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Vitamin Retailer®

THE DIETARY SUPPLEMENT
INDUSTRY'S LEADING MAGAZINE

A VRM, Inc. Publication

October 2012

Clearing Up Cholesterol Confusion

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Inflammation
Functional Foods
Geranium
Xylitol

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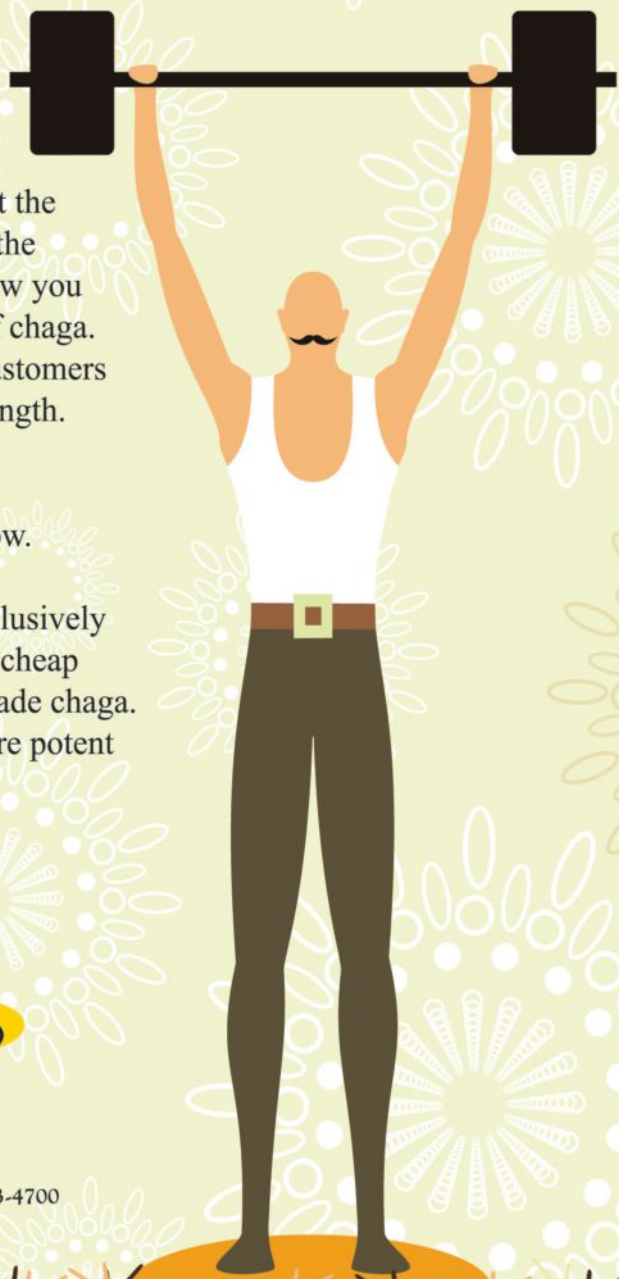
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What's Missing Matters



Let me start by saying that scientific investigation is a critical aspect of this industry, and I believe it should be constantly pursued in an effort to learn about and prove benefits and safety as well as protect from potential harms.

That said, sometimes studies (or what passes as a study) are just plain senseless, which is how I feel about the Stanford "study"—"Are Organic Foods Safer or Healthier Than Conventional Alternatives?: A Systematic Review"—that has caused a rash of misconceived headlines declaring "Organic Not a Healthier Food Choice, Study Finds" (or some derivative).

It all started with Stanford University doctors "who dug through reams of research" to conclude "there's little evidence" that organic is healthier. Published in the September issue of the *Annals of Internal Medicine*, it was reported in respected outlets, such as the *New York Times* (NYT), *USA Today* as well as ABCNews.com, and within 24 hours, it was everywhere.

But almost as instantaneously as the "study" spread, so did the response. And not just from the industry (see p.12), but organic consumers began posting comments in droves. The consumers, who these regurgitated reports are intended "to protect," seemed openly offended—as if they were being portrayed as having "bought into" some sham (an expensive one, at that, because every article has to stress the exorbitant price difference between organic and conventional), and they wanted the record set straight about their solid reasoning.

For example, a woman in Boone, IA, offered a response to a question about organic food and nutrition on *The Des Moines Register's* Facebook page: "An apple is an apple. A banana is a banana. I don't know anyone who buys organic because they think that it is more nutritional. People buy organic to avoid exposure to pesticides and other potentially harmful chemicals."

In the NYT Letters to the Editor section that followed the report, entitled "Why Organic is Better (Never Mind the Study)," a woman from Jackson Heights, Queens, NY, offered: "While I certainly prefer not to be consuming extra pesticides with my fruit (no matter what the amount), it is the extraordinary taste difference that explains my willingness to pay more for the organic produce at the supermarket."

In that same section, an entry from

Great Neck, NY, read: "Despite a dearth of human studies, available data suggest that pesticides in our food indeed pose a risk. One study, for example, shows that exposure from dietary pesticides is associated with neurobehavioral problems in children. This is not surprising, since pesticides are neurotoxins, and children and pregnant women are most susceptible to harm from pollutants ... Even low levels of pesticides can hurt us, since many environmental pollutants cause harm at levels below government safety thresholds. Organic food has less pesticide, resulting in decreased exposure. Until we have sufficient research to shed light on their safety, reducing the body burden of pesticides and other pollutants is a reasonable goal."

Finally, a gentleman from Roxbury, CT, wrote: "The fact that non-organic food also contains pesticide levels below the standards of the EPA doesn't indicate that organic and non-organic foods are actually equally healthy. The article acknowledges that this study ignores food's taste, and doesn't mention other factors, including support of independent farmers, healthier conditions for workers, biodiversity and reduced environmental degradation."

And these are just a taste of the responses showing clearly that consumers aren't purchasing organic meat and produce because they've been duped into believing the organic varieties contain more nutrients than conventional. They are buying them for what they believe they are not getting, which are pesticides, antibiotics and chemicals, and what they are getting, which are more robust products. Should organic products stop delivering on any of those fronts, I'm quite confident that shoppers will stop buying.

Here's what's missing from the Stanford scientists' review:

- A truly thorough look at the research available (ex: the researchers failed to review reports not written in English)
- Consideration for water and soil health, which directly impact human and animal health.
- A clear message (i.e., even in questioning if organic foods are safer or healthier than conventional foods, the team argues that organic is both safe and healthier, but phrases it in such a way that misleads media to interpret "healthy" with "nutrient density").

More plainly, Stanford, you really missed the mark.

Kate Quackenbush

Vitamin Retailer[®]

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Mission Statement *Vitamin Retailer* magazine is dedicated to providing information for and about the dietary supplement industry in order to foster industry growth and help preserve the rights of dietary supplement suppliers and retailers.

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Circle Reader Service #4

Behind the Counter

Behind the Counter is a monthly column profiling successful natural product retailers.

PORT TOWNSEND FOOD CO-OP
(PORT TOWNSEND, WA)

Celebrating 40 Years

In 1972, a few Port Townsend High School graduates pooled \$200 and drove to Seattle, WA to purchase bulk quantities of millet and other hard-to-find whole foods. Forty years later, the Port Townsend Food Co-op has become a one-stop natural foods consumer cooperative serving more than 7,000 co-owners.

Today, the Co-op occupies approximately 8,500 square feet of retail space, with approximately 20 percent dedicated to produce; 35 percent to grocery items; 15 percent to deli, meat and cheese; 15 percent wellness items; with the remainder dedicated to dining, check-out and customer service areas. "We do \$11.5 million [in sales] per year and our goal is to have one percent net operating profit before taxes," said Kenna S. Eaton, general manager of the Food Co-op. "Each department contributes differently to the bottom line, but all are important."

Though the Co-op has grown exponentially in the past 40 years, it is not the only natural game in town. According to Eaton, while competitor Uptown

Nutrition sells supplements and health and beauty aids and is a great store with a knowledgeable staff, it cannot serve its customers the same degree of overall wellness. "Our knowledge extends into foods," said Eaton. "We can work with customers on a broader 'wellness' base than they can. We have



General Manager
Kenna Eaton



Staff Member Virginia
Carpenter and Produce
Buyer Brendon O'Shea

strong values on which we base our purchases. Our customers trust that we've done our homework and they know we can talk intelligently about our products."

In addition to a wealth of knowledge, the Co-op also offers its members an extensive private label line. In 2002, the Co-op brought in Vitamer as its in-house brand of supplements. According to Eaton, it was the Co-op's first attempt at private labeling and all are happy with the results. "We love having a line that is not available anywhere else, [that] is good quality and a good value," she said.

In 2009, the Co-op broadened the private label options and developed a personal care private label line because it couldn't find any affordable beauty [soaps and lotions] products that matched its values. Jan Tobin, the Co-op's wellness manager, worked with a local soap maker to create the line. "Recently we've

been working on a line of organic dried fruit and fresh, local salad mixes," said Eaton. "Private label works well for us and we feel great recommending it to anyone."

Customer Services

The Co-op takes a number of cues from its members when they voice their concerns or have requests. For instance, in the mid-1980s, members requested the addition of freshly brewed coffee. Healthy, locally made prepared foods followed. And when the Co-op relocated in 2001, an organic deli was added. "Now we see many of our senior customers who enjoy taking a break from home cooking or using [the deli] to supplement their meals at home. It has



become so popular that we added 400 square feet of kitchen storage in 2011, and this year we are adding 400 square feet of dining space," said Eaton.

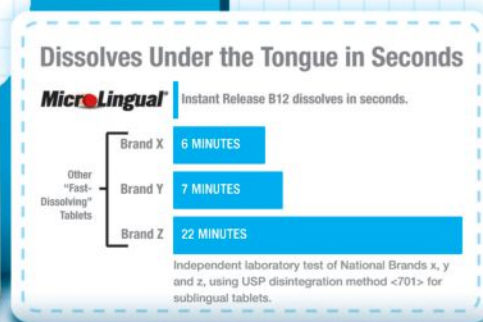
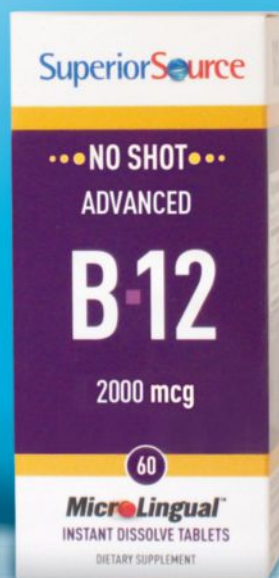
Additionally, a member survey taken this spring noted that genetically modified/engineered foods are a concern for more than 75 percent of Co-op members and is an important factor in their purchasing decisions. As a result, Non-GMO Project lists were utilized to label the entire store accordingly.

The Co-op also has an extensive educational program—offering classes on a wide variety of topics from cooking to wellness and lifestyle. Further, the Co-op has the honor of being one of the first stores in the nation to adopt QR (quick response) codes. "Our customers are quite tech savvy and really enjoy making the connection between the product and its story," said Eaton.

Celebration

In honor of its 40th anniversary, the Port Townsend Food Co-op threw a birthday party at the Northwest Maritime Center in town on August 19. "We threw a giant party for our community—75 percent of our members live in Port Townsend, a small town of 10,000," said Eaton. "It was such a blast! We had a huge timeline showing significant events in our 40 years history, and an on-going, four-hour slideshow of the best photos and stories told by our member owners of their memories of the Co-op. Add in some free food, free music and free fun—it was a huge success!"





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“Hot Sellers” is a monthly “what’s hot at retail” snapshot of six categories of products sold in health food stores across the U.S. by region, provided by a rotating Retailer Advisory Board of participating stores.

N O R T H E A S T

AUTUMN HARVEST HEALTH FOODS Scotch Plains, NJ

VITAMIN/MINERAL SUPPLEMENT: Bio Nutrition Raspberry Ketone

SPECIALTY SUPPLEMENT: Nordic Naturals
Omega-3 Fish Oil

HERBAL SUPPLEMENT: NOW Foods Turmeric

FUNCTIONAL FOOD/BEVERAGE: GTs Kombucha

PERSONAL CARE: Nubian Heritage Black Soap

HOT PRODUCT OF THE MONTH: Udi's Gluten-Free Bread

M I D W E S T

MIDWEST HEALTH FOODS Spencer, IA

VITAMIN/MINERAL SUPPLEMENT: New Chapter Multivitamins

SPECIALTY SUPPLEMENT: New Chapter Supercritical
Omega-7

HERBAL SUPPLEMENT: North American Herb & Spice
Oregano

FUNCTIONAL FOOD/BEVERAGE: Soy Delicious Coconut Milk

PERSONAL CARE: Dr. Bronner's Soap

HOT PRODUCT OF THE MONTH: Udi's Gluten-Free Bread

N O R T H W E S T

TRILLIUM NATURAL FOODS Lincoln City, OR

VITAMIN/MINERAL SUPPLEMENT: NOW Foods D-3

SPECIALTY SUPPLEMENT: Source Naturals Daily Essential
Enzymes

HERBAL SUPPLEMENT: NOW Foods Ashwaganda

FUNCTIONAL FOOD/BEVERAGE: Townshend's Clear Mind
Kombucha

PERSONAL CARE: Dr. Bronner's Soap

HOT PRODUCT OF THE MONTH: Frontier Chia Seeds

S O U T H E A S T

ACT NATURAL HEALTH FOODS St. Marys, GA

VITAMIN/MINERAL SUPPLEMENT: Flora Floradix Liquid
Magnesium

SPECIALTY SUPPLEMENT: Enzymedica Digest

HERBAL SUPPLEMENT: Bamboo by Solaray

FUNCTIONAL FOOD/BEVERAGE: Blackwater Drink

PERSONAL CARE: USANA Skincare Line

HOT PRODUCT OF THE MONTH: Bluebonnet Nutrition B Vitamins

W E S T

HORN O' PLENTY Grand Junction, CO

VITAMIN/MINERAL SUPPLEMENT: Vital Earth Super Multi

SPECIALTY SUPPLEMENT: n/a

HERBAL SUPPLEMENT: Solaray Oregano Oil

FUNCTIONAL FOOD/BEVERAGE: Kombucha Wonder Drink

PERSONAL CARE: Ultra Aesthetics MSM Moisture
Cream

HOT PRODUCT OF THE MONTH: Bluebonnet Nutrition Liquid
Calcium

S O U T H W E S T

TRI-HEALTH FOODS Houston, TX

VITAMIN/MINERAL SUPPLEMENT: Source Naturals Advanced One
Multiple

SPECIALTY SUPPLEMENT: Barlean's Total Omega

HERBAL SUPPLEMENT: Nature's Answer Saw Palmetto

FUNCTIONAL FOOD/BEVERAGE: Ice Age Glacial Water

PERSONAL CARE: Alba Botanica Body Bath

HOT PRODUCT OF THE MONTH: Solgar Vitamin D3

Retailers interested in having their stores featured in Hot Sellers can visit www.vitaminretailer.com, click **Forms** and download the **HOT SELLERS** form, then fill it out and e-mail it to RajL@vitaminretailer.com or call **Raj Leventhal at (732) 432-9600 x105**.

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FTC Refunds \$6M for Deceptively Advertised Supplements

The Federal Trade Commission (FTC) is mailing 153,109 checks for \$40.45 each to consumers who were deceived by supplement marketers National Urological Group (Norcross, GA) and Hi-Tech Pharmaceuticals (Norcross, GA). A federal district court ruled in favor of the FTC in 2008, ordering the defendants to provide money for refunds.

The marketer made false advertising claims that two supposed weight-loss supplements, Thermalean and Lipodrene, were clinically proven to cause substantial weight loss, including a 19 percent loss in total body weight. A third supplement, Spontane-ES, supposedly treated erectile dysfunction. The ads deceptively claimed that the supplement was clinically proven to safely and effectively treat 90 percent of men with erectile dysfunction.

The checks, totaling more than \$6 million, will be mailed by an administrator working for the FTC. Retailers with customers who have questions about the refund process should call (877) 483-2883, or visit the FTC's refunds website. The checks will be valid for 60 days and must be cashed on or before October 23, 2012.

For more information, visit www.ftc.gov/refunds.

Herbal Dietary Supplement Retail Sales Rise in 2011

Sales of herbal dietary supplements in the United States increased by 4.5 percent in 2011, reaching a total estimated figure of nearly \$5.3 billion. The statistics are conclusions of a new report published in the current issue of *HerbalGram*, the American Botanical Council's (ABC) peer-reviewed quarterly journal. Sales in the mainstream market channel (e.g., drugstores, etc.) continued to grow, increasing almost three percent over 2010 sales while sales in natural food stores rose by a strong 5.5 percent.

"These sales data indicate continued strong consumer demand for herbs and other natural plant-derived ingredients as an essential part of their self-care," said *HerbalGram* Editor and ABC Founder and Executive Director Mark Blumenthal. "What is even more remarkable is that herbal supplement sales grew while the economy is still considered in recession, a sign of how highly American consumers value these safe, low-cost materials."

The *HerbalGram* report is based on herb supplement sales statistics from the *Nutrition Business Journal* (NBJ) and market research firms SymphonyIRI and SPINSscan Natural.

The five top-selling herbal supplements of 2011 in the health and natural foods channel, according to SPINS, were flaxseed oil (*Linum usitatissimum*), grass (wheat and barley; *Triticum aestivum* and *Hordeum vulgare*), turmeric (*Curcuma longa*), aloe (*Aloe vera*), and milk thistle (*Silybum marianum*). The top-selling herbal singles of 2011 in the food, drug and mass-market channel, according to SymphonyIRI, were cranberry (*Vaccinium macrocarpon*), soy (*Glycine max*), saw palmetto (*Serenoa repens*), garlic (*Allium sativum*) and ginkgo (*Ginkgo biloba*) leaf extract. Natural foods channel rankings may include some combination herbal products, as SPINS codes sales by primary ingredient.

For more information, visit <http://abc.herbalgram.org>.



NPA Announces Opposition to California Prop 37

The Natural Products Association (NPA) recently announced that while it does support the right of consumers to know what ingredients go into their food products, it opposes California's Proposition 37. Proposition 37 would require mandatory labeling of genetically engineered food, due to concerns about the enforcement provision as well as the way the proposition defines natural foods. NPA believes these aspects of the proposition will negatively affect the ability of suppliers and retailers to provide food products to California consumers.

NPA's position, as approved by its Board of Directors, reads as follows:

"While NPA supports the consumers'

right to know about the foods they purchase and appreciates the transparency Proposition 37 offers regarding genetically engineered foods, we cannot support the California Right to Know Genetically Engineered Food Act. NPA is very concerned with the enforcement provision as well as the limited definition of natural included in the language. Proposition 37 places every supplier, manufacturer and retailer of food products at risk of unreasonable and frivolous litigation. We are concerned the restrictions on natural foods in the proposition language could create a difficult business environment in California and further hinder the ability of our members to sell natural products."

"NPA appreciates the contributions of our valued members in crafting this position," said NPA Executive Director and CEO John Shaw. "This decision follows a thoughtful and robust discussion about this proposition and the negative impact we believe it will have on both industry and consumers in California. We're especially concerned about the effect the enforcement provision could have on small retailers across the state, not to mention the possibility of fewer food options for California consumers. We hope that California voters will take our views into consideration when going to the polls this November."

For more information, visit www.npainfo.org.



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Nutrition Not Driving Factor for Consumers Choosing Organic

Despite a number of news reports telling consumers that eating organic foods offers no additional nutritional value than conventional foods, consuming organic foods reduces consumers' exposure to pesticide residues and bacteria resistant to antibiotics, according to a study published in the September issue of *Annals of Internal Medicine*.

The research team, led by Dena Bravata, MD, MS, a senior affiliate with Stanford's Center for Health Policy, and Crystal Smith-Spangler, an instructor in the school's Division of General Medical Disciplines and physician-investigator at VA Palo Alto Health Care System, did a meta-analysis of existing studies comparing organic and conventional foods. They did not find strong evidence that organic foods are more nutritious or carry fewer health risks than conventional alternatives, though consumption of organic foods can reduce the risk of pesticide exposure.

"If you look beyond health effects, there are plenty of other reasons to buy organic instead of conventional," noted Bravata, listing taste preferences and concerns about the effects of conventional farming practices on the environment and animal welfare as some of the reasons people choose organic products.

"Consumers seeking to minimize their exposure to pesticide residues will find that foods bearing the USDA Organic label are the gold standard. This is because organic foods have the least

chemicals applied in their production and the least residues in the final products," said Christine Bushway, Organic Trade Association (OTA) executive director and CEO. "And, because organic livestock practices forbid the use of antibiotics, including the routine use of low level antibiotics for growth, organic meat contains less antibiotic-resistant bacteria."

Key conclusions in the meta-analysis conducted by Stanford University researchers reviewing published results from 17 human studies and 223 studies of nutrient and contaminant levels in unprocessed foods such as fruits, vegetables, grains, milk, eggs, chicken, pork and meat included three main findings:

- Conventional produce has a 30 percent higher risk for pesticide contamination than organic produce.
- Conventional chicken and pork have a 33 percent higher risk for contamination with bacteria resistant to three or more antibiotics than organic products do.
- There is no difference in the food safety risk between organic and conventional foods.

The latest Stanford University research review confirms the health benefits that 78 percent of American families choosing organic foods, at least occasionally, seek, according to the OTA. The association's 2011 Attitudes and Beliefs Study cited reducing exposure to pesticides and avoiding antibiotics in the food supply as top reasons

for choosing organic.

Pointing out that published literature lacks broad evidence that organic foods are significantly more nutritious than conventional foods, the Stanford University researchers, however, did cite higher levels of total beneficial phenols in organic produce, omega-3 fatty acids in organic milk and chicken, and vaccenic acid in organic chicken.

"The Natural Products Association (NPA) is pleased that the *Annals of Internal Medicine* confirmed organic foods lower your exposure to pesticides and drug-resistant bacteria. I think most Americans would agree these are extremely positive qualities of organic foods," said John Shaw, NPA executive director and CEO.

"It's worth noting that organic refers to the method of production, not nutritional value. There are a wide range of organic cosmetics, medicines, even dry cleaning," he continued. "Consumers who buy organic products care about a healthy environment and avoid risk to potentially harmful substances."

According to Bushway, the link between agronomic practices and nutritional profile of foods is an emerging research topic. "We are optimistic that in the future, good applied scientific research on organic food and farming will show that healthy soils produce healthy foods," she said.

For more information, visit <http://medicine.stanford.edu>, www.ota.com or www.npainfo.org.

Bioforce USA Acquires AnneMarie Bör lind Line

Bioforce USA (Ghent, NY) has announced an agreement with Bör lind of Germany, Inc., the U.S. distributor of German-based Bör lind GmbH, to acquire the company's distribution rights for the Annemarie Bör lind product line. The transaction is scheduled to be completed on October 1, 2012.

"Bör lind of Germany was the first to recognize the connection between discerning department store shoppers and the demanding health food store shopper," said Pierce Sioussat, Bioforce USA president and CEO. "This connection was the beginning of a whole new opportunity for natural products retailers to sell premium, department store quality skin care and cosmetics. We hope to build on this connection and reinforce the main reason the Annemarie Bör lind brand became such a significant success."

Linda Kulow, president of Bör lind of Germany, has been asked to stay on and provide support to Bioforce USA during the transition.

For more information, call (800) 641-7555 or visit www.bioforceusa.com.

Brand New Energy Announces Voluntary Recall of ephBURN 25

Brand New Energy (BNE), a dietary supplement re-sale distributor, is recalling all lot codes of ephBURN 25. The recall was initiated on August 28, 2012, after notification by the Food and Drug Administration (FDA) to a third-party retailer, which purchased ephBURN 25, that one lot of ephBURN 25 was sampled by the FDA and found to contain ephedrine alkaloids, making it an unapproved drug.

This recall affects all lot codes and use by dates of ephBURN 25. The product is a 90-ct. bottle with red capsules and prominently displays the product name "ephBURN 25" in white letters on the front of a red label. There is no UPC code. ephBURN 25 was previously discontinued on or about May of 2012.

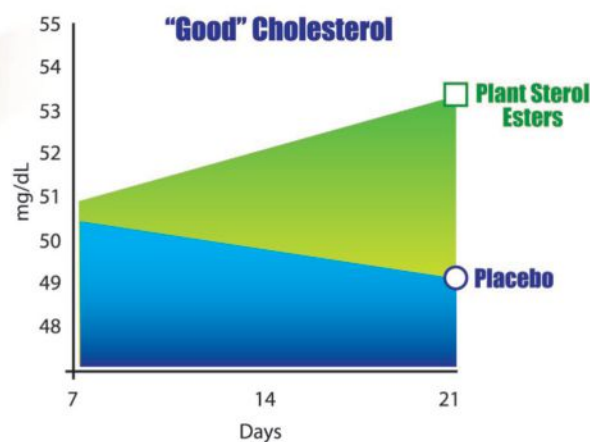
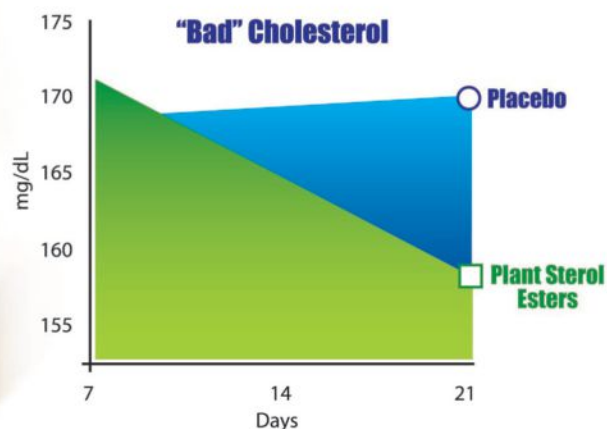
BNE is a reseller of nationally

known diet and energy supplements such as Zantrex 3, Trim Spa, Hydroxy Cut and others. The product subject to recall, ephBURN 25, was distributed to various retail stores nationwide and the product was sold via the internet from the period of time of approximately April 2010 through August 2012. No other products distributed by BNE are subject to recall.

Retailers should advise consumers who may have purchased ephBURN 25 to immediately discontinue using the product and contact their health care professional if they have experienced any adverse effects. Consumers can contact the distributor of the product at info@brandnewenergy.com or call (888) 234-2595 to receive further instructions for returning the product or with any questions.

The Power of Plant Sterol Esters & Healthy Cholesterol

- New Beta-Sitosterol Plant Sterol Softgels from NOW contain CardioAid®-S Plant Sterol Esters.
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Foods containing at least 0.65 grams per serving of plant sterol esters, eaten twice a day with meals for a daily total intake of at least 1.3 grams, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease. A serving of Beta-Sitosterol Plant Sterols with Fish Oil supplies 1 gram (1,000 mg) of plant sterol esters in a base of fish oil.



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"Life...supplemented" App Supports Vitamin Angels

With the recent launch of its first-ever mobile application, WannaBeWell, the "Life...supplemented" campaign has announced that for each app download, "Life...supplemented" will donate \$1 (up to \$13,500) to international charity Vitamin Angels, an organization dedicated to reducing child mortality worldwide by connecting infants and children under age 5 with essential micronutrients.

In its fifth year, the "Life...supplemented" consumer wellness initiative, managed by the Council for Responsible Nutrition (CRN) Foundation, launched the free WannaBeWell app available on iPhones and iPads to educate, activate and motivate consumers about healthy living. Through the partnership with Vitamin Angels, the app will also help

raise money for a worthy cause.

"In the U.S. and 40 countries around the world, we've seen the incredible impact vitamins can have on children; giving them a chance to lead meaningful and productive lives," said Howard Schiffer, president and founder of Vitamin Angels. "We are honored to



be working with 'Life...supplemented.' Together, we're making this world a healthier place!"

This is the third consecutive year that "Life...supplemented" has partnered with Vitamin Angels, and this year's donation (if goals are met) will bring the total to \$45,000. "One of the objectives of the CRN Foundation is to educate consumers about responsible use of dietary supplements," said Judy Blatman, senior vice president, communications for CRN. "We're pleased to be able to combine these education efforts, through our new WannaBeWell app, with raising money for Vitamin Angels, a non-profit organization that is dedicated to getting vitamins to those who need them."

For more information, visit www.life-supplemented.org/wannabewell.

NOW Foods Expands to Increase Manufacturing Capacity



Illinois-based NOW® Foods recently announced an expansion to increase capacity at its Bloomingdale manufacturing facility. The company has purchased a 116,000-square-foot office building to house its administrative offices, allowing the company to expand its manufacturing operations at the existing Bloomingdale facility. The office building is located at 244 Knollwood Dr., in Bloomingdale, IL.

"This move will allow us to

better serve our customers through expanded manufacturing capabilities, which will help us meet the growing demand for NOW's full line of natural products," said NOW President Jim Emme. "We expect to have the transition complete by November."

For more information, call (888) 669-3663 or visit www.nowfoods.com.

Essentia Water Launches New Look, Website

Essentia Water (Bothell, WA) recently unveiled a new look and website. As the bottled water market continues to grow, Essentia intends to expand its reach by appealing to new consumers with its modern, streamlined look. Essentia's new logo and bottle label more prominently feature the added benefits of its proprietary process, which delivers optimum alkalinity and an ideal pH of 9.5.

"Our package has served us well for the past 14 years, but it was definitely time to freshen it up," said Ken Uptain, president and owner of Essentia Water. "We emphasized the plus (+) on our logo and packaging to draw an even stronger connection to

the added benefits of Essentia's super hydrating water. Our customers can now enjoy the same Essentia they know and love, but in a sleek new bottle with an updated look."

Corresponding with the refreshed labels and bottles, Essentia has launched a new website, which provides easier access to information about Essentia and where to find the product nationally. The new site is also a tool to help educate consumers, retailers and health care professionals on how and why Essentia is beneficial to those who drink it.

For more information, call (877) 293-2239 or visit www.essentiawater.com.



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Highlight Coverage: Fruitful Yield Hosts Big Splash!

By Tanya Miller, POS & Administrative Support Coordinator

On Saturday, August 4, 2012, our Fruitful Yield locations celebrated 50 years of empowering people to lead healthier lifestyles while providing quality products at affordable prices by hosting the Big Splash! event. Featuring a festive and fun tropical atmosphere, the Big Splash! was all about showing our customers how much we appreciate their business and value the trust and loyalty they have continued to show Fruitful Yield since Elwood Richard first founded the stores in 1962.

Customers were treated to dozens of different product demos, lots of tropical-themed, family-friendly games and activities, and hundreds of product samples. The Big Splash! also featured a large assortment of raffle prizes donated by over 45 vendors. Grand Prizes included three Beach Cruiser Bicycles provided by Amazing Grass and Surf Sweets, 10 Smokey Joes furnished by Woodstock Farms, as well as six gas grills courtesy of Zevia.

We'd like to thank our Fruitful Yield store teams for out-doing themselves creating engaging store displays and wowing our customers with the extensive product knowledge and excellent

customer service Fruitful Yield is known for. The warm enthusiasm and helpful manner displayed by every store team member during the Big Splash! was crucial in Fruitful Yield seeing our largest sales increase in 13 weeks.

In addition, we'd like to thank several members of Fruitful Yield's corporate staff who were instrumental in planning and executing the Big Splash! including: Heather Hershberger, office and marketing coordinator; Mary Hogan, category manager, and Tammy Mish, retail nutritional education manager.

"I was very impressed to see the tremendous effort all of our stores put into our 50th Anniversary celebration," said Dave Reczek, president of Fruitful Yield. "The stores looked great and I think our customers really appreciated all the free products and festivities! We all feel this event was a rousing success and we look forward to the next 50 years!"

For more information, call (800) 469-5552 or visit www.fruitfultyield.com.

Photos from Top: **Andrea Bertani**, Joliet Fruitful Yield staff member. **Mary Hogan**, Fruitful Yield category manager. From left to right: **Kayla Hoffmeyer**, Lombard Fruitful Yield store manager, with staff members **Ellen Rigor**, **Linda Kralik**, **Josephine Domino** and **Erin Ferguson**. From left to right: **Marina Lear**, Batavia staff member, with **Tanya Miller**, POS & administrative coordinator.



In Memoriam

Mark Patterson, 34, CEO of Eco Lips (Cedar Rapids, IA), died on Saturday, August 11 of an aortic aneurysm. Patterson was well known within his local community and the natural products industry as a longtime supporter of an active organic lifestyle and shared his passion with others through his activism and deep-felt commitment to environmental initiatives.

Patterson's activism motivated him to organize a variety of events to create awareness of how to live an increasingly conscious lifestyle. The Eco Lips Earth Day Bike Ride, held in Cedar Rapids for years, brought the community together through Patterson's leadership. In 2007, Patterson helped plan and participated in the Organic Endurathon, an event consisting of 10 marathons in 10 days across the state of Iowa with a mission to promote organics and sustainability at the local level.

Patterson is survived by his wife, Sarah, and his children, Luke, Elizabeth and Lily. A memorial fund has been set up for Patterson's children via the Eco Lips website at www.ecolips.com/mark to receive donations.

You're Hired

Sprouts Farmers Markets (Phoenix, AZ) has announced that **Shon Boney**, who has served as CEO since the company's founding in 2002, will assume the role of chairman of the board of Sprouts. Longtime Sprouts President **Doug Sanders** will become president and CEO, whereby he will continue to be responsible for all day-to-day aspects of running the business. In his new role as chairman, Boney will continue to be engaged in developing the overall strategic vision for Sprouts, and will continue to support the company's ongoing growth.

American Laboratories, Inc. (ALI, Omaha, NE) has announced that **Kenny Soejoto** has been promoted to president of ALI. Soejoto previously held the position of COO. In addition, **Rod Schake** has been named senior vice president, **Bret**

Wyant has been selected as the new vice president of sales, and **Mark Schufeldt** has been promoted to vice president of production. Further, **Jeff Jackson** will now be chairman of the board, in addition to his current position as CEO.

Sheldon Harris, the former president of the ice cream franchise Cold Stone Creamery, has recently been named Complete Nutrition's (Omaha, NE) CEO. Former CEO **Cory Wiedel**, who founded the company in 2005, will serve as chairman of the newly created board of directors. Harris has been involved with Complete Nutrition for the past six months, leading the development team as a consultant. In this role, he strategically outlined a road map for growth as Complete Nutrition continues to increase its national footprint, with plans to add 150 new stores in the next three years.

What to Tell Your Customers about Dietary Supplements

Dietary supplements are used by millions of Americans. Research shows that supplements can address nutritional deficiencies, improve overall health and save billions in health care costs. You know that vitamins and minerals help your customers and that's why you sell supplements in your stores.

Yet too often we still see articles about supplements that are misleading or just plain wrong. You're probably familiar with last month's cover story by *Consumer Reports* that represents another smear campaign against supplements by the magazine.

As the nation's largest association representing natural products and the leading representative of the dietary supplement industry, the Natural Products Association (NPA) has led an aggressive response to the story. You can read what we had to say at www.npainfo.org.

Here are three key things your customers should know about supplements.

- **Supplements are safe.** Government data shows that they have an excellent safety record, especially when you consider the millions of supplements sold annually. Furthermore, supplements are foods, not drugs. Any product with a drug in it is not a supplement. NPA has been a leader in supporting swift and immediate action against anyone illegally marketing a drug as a supplement.

- **Supplements are well-regulated.** The Food and Drug Administration (FDA) has all the authority it needs today to regulate supplements under the Dietary Supplement Health and Education Act (DSHEA). Most importantly, the FDA agrees. Their officials have testified before Congress that they have all the tools they need to effectively regulate supplements.

- **Supplements are beneficial.** Studies come out on a near-weekly basis highlighting new discoveries about the benefits of vitamins and other supplements. NPA features many of them regularly on its Facebook page at www.facebook.com/naturalproductsassociation.

For instance, the American Heart Association has recommended a diet high in omega-3s with supplementation as needed for those who don't get enough from their diet. And the federal government has approved health claims for some supplements, such as associating vitamin D and calcium intake with a

reduced risk of osteoporosis.

Despite unfounded media attacks, supplement sales continue to grow. And that's a good thing, as we know that many people don't get an adequate amount of nutrition from their diets. NPA has long encouraged Americans to talk to their doctors and health care providers about what they may need to supplement their diet and exercise program.

Get the facts. NPA offers a variety of information and resources for retailers like you at www.npainfo.org/retailers.



**John Shaw, Executive
Director and CEO,
Natural Products
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Responding to

Awareness of inflammation has come to the forefront in the scientific and medical communities—now health conscious consumers are catching on as well.

By Janet Poveromo

In the past, inflammation has been viewed as an acute (short term) response to tissue injury that produces characteristic symptoms and usually resolves spontaneously. However, more contemporary revelations show chronic inflammation to be a major factor in the development of degenerative disease and loss of youthful functions.

"Chronic, low-grade inflammation is very common among Americans due to an imbalance of certain fats in the typical Western diet," said Chief Medical Officer Keri Marshall, MS, ND with California-based Nordic Naturals. "Specifically, this has to do with the over consumption of pro-inflammatory omega-6 fats that are now abundant in the American diet. Omega-6 fats are found in refined foods, cooking oils and conventional meats. These types of foods have surged with the advent of large-scale food manufacturing in the 20th century. Unfortunately, inflammation is implicated in major illnesses across the spectrum, from cognitive

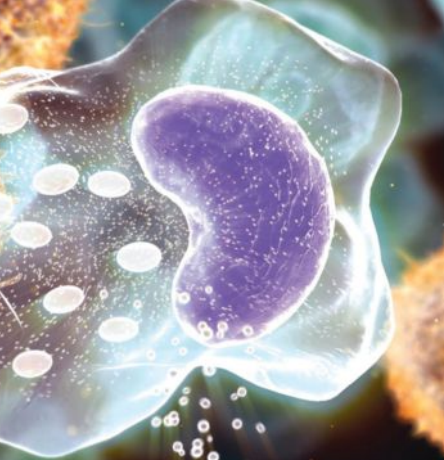
decline to heart disease, diabetes and metabolic disorders. It is critically important that Americans lower their intake of foods high in pro-inflammatory omega-6 fats and consume foods with more anti-inflammatory omega-3s. Restoring a nutritional balance of roughly 2:1 omega-6 to omega-3 essential fatty acids will go a long way in reducing chronic inflammation and the diseases in which inflammation plays a role."

According to Nena Dockery, technical services manager with Missouri-based Membrell, inflammation is a normal immune system response that our bodies use on a regular basis as part of the process of self-healing. Therefore, determining the prevalence of inflammation that is out of the norm is very difficult. "Acute inflammation caused by an immune system response to irritants or allergens, as well as tissue injury and inflammation resulting from periodic acute events in those individuals with certain disease conditions is very different from ongoing chronic inflammation."

Dockery added that chronic inflammation in which the body is in a constant

inflammatory condition is definitely becoming increasingly more common and is an area of increased medical scrutiny. "However, the causes and repercussions of this type of inflammation as well as its prevalence are the subjects of much medical debate. Some medical experts only recognize chronic inflammation as a persistent state of acute inflammation due to autoimmune responses or viruses, bacteria or other pathogens that the body's immune system cannot degrade," she said. "Others also recognize sub-clinical chronic inflammation that is potentially a root cause, an effect or an indicator of diseases such as cardiovascular disease, cancer or even obesity. Of increased interest more recently have been the disorders that are characterized by chronic inflammation but for which there is still much debate as to their causes. Conditions such as chronic fatigue syndrome or fibromyalgia can be frustrating for both those suffering as well as for their physicians."

Dockery pointed to a recent article in the *Wall Street Journal* (July 16, 2012) that addressed the increased awareness



Inflammation

of how chronic inflammation can have a critical effect on our development of a wide variety of disease conditions.

"Though the exact numbers of Americans with chronic inflammation would be hard to ascertain, it can be safely estimated that half of the U.S. population has some level of this silent condition," she said.

According to Sayan Sarkar, CEO of New York-based Invigorate Now, along with a tremendous lack of nutritional substance and quality in our daily diets, stress and environmental factors exacerbate inflammation. "Modern diets are full of processed, highly refined foods that are practically devoid of nutritional value. Along these lines, refined grains, sugars, commercially raised meats and various oils—even the 'healthy' ones like canola or vegetable oil—are high in omega-6 fatty acids. We need to reduce consumption of these foods in favor of natural, preferably organic foods to shift the omega-6:omega-3 ratio in our body to the other side (some studies show Americans' ratios are as high as 30:1 of omega-6:omega-3 when they should likely be around 4:1 or 2:1)."

Market Share

Cheryl Myers, chief of education and scientific affairs at Wisconsin-based

EuroPharma, Inc., said the market is strong for natural products that address inflammation. "You have a lot of people who want—and need—to stay physically active longer and later in life. They don't want the health risks that come with so many of the conventional pain relief products, and are looking for supplements that actually work with the body to reduce inflammation, protect the joints and help repair muscle tissue.

"People are beginning to realize that inflammation is about a lot more than just dealing with physical pain," she added. "It damages tissues throughout the body, and sets a variety of dysfunctions into motion. So, aside from conventional inflammation or pain relief, I think you're going to see more people seeking out natural options to reduce systemic inflammation, whether it's occurring in the digestive system, the brain and nervous system, or the muscles and joints."

Category Ingredients

Some of the most researched ingredients for inflammation have evolved dramatically. Two in particular are curcumin from turmeric and boswellia.

As for curcumin, Myers explained that the majority of turmeric products on the market are regular formulas, comprised of standardized 95 percent curcumin.

"Unfortunately, this formulation of curcumin is poorly bioavailable, so it doesn't pass easily from the gastrointestinal tract into the bloodstream. Additionally, much of the curcumin that does reach the bloodstream quickly converts into other compounds," she said. "None of this has gone unnoticed, and there have been many attempts to make curcumin more absorbable and have it remain in the bloodstream longer at a therapeutic level so it can be more beneficial."

Europharma utilizes BCM-95®, a high-absorption curcumin that combines micronized (small particle size that is not nano) curcumin with turmeric essential oils. The ingredient has been shown in published human studies to have up to 10 times the absorption than standard 95 percent curcumin extracts, Myers pointed out. "That is why this specific bioavailable curcumin is being used in important research around the world. It is natural, easily-absorbed (so no need for huge dosage levels) and has published safety studies."

Invigorate Now also utilizes curcumin in its formulation. "It is our opinion that natural, herb-based ingredients that are rich in antioxidants and anti-inflammatory capabilities are the best form of protection," Sarkar explained. "This is because

Responding to Inflammation

these products offer the same level of support that pharmaceutical grade products do (that is adjusting levels of the COX-2 enzyme), but with all the holistic properties of natural ingredients. There are currently some natural, herb/whole food anti-inflammatories on the market, but they are few and far between."

Additionally, Sarkar said the company has found that although these products are well known and often-used, some manufacturers have sacrificed quantity of ingredients in favor of variety. "In other words, the consumer may receive 10 or more different ingredients, but will only receive them in smaller portions. This may reduce the potential for long-term inflammation support. We feel the best course of action is to give the best of both worlds—that is, offering a wide variety of ingredients, which are provided in balanced and beneficial amounts, while also providing a tremendous amount of the most important, natural anti-inflammatory of all time (turmeric and its curcumin extract). We have 550 mg of a 95 percent standardized curcumin extract in each serving, which is more than is found in single bottles of curcumin on most vitamin store shelves."

Nordic Natural's Marshall noted that over the years, nearly 17,000 scientific studies (more than 8,000 clinical studies) have been done on fish oil and these important fatty acids. "If one thing has been shown by such studies, it is that EPA and DHA promote the body's natural anti-inflammatory response by converting to anti-inflammatory prostaglandins. For this process to occur, however, sufficient amounts of EPA and DHA must exist within cell membranes, and be ready for release

and conversion. Further, space for fats within cell membranes is limited, which is why it's important to consume a healthy amount of omega-3s alongside the more prevalent omega-6s."

Marshall also noted the benefits of curcumin to

inhibit pro-inflammatory substance COX 2 and it's ability to work with omega-3s. "Curcumin has been found to be a selective delta 5 desaturase inhibitor, which prevents excess conversion of linoleic acid (DGLA specifically) to arachadonic acid (AA)," she said. "This helps to further prevent production of pro-inflammatory markers and allows the omega-3 pathways to more efficiently make anti-inflammatory markers."

Another beneficial ingredient is New Jersey-based Proprietary Nutritionals' Perluxan.™ It is a proprietary, standardized extract of hops cones (*Humulus lupulus* L.) with multiple mechanisms of action based on alpha acids. These fractions were found to be potent and specific inhibitors of pro-inflammatory chemicals and derivatives, giving Perluxan the power to reduce pain-causing compounds in a short time with a low dose.

Perluxan works in concert with numerous biochemical pathways responsible for inflammation with both enzymatic and non-enzymatic sources. Instead of taking weeks or months to begin working, Perluxan may activate to help relieve minor pain beginning with the first dose, according to the company.

Membrell's Dockery noted that ingredients such as bioflavonoids, turmeric, boswellia, ginger and proteolytic enzymes are marketed to individuals who experience some degree of inflammation associated with a specific activity or health challenge. However, she noted that they are not designed to remedy the cause of the inflammation, but simply to help diminish the pain associated with it. "There are also those ingredients that help diminish the inflammation while supporting the underlying tissue as well. Ingredients such as natural eggshell membrane (NEM®), and to a lesser extent, glucosamine can help decrease inflammation and also support the health of the underlying tissue."

Ingredient Advancements

Ingredients used in natural products for inflammation have undergone other improvements. "Even familiar ingredients such as boswellia and turmeric have evolved into specialized ingredients with enhanced features," said Dockery. "On the other hand, glucosamine does not have as much of the positive appeal that it once did. The high dosing, inconsis-



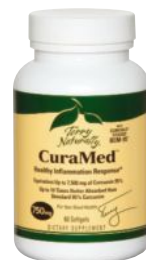
tent supply source and the increase in alternative products have all had an impact on its popularity."

One of the ways that these ingredients have evolved is through their focus on shortening the time period for experiencing a benefit, she said. "Increasingly, more suppliers of natural ingredients are refining their ingredients for increased efficacy within a short time period. For people with discomfort and stiffness associated with inflammation, this can be a real plus in selecting a product. Most of these products function through their positive effect in decreasing the activity of the body's pro-inflammatory substances. Membrell's JointHealth product containing natural eggshell membrane helps diminish inflammation through its impact on pro-inflammatory substances, but it also provides benefit quickly."

Product Innovation

There are several natural ingredients that have beneficial characteristics, but ensuring that they reach their destination in the body to produce a positive physiological effect can be challenging.

"By definition, a dietary supplement must be ingested and this type of dosing can be challenging because the ingredient(s) must pass through the rigors of the body's digestive system, be absorbed in an active form through the intestinal wall (a natural barrier) and then be utilized by the body at a specific location," said Dockery. "Unfortunately, many very good natural anti-inflammatories are either broken down completely by the body's digestive process or are poorly absorbed through the intestinal wall. Many of the current innovations have centered on improvements in protecting ingredients from digestion and improving their absorption rates. Turmeric/curcumin is a very good example of an ingredient that has been improved through either its combination with other ingredients, such as



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Responding to Inflammation

piperine from black pepper, or by manufacturing processes that increase its survival and absorption."

Recent published *in vitro* research on NEM has demonstrated that not only does this natural ingredient pass successfully through the digestive tract without the need for protective coatings, but its absorption and positive effects on inflammatory processes are actually improved by the digestive process without addition of other ingredients or manipulation of the ingredient itself, making it an ideal ingredient for oral administration.

In the omega-3 industry, EPA and DHA remain the key essential fatty acids that are used in supplements to support the body's natural anti-inflammatory response, Marshall noted, and there has been increased attention to a unique omega-6 gamma-linolenic acid (GLA) that also confers anti-inflammatory support, particularly with respect to skin. "New delivery systems are becoming more common as well," she said, noting that Nordic Naturals' effervescent formula enables people to drink their omegas, rather than take soft gels or liquid fish oil. The company's latest

Retailer Sales

Tim Hitt, supplement buyer and manager with Fiesta Nutrition Center in Monroe, LA, a single, 4,400-square-foot retail store four hours north of New Orleans, said that a lot more consumers are educated and doing their homework when it comes to their health and, more specifically, knowledge about inflammation. "It is one of the top five reasons customers are in the store," he said. Customers are mostly concerned about joint and muscle issues, bone problems and arthritis. As for the age group, "At the low end they're around 40-years-old, but we might see some younger customers with a sports injury or a vehicle accident."



Oftentimes, customers are asking for products with turmeric root. "This is hugely popular, right after fish oils," Hitt said, adding that he believes issues with money, the economy and

release, Nordic Omega-3 Jellies™, is a chewable omega-3 product for kids that provides 250 mg EPA+DHA in one serving. Its emulsion technology marks advancement in delivery systems used to reach these high levels of omega-3, Marshall stated.

Research & Real Life

Natural product suppliers and distributors are always interested in reports that have been issued by the allopathic health community as well as general health related articles. "Unfortunately, many times the natural product suppliers are

lack of health care that out of necessity are producing much smarter, health conscious consumers. "People are reading health magazines and are using good old Google."



Europharma's Curamin is the store's bestseller by far, he added. "Terry Lemerond has really taken the industry by storm with that product."

At Wheatsfield Co-Op in Ames IA, Wellness Manager Kim McDermott agreed that quite a few of her customers are knowledgeable when it comes to inflammation and are asking for fish oil supplements. "I would say Nordic Naturals Omega 3 is one of our best sellers and we sell quite a bit of Carlson's liquid fish oils." Honorable mention go to Eclectic Institutes Infla-Prin POW-der and another strong seller is New Chapter's Zyflamend herbal formula, according to McDermott.

put in a position of defending natural remedies against research that bears inherent bias," said Dockery.

"However, other publicized reports provide wonderful opportunities for the industry," she added. "The recent article publicized in the *Wall Street Journal* regarding chronic inflammation is a perfect example of how health studies and statistics can support natural ways of dealing with health issues.

"Some published health studies and news reports also provide indirect support for the joint health market. For example, an article in the July 23rd online edition of *Archives of Internal Medicine* reports the link between hip and knee replacement surgery and heart attack risk. This type of news-worthy report can provide sufficient incentive for many to try to do what they can to protect their joints, ideally through a combination of weight loss, an appropriate exercise regimen and the right joint support supplement." **VR**

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Clearing Up Cholesterol Confusion

Statistics show an improvement in Americans' cholesterol control, but retailers still need to take a hands-on approach answering consumer questions and providing guidance.

By Kate Quackenbush

According to the Centers for Disease Control and Prevention (CDC), approximately one in every six adults—16.3 percent of the U.S. adult population—has high total cholesterol, the level defined as 240 mg/dL and above. People with high total cholesterol have approximately twice the risk of heart disease as people with optimal levels (lower than 200 mg/dL). For adult Americans, the average level is about 200 mg/dL, which is borderline high risk.

But the CDC noted that Americans are, in fact, making progress with their cholesterol struggles, saying that compared to previous decades, fewer adults have high cholesterol. The proportion of the population aged 20-74 years with high cholesterol has dropped by half, from

33 percent in 1960-62 to 16.3 percent in 2003-06. During the same time period, average cholesterol levels fell from 222 mg/dL to 200 mg/dL.

Statistics aside, improvement is not what most natural retailers are observing with their customers.

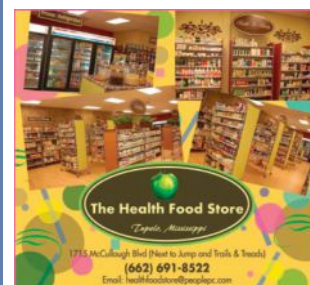
An example is The Health Food Store, which has been serving rural Mississippi for more than 20 years through its flagship store in Pontotoc

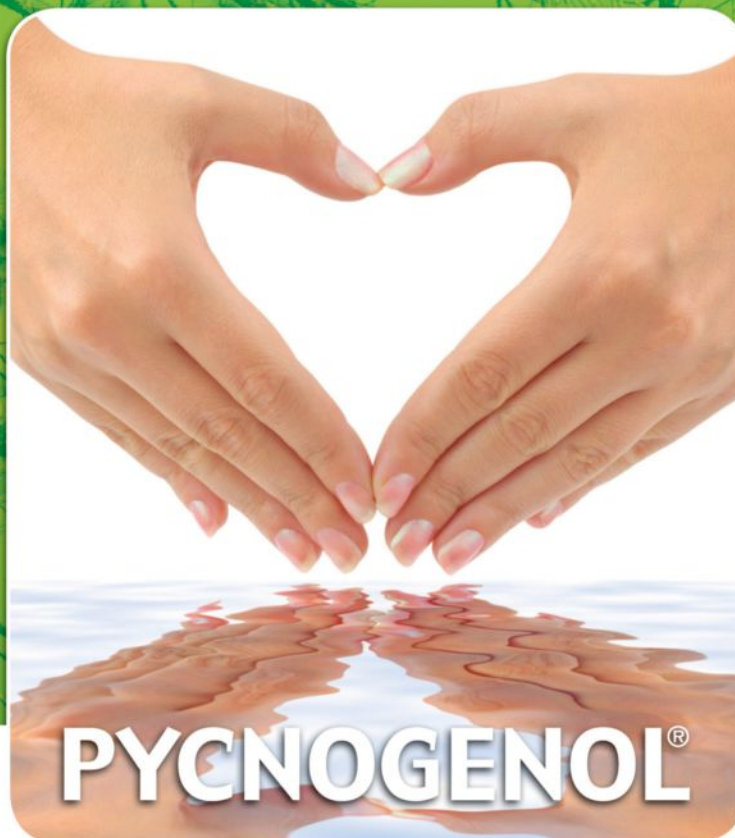
and a new location opened in January in Tupelo. "A big percentage of customers (particularly over the age of 40) that visit our stores have been told by their doctors that they have high cholesterol. We also have a lot of customers that come see us due to negative side effects from already prescribed cholesterol medicines," said Owner Michelle Barbieri. "Both groups are looking for natural alternatives."

It's a similar situation for Eunice Green, owner of Green's Nutrition, based in Stockton, CA for 20 years. Very familiar with her shoppers, Green said she has observed cholesterol becoming more of a con-



Grace, Noah, Michelle & Warren Barbieri of The Health Food Store





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cern for her customers of late.

"In the last few years, doctors have

concentrated more on not only lowering cholesterol through the use of statin drugs, they are now also recommending them for prevention—even when cholesterol is normal or only slightly elevated," she said, noting that the change in level markers of what are normal levels has added to customer confusion. "I feel that most customers do not understand cholesterol, what is normal and how they can deal with this problem. Most of the time, they are somewhat fearful and do not know what they want, so they are very receptive to advice about what is a good cholesterol product."

Misconceptions

Guiding customers to a thorough understanding is a primary concern for Dan Chapman, CEO of Sunrise Health Food Stores, a two-store chain in Lansing and Flossmoor, IL that celebrated its 50th anniversary last year. "Many customers believe cholesterol is just plain bad, but the truth is that we need cholesterol for health. It is a vital component in human metabolism, so we're helping the customer understand that the solution for high cholesterol levels is about much more than just lowering them," he said. "With our more than 50-year history, many of our customers trust us to make the best suggestions for their health issues. Others will ask about specific ingredients they have either been told or have read about."

Master Herbalist Oron Cohen,

founder of GreenSilk.com LLC in California, explained that cholesterol is a fat (lipid) that comes from diet and is also produced by the liver. It is a vital component of every cell in the body and is used by the body to produce hormones and vitamin D. "However, when there is an excess amount of 'bad' cholesterol (LDL, or low density lipoprotein) present in the blood, it can block the arteries and may ultimately result in heart attacks and increase the risk for diabetes, high blood pressure, thyroid disorders, kidney and liver diseases, creating a myriad of other health problems," he said, adding that oxidized LDL can produce inflammation in the arteries that supply blood to organs and other tissues, thus promoting the risk of cardiovascular disease known as atherosclerosis (hardening of the arteries). "Once LDL becomes oxidized, it goes directly within the inner lining of any artery in the body creating havoc in the circulatory system."

Mulberry leaf extract (*Morus alba*) is the core ingredient in GreenSilk's Formula 1, which combines synergistic herbs that provide natural support for lowering and managing cholesterol levels. "Mulberry leaf extract is scientifically proven to naturally and effectively suppress the progression of atherosclerosis. Two of the biologically active flavonoid compounds, isoquercitrin and astragaloside, were found by Japanese researchers to be major contributors to the antioxidant effects of mulberry leaves on LDL-cholesterol," said Cohen, also noting that a 30-day clinical trial conducted at the Department of Science in India that showed mulberry leaf extract was reduced LDL cholesterol by more than

23 percent while increasing HDL cholesterol by more than 18 percent.

"GreenSilk Formula 1 does not utilize any synthetic elements such as binders and fillers, as they can pose an adverse effect on the body's ability to absorb the natural phytochemical element of any plant," he added.

The key product developed by Michigan-based Uckele Health & Nutrition to address cholesterol balance is Lipisterin, which includes nutrients, enzymes and plant extracts that can supply factors to directly support the liver's ability to properly metabolize HDL and LDL cholesterol and healthy fat metabolism, according to Jack Grogan, CN, chief science officer. The product offers plant extract guggul; red yeast rice; pineapple enzyme, bromelain; amino acid, taurine; digestive enzyme, pancreatin; CoQ10; plant extracts policosanol and octacosanol; and vitamins C and B5.

"Lipisterin is a full spectrum combination formula with each ingredient at significant dosage levels for maximum support. It is a carefully crafted, synergistic formula with substantial levels of active ingredients," said Grogan, adding that Lipisterin comes in a powdered capsule to deliver maximum absorption and assimilation of each ingredient.

A Numbers Game

The Health Food Store's Barbieri offered that her customers' are actively seeking assistance for their cholesterol questions. "'What is HDL, or LDL or VLDL?' or 'What does it mean to have high triglycerides?' are just some of the questions we'll get," she said. "Many of our customers have even brought to us their blood work results, asking for help understanding the numbers and are looking for advice."

"The biggest challenge in the cholesterol category we face is trying to help customers who insist they want to come off prescriptions because of negative side effects, and finding doc-

tors that will partner with us in helping with the customer's request," said Barbieri, who seeks supplier partners that can provide brochures or literature for customers to share with their doctors for



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approval.

"As more consumers become familiar with the side

effects of cholesterol-lowering pharmaceuticals, many are seeking more natural alternatives," said Jay Levy, director of sales with California-based Wakunaga of America Co. Ltd., who noted that new studies continually point to the ability of certain foods, herbs and nutrients to lower cholesterol levels. Case in point: several recent clinical studies out of UCLA Medical Center on Kyolic Aged Garlic Extract (AGE) have shown significant data to support not only cholesterol-lowering benefits, but also other cardiovascular improvements. "These Kyolic clinical studies have been presented at the American Heart Association con-

ferences, and other top medical symposiums, which has helped support the natural products market, build greater health professional acceptance and increase consumer confidence in supplements," said Levy.

The health benefits of Kyolic AGE have been the focus of 700 published papers, with many of these studies focusing on cholesterol and heart health. Among the most recent is a 2009 study conducted at UCLA Medical Center. This placebo-controlled research study¹, led by Matthew Budoff, MD, tested Kyolic Formula 108 in a group of 65 patients at risk of cardiovascular disease. After

12 months, those taking Kyolic 108 had less calcified plaque in their arteries and lower homocysteine levels. In addition, Budoff and colleagues reported that they also had lower total cholesterol and that "aged garlic extract was

associated with a significant increase in HDL-C."

Beyond Kyolic Formula 108, which combines AGE with vitamins B6 and B12, folic acid and L-arginine to support healthy homocysteine levels, as well as normal cholesterol and blood pressure levels while enhancing circulation, Wakunaga offers a number of dietary supplements designed to promote healthy cholesterol levels. But where the use of statin medications are a key concern, Levy highlighted the company's Kyolic Formula 106-Healthy Heart, which along with AGE also contains vitamin E, hawthorn berry and cayenne pepper. "These widely studied nutrients have been shown repeatedly to benefit both the heart itself and the circulatory system," he said. "In fact, a 2009 Australian study comparing a statin drug to hawthorn found that both total and LDL levels were reduced in the hawthorn berry group, but only total cholesterol levels decreased in the statin group."²



An Edible Approach to Cholesterol Control

Stocking approximately 3,000 individual items at The Health Food Store, Owner Michelle Barbieri estimated that more than 200 products address cholesterol concerns, which include combination formulas and single-nutrient products, to fibers, teas, oils, etc. While the staff always tries to encourage customers to include functional foods as well as fresh fruit, vegetables, high fiber foods, raw seeds and nuts, and healthy oils, Barbieri said most of her customers prefer supplements. "And the fewer pills is an added bonus," she said. "From their standpoint, the easier, the better."

But a new line coming to market challenges that pills might not be the "easiest" answer.

Dr. Mitchell Karl, founder and chief scientific officer of Healthy Drink Discoveries (HDD) in Florida, and a board-certified cardiologist for more than 20 years, is the creator of HDD's Nutrxin formula for cholesterol management.

The company wanted to avoid the pill concept as many consumers simply don't like taking them. Once the proprietary formula NUTRXIN was final-

ized, HDD focused on developing delivery forms that tasted great and provided the consumer with options.

"There are multiple aspects to consider when launching a functional food or beverage product, including: What is the consumer's current mindset with regard to the health issue you are addressing? Can you provide the consumer with a product that adequately addresses the health issue, tastes good and doesn't require the consumer to make significant changes to the current daily lifestyle?" said Karl.

HDD has created and tested samples of its EMPOWER CHOLESTEROL product line, which has been under development since 2008 and is available in beverage and food formulations including an 8-oz. Heart Drink, 2.5-oz. Cardio Shot, Heart Bites (single-serve cookies in multiple flavors and brownie bites) and Heart Bar. The line is designed to deliver the heart healthy ingredients via two units of product daily. "This could involve consuming a beverage in the morning



and cookie in the afternoon or any combination of the EMPOWER CHOLESTEROL product line," Karl explained. "There are no special requirements for the consumer to adopt this aspect to their daily routine."

HDD conducted a multi-center, double-blind, placebo-controlled clinical study evaluating reduction of LDL and reduction of total cholesterol at four- and eight-week follow ups in subjects with "normal" cholesterol levels as well as those who were unable to tolerate the side effects of prior statin therapy. The EMPOWER CHOLESTEROL product reduced LDL by 17.1 percent/17.8 percent and total cholesterol by 12.7 percent/14.1 percent at four/eight weeks, respectively. The results of the study were published in March 2012 in *The Journal of Clinical Lipidology*, a peer reviewed journal for the National Lipid Association.

All HDD products are manufactured in ISO, cGMP, halal, gluten-free and kosher-certified facilities. The commercial launch is estimated for the first quarter of 2013.

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"The Kyolic family of products for cholesterol management shares a key

element—Aged Garlic Extract. It's hard to find another supplement that has generated so much published science for cardiovascular benefit," added Levy, noting that cholesterol is only one marker of cardiovascular disease. "It's also important to support arterial health and normal blood pressure levels. This is why Wakunaga offers a full range of products that support all aspects of cardiovascular health."

Educating Through Confusion

Green's Nutrition staff works hard educating its customers, providing materials, books and often holding seminars with "out-of-town" experts, who are usually trainers or reps from supplier partners. One rep that has made a real impression on Green and her customers is Joe Robello from Dr. Rath USA, Inc. in California, whom Green described as "a wonderful presenter."

Dr. Rath's Healthy Cholesterol formula is Green's top-selling cholesterol product, and she credits its popularity with the hands-on approach the store receives from the company. "The materials, training and support from our Dr. Rath representative has been invaluable in educating our customers," said Green. "I think the Dr. Rath formula is very popular as the support materials are easy to read and make a lot of sense. The book *Why Animals Don't Get Heart Attacks...But People Do* is also a wonderful resource for my staff as well as my customers."

All of Dr. Rath's Cellular Health™ Formulas are based on the principle of Nutrient Synergy, according to Dr. Aleksandra Niedzwiecki, the director of

the Dr. Rath Research Institute and a representative of Dr. Rath USA, Inc. She noted that the scientific team has proven that a specific combination of chosen nutrients works better than mega dose of any single nutrient.

"Dr. Rath Healthy Cholesterol Formula is based on a new understanding of the root cause of increased cholesterol levels in the body, and is a comprehensive program that addresses the key metabolic aspects that can lead to elevated cholesterol levels," she said. "Therefore, our micronutrient program targets:

- Health and integrity of blood vessels as the critical factor for the increased needs for cholesterol as a 'repair' factor (through vitamins C and B6);
- Optimum cholesterol synthesis and metabolism (through vitamins C and B3, or niacin);
- Regulating cholesterol absorption in the gastrointestinal track (through beta sitosterol and apple pectins);
- Protection against vascular wall damage by homocysteine (through vitamins B6 and B12, folic acid and betaine); and
- Protection against oxidation of cholesterol molecules, which increases their atherogenicity (through vitamins C and E as mixed tocopherols).

"According to Dr. Rath, elevated blood cholesterol is only a secondary risk factor," Niedzwiecki explained. "Its internal production increases as a response to structural weakness of artery walls due to impaired collagen production by the vascular cells. Cholesterol functions as a biological 'repair' factor to compensate for cracks and lesions in the blood vessel wall. However, if the weakness of the vascular wall persists for years, then cholesterol becomes a risk factor triggering the formation of plaques and cardiovascular disease.

"We believe that natural supplement retailers play a vital role in the education of the public regarding all aspects of health. To aid this process, we dedicate large amounts of our resources to the creation of cutting-edge health education materials, such as consumer brochures, books and scientific information that cover not just cholesterol issues, but also all health issues.

Making these materials available to the retailer increases their expertise about health concerns, allowing them to better serve their customers, while further establishing their important position in their communities as a trusted resource for health knowledge."

Wakunaga's Levy concurred, offering that retailers can best assist customers by keeping information on cholesterol-lowering supplements simple and direct.

"There is no magic bullet," he said. "In addition to recommending effective, science-supported supplements, suggesting other simple solutions like exercising, eating more fruits and vegetables, getting enough sleep, reducing stress, etc., helps build a long-term, heart health strategy for the consumer."

In closing, Sunrise Health Foods' Chapman offered another piece of advice: "Each of us as unique individuals has a genetic set level of cholesterol that should be maintained. It is important that everyone have at least some basic tests done, including cholesterol levels (preferably as young adults while they are in good health) to create a baseline. This will allow you to see changes in coming years to determine what health issues might need to be acted on." **VR**

References:

- 1 Budoff M. Aged Garlic Extract supplemented with B vitamins, folic acid and L-arginine retards the progression of subclinical atherosclerosis: A randomized clinical trial. *Preventive Medicine*. 2009;49:101-107.
- 2 Xu H. A study of the comparative effects of hawthorn fruit compound and simvastatin on lowering blood lipid levels. *American Journal of Chinese Medicine*. 2009;37:903-908.

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Did you know Retailer Dan Chapman is also a supplement manufacturer? Visit www.vitaminretailer.com to learn about the new cardiovascular products he'll be introducing before the year is up.



For More Information:

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Foods With Function



By Shari Barbanel

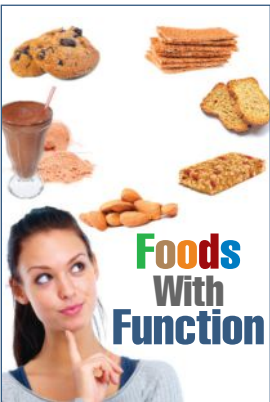
A continuously growing category, functional foods can offer benefits to a wide variety of consumers.

In 2012, Americans are busier than ever before. According to The United Nations Statistics Division (UNSD) of the Department of Economic and Social Affairs (DESA), 85.8 percent of men and 66.5 percent of women in the United States work more than 40 hours per week. Further, according to the U.S. Department of Labor, Bureau of Labor Statistics, the average productivity per American worker has increased 400 percent since 1950.

Because of the long hours at work, family and other obligations, many consumers may opt for the easiest route possible when it comes to eating meals—and the American diet has suffered as a result. But as consumers seek to lead healthier lifestyles, they want products that contain the vitamins and nutrients that their bodies need that can also easily fit into their daily routines—and functional foods offer just that.

According to a 2011 International Food





Information Council (IFIC) survey, consumers are catching on to the functional foods concept, as 90 percent of those polled were able to name at least one functional food and its associated

benefit. Further, U.K.-based Companiesandmarkets.com reported that global sales of functional foods are projected to reach \$67 billion by 2016.

"We have noticed a rise in functional foods products because with people working more hours a day, it is harder to spend time in the kitchen making two to three meals a day," said Damian Paul, owner of The Source Natural Foods in Kailua, HI. "With everyone being so active with school and work, functional foods [represent a] health insurance to get the vitamins and minerals, as well as the greens and reds we all might be missing." Paul noted that The Source Natural Foods carries approximately 50 different shakes and meal replacement drinks, several energy bars, cookies and breads with quinoa for higher protein.

Category Growth

Functional foods are appealing to a wide range of consumers—from parents who are looking for a "sneaky" way to provide nutrients for their picky eaters, to seniors who have trouble swallowing or want to cut down on the number of pills they take daily, they can all benefit from functional foods.

"An interesting thing about functional foods is the diversity of the consumers that it attracts. This is also one of the main reasons the category is growing, despite a slow economy," said Wes Crain, president of California-based Navitas Naturals. "People that make a commitment to their own well-being are going to change a lot of other things in their lives and budgets before they start to eat poorly. The audience includes

young people who want to be healthy and eat real food that is less processed; Baby Boomers seeking to stay fit; foodies that want nutrition from delicious food recipes; moms, who can get easy recipes using functional foods off the internet; endurance athletes that want food instead of pills; and more. The consumer group is widening, for sure."

Brwyn Griffin, outreach and education marketing manager for the Port Townsend Food Co-op in Port Townsend, WA, noted that the Co-op staff often recommends functional foods as an alternative to taking pills or tablets. "Because of their effectiveness, absorption and quality, we are happy to recommend them," she said. "Because they lack the binders and fillers necessary to form tablets or even the capsules themselves, the body can absorb the nutrients more effectively giving a more positive response."

Further, according to Mike Bush, vice president of business development of Ganeden Biotech in Ohio, maker of the probiotic ingredient, GanedenBC30®, functional foods are no fuss. "While a consumer must remember to take a pill or soft gel daily, replacing a food product with its functional food equivalent isn't adding anything to a person's daily routine. Our general thought is we want to have our organism in as many products that people normally consume on a regular basis," he said. "It allows people to easily incorporate probiotics into their lifestyle without having to add new habits. Trying to get people to add new habits is the hardest thing to do, so why bother if you don't have to."

GanedenBC30 is the trademarked brand name of the patented bacteria strain *Bacillus coagulans* GBI-30, 6086.

It is a gram-positive, spore-forming bacterium that, once germinated, produces L+ lactic acid, supporting good bacteria in the gut while displacing non-beneficial bacteria. A high-survival probiotic, or good bacteria, GanedenBC30 has many inherent physical properties that make it superior to other traditional probiotic organisms such as *lactobacillus*, *acidophilus* and *bifidobacteria*, and is intended for use in a wide variety of foods, according to the company.

Grab-and-Go

While functional foods can be a vitamin- and nutrient-rich replacement to food consumers eat on a daily basis, some manufacturers are intensifying their efforts by making it possible for busy consumers to throw the product in a bag and take it with them. "Vega considers packaging format and ease of use, pursuing the 'grab-and-go' category with single-serve packets and just-add-water formulas that provide consumers with options that meet the needs of their busy lifestyles," said Emma Cutfield, education manager for Vega in Burnaby, BC, Canada. "Category growth is further supported using single-serve packaging to encourage trial by new consumers."

While Navitas Naturals is primarily a single-ingredient food company (specializing in superfoods), it launched a line of Navitas Power Snacks in 2011 that combine many of the company's most popular foods in a convenient snack product that is ideal for busy, modern on-the-go lifestyles. This past March, Blueberry Hemp was added to the line, joining Cacao-Goji and Citrus-Chia.

"In addition to hemp powder and dried blueberries, our Blueberry Hemp Power Snacks are made with many organic functional food stars such as chia, maca, lucuma, camu and maqui, as well as other wholesome raw foods including sesame seeds, cashews and sunflower seeds," said Crain. "The bite-sized cubes have a delicious flavor, healthy whole-food appearance and rich chewy texture. There are no refined sugars, preservatives and artificial colors and flavors in Navitas Power Snacks, which are



certified organic and gluten-free, and are GMO-free and dairy-free."

Special Requirements

As functional foods have seemed to stake a claim in the market, some manufacturers are developing products for consumers with diet restrictions and allergies. "The trend we are seeing is the simpler the better approach," said Benjamin J. Thomas, president of California-based Undeclared Sport, Inc. "Food, rather than supplements, natural rather than processed, things your body has needed since the dawn of time instead of the newest chemical out of a lab that has unknown side effects. We are paying great attention to the gluten-free, vegan market because of how important efficient digestion is related to sports performance."

Some manufacturers have even been inspired to create a functional food product after being unable to purchase a product for themselves. A diabetic, Jeff Cohen founded Granola Gourmet™ because he was frustrated with the lack of good tasting snacks that wouldn't spike his blood sugar. Cohen took matters into his own hands and created a variety of low glycemic index (GI), 100 percent natural energy bars in his kitchen called 4Real Energy Bars™.

"Granola Gourmet 4Real Energy Bars have been clinically proven to be low glycemic," said Cohen of the California-based company. "They have been tested on people with diabetes to determine their glycemic index value by scientists at GI Labs, who developed the concept of the glycemic index. On a scale where 70 and above is considered high and 55 and below is low, Granola Gourmet's 4Real Energy Bars have glycemic index values of only 19 to 25."

Additionally, a number of consumers are embracing a vegetarian or vegan lifestyles, and are searching for functional foods that can provide them with the nutrition that they need.

"Consumers are better educated than ever before, influenced by well-publicized concerns regarding the detrimental impact of the Standard American Diet (which relies heavily on animal-based products), the conversion of prominent media personalities and professional athletes to a plant-based diet, and the emergence of popular documentaries exposing the ins-and-outs of conventional food production."

— Emma Cutfield, Education Manager, Vega

"Recently, Vega has benefited from a turning tide and increased awareness of the plant-based concept in popular culture," said Cutfield.

"Consumers are better educated than ever before, influenced by well-publicized concerns regarding the detrimental impact of the Standard American Diet (which relies heavily on animal-based products), the conversion of prominent media personalities and professional athletes to a plant-based diet, and the emergence of popular documentaries exposing the ins-and-outs of conventional food production."

Vega SaviSeeds feature the sacha inchi seed. SaviSeeds are naturally rich in tryptophan, an essential amino acid, which is a pre-cursor to serotonin, the "feel good" neurotransmitter.

"Tryptophan is essential to maintaining mood and motivation when on a plant-based diet, or maintaining an active lifestyle," according to the company.

"The richest plant-based source of omega-3 on the planet, these amazing seeds on their own boast 17 times more omega-3 per ounce than wild sockeye salmon," said Cutfield. "Vega SaviSeeds are gently roasted and lightly coated for an unmatched combination of taste and nutrition that's gluten-free and packed with complete protein. Grown in Peru, Vega SaviSeeds are a nutrient dense snack—just a 1-oz. serving size of SaviSeed is all you need."

Another trend in the functional foods category is products marketed to athletes and sports enthusiasts. "Our research has shown the most intense athletes and professional people who exercise and strive to eat right are tired of worrying about what is in their food," said Undeclared's Thomas. "On a professional level in sports, getting drug tested and testing positive is a career ender."

According to Thomas, Undeclared's Sport Cookies have fueled UFC (Ultimate Fighting Championship) champions like Randy Couture, who is known for his natural lifestyle, Olympic and National Champion Coach Cael Sanderson and his two-time national championship teams, as well as undefeated NCAA Champion and London Olympic Games gold medal winner Jake Varner.

Undeclared's Sport Cookies contain DHA, omega-3s, barley, alfalfa, Real Salt™, pea protein and therapeutic grade essential oils. Sport Cookies are



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Raisin Oat, as well as its best-seller, Old-Fashioned Chocolate Chip.

Facing Obstacles

While functional foods are garnering attention from consumers, product development has a number of issues. According to Ganeden Biotech's Bush, there is always some sort of challenge involved when developing a product—whether it occurs during formulations, inclusion, etc. He also noted that challenges vary, depending on the product.

Additionally, functional foods can generate some confusion among retailers and consumers. Port Townsend Food Co-op's Griffin explained that she grows frustrated over where and how to market functional foods in the store. "We are often challenged by how to merchandise functional foods," she said. "Should we cross-merchandise? Keep them separate? [Put them in] grocery or wellness? It might help to have the manufacture speak to their intention."

It can be confusing for shoppers as well, according to Bush. "Consumers know that they need to do something, but they don't know exactly what they need to do," he said. "I think that the industry associations and manufacturers are doing a good job of clearing up that confusion."

To help people discover how easy it is to add functional foods to their diet, Navitas Naturals created the Smoothment (<http://smoothment.navitas-naturals.com>), an interactive, multimedia program that offers easy and delicious organic smoothie recipes that feature functional foods and advice from super-food gurus.

"It's a lifestyle movement to inspire people to upgrade the nutrition of one meal per day by adding a superfood/functional food smoothie into their daily routine," said Crain. "In April of this year, we took the Smoothment on the road to dozens of stores up and

available in a variety of flavors including Chocolate Mint, Mad, Mad Macadamia, Peanut Butter Crunch, Cinnamon

down the East Coast. Our Executive Chef Julie Morris and our grassroots 'street team' conducted many functional foods classes and demo events to eager audiences. Our retail partners were quite pleased with the educational value. It was a big success and we will be doing more Smoothment tours throughout the country this fall and in 2013."

Undefeated's Thomas agreed that taking the product to the people can assist retailers in appealing to their customers. "We participate in grand openings, local tournaments, sampling events, races, adventure runs and school fundraisers as a way to introduce our product and drive customers to our retailers," he said. Undefeated provides clip strips for placement around the store, supplies retailers with cards printed with packing information and provides as samples for retailers to offer to customers because "the taste test is everything."

Vega offers retailers product demonstration and sampling programs. In addition, the company hosts ongoing training webinars every second month, which are open for its retail partners to attend. "These opportunities for continuing education not only provide retailers with regular insider information on Vega, but allow time for Q&A, connecting the retailer to the Vega brand, no matter their location," said Cutfield.

Through the combined effort of manufacturers and retailers, American consumers now have tasty and convenient options to eat healthily, no matter how busy they may be. "Consumers have become more aware that they need to pay attention to what is in their food and where it is coming from," concluded Crain. "Eating for health is as old as humanity, but people forgot about that concept for awhile and are now regaining that consciousness back." **VR**

Extra! Extra!

Visit www.vitaminretailer.com to read more manufacturers' tips on how to generate consumer interest in functional foods.



For More Information:

- Ganeden Biotech, (440) 229-5200
- Granola Gourmet, (888) 447-1249
- Navitas Naturals, (888) 645-4282
- Undefeated Sport, Inc., (888) 444-0543
- Vega, (866) 839-8863

Geranium: A Botanical With Significant Potential

By Gene Bruno, MS, MHS

Geranium genus

Pelargonian genus

Geranium is a botanical that seems to be appearing in more products in the natural products industry. However, there is some confusion as to which plant we are talking about when we say “geranium.” The reasons for this confusion is, not only are there a number of plant species referred to as geranium, but there are two different genera (i.e., the scientific level of plant classification right above species) as well: *Geranium* and *Pelargonium*. Furthermore, both of these genera are used in natural products. Therefore, this article will review research on plant species in both the *Geranium* genus and the *Pelargonium* genus.

Note: Some supplement companies have claimed that dimethylamylamine is a natural compound found in geranium oil. Nevertheless, this has not been verified by laboratory analysis. In fact, laboratory analyses have not been able to detect dimethylamylamine in geranium oil. There is concern, however, that some supplement manufacturers may have artificially spiked their supplements with this synthetic drug.^{1,2}

The Geranium Genus

With one exception and two possible exceptions, a comprehensive search of the literature did not reveal any published human clinical studies using any plants from the *Geranium* genus. The one exception was a clinical trial in which a combination of *Geranium robertianum* (aka, Herb Robert or Geranium Robert) with *Calendula officinalis*, *Arctium lappa* and acyclovir (i.e., a topical medication used to decrease pain and speed the healing of sores or blisters in herpes infections) was shown to be more effective for the treatment of herpetic keratitis (i.e., a viral infection of the eye caused by the herpes simplex virus) in 52 patients than the use of acyclovir alone.³

The two possible exceptions involved studies that did not reveal whether the geranium used was from a *Geranium* or *Pelargonium* species. One study compared four natural products (including germanium) and a synthetic one to determine their effectiveness as mosquito repellants. The results were that none of the natural products were found to effectively repel mosquitoes.⁴ The other study found that inhalation of

an aromatherapy mixture of vetiver, bergamot and geranium was no more effective than placebo in reducing anxiety.⁵

However, there has been *in-vitro* (i.e., “test-tube”) and animal research conducted on the *Geranium* genus:

- **Anti-acetylcholinesterase:**

Acetylcholinesterase is an enzyme that breaks down the neurotransmitter acetylcholine. *Geranium sylvaticum* (aka, wood crane’s bill or woodland geranium) inhibited acetylcholinesterase activity *in vitro*.⁶ Theoretically, inhibiting the breakdown of acetylcholine might improve memory.

- **Antibacterial:** Antibacterial activity was seen by *Geranium robertianum* oil *in vitro* against *Staphylococcus epidermidis* and *Escherichia coli*⁷, and by geranium strictipes oil against *Staphylococcus aureus*.⁸

- **Anticancer:** A constituent of the *Geranium* genus, geraniin was shown to induce apoptosis (i.e., cell death) in melanoma cells *in vitro*.⁹ *Geranium sibiricum* (aka, Siberian crane’s bill or Siberian geranium) extract reduced tumor number and the weight of liver metastases in animal research.¹⁰

• **Antidiarrheal:** *Geranium incanum* (aka, carpet geranium) extract exhibited had antidiarrheal activity in animal research.¹¹

• **Antifungal:** *Geranium robertianum* has shown antifungal activity against *Saccharomyces cerevisiae* and other yeast strains *in vitro*.¹²

• **Antioxidant:** An extract of *Geranium sanguineum* (aka, bloody crane's bill or bloody geranium), rich in polyphenols, displayed antioxidant effects, reducing hydrogen peroxide-mediated effects and lipid peroxidation *in vitro* and in animal research.¹³ Likewise an extract of *Geranium robertianum* and *Geranium sibiricum* also displayed antioxidant effects *in vitro*.^{14,15}

• **Antiviral:** *Geranium sanguineum* extract protected mice from death caused by an experimental influenza virus infection.¹⁶ Selective anti-influenza effects were also seen *in vitro* with a polyphenolic complex isolated from *Geranium sanguineum*.¹⁷ In animal research, *Geranium sanguineum* extracts also delayed the development of small blisters following herpes simplex virus type 1 infection, and *in vitro* significantly inhibited herpes simplex virus types 1 and 2 replication.¹⁸ At higher concentrations, the extract showed strong extracellular virus-inactivating activity. In addition, *Geranium carolinianum* (aka, Carolina geranium) extract had anti-hepatitis B virus activity *in vitro*.^{19,20}

The Pelargonium Genus

Rose geranium (*Pelargonium graveolens*) oil that is distilled from the stem and leaf is the active material. The oil naturally occurring constituents include citronellol, citronellyl acetate, citronellyl formate and geraniol. These seem to exhibit marginal antitumor activity *in vitro*.²¹ The essential oil from rose geranium oil also has antibacterial and antifungal activity *in vitro*.^{22,23}

• **Postherpetic neuralgia:** Clinical research suggests that a single topical application of rose geranium oil can significantly reduce pain in patients with postherpetic neuralgia (i.e., pain that lasts for more than a month after a shingles infection) compared to placebo. Pain relief appears to be concentration-dependent, and rose geranium oil in a

The root of South African geranium (Pelargonium sidoides) is the applicable part of the plant, and contains active constituents including coumarins, hydrolysable tannins (such as catechin, gallo catechin, gallic acid and other polyphenols) and proanthocyanidins. In-vitro research has demonstrated antimicrobial and immunostimulatory effects.

concentration of 100 percent appears to be about twice as effective as a 50 percent concentration.²⁴

The root of South African geranium (*Pelargonium sidoides*) is the applicable part of the plant, and contains active constituents including coumarins, hydrolysable tannins (such as catechin, gallo catechin, gallic acid and other polyphenols) and proanthocyanidins.^{25,26} *In-vitro* research has demonstrated antimicrobial and immunostimulatory effects.²⁷⁻³⁰

• **Bronchitis:** In a randomized, double-blind, placebo-controlled trial³¹, 124 adults with acute bronchitis were treated with South African geranium or placebo for seven days. The results were a statistically significant reduction in bronchitis symptoms with the South African geranium over placebo. Within the first four days, onset of treatment effect was recognized in 68.8 percent of patients in the South African geranium group compared with 33.3 percent of patients in the placebo group. Health-related quality of life also improved

more in patients treated with South African geranium compared with placebo-treated patients.

• **Tonsillopharyngitis:** In a randomized, double-blind, placebo-controlled trial, children aged 6 to 10 years with tonsillopharyngitis (i.e., inflammation of the tonsils and pharynx) who took South African geranium extract seem to have significantly reduced symptoms such as sore throat and difficulty swallowing compared to placebo after four days of treatment.³²

• **Common cold:** A randomized, placebo-controlled study³³ determined the efficacy of South African geranium extract or placebo for the treatment of the common cold in 103 adult patients (18 to 55 years old). From baseline to day five, improvement in the symptom score about doubled in the South African geranium extract group compared to placebo. After 10 days, 78.8 percent of the South African geranium extract group was clinically cured compared with 31.4 percent in the placebo group.

• **Sinusitis:** In a 21-day, multi-center, prospective, randomized, double-blind, placebo-controlled study³⁴, 103 adult patients (18 to 60 years of age) with acute sinusitis received South African geranium extract or placebo. By day seven there was almost double the decrease in the sinusitis symptom score in South African geranium extract group compared to placebo. By day 21, sinus X-rays were normal in more than 90 percent of the South African geranium extract group compared with 10 percent of the placebo group. By day seven, 63 percent of the South African geranium extract group were back to work compared with 37 percent in the placebo group. The investigators assessed the treatment outcome on day seven as "major improvement" in 30 percent of the South African geranium extract group compared with 5.8 percent in the placebo group.

Conclusion

Human clinical research is limited on plants of the *Geranium* genus. *In-vitro* and animal research does suggest that *Geranium sanguineum* extract may offer antiviral effects. More human clinical research exists on plants of the

Pelargonium genus. Specifically, South African geranium (*Pelargonium sidoides*) appears to have efficacy in the treatment of respiratory disorders, including bronchitis, the common cold and sinusitis (as well as offering relief for tonsillopharyngitis). Furthermore, rose geranium (*Pelargonium graveolens*) has been shown to significantly reduce pain in patients with postherpetic neuralgia. **VR**

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Xylitol:

A Safe Sugar Alternative

BY RAJIV LEVENTHAL

Xylitol is a naturally occurring carbohydrate found in many fruits and vegetables that looks and tastes just like regular table sugar. It is a natural sweetener that can be extracted from any woody fibrous plant material.

Commercially, it is extracted from renewable resources such as corncobs, and also from less environmentally sustainable sources such as hardwood. Xylitol also occurs naturally in bodies—in fact, an average size adult manufactures up to 15 g of xylitol daily during normal metabolism. Pure xylitol is a white crystalline substance that looks and tastes like sugar, according to www.xylitol.org.

Xylitol is only slowly absorbed and partially utilized; therefore a reduced calorie claim is allowed: 2.4 calories per gram or 40 percent less than other carbohydrates. In addition, the body does not require insulin to metabolize xylitol, which has made it a widely used sweetener for the diabetic diet in some countries. In the U.S., xylitol is approved as a food additive in unlimited quantity for foods with special dietary purposes.

According to the California Dental Association (CDA), xylitol is the sugar alcohol that shows the greatest promise for cavity prevention. It is equal in sweetness and volume to sugar and the granular form can be used in many of the ways that sugar is used, including to sweeten cereals and hot beverages as well as for baking (except when sugar is needed for yeast to rise). Xylitol inhibits the growth of the bacteria that cause cavities. It does this because these bacteria (*Streptococcus mutans*) cannot utilize xylitol to grow. Over time with xylitol use, the quality of the bacteria in the mouth changes and fewer decay-causing bacteria survive on tooth surfaces. Less plaque forms and the level of acids attacking the tooth surface is lowered.

A recent study published in the *Journal of Dental Research* tested xylitol's ability to decrease *S. mutans* in the mouth. Three groups of participants received different doses of gum containing xylitol. *S. mutans* levels were measured at the beginning of the study, at five weeks and at six months. Researchers found that streptococci levels were 10 times lower in the two groups that used the highest levels of xylitol.

Another study published in *BMC Oral Health* in 2008 investigated the effect of xylitol consumption on the lactobacillus species of bacteria. Children in a Washington elementary school were chosen to participate in the study using xylitol-containing gummy bears. Two doses of xylitol were tested by giving the children the gummy bear snacks three times daily. At week six, researchers found that *lactobacillus* levels were lowered in the highest dose of xylitol, but not in the group with the second highest dose, and that a larger trial would be necessary to confirm results.

Research further suggests significant benefits to using xylitol as a nasal spray. When infectious germs in the sinuses adhere to mucous membranes and nasal tissues, they can lead to infection and disease. The addition of precise amounts of xylitol to saline nasal spray makes it much more effective in moisturizing and clearing the nasal passages.

And since xylitol reduces the germs,

pollutants and irritants from sticking to the tissue, regular use of xylitol nasal spray results in fewer respiratory infections and easier breathing. The concentration of xylitol stimulates the body's defensive washing of the nose. Additionally, xylitol decreases the concentration of salt in the airway surface fluid, which helps our own antibiotic substances there to be more effective—the problem with saline.

Further, in well-controlled studies, doctors in Finland found that 8 g of xylitol, taken orally every day, prevented about 40 percent of ear infections. Before bacteria can cause an infection they have to be able to attach to the body. Again, xylitol prevented the germs from sticking to the tissue.

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Retailers:

'Healthy Shopper' has been designed to help you educate customers about dietary supplements.

Attach your store's business card here and photocopy for your customers.



Test Your Knowledge of Xylitol

1.) Xylitol is a sweetener that can be extracted from _____.

- a.) the ground
- b.) corncobs
- c.) animals
- d.) the body

2.) Xylitol is the sugar alcohol that shows the greatest promise for _____.

- a.) vision health
- b.) heart health
- c.) brain health
- d.) oral health

3.) Xylitol is considered to provide 4.2 calories per gram.

- a.) true
- b.) false

4.) In a study involving children and gummy bears, it was found that bacteria levels were _____ in those who took the highest dose of xylitol.

- a.) consistent
- b.) raised
- c.) lowered
- d.) none of the above

5.) Doctors in Finland have found that xylitol can help prevent ear infections.

- a.) true
- b.) false

Answers: 1.) b 2.) d 3.) b 4.) c 5.) a

References:

Natural Standard Research Collaboration
www.xylitol.org
www.livestrong.com

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Digestive Health: Adding Exercise to the Equation

By Mark Becker

When it comes to health and wellness, digestive health is vitally important. Those that are proactive and take control of their digestive health will realize significant improvement in overall health and quality of life ... and retailers can play a part.

That said, retailers must understand the digestive health basics to provide the very best direction to their customers. Optimal digestive health is the body's ability to break down, absorb and use nutrients. It is also the body's ability to effectively eliminate waste in a way that optimizes health. Those with good digestive health don't normally experience certain digestive conditions including constipation, diarrhea and heartburn, among others. People can achieve ideal digestive health by eating a nutritionally sound diet, supplementing and exercising.

One statement that has always resonated with me was made by a health professional on my radio show, who said, "Health begins in the gut." Better digestive health equals better overall health—period. The digestive tract is exposed to more than 60 tons of food during a lifetime, and its lining is one of the body's first lines of defense against toxins and infections from harmful bacteria, viruses and parasites. Moreover, the digestive tract is a crucial aspect of the immune system, and many fail to realize that poor digestion dramatically impacts quality of life.

Eat Right

As previously mentioned, eating a nutritionally sound diet will promote digestive health. Living in an age of processed foods and foods loaded with

sugar, we don't eat enough fiber, fruits and vegetables. Consuming a diet that is high in fiber and rich in whole grains, vegetables, legumes and fruits will significantly improve digestive health. A high-fiber diet allows food to move more efficiently through the digestive tract, which helps with constipation. Also, a high-fiber diet will prevent unpleasant digestive conditions including diverticulosis, hemorrhoids and irritable bowel syndrome (IBS). Many fail to realize that a high-fiber diet can also help achieve or maintain a healthy weight.

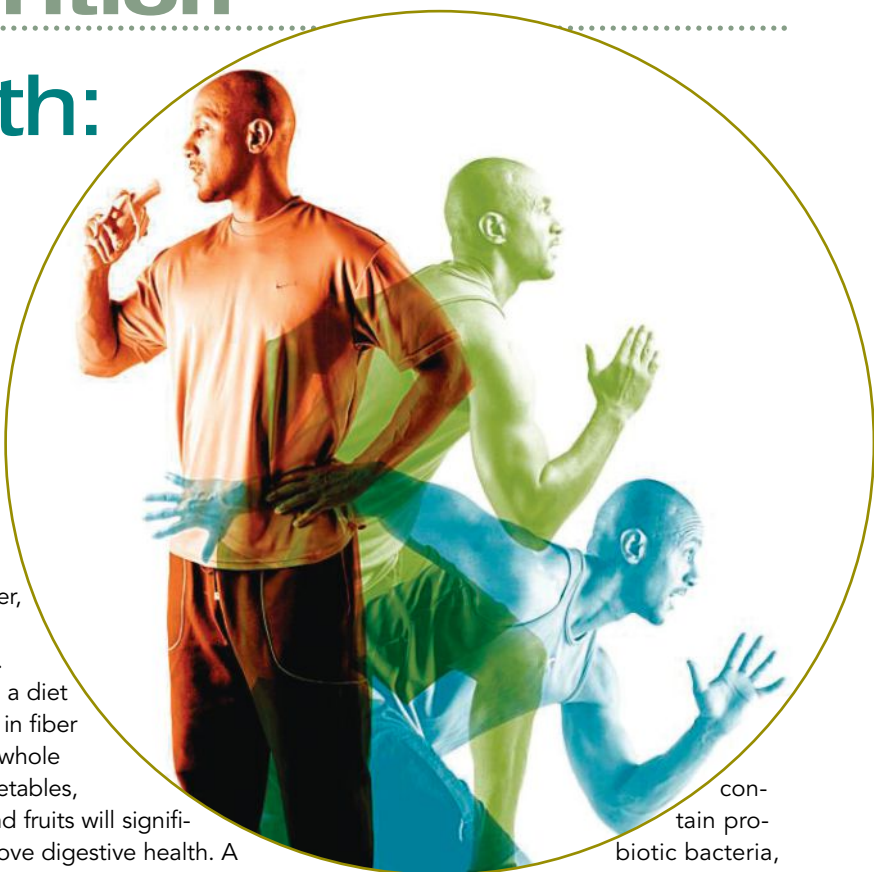
Another critical nutritional element to boost digestive health is to limit foods that are high in fat, as fatty foods tend to slow down the digestive process, which may promote constipation. However, it is very important to consume healthy fats, which when consumed with high-fiber foods, will have a positive impact on the digestive system.

Furthermore, protein is an essential part of a healthful diet and should be included for ideal digestive health. Be sure to eat lean meats, not fatty cuts of meat, which may lead to digestion problems. Lean meats include skinless turkey, fish and chicken, among others.

Supplemental Assistance

When a diet is lacking the right foods, supplementing with probiotics and digestive enzymes is a great place to start. And where better to find them than with a trusted retailer?

Probiotics: There are many foods that



contain probiotic bacteria, all of which can be found in health food stores nationwide.

Yogurt is perhaps the best-known food that contains probiotics; kefir, fermented vegetables and some cheeses are examples of other probiotic foods. The good bacteria contained in probiotic foods will help establish or maintain a population of "beneficial" bacteria in the gut that will keep the gut in balance.

There are also many probiotic supplements on the market that contain a different balance of good bacteria for both the large and small intestines. They include probiotics such as *Lactobacillus* and *Bifidobacterium*. These microorganisms are found in large numbers in the normal healthy intestine. Retail staff should understand the different strains that are available, potency, etc., as all probiotics are not created equal.

Research on digestive health and its influence on overall human health is growing. It is estimated that up to 20 percent of the population suffers from significant gut symptoms, including problems with stool and abdominal pain and discomfort.¹ Current research supports a number of health benefits of probiotics and fiber for improved gastrointestinal (GI) health, as well as for helping with immune function.²⁻⁴

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Digestive Enzymes: While healthy foods provide the foundation for optimal health and vitality, even the healthiest foods are of little use if they are not properly digested. As we age, normal digestion slows down, inhibiting the ability to process vital nutrients for use throughout the body.⁵

If the body cannot extract all the nutrients from food, overall health will begin to falter and can result in a wide range of unwelcome digestive health maladies. These problems are often caused by the decreasing levels of digestive enzymes that facilitate the crucial breakdown of food in the digestive tract.⁶⁻⁸

People can only get the full benefit of food and nutritional supplements if the body has enough enzymes to properly digest and absorb the nutrients. However, many digestive enzymes are found only in raw foods. With processed foods being so prevalent, most of us will eat little, if any, raw food. People shop for enzymes in health food stores to increase digestive enzyme levels in the body, which dramatically improves digestive health. Understanding the competitive landscape will go a long way with your customers.

Exercise & Digestion: Allies in Health

Exercise and its profound benefits on health have been widely documented in the mainstream media for many years. However, how many people truly understand the impact that exercise has on gut health? Exercise and digestion truly are partners in health. The normal digestion process takes between 24 and 72 hours. That said, exercise will help improve the efficiency of the digestive process, as well as help to maintain a healthy weight. According to *Prescription for Nutritional Healing* by James and Phyllis Balch, regular exercise improves digestion and elimination.⁹ Let's take a closer look at this.

The digestive system is made up of organs that help the body change food into smaller molecules of nutrients. These nutrients are absorbed into the blood and carried to cells throughout the body. When the digestive system breaks down, it results in gastrointestinal distress.

For example, according to the National Institute of Diabetes and Digestive and Kidney Diseases, more than four million Americans suffer from constipation. This is most commonly caused by a lack of fiber in the diet and a lack of physical activity. That said, one can prevent this uncomfortable condition by incorporating simple lifestyle changes as follows:

- Consume 20-35 g of fiber daily (beans, fresh fruits, whole grain breads and vegetables). Also, limit foods with little fiber, including ice cream and cheese.
- Exercise two hours after a meal.

Most people do resistance training to sculpt the body and stimulate metabolism. However, weight-bearing exercise has also been shown to impact bowel function. When one performs weight-bearing exercise on their feet, the abdominals are forced to stabilize the spine, which creates pressure within the abdominal cavity. This abdominal pressure is responsible for simulating many internal organs, which aids in moving food through the digestive tract.

Another example of a widespread gastrointestinal disorder is heartburn. According to the National Heartburn Alliance, 60 million Americans suffer from this burning discomfort. The condition is closely related to the digestive system and the primary symptom of GERD. Certain exercises can reduce heartburn including:

- Using a Stairmaster or riding a stationary bike
- Yoga for flexibility and stress reduction
- Pilates for core strength

When the topic of digestive health comes up, I often encounter a certain degree of ignorance. Before I truly became a health and wellness advocate, I didn't have a clue about the importance of digestive health. The numbers are staggering.

Eighty million Americans suffer from daily digestive problems. Statistics show that more than \$100 billion is spent annually on medical treatment for digestive problems including \$10 billion for over-the-counter (OTC) and prescription antacids. Heartburn drugs have become the top-selling OTC and prescription medication in the U.S. While these medications may treat the symp-

toms, they fail to address the underlying and systemic issues plaguing the millions of Americans who seek relief. This is where natural products retailers can truly make a difference.

The very best retailers need to embrace a proactive approach to digestive health. Talk to customers about taking control of their digestive health. Your customers will see vast improvement in overall health and, more importantly, quality of life. **VR**

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Mark Becker has worked as a natural products sales and marketing executive for 15 years. He has written more than 250 articles and has hosted or been a guest

on more than 500 radio shows. For almost 30 years he has participated in numerous endurance events, including more than 150 triathlons of Olympic distance or longer, 100 marathons and numerous other events including ultramarathons and rough water swims from Alcatraz to the mainland. He has relied on a comprehensive supplement regimen to support his athletic, professional and personal endeavors. Check out his website at www.energyatlast.com, "like" him on Facebook at www.facebook.com/marklbecker and follow him on Twitter at http://twitter.com/#!/becker_mark.

Vitamin D Supplementation May Reduce Respiratory Infection Risk

A study led by Harvard researchers of Mongolian schoolchildren supports the possibility that daily vitamin D supplementation can reduce the risk of respiratory infections in winter.

"Our randomized controlled trial shows that vitamin D has important effects on infection risk," said Carlos Camargo of Harvard-affiliated Massachusetts General Hospital (MGH),



the study's corresponding author. "In almost 250 children with low blood levels of vitamin D during winter, we found that taking a daily vitamin D supplement cut in half the risk of a respiratory infection."

In the study, Camargo, a professor in the Department of Epidemiology at Harvard School of Public Health and a professor of medicine at Harvard Medical School, and colleagues compared the number of winter respiratory infections among a group of children who received daily doses of vitamin D added to locally produced milk with that of a control group receiving the same milk without added vitamin D. The supplement was undetectable so that children, teachers and local researchers could not tell which group received vitamin D.

While blood samples taken at the outset of the study revealed vitamin D deficiency in all participants, with average 25OHD levels around 7 ng/ml (17 nmol/L) in both groups, at the end of the seven-week treatment period, differences between the two groups were

significant, with those who received vitamin D averaging 19 ng/ml (47 nmol/L), which although still low was significantly higher than at the start of the trial. Based on reports from their parents, the children receiving vitamin D had about half the incidence of respiratory infections than those of the control group.

"Our study design provides strong evidence that the association between low vitamin D and respiratory infections is causal and that treating low vitamin D levels in children with an inexpensive and safe supplement will prevent some respiratory infections," said Camargo. "The large benefit was undoubtedly related to the low baseline vitamin D levels of these children, so I would not expect the supplement to provide similar benefit in children who start with healthy levels of vitamin D. The key question for future research is at what initial vitamin D level would children no longer receive benefit from winter supplementation?"

For more information, visit www.hms.harvard.edu.

Green Tea Compound Shows Anti-Cancer Promise

A compound found in green tea could be a weapon in treatments for tackling cancer, according to published research at the University of Strathclyde (Glasgow, Scotland). The extract, known as epigallocatechin gallate, has been known to have preventative anti-cancer properties, but fails to reach tumors when delivered by conventional intravenous administration.

However, in initial laboratory tests, researchers used an approach that allowed the treatment to be delivered specifically to the tumors after intravenous administration. Nearly two-thirds of the tumors it was delivered to either shrank or disappeared within one month and the treatment displayed no side effects to normal tissues.

The tests are thought to be the first time that this type of treatment has made cancerous tumors shrink or vanish. In the tests on two different types of skin cancer, 40 percent of both types of tumor vanished, while 30 percent of one and 20 percent of another shrank. A further 10 percent

of one of the types were stabilized.

The researchers encapsulated the green tea extract in vesicles that also carried transferrin, a plasma protein, which transports iron through the blood. Receptors for transferrin are found in large amounts in many cancers.

Dr. Christine Dufès, a senior lecturer at the Strathclyde Institute of Pharmacy and Biomedical Sciences, led the research. "These are very encouraging results which we hope could pave the way for new and effective cancer treatments," she said. "When we used our method, the green tea extract reduced the size of many of the tumors every day, in some cases removing them altogether. By contrast, the extract had no effect at all when it was delivered by other means, as every one of these tumors continued to grow. This research could open doors to new treatments for what is still one of the biggest killer diseases in many countries."

For more information, visit www.strath.ac.uk.



Redefining 50+ Supplements

By Janet Poveromo

Sophisticated Baby Boomers have high expectations for their daily vitamins

The market demand for 50+ supplements is a rapidly growing sector simply based on the fact that each year more than 3.5 million Baby Boomers turn 55 and this number is predicted to reach 100 million by the end of 2012.¹ "Baby Boomers are truly redefining the meaning of aging and the 'golden years' by taking on a more proactive and preventive role in their health and quality of life to help lower their risk of age-related health conditions," said Robert Craven, CEO of MegaFood of New Hampshire. "They are doing this by actively learning and incorporating ways to eat a healthier diet that includes taking dietary supplements to support healthy aging and well-being."

Michele McRae, CN, senior director of new product development with California-based Rainbow Light Nutritional Systems, noted that the market has traditionally focused on general, minimal potency multivitamins and one-off products that address a single particular need, such as menopause or prostate. "We are seeing more consumers entering this category with higher expectations for what their supplement products deliver. Busy adults want more comprehensive product solutions that cover more than just the basics, all in an easy-to-manage formula. Today's consumers are interested in maintaining an active lifestyle while promoting long-term longevity, in addition to meeting general and specific needs."

New Products for Older Consumers

Ingredients that offer antioxidant, anti-aging potential continue to garner the most attention, such as CoQ10, lutein and astaxanthin, McRae said, adding, "Those with strong science to support effectiveness in the body." Also gaining popularity are compounds that support improved cognition and mental function such as DHA (docosahexaenoic acid), huperzine A, phosphatidyl serine, choline compounds, acetyl-carnitine and ginkgo biloba. "Today's adults are looking to extend quality of life and

peak brain capacity well beyond mere retirement age."

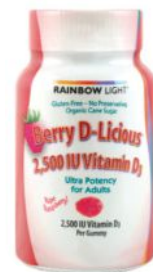
Manufacturers are continuing to add lines with older adults in mind. MegaFood is introducing a new line of whole-food multivitamins designed specifically for the 50+ consumer. These multivitamins are formulated to support their optimal health with mindful potencies of specific nutrients that support their age and do not interact with common medications, according to Craven. "It is important that the 50+ individual select a multivitamin that is right for them, he said. For example, certain nutrients such as iron and vitamin K are reduced and in some cases these nutrients are to be avoided for 50+ customers due to lower daily value requirements."



consumer. These multivitamins are formulated to support their optimal health with mindful potencies of specific nutrients that support their age and do not interact with common medications, according to Craven. "It is important that the 50+ individual select a multivitamin that is right for them, he said. For example, certain nutrients such as iron and vitamin K are reduced and in some cases these nutrients are to be avoided for 50+ customers due to lower daily value requirements."

McRae noted that among Rainbow Light's new offerings for Boomers is the 50+ Mini-Tab™ Age-Defense Formula, which delivers comprehensive support for energy, brain, heart, joint and eye health in easy-to-swallow mini-tabs.

Another is SafeGuard™, which is screened for safety with many prescription medications and health challenges. In addition, Berry D-Licious™ 2,500 IU Vitamin D3 Gummies provides advanced protection to support bone and muscle strength, immune function, circulatory and cellular health.



Category Trends

Moving beyond a traditional one-a-day multi, there are several specific health needs/concerns manufacturers see growing in the supplement category, said Craven. "Whole food supplement brands are experiencing double-digit growth due to this population's acceptance and awareness of whole-food nutrients over conventional multivitamins.

We are also seeing growth in categories like inflammation, joint health/mobility, immunity, beauty and mood/cognitive enhancement. This customer is beginning to understand the value of antioxidant-rich super foods including wild blueberry, cranberry, green tea extract, schisandra, turmeric and kale."

McRae said Rainbow Light is seeing a lot of growth in categories such as omegas, with targeted formulas that combine fish oils and other nutritional



compounds to support conditions specific to a more adult population, like heart health and cognition. "One new addition to our omega line is Omega Cardio Performance, which features 920 mg of omega-3s, plus omega-6s and 9s along with therapeutic levels of vitamin D for healthy blood pressure maintenance and plant sterols for cholesterol management. We also have a formula to support brain health, our Omega Brain Performance. In addition to helpful omega-3s, this product includes research-backed potencies of huperzine A and phosphatidylserine for a very experiential effect."

Another big category for growth is probiotics, McRae added, particularly as more research into the correlation between healthy intestinal flora and immunity and long-term health emerges.

Innovation

Energy drinks and innovative delivery forms are not just for young supplement users. "For energy and performance, I have seen new liquid tea-based energy drinks come to market," noted Craven.

"Celestial Seasonings, well-known to the 50+, recently launched kombucha energy shots and other tea shots for people seeking quick and natural energy. The 50+ population is more active than ever and they seem to prefer natural tea and energy drinks which are convenient and considered to be a natural way to boost energy."

"Pill fatigue can be a real issue for consumers in this category, so limiting the number of pills per day and improving swallow-ability are things we need to consider when formulating for the 50+ consumer," McRae added. "Beyond traditional tablet and two-piece capsule delivery, smaller soft gel capsules, gummy and powder formats are all viable options."

Research & Knowledge

The well educated, 50+ population tends to seek the truth or science behind natural product claims, manufacturers observed. "Today, there are limited randomized, double-blind, placebo-controlled trials on the super food ingredients that are gaining popularity,"

Craven pointed out. "Having solid and credible evidence to support the impact of concentrated plant-based or food antioxidants on inflammation and other age-related health conditions would be of great value to manufacturers. Controlled studies support the efficacy of a product/ingredient as well as help to substantiate health claims."

MegaFood is committed to educating consumers with its retailer partners, Craven added. "We have recently partnered with Dr. Andrew Weil to bring his incredibly rich and credible content to consumers by co-sponsoring local community events with local retailers. We believe that education is the strong foundation upon which great health is built." **VR**

Reference:

1 US Census Bureau reported in 2010 <http://transgenerational.org/aging/demographics.htm#ixzz22sNk0qDD>.



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Forever Young

Consumers are now relying on anti-aging products that contain clinically proven ingredients as they look to improve their skin health at an even younger age.

By **Rajiv Leventhal**

Anti-aging is about how to prevent, slow or reverse the effects of aging and help people live longer, healthier and happier lives. Over the past few generations, perceptions, attitudes and behaviors related to aging have changed. While past generations adopted a more passive, less involved view of aging, now people are taking a very active, complex and deliberate approach to anti-aging.

"Old age" is being postponed in today's society, as many in their 50s, 60s and beyond are just as active (or more active) as their younger counterparts. Consequently, the market for anti-aging supplements—also known as the nutricosmetic market—is doing fairly well, said Suhail Ishaq, president of California-based BioCell Technology, noting that the global nutricosmetic market is estimated to be about \$2 billion at an annual growth rate of more than 10 percent. "Nutricosmetics have gained wide consumer acceptance in Europe and Japan where the market has matured and accounts for most of the worldwide sales," he said. "The U.S. market remains at an early stage of growth and presents a tremendous opportunity as nutricosmetics eventually become mainstream. Continual education and scientific substantiation of beauty-from-within ingredients and supplements will help increase consumer awareness and make this a reality."

Early Prevention

Although the anti-aging category is mostly associated with Baby Boomers (the over-50 segment is the fastest growing global population and predicted life expectancies are historically high, according to www.ageloc.com), the desire to retain a younger look and feel younger isn't restricted to an older generation. "One of the key drivers in this category is an increase in consumer awareness, especially by the younger generation," said Ishaq. "I think that the younger generation is more inclined to take a holistic approach to skincare by adding nutricosmetics to their skincare regimen. When people turn 30, they usually start worrying about their skin and how to maintain a youthful appearance."

The reason for the younger generation starting early is that they are well aware of prevention, added Shoreh Ershadi, PharmD, PhD, president and CEO of the ANTIAGING Institute of California. "Prevention is always easier and more effective than repair. Men and women both are becoming more health conscious and do not want to experience the signs and symptoms and also the diseases that were associated with aging. [It is] a very smart decision to start earlier in life," said Ershadi.

The skin, like all other cells in the body, breathes oxygen and is nourished by vitamins, supplements and enzymes, Ershadi continued. Anti-aging creams with CoQ10 provide the oxygen necessary for

the cells together with 20 vitamins and supplements to keep the three layers of the skin vibrant and healthy. Taking CoQ10 and vitamins orally will also help to maintain healthy cells, she said.

In order to best improve cellular structure, individuals would be smart to use preventative care to keep their skin from aging rapidly. Looking to trim down their health expenses and possibly initiate a maintenance plan, consumers have begun to focus more on prevention than treatment. They understand that the skin is the largest organ of the human body and what we ingest ultimately affects our appearance, said Ishaq. "However, they need to be educated further about how physiological events are associated with the natural and photoaging process, and how they can be effectively counteracted," he said. "Additionally, in order to delay the aging process, they need to maintain a healthy lifestyle and, more importantly, to ingest healthy foods and supplements that help minimize the loss of key molecules such as collagen and hyaluronic acid from the extracellular matrix of skin dermis."

From the Inside Out

Nutritional supplements offer an alternative in the anti-aging market due to consumer need and desire for safe, biological and chemical-free products that slow down the aging process and reverse visible signs of aging.

The best ingredients for anti-aging are



expected to address the catabolic shift of molecular metabolism and biochemical pathways that underlie clinical manifestation of visible aging signs such as dryness, sagging and wrinkles, said Ishaq. BioCell Collagen® is a proven, effective and fast-acting form of collagen and hyaluronic acid that has demonstrated anti-aging effects in numerous human clinical trials. It utilizes a patented Bio-Optimized™ process, which ensures remarkable bioavailability as well as rapid absorption into the body, which increases potency. In addition, more than 20 clinical studies including four human clinical trials directly on BioCell Collagen support its effectiveness and safety in promoting joint health and skin beauty, according to the company. Daily ingestion of 1 g of BioCell Collagen for 12 weeks resulted in an increase in dermal collagen content and facial blood microcirculation. This favorable metabolic shift towards anabolism by BioCell Collagen intake led to a 75 percent reduction of skin dryness/scaling and 13 percent decrease in fine lines and wrinkles, said Ishaq.



"Certainly, consumers prefer evidence versus a promise when it comes to anti-aging products. There are specific nutritional components, which can be shown in clinical studies with aged people to reverse the deterioration of a specific organ," said Frank Schonlau, PhD, sci-

entific director at Horphag Research, the Switzerland-based makers of Pycnogenol®, a standardized extract from the bark of the French maritime pine. "After supplementation of Pycnogenol, tissue samples of participants showed that their skin regained the ability to form collagen and hyaluronic acid synthesis. As a result, their skin visibly regained a youthful elasticity, skin hydration and smoothness. Such partial restorations of normal age-related physiological declines are achievable," said Schonlau.

Additionally, Florida-based Reserveage Organics offers a variety of resveratrol-based and cocoa-based products. Resveratrol and cocoa are two powerful antioxidants that provide significant anti-aging benefits, while collagen is also an effective ingredient for supporting healthy, ageless skin, said Alexis Harwood, Reserveage's senior brand manager. The company claims that its Resveratrol 250 is "anti-aging's biggest breakthrough."



"This formula delivers a pure dose of active trans-resveratrol from French grapes, organically grown to yield higher antioxidant values. Trans-resveratrol remains active only when sheltered from the sun, light and oxygen," explained Harwood. "In this pure, beneficial form, trans-resveratrol has been proven in

studies to activate the SIRT1 longevity gene and enhance cellular productivity. Experts suggest that 250 mg of trans-resveratrol is the proper dosage for optimal age-defying benefits and sustained youthfulness."

Ershadi agreed with the use of resveratrol for anti-aging, citing the "French Paradox," which notes the French diet of heavy cream sauces and lots of red wine, as well as cigarette smoking. "Still, they live long and statistically have 36 percent less heart diseases as compared to Americans. The answer is thought to be the resveratrol in the wine. Resveratrol has been shown to mimic calorie restriction effects on gene expressions and therefore sends signals to slow some aspects of aging," Ershadi said.

Additionally, antioxidants, anti-inflammatory and anti-glycation supplements have all been shown effective in postponing the signs and symptoms of aging, she continued. "The less we get glycated, (stay away from sugar), oxidated (free radicals) and inflamed (stress and unhealthy diets), the longer and healthier we can live." **VR**



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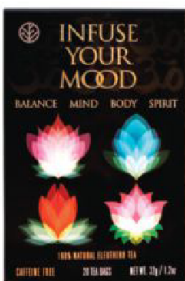
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Mood Boosting Tea

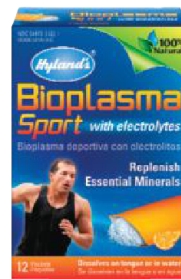
TORRANCE, CA—Sun Chlorella USA has launched its Infuse Your Mood™ Tea, a soothing and aromatic tea that acts as a natural stress reliever and mood booster. Infuse Your Mood Tea is a sanctuary of calm, energy and renewal all wrapped up in a tea bag, according to the company. The tea (MSRP \$8.95, 20 teabags) is natural, caffeine-free and is made of 100 percent eleuthero (*Eleutherococcus senticosus*), an adaptogenic herb.



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Natural Pain Relief

LOS ANGELES, CA—Hyland's Bioplasma Sport with Electrolytes is a sports recovery product in an on-the-go dosage form. The powder dissolves instantly on the tongue and enables more rapid absorption. Pouches are lightweight, moisture-resistant and allow for greater mobility, making it easier to slip in a gym bag or put in pockets. Key symptoms addressed include inflammation, pain and fatigue, according to the company. Suggested retail price is \$11.99 for 12 packets.



Reader Service #25 or Call (800) 624-9659



Skin Nutrition With an Edge

SAN DIEGO, CA—Mug For Men Skin Nutrition has released a new and improved peptide formula for its signature product, Silver Fox Face Rescue Cream (MSRP \$38, 4-oz.). With its main ingredients of hemp, grape seed, almond and sunflower seed oils, in addition to 50 other natural botanicals and antioxidants, Silver Fox heals, protects and seals in moisture for healthier, more vibrant looking skin. With a percentage increase of peptides, it is now a more power-packed anti-wrinkle formula, the company stated.

Reader Service #21 or Call (877) 226-6789

Maximum Performance Shot

OGDEN, UT—Trace Minerals Research (TMR) has added Electrolyte Stamina Shot to its Liquimins™ line of liquid products. Electrolyte Stamina Shot (MSRP \$59.98 for 12 2-oz. bottles) is a conveniently packaged performance supplement made for those who want more energy, strength and endurance for any sports competition, gym workout, or for those who work outside in the heat and need to stay hydrated. It has more than 72 electrolytes and has no caffeine, artificial flavors or artificial stimulants.



Reader Service #22 or Call (800) 624-7145



Prostate Optimizer Up-Formulated

LOS ANGELES, CA—Jarrow Formulas has announced the up-formulation of Prostate Optimizer, a multi-nutrient prostate health support formula, with the addition of Frutarom's Go-Less. Go-Less is a proprietary blend of the unique pumpkin seed extract compound, EFLA®940, and from soy germ isoflavones, SoyLife, which helps support bladder health.

Contact the company for pricing information.

Reader Service #23 or Call (310) 204-6936

Performance-Enhancing Beverage

SANTA CRUZ, CA—FitAID Beverages, in conjunction with LifeAID Beverage Company, has announced the launch of FitAID, a paleo-friendly sports and recovery drink that benefits athletes during their workouts. The beverage is 100 percent natural, low calorie and contains 2,355 mg of active ingredients in the form of vitamins and supplements. Suggested retail price is \$2.99 for one 12-oz. can.

Reader Service #24 or Call (888) 670-5517



True Reishi Launched in U.S.

SAN FRANCISCO, CA; HONG KONG—Reishi is a rare herbal mushroom that is widely considered the most powerful herb used in traditional Chinese medicine. It is well known for its abilities to strengthen, protect and renew the body, helping to fight and guard against illness. True Reishi (MSRP \$39, 60 capsules) and True Reishi Plus (MSRP \$119, 60 soft gels) are crafted from a premium strain of red reishi grown on the company's own farmlands and are now available for U.S. sales.

Reader Service #26 or Call (415) 895-0128

Going Green for Laundry

NASHVILLE, TN—Roux Maison's new laundry products allow consumers to remove sweat, dirt, odor and stains from laundry with a preservative-free formula that is custom blended with 100 percent natural essential oils. The company's Essential Detergent (MSRP \$14.99, 16-oz. bottle; \$13.75, three 10-oz. bottles) is ideal for sheets, towels and everyday laundry; its Delicate Detergent (MSRP \$15.99, 16-oz. bottle; \$14.25, three 1-oz. bottles) is ideal for machine or hand washing all fine washables; and its Sport Detergent (MSRP \$16.99, 16-oz. bottle) eliminates the dirt, odor and bacteria that can thrive in workout gear.

Reader Service #27 or Call (888) 800-2595



Superfood Pet Treats

DURANGO, CO—Zuke's has expanded its line of all natural pet treats with the introduction of Supers—Zuke's first semi-moist, antioxidant- and nutrient-rich superfood treats. Supers nourishes dogs the way nature intended by delivering a healthy mix of nutritious ingredients and antioxidants in three flavors: Super Berries, Super Betas and Super Greens. From antioxidant-rich berries to robust beta-carotenes and wholesome veggies, each flavor represents a different class of the most powerful superfoods. Suggested retail price is \$6.99 for 6-oz. packs.

Reader Service #28 or Call (866) 985-3364





Key Lime Omega Swirl

FERNDALE, WA—Barlean's new Ultra High Potency Omega Swirl packs feature 1,500 mg of EPA/DHA per serving, doubling current fish oil swirl dosages. The new all natural Key Lime flavor in a smoothie-like texture masks any fish taste and has nine times higher absorption than standard fish oil, according to the company. Suggested retail price is \$29.95 for a 16-oz. liquid bottle.

Reader Service #29 or Call (800) 445-3529

Bubblegum Cod Liver Oil

ARLINGTON HEIGHTS, IL—Carlson

Laboratories has announced the release of its newest flavor of Norwegian cod liver oil for kids. The bubblegum flavor (from natural fruit flavors) is the same formula as the existing Carlson for Kids Cod Liver Oil, providing 250 mg of DHA and 200 mg of EPA per serving. Suggested retail price is \$32.90 for 250 mL.

Reader Service #30 or Call (888) 234-5656



Sleep and Relaxation Formula

BOYNTON BEACH, FL—Tranquilo Enterprises has announced the launch of Tranquilo™, an all natural, comprehensive sleep and relaxation formula that combines herbs and amino acids



that work together to facilitate stress relief and falling asleep, as well as maintaining a regular sleep cycle. Tranquilo (MSRP \$30.99, 90 capsules) is a doctor-developed sleep and relaxation formula, and includes a synergistic blend of six different ingredients: hops, passionflower, L-tryptophan, valerian root, mulungu and phenibut.

Reader Service #31 or Call (561) 578-2449

Natural Weight Control

NASHVILLE, TN—NuSirt Sciences' first commercially available product addressing weight control is NuShape, a natural weight-loss supplement that is activated through exercise. NuShape's tablets work with the body's own chemistry to burn fat and naturally extend the fat-burning effects of exercise (approximately 300 calories a day), and has no known side-effects. By taking NuShape's fat-burning tablets twice a day, the body can burn up to three times the number of fat calories it would have on its own, the company stated. Contact the company for pricing information.

Reader Service #32 or Call (678) 303-2967



Green Cleaning

PHOENIX, AZ—What Odor?, a division of For the Earth Corp., has introduced its What Odor? product, a non-toxic multipurpose odor eliminator comprised of a proprietary blend of essential oils and water to provide a clean and fresh scent. What Odor? is 100 percent biodegradable, which makes it pet-, people- and planet-friendly. Contact the company for pricing information.

Reader Service #33 or Call (800) 265-7182



Convenient Oxylent

SANTA CRUZ COUNTY, CA—

Vitalah has introduced its new 7-Count box of Oxylent—now formulated without sugar and with zero calories. Perfect for travel and "on-the-go" lifestyles, Oxylent 7-Count (MSRP \$8.95) contains seven packets of the original Oxylent effervescent supplement formula in a box that conveniently slips into a suitcase, briefcase, purse, gym bag or tote. The new product is available in three natural fruit flavors: Sparkling Berries, Sparkling Blackberry Pomegranate and Sparkling Mandarin.

Reader Service #34 or Call (877) 699-5368



Natural Antioxidant Supercandy

ANDOVER, MA—SNAP Infusion is a Supercandy® that offers a healthy alternative to sugary snacks. Available in five varieties, including Gum, Gummy, Bean, Caramel and Tarts, each one is infused with all natural vitamin B for energy, antioxidants for protection and electrolytes for balance. Suggested retail price is \$1.99 per pack.

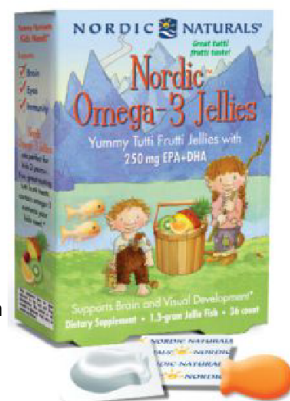
Reader Service #35 or Call (978) 409-1591



Omega-3 Jellies for Kids

WATSONVILLE, CA—Nordic Naturals Omega-3 Jellies offer a high concentration of omega-3s with 250 mg of EPA and DHA per jelly. Packaged in easy-to-open packs for freshness and convenience, Nordic Omega-3 Jellies are made from purified fish oil, sustainably sourced from anchovies and sardines, and then specially formulated for children aged 2 years and over. Each box (MSRP \$24.95) contains 36 individual pieces.

Reader Service #36 or Call (800) 662-3544



Better Resting

NEW YORK, NY—Sleep Ready from Mission Ready uses 100 percent natural ingredients—exceeding regulated manufacturing standards—to promote restful sleep. The proprietary blend of vitamin D3, magnesium, melatonin, gaba, valerian root extract, lavender flower powder and passion flower extract helps individuals fall asleep faster and stay asleep longer. Sleep Ready (MSRP \$29.99, 60 tablets) promotes a recuperative sleep that leaves the user more positive, vibrant and alert, according to the company.

Reader Service #37 or Call (212) 777-2220



ProductSpotlight

Beneficial Beverages

BY RAJIV LEVENTHAL

Functional beverages range from niche sub-categories such as heart and digestive health drinks, to generic sub-categories such as energy and sports beverages. Combined, according to Packaged Facts, these sub-categories make up a \$23 billion functional and natural RTD (ready-to-drink) market. Based on the strength of these growth categories, Packaged Facts estimates that, despite the economic recession, the entire market enjoyed a compound annual growth rate (CAGR) of almost six percent since 2006.

Functional beverages include sports and performance drinks, energy drinks, RTD teas, enhanced fruit drinks, soy beverages and vitamin waters among others. These drinks have become popular due to their appeal to consumers who are seeking unique health benefits offered. The ideal functional beverage contains absolutely no chemicals, additives and preservatives. It is found within real foods and is nature's answer to thirst. These drinks should be low in sugar or naturally fermented to provide mega-doses of high quality nutrients.

The highest quality functional beverages are fermented. The natural acids

that are produced blunt the typical blood sugar response and enhance the bioavailability of the nutrient packages within each drink. The fermentation process naturally produces high quality B vitamins and electrolytes that are necessary for optimal energy production and inflammatory control. The enzymes and beneficial microorganisms that are created break down inflammation and work to scavenge free radicals and boost nutrient absorption in the gut, according to naturalnews.com.

Energy drinks and sports drinks remain two of the hottest trends in the functional beverage market. The energy drinks sector showed a CAGR of 16 percent between 2004 and 2009, according to Euromonitor, which forecasts per capita consumption will grow by a CAGR of at least four percent between 2009 and 2014 in all regions, apart from Asia Pacific. The European market, where Red Bull is the most significant brand, is developed but many markets are still growing rapidly.

When it comes to sports beverages, there are a variety of different applica-

tions that have been developed to meet the specific needs of the consumer. Historically, this market had early success with the development and marketing of superfood-type beverage powders directed exclusively to the body-building community to supply the need for high-protein and high-energy anabolic products, which continue to appeal to this market niche. Certainly, performance-enhancing products have captured the attention of a much wider audience in recent years.

Another relative newcomer to the functional beverage scene is the shot format, which is sparking additional sales for the energy category and beyond. Market researcher Mintel said shot products, in general, have blossomed into one of the more innovative areas within energy drinks. Andrew Jacobson, co-founder of I Am Corp./I Am Enlightened Nutrition, has said the industry has "learned from 5 Hour Energy that consumers want to take (energy products) as liquids," because they are "easier on the body" than pills or tablets, as reported by preparedfoods.com.

Below are a few examples of functional beverages on the market today.

Mushroom-Based Energy Drink

The powerful backbone and differentiating element in the NRGmatrix (San Marcos, CA) formula is its blend of 100 percent organic medicinal mushrooms. The key of this combination is cordyceps—a powerful fungal species revered in traditional Chinese medicine. Each of the seven mushroom species in the NRGmatrix blend (reishi, antrodia, agaricus blazei, maitake, shiitake, king trumpet) has unique bioactivity that work together to produce a highly effective impact on energy levels and the immune system, according to the company. NRGmatrix is citrus flavored and is naturally sweetened with stevia and monkfruit, and is free of gluten, sugar, GMOs, artificial flavors and artificial colors, sodium, wheat, corn, soy and dairy.

To learn more, call (800) 662-2544 or visit www.nrgmatrix.com.



Get Shredded

Shred from Ritual Wellness (Irvine, CA) consists of two specially formulated pre- and post-workout juices designed to increase performance and maximize post-workout recovery. The company suggests drinking the nutrient-dense Pre Shred before working out and the protein-packed Post Shred as a recovery meal. This powerful pair provides the fitness enthusiast with the perfect complement to the Reset Cleanse and can be used between cleanses as a superior real food alternative to engineered performance nutrition. Pre Shred is a proprietary blend of beet, carrot, pear, celery and red apple. Post Shred is the combination of raw almonds, raw agave, alkaline water, vanilla and cinnamon.

To learn more, call (714) 337-4298 or visit www.ritualwellness.com.



Activate Your Body

ACTIVATE (Newport Beach, CA) has reformulated its full line of beverages for a naturally enhanced flavor that includes electrolytes and a blend of vitamins A, B5, B12, C and E. The new formula will feature naturally sourced vitamins and non-GMO ingredients. ACTIVATE drinks will continue to be sweetened with all natural stevia with 0 grams of sugar and 0 calories. The ACTIVATE portfolio will include: Defend (boost of immunity), Rebound (rehydration support), Beauty (health and skin cell support), Defy (support against free radicals) and Charged (renewed energy).

For more information, call (877) 420-1850 or visit www.activatedrinks.com.



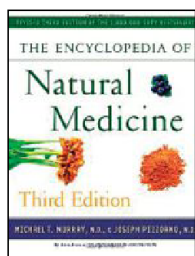
Sparkling Probiotic Drink

KeVita™ is a certified organic sparkling probiotic drink handcrafted and cold processed in the company's own facility in Ventura, CA. KeVita is low calorie, vegan and dairy-, lactose-, gluten-, soy- and GMO-free. The company combines KeVita culture with coconut water, tea or pure water and organic fruit purees or plant extracts. KeVita can be drank daily to refresh the body and enhance vitality, energy and well-being.

For more information, call (888) 310-6106 or visit <http://kevita.com>.



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The Encyclopedia of Natural Medicine (Third Edition)

Did you know: A high dietary intake of vitamin C has been shown to significantly reduce the risk of death from heart attacks and strokes, as well as all other causes including cancer? That many clinical and experimental studies have clearly demonstrated that stress, personality, attitude and emotion are etiologic or contributory in suppressing the immune system as well as leading to the development of many diverse diseases? That regular exercise has been demonstrated to provide benefits to individuals with immunodeficiency diseases, particularly through stress alleviation and mood enhancement, and that HIV-positive individuals had increases in CD4, CD8 and natural killer (NK) cells immediately following aerobic exercise? Or that melatonin exerts significant anticancer effects, especially against breast cancer.

All this and more awaits readers of *The Encyclopedia of Natural Medicine*, the authoritative third edition of the classic reference work from the world-renowned naturopathic doctors and bestselling authors of *The Encyclopedia of Healing Foods*. Revised and expanded to include the latest cutting-edge natural therapies for the most common ailments, Michael Murray, ND, and Joseph Pizzorno, ND, focus on promoting health and treating disease with nontoxic, natural therapies, showing readers how to improve their health through a positive mental attitude, a healthy lifestyle, a health-promoting diet and supplements, along with plenty of practical tips. Drs. Murray and Pizzorno present an evidence-based approach to wellness, based on firm scientific findings. They aim to dispel the notion that natural medicine isn't "real medicine," offering examples and studies that show the efficacy of a holistic approach to patient care.

Authors: Michael T. Murray, ND, and Joseph Pizzorno, ND ■ **Pages:** 1,232 ■ **Price:** \$29.99

Publisher: Atria Books ■ **Contact:** (866) 506-1949

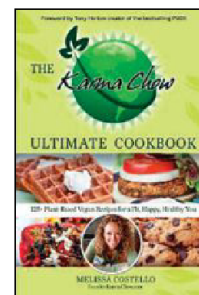
The Karma Chow Ultimate Cookbook: 125+ Plant-Based Vegan Recipes for a Fit, Happy, Healthy You

The more than seven million vegetarians and three million vegans in the United States alone are proving that chowing down on planet-friendly fare not only helps them look and feel better, but it can be delicious, too. In her debut cookbook, *Karma Chow*, creator and celebrity chef Melissa Costello, shares an exciting collection of more than 125 recipes that will be a welcome addition for anyone already following a vegetarian or vegan lifestyle, or for the growing number of people embracing more plant-based meals.

With her "keep it simple" and "make it tasty" approach, Costello offers a smorgasbord of dairy- and animal-free appetizers and desserts, breakfasts and dinners, as well as holiday- and company-worthy menus. *The Karma Chow Ultimate Cookbook* shows anyone how to reconnect with his or her food and honor it as Earth's source for keeping us alive—all while finding it easier to rock workouts and sculpt a well-defined physique. It's a winning recipe for success for anyone looking to transition to a healthier way of life.

Author: Melissa Costello ■ **Pages:** 256 ■ **Price:** \$18.95 ■ **Publisher:** Health Communications, Inc.

Contact: (800) 851-9100



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Industry Events

October 3-6 • CRN Annual Conference • Montage Laguna Beach • Laguna Beach, CA • (202) 204-7700 • www.crnusa.org

October 4-6 • NPA Northwest • Washington Convention Center • Seattle, WA • (360) 385-1186 www.npanw.org

November 5-9 • SupplySide West Int'l. Trade Show & Expo • Sands Expo and Convention Center
Las Vegas, NV • (480) 990-1101 • www.supplysideshow.com

December 6-9 • SOHO Expo • Gaylord Palms • Orlando, FL • (800) 828-7250 • www.southeastnpa.org

THIS MONTH:

A startling discovery was an environmental health wakeup call for mother of three, Kristi Marsh. Now her “Choose Wiser” events and her recently published book, *Little Changes*, are helping inspire other women to be informed advocates for their own and their families’ health.



Kristi Marsh

Founder of ChooseWiser.com
Kristimarsh@choosewiser.com

Question: Please describe your book, *Little Changes*.

Answer: *Little Changes* is the story of my unfolding journey from budget-focused, penny-pinching, coupon-clipping mainstream everyday-me, to a health-focused, well-informed consumer. Prompted by a stage-three breast cancer diagnosis as a young mother of three, I fell into the astonishing, eye-opening, parallel world of environmental health, then wrestled with how to choose wiser products while being a real life mom. My journey during the next five years included a gut-wrenching roller coaster of emotions, a Western Grebe, farm stand spinach, a meaty love story, a rock in Wyoming and some pioneers—all of which eventually captured national attention.

The more I learned about how my choices in products influenced my physical health, the more I realized that this topic is the simmering, swelling, epic transformation of our generation. I passionately want to help enlighten the world I came from—my friends, my family; busy, everyday women.

Question: What is your association with the Campaign for Safe Cosmetics?

Answer: I’m a gung-ho rootin’, support-in’, volunteerin’ fan of the Campaign for

Back

Safe Cosmetics. I initially discovered the Campaign through the book *Not Just a Pretty Face*, written by Stacy Malkan, the Campaign’s co-founder. I was astonished at the impact they have had protecting consumers in such a short time. Initially I reached out to learn from them and ended up developing friendships and mentors.

The Campaign for Safe Cosmetics thought *Little Changes* was a tremendous tool to help gently spread the word from one woman to another about personal environmental health, and this summer they featured it as their Summer Book Club read. It was a huge success and more than 150 people signed up for the culminating book club webinar.

Question: You used a 1970s portable projection screen for your first Choose Wiser workshop. How have the workshops evolved?

Answer: Writing *Little Changes* was a natural step in my journey, but connecting with audiences in person is my first love. Thankfully, gone are the days of toting around the clunky 1970s screen! My upward spiral started with living room chats at friends’ book clubs, community foodie groups and farm stand hayrides. My speaking invitations quickly grew to nursing associations, teachers and universities such as Purdue. I am tickled to fill my 2013 dance card with speaking engagements at Connecting for Change, Boston University Medical Center and Natural Products Expo West.

There is a simmering pot of people wanting to know, wanting to understand this new way of looking at health, as they begin to notice mainstream companies offering an organic line of products, or see media coverage about topics such as GMOs, BPAs and sustainable practices. I find that I’m no longer necessarily introducing a new topic or concept as much as explaining what it is all about and how that topic affects our personal and collective health.

Talk

Question: How can natural products retailers inspire their customers to be more aware of these topics and products?

Answer: Education and transparency are key. Most of their future customers, the Everyday-Me’s, have yet to discover these product lines. They have yet to turn away from mainstream marketing and tune into their own hearts. Once this starts to happen though, they become thirsty to learn and begin making wiser choices. Our world of social marketing is full of opportunities to educate kindly and share products we love with others. If the business is transparent, lists all their ingredients on the packaging and is dedicated to doing the right thing for consumers and the planet (not just their bottom line), then new clients can trust.

Question: Do you think reducing our use of toxins is realistic?

Answer: Reducing our abundant use of toxins is an already-happening-now event. Some changes seem to happen overnight, while others will take generations. As consumers’ cravings for kinder choices continue to swell, it is the innovative companies who are listening that will lead the way. As those companies gain consumers and significant market shares, bigger companies will follow suit.

Question: What’s next for you?

Answer: I am now directing my energy to creating a weekend retreat—Home Eco-Momies 101—in April of 2013, to teach those who are curious about how to choose wiser for themselves and their families. The retreat will be fun, mind-blowing and insanely good for you (inside and out), and I couldn’t be more excited to offer people a weekend choice-makeover!

Deck The Halls

With Scentsational Aromas

Treat your customers to the aromatic joy of the holidays with pure essential oils from NOW Solutions. With a great variety to choose from, including Peppermint, Cinnamon, Frankincense and more, your customers can transform their home or office into a festive gathering place or an oasis of tranquility. NOW Solutions also offers recipes for essential oil blends that are the perfect aromatic complement to any holiday tradition.



Gingerbread Aroma

- Cinnamon Bark Oil 3 drops
- Clove Oil 1 drop
- Ginger Oil 2 drops
- Nutmeg Oil 1 drop
- Vanilla Concentrate 2 drops

Holly Jolly Holidays

- Cinnamon Bark Oil 2 drops
- Ginger Oil 2 drops
- Clove Oil 1 drop
- Nutmeg Oil 2 drops
- Lemon Oil 4 drops

Cinnamon & Spice

- Orange Oil 1 drop
- Cinnamon Bark Oil 1 drop
- Clove Oil 1 drop
- Vanilla Concentrate 5 drops
- Nutmeg Oil 1 drop

Mix drops together in a diffuser and enjoy your favorite holiday scents all day long.
A delightful treat but not meant to eat – for aromatherapy use only.

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