

VITAMER INFORMATION PRESS

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WHAT EYE DOCTORS THINK ABOUT LUTEIN

A recent survey of eye doctors commissioned by Kemin Foods and conducted by an independent research firm surveyed 150 ophthalmologists and 150 optometrists throughout the United States regarding lutein and eye health. The study revealed that 91% of eye doctors believe poor nutrition plays a role in the development of many eye diseases. It also showed that 80% believed that lutein specifically is helpful in maintaining eye health and 84% currently recommend lutein to their patients. This study shows that even eye doctors are supporting the important benefits of the carotenoid lutein on maintaining optimal eye health.



It is well known that good nutrition is important to establish a healthy looking body and prevent heart disease, but many do not realize that poor nutrition can affect your sight. Since most people do not regularly consume foods rich in lutein and other powerful antioxidants, such as anthocyanosides, vision health supplements can provide a quick and easy alternative. A good multiple vitamin is recommended to support eye health and ensure adequate

intake of all of the essential nutrients. Then it is important to choose a high quality eye supplement with lutein that does not contain high amounts of the nutrients you are already receiving in your multiple. A good example is Your Own Brand Ultimate Eye Formula™ (VL995).

What to Look for in an Eye Health Supplement

- Look for a supplement that does not contain nutrients that you are already receiving in a daily multiple vitamin – choose a supplement that is safe to add to your normal supplement routine
- Choose a product that contains 6-10 mg of lutein
- If you are vegan or vegetarian, be sure your supplements are too
- Choose a product that contains nutrients obtained from high quality raw materials – see Your Own Brand Ultimate Eye Formula™ below

Vitamer's Powerful Eye Health Supplement — Ultimate Eye Formula™ (VL995)

- Contains 10 mg of FloraGlo® lutein per capsule – it is recommended to start with a loading dose of 20 mg or two capsules per day
- FloraGlo® lutein is obtained from the natural marigold extract

(Continued on page 2)

INSIDE THIS ISSUE:

<i>WheyActiv™ Calcium</i>	2
<i>Pycogenol®</i>	3
<i>Shape Up For Summer</i>	3
<i>Ask the Dietitian</i>	4



ANNOUNCEMENTS:

Discontinued Products

- Vitamin A 25,000 IU (VL102)
- DLPA (VL741)
- Phytonutrient Based Cal-Mag Complex (VL603)

Come visit us at the NNFA Marketplace on June 7–9, 2002 in Las Vegas — we will be in booth 340. See you there!





WHEYACTIV™ CALCIUM SOFTCHEWS (VL608)

QUESTION AND ANSWER

The following Q & A is designed to help you better understand our new, great-tasting milk chocolate softchews and enable you to answer many of your customers' questions and concerns.



Q: What exactly is "whey" calcium? I have never heard of this type of calcium before.

A: The calcium is obtained from the "whey" portion of milk. That is why Vitamer decided to call it WheyCal™, our trademarked name for whey calcium. Whey is the watery portion

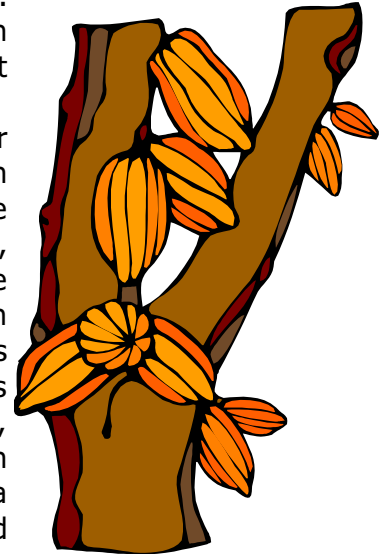
of milk remaining after curdling occurs. Whey commonly contains a rich blend of protein, carbohydrate or milk sugar and minerals such as calcium. We have simply extracted the mineral portion of the whey for our product.

Q: Is WheyCal™ easily absorbed and utilized by the body?

A: Recent studies conclude that calcium from dairy sources, such as whey, are better absorbed than other forms of calcium, such as calcium carbonate. It has also been shown that dairy sourced calcium is effectively deposited in the bone. This product also contains vitamin D, magnesium and trace minerals to assist calcium absorption in the body. Consumers should feel good about taking calcium from a natural food source.

Q: I noticed the label lists "chocolate liquor" in the Other Ingredients. Does this contain alcohol and what exactly is this?

A: Chocolate liquor does not contain alcohol. Chocolate liquor, by definition, is a portion of the Cocoa bean (referred to as "nibs") that has been liquefied, hence the name. On the other hand, a similarly named alcohol containing ingredient would be listed as "chocolate liqueur."



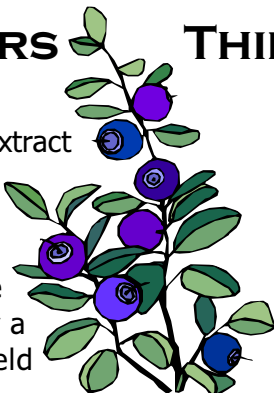
Q: The individually wrapped softchews are wrapped in foil. I am concerned about aluminum consumption and would like to know if the aluminum is reacting with the softchew on contact.

A: No. The side of the foil that is facing the softchew is actually laminated with a layer of plastic, much like the inside of our protein powder canisters.

WHAT EYE DOCTORS THINK ABOUT LUTEIN (cont'd)

(Continued from page 1)

- Contains 350 mg of bilberry extract and 150 mg of blueberry extract – the same form as found in nature
- Bilberry and Blueberry are protected from stomach acid by a natural plant fiber BioShield



Matrix™, to increase the absorption and utilization of these ingredients

- The bilberries are organically grown in Sweden and the blueberries are organically grown in Canada
- Vegetarian and Vegan



SHAPE UP FOR SUMMER

Summer is just around the corner – it's time to think about getting in shape! Whether the goal is to simply lose weight, tone your overall body or build muscle mass the following supplements can be promoted to individuals looking for products to support their fitness goals.

Lose Weight

Remember in order to properly lose weight eating a healthy diet is an essential component. Eating small frequent meals can help boost the metabolism and assist in weight loss. Be sure to eat a variety of foods, including plenty of fresh fruits, vegetables, lean protein and complex carbohydrates. Eating plenty of dietary fiber (25-35 grams per day) along with 6-8 (8 ounce) glasses of water everyday will manage hunger and help control the consumption of extra calories. The following supplements can also help support weight loss just in time for the summer season:

- Complete CitriMax™ (VL192)
- Calorie Quencher™ (VL996)
- ChromeMate® (VL631) or Chromium Picolinate (VL630)
- KVLB – Kelp-Vinegar-Lecithin-B6 (VL912)

Tone Up

Exercise is as important to weight loss as an adequate diet. Exercise helps speed up the body's metabolism as well as shape and define muscles. A



combination of cardiovascular training, such as running, stair climbing, bike riding, kickboxing or aerobics along with light strength training, such as lifting, yoga or floor exercises has been shown to be the ideal combination for building and maintaining a lean, tone body. Extra, healthy sources of protein are needed to develop muscle and shed unwanted fat. The following products can provide you with the extra amino acids and protein you need without all of the extra calories and fat.



- Complete Amino (VL955)
- Soy Protein Powder (VL962 and VL968)
- Ultimate Soy-Spirulina Protein Powder™ – comes in great tasting vanilla (VL965), chocolate (VL964) and orange-banana creme (VL966)
- Show Me the Whey™ Protein Powder (VL967)

Build Muscle Mass

Along with the above products, those that are looking to gain healthy muscle mass can benefit from the following nutritional supplements.

- Creatine Monohydrate (VL961)
 - L-Glutamine powder (VL742) or L-Glutamine Caps (VL737)
 - Weight Gain Bodybuilding Powder (VL963)
- See Vitamer's Product Reference Guide (PRG) for details on the above products.

PYCNOGENOL® FOR SEASONAL SUPPORT

Pycnogenol, made from French Maritime pine bark, is a premium antioxidant containing a distinctive blend of more than forty water-soluble antioxidants and organic acids. It is popular for its powerful antioxidant benefits supporting the health of the entire body. Pycnogenol is known specifically for providing support to the skin and circulation, by maintaining elasticity and flexibility of connective tissue. It has also been known to help promote a healthy heart, and now a new study suggests that it may even provide support for those suffering from allergies, such as asthma.

A randomized, double-blinded, placebo-controlled crossover study was conducted on 22 individuals

suffering from asthma. The study showed pycnogenol French Maritime pine bark significantly improved symptoms of asthma. Patients in the study generally noted an improvement in breathing ability when taking pycnogenol. This study was published in the December 28, 2001 edition of the Journal of Medicinal Food. The positive results in this study suggest that additional research in this area may be on the horizon.

Suggest Your Own Brand Pycnogenol, provided in the 50 mg or 25 mg doses (VL190 and VL194), along with your Own Brand OptiMSM™ (VL196) for customers looking for allergy support.



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ASK THE DIETITIAN

Q: What is L-Glutamine and how can it help me build muscle during workouts?

A: L-Glutamine is the most abundant amino acid in the body; it supplies more than 50% of the free amino acid content in our muscles. Glutamine inhibits protein breakdown while increasing protein synthesis. Glutamine increases glycogen synthesis in the liver and muscles, leading to larger, fuller muscles. Glutamine can help your body "look good" by helping to preserve muscle mass, and consequently helping the body to look more tone or defined. Try Vitamer's L-Glutamine products offered in powdered (VL742) or capsule (VL737) form.

