation and are generally up to 26 carbons long. The specific chemistry of the fatty acid, including the number of carbons and double bonds, will affect how it functions in the

body, including its health benefits.

Saturated fats are a "bad" form of fatty acid...

Saturated fatty acids result when all carbons in the chemical chain are "saturated" with hydrogen. This means that the fat molecule does not contain any double bonds. Saturated fats are dense, solid fats that do not melt at room temperature; for example, the white fat in beef and lamb. These are the "bad" fats that are known to contribute to cardiovascular disease when consumed in excess.

Unsaturated fats are the "good" forms of fatty acids...

Unsaturated fatty acids result when some carbons in the chemical chain are not saturated with hydrogen. This means that the fat molecule contains one or more double bonds. The double bonds create "kinks" in the molecule, resulting in a fat that is fluid at room temperature. Unsaturated fats are known as "good" fats because they help cellular function and promote heart health.

There are two types of unsaturated fatty acids:

1. Monounsaturates — fatty acids that contain one double bond. These fats are fluid at room temperature; for example, oleic acid which is found in olive and sesame oils.
2. Polyunsaturates — fatty acids that contain more than one double bond. These are the most fluid fats of all and include fats such as corn, soybean, and sunflower oils.

Essential fatty acid oils also fall into this category.

Certain types of fat called essential fatty acids, also known as Omega-3 and Omega-6, can help maintain heart health. Borage oil, evening primrose oil, flax and fish oils are great supplements for the heart.

They all promote hormone like compounds, which are responsible for aiding in the dilation of blood vessels, inhibiting blood clotting and decreasing inflammation. These factors all play key roles in maintaining adequate blood pressure, cholesterol levels and overall body function. Most Americans consume far too much saturated fatty acids and not enough good fat to create an ideal balance in the body.

Vitamer carries a wide range of different EFA products that are cold pressed and hexane free. Our products have always tested safe for heavy metal contamination. For a balanced blend of EFAs, try our Ultimate Omega Complex (VL138) that contains a blend of fish, flax and borage seed oil.

Other Great Heart Healthy Products

CoQ10

- Occurs in the mitochondria (structure found in all cells) and works like an engine to generate about 95% of the energy needed by the body.
- Prescription medications that reduce cholesterol levels as well as some antidiabetic drugs and even certain antidepressants deplete the

(Continued on page 3)



HEART HEALTHY PRODUCTS (CONT'D)

body of CoQ10.

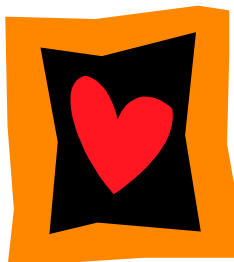
- Low levels of CoQ10 have been found in those that suffer from heart disease — it has been shown that supplementation may provide benefits to the heart.
- Typical dosages are 30-100mg, but in order to achieve 30mg via the diet one would have to consume 1 pound of sardines or 2 pounds of beef!
- We carry 30 and 60mg dosages (VL197 and VL199) and our newest addition is a 100mg softgel (VL198), provided in a fatty acid suspension to improve absorption.

Vitamin E

- Vitamin E is a fat-soluble vitamin that has been shown to help protect against heart disease.
- 400 IU is often recommended

to help promote a healthy heart and 800IU is often recommended after a first heart attack occurs.

- One would have to consume 10 cups of wheat germ in order to receive 400IU of E via the diet!
- We offer dosages ranging from 200-1000IU, with or without mixed tocopherols.
- Vitamer only carries natural vitamin E products – NEVER synthetic.



Soy for Your Heart

25 grams of soy protein per day may help keep the heart healthy. Combine it with nutrient rich

spirulina and your health benefits are doubled! Try this delicious shake and take a step towards improving your heart health:

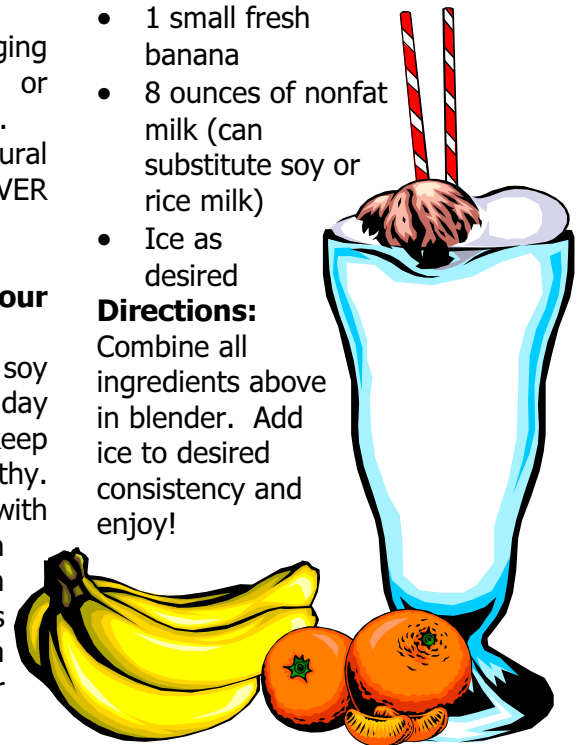
Orange-Banana Creme Heart Healthy Shake

Ingredients:

- 1 heaping scoop (30g) of Ultimate Soy Spirulina Protein Powder™ Orange-Banana Creme flavor (VL966)
- 1 small fresh banana
- 8 ounces of nonfat milk (can substitute soy or rice milk)
- Ice as desired

Directions:

Combine all ingredients above in blender. Add ice to desired consistency and enjoy!



INFORMATION FROM THE AMERICAN HEART ASSOCIATION



Your first line of defense — know the warning signs and symptoms of heart attack and stroke. You would likely have one or more of these symptoms:

- Uncomfortable pressure, fullness, squeezing or pain in the center of the chest that lasts more than a few minutes or goes away and comes back
- Pain that spreads to the shoulders, neck or arms
- Chest discomfort with lightheadedness, fainting, sweating, nausea or shortness

of breath

Less common signs of a heart attack include:

- Atypical chest pain, stomach or abdominal pain
- Nausea or dizziness (without chest pain)
- Shortness of breath and difficulty breathing (without chest pain)
- Unexplained anxiety, weakness or fatigue
- Palpitations, cold sweat or paleness

Not all of these signs occur in

every attack. Sometimes they go away and return. If some occur, get help fast. If you notice one or more of these signs in another person, don't wait. **Call 9-1-1 fast!**



Visit the American Heart Association's website at americanheart.org for more information.

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We're on the Web!
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ASK THE DIETITIAN

Q: What are the top risk factors for heart disease that can be treated, changed or modified?

A: Great question! Unfortunately, two of the risk factors for heart disease are increased age and heredity, neither of which you have control over. The good news is all of the following risk factors are within your control, so get started today by eliminating or improving:

- Cigarette and tobacco smoke
- High blood cholesterol and high blood pressure
- Physical inactivity and unhealthy diet
- Being overweight or obese
- Diabetes mellitus
- Stress

