

HEALTHY SALES

 Sales-maximizing tools, knowledge, and strategies...

Summer 2009



QUALITY SELLING

Investing in Health

Consumers Continue Spending on Supplements



Although our economic slide might suggest otherwise, there has never been a better time to be a Vitamin World Associate. Recent research on consumer spending reveals that people are still buying supplements, and have made nutrition a non-negotiable priority – even on a tight budget.

In fact, a recent *New York Times* article reports, “Sales of vitamins and nutritional supplements, which have grown consistently for years, have surged in recent months, rising as the stock market has fallen. People are clearly cutting back on many items . . . but they are stocking up on pills that they think can spare them expensive doctor visits. For the three months ending Dec. 28 [2008], sales of vitamins rose nearly 8 percent compared with the same period in 2007, according to Information Resources Inc., a market research company in Chicago.”

As promising as this news is, the danger remains that consumers may switch to cheaper supplement brands in their efforts to save money. To prevent this, Vitamin World Associates must focus on selling Quality, which boosts sales while ensuring consumers get nutri-

tion that will best support their wellness goals. Since supplements only hold value if they are effective, Vitamin World’s industry-leading quality is now an extremely compelling selling point for any customer who is mindful of their spending.

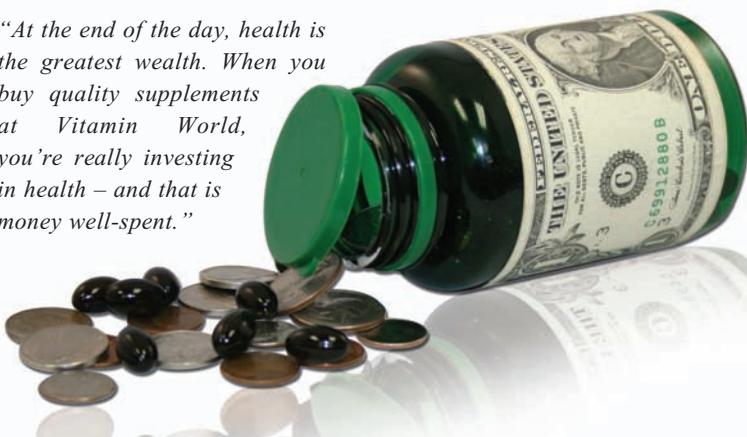
Vitamin World supplements are no ordinary expense – they are an “investment in health.” This analogy gives Associates a unique way to reinforce Vitamin World brand loyalty and educate on the importance of quality nutrition. **Consider these “Health Investment” conversation starters:**

“We think of supplements as investments in health. The way the market is headed, quality nutritional supplements are the best investment you can make.”

“At the end of the day, health is the greatest wealth. When you buy quality supplements at Vitamin World, you’re really investing in health – and that is money well-spent.”

When customers shop at Vitamin World, they can be absolutely certain that they’re getting superior-quality, health-promoting products. When every penny counts, it’s critical to make an intelligent investment in health – Vitamin World products deliver a guaranteed value that exemplifies why supplement sales are up in an economic downturn.

Want to maximize sales? Review past Healthy Sales articles on selling quality, and then introduce your customers to the concept of superior-quality nutritional supplements as an investment in health. By educating customers on these key points, you can transform an economic crisis into a promising sales opportunity – all while helping customers achieve true wealth: Good health.



INSIDE THIS ISSUE

• News to Use

• Points of Distinction

• Gym Rat

• Weekend Warrior

• Sales Focus

Healthy Sales is for internal use by Associates only and is not to be distributed to customers.

CONTENTS

1
QUALITY SELLING
 Investing in Health

2
QA vs. QC
 Quality Assurance vs. Quality Control

3
NEWS TO USE
 Tears of a Clown
 Vitamin World Wins Consumer Lab Award
 Vitamin C & Gout

4 - 5
POINTS OF DISTINCTION
 Sales Tools
 (Healthy Advice, Info Shades, Selling
 Program Brochures, People's Health Series Books)

VITAMIN WORLD COMMITMENT

6
GYM RAT
 Creatine Still The Best!

WEEKEND WARRIOR
 Fit & Clean With Fiber

7
SALES FOCUS
 The Power of Touch

SEASONAL STRATEGIES
 August is Heart Health Month

8
INGREDIENTS FOCUS
 Resveratrol for the Young At Heart

QA vs. QC

Quality Assurance vs. Quality Control

Quality Assurance and Quality Control are critical business practices that span diverse industries, applied to everything from software development to automotive manufacturing. Vitamin World uses QA and QC as well – leveraging these practices to produce the highest-quality supplements available.

By familiarizing yourself with QA and QC, you can gain a deeper understanding of Vitamin World's quality and better explain this key selling point to customers. So what's the difference between QA and QC? In very simple terms, QA refers to monitoring the process while QC refers to evaluating the product. Vitamin World employs hundreds of different QA and QC steps; here are some quick examples of how they work:

QUALITY ASSURANCE:

The blue-and-gold QA seal on every Vitamin World bottle symbolizes our Quality Assurance processes; the many tests within manufacturing that culminate in a first-class finished product:

- **Formulation.** QA ensures that the right nutrients in proper proportions are combined to deliver the best benefits to the consumer.
- **Raw materials.** QA oversees the sourcing of fresh, potent, and pure ingredients that yield safe, effective supplements.
- **Facilities.** QA maintains clean, cutting-edge manufacturing facilities equipped with high-end machinery for superior granulation, encapsulation and compression results.

QUALITY CONTROL:

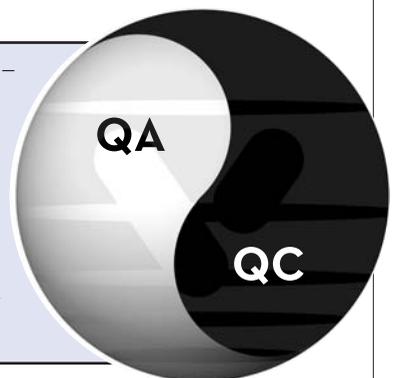
Vitamin World Quality Control: QC procedures like the following are executed to confirm that a finished supplement meets or exceeds Vitamin World's high quality standards:

- **Ingredient Assays.** QC assays deconstruct a supplement to make sure its ingredients exactly match what is listed on the label.
- **Disintegration.** Assessing how a tablet or capsule disintegrates is an important QC test that proves a product can be absorbed and utilized.
- **Third Party Testing.** Vitamin World's internal QC tests are mirrored by Shuster Laboratories' third-party testing for objective substantiation of quality.

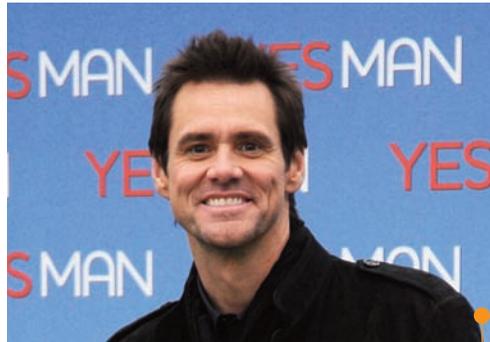
MISSION STATEMENT

"We deliver the highest quality nutritional supplements with the best value to our customers."

Think of QA and QC as the yin and yang of production – providing checks and balances that ensure attention to a supplement's finest details from start to finish. The next time you're demonstrating a product to a customer, point out the bottle's blue-and-gold seal and explain that QA is only half the story. When customers understand Vitamin World's commitment to both QA and QC, they will feel more confident than ever that they're getting the best nutritional supplements money can buy.



Tears OF A Clown



Who would have guessed that the actor/comedian Jim Carrey may have been putting on a happy face? In a recent Larry King Live interview, Carrey revealed that he has struggled with mood problems throughout his life. When King questioned Carrey on how he overcame these mood problems, Carrey matter-of-factly replied, "I take supplements." Specifically, Carrey mentioned the compounds L-Tyrosine and 5-HTP, which are available as supplements. Carrey also credits his brighter outlook to healthy lifestyle changes, including eliminating wheat, sugar, and dairy from his diet while cutting back on caffeine.



Shooting STAR

Vitamin B12 is a trendy supplement among celebrities, especially when administered via injection for energy-promoting purposes.* Madonna, Charlize Theron, and Justin Timberlake have all reported taking B12 shots. However, B12 is involved in more than just energy production – it is believed to help maintain the health of nerves, eyes, skin and hair.* Even better, you don't have to break out a syringe to get B12's benefits. In addition to capsules and tablets, B12 is available in a sublingual form – in which the vitamin is absorbed into the blood through tissues under the tongue.

Vitamin C & Gout

A new study conducted at the University of British Columbia, Vancouver, examined how vitamin C intake was related to gout, which is the most common form of inflammatory arthritis in men. The study, which tracked nearly 47,000 men over the course of 20 years, found that as vitamin C intake increased in the study subjects, their relative risk of gout appeared to decline.* Study subjects taking more than 1,500 mg of vitamin C daily appeared to enjoy the greatest benefits: reducing gout risk by 45 percent compared to those getting less than 250 mg of vitamin C. Researchers concluded that vitamin C may be useful in helping with gout.¹



1. Choi, HK et al. Vitamin C Intake and the Risk of Gout in Men. Arch Intern Med. 2009;169(5):502-507.

*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

VITAMIN WORLD WINS CONSUMER LAB AWARD!

After tallying the results of its 2009 Survey of Vitamin and Supplement Users, ConsumerLab.com has named Vitamin World the winner of two prestigious awards: **Top Rated Vitamin Store Brand** and **Top Rated Vitamin Store**.

Remarkably, Vitamin World has now won these coveted awards three years in a row!

ConsumerLab.com is a leading provider of consumer information and independent evaluations of products that affect health and nutrition.

Be sure to share the good news with customers: Vitamin World has continued its tradition of excellence by once again winning ConsumerLab's **Top Rated Vitamin Store Brand** and **Top Rated Vitamin Store** awards!



POINTS OF DISTINCTION

Selling Tools

6 5 4 3 2 1

Education is a key point of distinction that compels consumers to buy their supplements at Vitamin World rather than at a super-market. Although Vitamin World Associates possess extensive natural health knowledge, it is unreasonable to expect Associates to memorize all of the details behind hundreds of different supplements. That's why at Vitamin World, help is always close by – in the form of powerful selling tools that deliver the education consumers expect when they walk into a Vitamin World store.

SELLING PROGRAM BROCHURES

Each month's selling program is an opportunity to support customers' health by creating effective nutritional supplement bundles that address specific concerns. Featuring an engaging magazine-style layout, Vitamin World's selling program brochures are packed with valuable knowledge about condition-specific health concerns and what types of supplements might help. Because these brochures are easy to skim, with concentrated information, they can help to close sales – a customer can easily read one in a minute or two while they're making up their mind about purchasing a product.

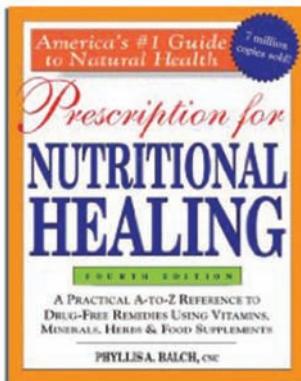


INFO SHADES

InfoShades are convenient tools that group together the products comprising each of the basic selling programs. Part of the reason InfoShades are so handy is because they're located near the products they mention. The customer or associate can simply pull down the information and learn what other products might be helpful for the condition they wish to improve. For instance, if a customer is looking at our Joint Soother, the nearby InfoShade pull-down will let them know that Omega-3 Fish Oil and Bromelain are products they may also wish to consider to support their joint health.

HEALTHY ADVICE

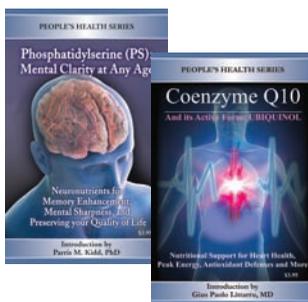
Healthy Advice (formerly HealthNotes) is a third-party knowledge base providing published information about nutrition. With an easy-to-use touch-screen interface, Healthy Advice enables customers or associates to perform their own in-store research on what specific supplements are used for and what benefits they may offer. Introduce customers to Healthy Advice when they have a question, teach them the basics of how to navigate the system, and invite them to use it anytime they wish. With this approach, Vitamin World establishes itself as the customer's "health partner."



PRESCRIPTION FOR NUTRITIONAL HEALING

With over 800 pages of information about health, common disorders, and various remedies and therapies – including detailed descriptions of most nutritional supplements – the *Prescription for Nutritional Healing* is a go-to guide for practically any question customers may have about their well-being. This book is available for sale; Associates are advised to offer it to customers who have many questions about supplements. There's also a store copy of the *Prescription for Nutritional Healing* near the front desk for Associates to use.

Continued on Next Page...



PEOPLE'S HEALTH SERIES BOOKS

These third-party books are a valuable educational resource that inspires consumers with supplement success stories and then substantiates that inspiration with authoritative research and well-designed studies. Whereas selling program brochures can be read in-store as an instant selling tool, People's Health Series books, at 32 pages, are designed to be read over a little more time. Encourage your customers to take these free books home, and you will ensure a speedy return visit once they have learned about the nutrition discussed therein. Current People's Health Series titles include Phosphatidylserine (PS): Mental Clarity at any Age; Glucosamine, Chondroitin & MSM; and Coenzyme Q10 and its Active Form: Ubiquinol.

How can these *Selling Tools* be integrated into the VITAMIN WORLD Commitment?

- Greet all customers within 15 seconds
- Determine a customer's needs
"Follow me, let me introduce you to Healthy Advice . . . we can use it to find out what will help with [customer's needs]."
- Show customers a "program" solution to meet their needs
"This month is heart health month . . . please take this brochure to learn more about what supplements might help support peak cardiovascular well-being."
- Offer all customers an add-on product
"Check out this InfoShade . . . it can tell you about additional supplements that can provide even more nutritional support for [customer's needs]."
- Offer customers the Savings Passport Program
- Close all sales and thank every customer
"Please take this free People's Health Series book home with you . . . if you have any questions or wish to purchase any of the nutrition supplements it discusses, come visit us again and we'll be glad to help you."



SELLING TOOL TIPS

- ▶ Familiarize yourself with where these selling tools are located in your store. The goal is to be able to quickly find any information your customers may be seeking.
- ▶ Teach customers how to find information in your store. Hand a customer a brochure and you will sell a supplement, but teach that customer how to find information and they will return to your store again and again – for the education you provide and the superior-quality supplements you sell.
- ▶ Don't be afraid to say "I don't know!" When it comes to matters of health, there is no room for guesswork in advising customers. If you don't know the answer to a customer's question, reply, "We have several authoritative third-party resources right here in the store . . . follow me, let's go together and find out the answer to your question." This approach creates a positive experience, reinforcing that Vitamin World is committed to the customer's health above all.

GYM RAT

CREATINE

Still the Best!

In a sea of sports nutrition supplements, creatine is still the best – especially according to its devoted gym rat following. Why is creatine always on bodybuilders' minds? Because creatine is literally in their muscles. Here, the critical amino acid justifies its popularity by playing a role in helping to support the healthy energy transfer that every gym rat is looking for.*

Gym rats are united by universal goals: To achieve one more rep, break through the wall of fatigue, and elevate to the next level of training intensity. This is why creatine is an excellent choice for athletes and hardcore bodybuilders.* As a supplement that helps to promote athletic performance, creatine is believed to enhance the ability of muscles to produce higher muscular force, especially during short bouts of maximal exercise.* Vitamin World Associates can transform creatine's power into peak sales success by presenting the following supplement solutions to gym rat customers:

With an unparalleled reputation for helping bodybuilders realize the physiques of their dreams, creatine is in constant demand. Vitamin World Associates can capitalize on creatine as a stand-alone product, but can achieve even greater gains by positioning creatine as a foundation product. With creatine as the core, Associates can build exciting supplement programs, or as your customers may call them, stacks that deliver the results gym rats seek – and keep them returning to Vitamin World for the best sports nutrition available.



Precision Engineered's CREATINE Hardcore Powder: Provides 5,000 mg. of Pure Creatine Monohydrate in each teaspoon.

Precision Engineered's PERFECT STORM: Delivers over 4,000 mg. of the cutting-edge CreaSurge Creatine Complex along with three other prized amino acids.

Precision Engineered's CREATINE ETHYL ESTER AKG: Two-tablet serving delivers 2,600 mg. of a specially formulated Esterified Creatine and Creatine AKG mixture.

*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

WEEKEND WARRIOR

Fit & Clean with Fiber

In a 2008 interview with HealthSmart Today magazine, legendary boxer Roy Jones Jr. advised readers, "You've got to keep your colon clean by taking colon cleansers . . . it will definitely provide for a much healthier environment for your body to operate under." Surprised? Cleansing – especially with fiber – has transcended its "crunchy granola" reputation and established itself as a valuable health-promoting practice for people in all walks of life, including top-tier athletes like Roy Jones Jr. and weekend warriors seeking easy ways to elevate their game.

Why should a weekend warrior care about cleansing and fiber? First and foremost, no athlete in his right mind would want to struggle with irregularity while training. Additionally, cleansing supplements might help their efforts to achieve a sleek, toned body.* Our world is increasingly toxic, and one widely used class of toxins called phthalates – often found in plastic and personal-care products – was linked to excess belly fat in a recent study.¹ Weekend warriors might also be interested to learn that soluble fiber like psyllium absorbs water and expands as it moves through the digestive tract – helping to promote that "full" feeling that can be helpful for anyone pursuing healthy weight management.*

Vitamin World's Advanced Colon Cleanser is the perfect introductory product for weekend warriors who are interested in cleansing. This unique formula combines natural herbs and fiber to deliver digestive cleansing support throughout the day.* Try presenting Advanced Colon Cleanser to weekend warriors who are seeking a new way to support their health – tell them five-time boxing champion Roy Jones Jr. recommends it too!



The **POWER** of **TOUCH!**



According to the study authors, these results could be attributed to the “endowment effect” – a theory that suggests when people own something, they feel it is more valuable. Handing over a Vitamin World bottle, for example, symbolically transfers ownership – leading the customer to regard that product as more desirable than what’s sitting on the shelf.

One of the world’s best sales techniques, the act of placing a product in the customer’s hands generates amazing success – whether you’re selling something worth \$1 million or \$5. A recent study investigating this sales strategy not only reinforced its effectiveness, but also revealed a theory of why it works so well.

In the study, conducted by the UCLA Anderson School of Management, 231 subjects were presented with a Slinky and a coffee mug. Half touched the items; the other half did not. Researchers found that those who touched the items experienced significantly higher sensations of ownership, and also indicated that they would pay more to purchase the items than their “hands-off” counterparts.

“When you touch something, you instantly feel more of a connection to it,” study co-author Suzanne Shu told Time magazine. “That connection stirs up an emotional reaction . . . and that emotion can cause you to buy something you never would have bought if you hadn’t touched it.”

The bottom line for Vitamin World Associates: Put the bottle in the customer’s hands, every single time. By doing so, Associates can instantly leverage the endowment effect to increase perceived product value. Plus, once a product is in the customer’s hands, Associates can smoothly transition to other product presentation stages, such as selling off the label or bringing in a companion product. Encourage customers to touch Vitamin World products – it’s a handy way to maximize sales success!

SEASONAL STRATEGIES

August is **HEART HEALTH Month!**

With skyrocketing health care costs for heart procedures and medications, there has never been a better time than now for consumers to support heart health with safe, natural nutrition. To help with that goal, Vitamin World is promoting the following three supplements for our August Heart Health Selling Program.



Facts:

Q-Sorb™ Co Q-10: Co Q-10 is concentrated in the heart where it helps to “spark” energy production while offering antioxidant support.* Many with heart problems take statin drugs, which may deplete Co Q-10 levels in the body² – making Co Q-10 supplementation even more sensible.

Omega-3 Fish Oil: In 2004, the FDA approved a qualified health claim for Omega-3 fatty acids: “Supportive but not conclusive research shows that consumption of EPA and DHA Omega-3 fatty acids may reduce the risk of coronary heart disease.”

Phytosterol Complex: Plant sterols – like those contained in Phytosterol Complex – are one of the reasons why fruits and vegetables are good for the heart. The National Heart, Lung, and Blood Institute recommends plant sterols/stanols as a natural way to reduce cholesterol.⁴

Conversation Starter:

“Did you know that the heart beats 100,000 times per day?”

“Did you know that only 25% of Americans report any daily intake of Omega-3s?”³

“Did you know that over 34 million American adults have high-risk cholesterol levels?”⁵

1. Richard W. Stahlhut, Edwin van Wijngaarden, Timothy D. Dye, Stephen Cook, and Shanna H. Swan. Concentrations of Urinary Phthalate Metabolites Are Associated with Increased Waist Circumference and Insulin Resistance in Adult U.S. Males. *Environ Health Perspect.* 2007 Jun;115(6):876-82. Epub 2007 Mar 14.2. National Health and Nutrition Examination III. Available at: http://www.cdc.gov/nchs/products/elec_prods/subject/nhanes3.htm.

2. Langsjoen PH, Langsjoen AM. *Biofactors*, 2003; 18(1-4): 101-11.

3. National Health and Nutrition Examination Survey (NHANES), 2005–06, National Center for Health Statistics and the NHLBI.

4. U.S. Department Of Health And Human Services, National Institutes of Health, National Heart, Lung, and Blood Institute. Your Guide To Lowering Your Cholesterol With TLC. NIH Publication No. 06–5235, December 2005.

5. National Health and Nutrition Examination III. Available at: http://www.cdc.gov/nchs/products/elec_prods/subject/nhanes3.htm.

*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

INGREDIENT FOCUS

RESVERATROL

for the YOUNG AT HEART

One of today's most exciting nutritional compounds, the phytonutrient resveratrol has skyrocketed to fame with its powerful antioxidant activity, association with red wine, and promise of potential healthy aging benefits.¹ As consumers grow more interested in nutrition from a familiar natural source that may help them age gracefully, resveratrol stands poised to continue generating blockbuster supplement sales.

For many, healthy aging is synonymous with youthful aesthetics on the outside. However, consumers are increasingly interested in maintaining youthful health within the body. As it turns out, it is here that resveratrol may offer its most significant healthy aging benefits – by providing nutritional support for our hearts.*

Some experts believe that resveratrol is responsible for the “French Paradox,” the discovery that the wine-loving French suffer from relatively low rates of heart disease despite their notoriously high consumption of saturated fats.² Similarly, resveratrol may also partially account for the good heart health of those who follow the Mediterranean diet, which includes moderate intake of red wine.³ While the exact mechanisms are unknown, experts have theorized that resveratrol may help to support heart health in a number of different ways.* One popular theory is that resveratrol's powerful antioxidant activity is responsible for its

cardiovascular health benefits.*⁴ The heart is the site of considerable oxidative stress; in one study, researchers suggested that resveratrol appears to increase the heart's resistance to free radical damage.⁵ Other studies have led researchers to suggest that resveratrol may further support cardiovascular well-being by helping with blood clots and helping us to maintain healthy cholesterol levels.*^{6,7}

Vitamin World Associates can expect many customers to be asking about resveratrol as a healthy aging supplement. By educating these customers on resveratrol's potential in helping to support heart health,* Associates can give customers yet another reason to pursue nutritional support for healthy aging – after all, resveratrol might just keep them young at heart.

Though it is also found in Japanese knotweed, peanuts, and some berries, resveratrol's presence in red wine has generated the biggest buzz – creating a romantic back-story that makes resveratrol products all the more appealing. However, it is virtually impossible – and certainly not advisable – to get optimal amounts of resveratrol from drinking wine alone.



- An average five-ounce glass of red wine contains about 1 mg of resveratrol.
- One Vitamin World Resveratrol capsule contains 50 mg of resveratrol.
- Each Vitamin World Resveratrol capsule = the resveratrol found in 50+ glasses of red wine!

Amount of Resveratrol

Vitamin World Resveratrol (one capsule)	50 mg- 100 mg
Red Wine (5 oz.)	1 mg
Grape Juice (5 oz.)	.7 mg

RealityCheck

Moderate wine consumption may offer health benefits, but consuming any type of alcohol also increases risk for hepatitis, osteoporosis, cirrhosis, stroke, birth defects, and cancer. Those seeking to get resveratrol through wine consumption may want to consider taking a resveratrol supplement instead – to get all resveratrol's benefits with none of alcohol's risks.

1. Baur JA, Pearson KJ, Price NL, et al. Resveratrol Improves Health and Survival of Mice on a High-Calorie Diet. *Nature* 2006; DOI:10.1038/nature05354.

2. Kopp P. Resveratrol, a phytoestrogen found in red wine. A possible explanation for the conundrum of the 'French Paradox'? *European Journal of Endocrinology*. 138:619-620, 1998.

3. De Lorgeril M, Salen P, Martin JL, Monjaud I, Delaye J, and Mamelle N. Mediterranean diet, traditional risk factors, and the rate of cardiovascular complications after myocardial infarction: final report of the Lyon Diet Heart Study. *Circulation* 99: 779-785, 1999.

4. Das S, Das DK. Resveratrol: A Therapeutic Promise for Cardiovascular Diseases. *Recent Patents on Cardiovascular Drug Discovery*, Volume 2, Number 2, June 2007, pp. 133-138(6).

5. Ungvari Z, et al. Resveratrol Increases Vascular Oxidative Stress Resistance. *American Journal of Physiology - Heart and Circulatory Physiology*. 2007 January 12.

6. Ollas B, et al. Effect of resveratrol, a natural polyphenolic compound, on platelet activation induced by endotoxin or thrombin. *Thrombosis Research*. Volume 107, Issues 3-4, 15 August 2002, Pages 141-145.

7. Brito P, Almeida LM, Dinis TC. The interaction of resveratrol with ferrylmyoglobin and peroxynitrite: protection against LDL oxidation. *Free Radic Res* 2002;36:621-631.

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.