

The Commodity Myth

Many supplement consumers are “shopping around” these days, partly because they’re buying into the myth that supplements are a commodity. Commodities are in-demand goods that are regarded as being pretty much the same – such as flour, sugar, oil, and aluminum. When consumers regard nutrition as a

commodity, they’re likely to migrate to generic brands, because they mistakenly believe all supplements are the same. Let’s examine some of these “nutrition-as-commodity” myths, and review some ways to explain the truth behind them:

1

MYTH:
Supplements that look the same ARE the same.

REALITY:
There’s more to a supplement than meets the eye!

Is it fresh and free of toxins?

Is it delivering the right levels of nutrition?

Does it contain what it’s supposed to?

Will it dissolve at the optimal point in the digestive tract?



Does it include synergistic nutrients?

Will it break down in the body and be fully absorbed?

▶ When you hold a Vitamin World supplement in your hand, you can be sure all of these questions are answered with a resounding “YES.” Pills, capsules, and softgels may all look the same, and even side-by-side label comparisons may make products seem identical. But the truth of the matter is, there are countless variables that separate supplements. Looking at the pill itself can’t tell you if a supplement is top quality – *but looking at the company that makes it can.*

2

MYTH:
“Third Party” verification proves quality.

REALITY:
Not all “Third Parties” are alike.

▶ Every supplement company in the world is going to boast top quality, but simply claiming third party verification of quality proves nothing. That’s because third parties vary in what they offer; they perform different tests, possess different equipment, and have different standards – some of which are easy to pass.

Vitamin World proves true quality by using the most respected third party quality assurance program in the nation: **Shuster**. Shuster holds supplements to *even higher standards* than well-known and highly regarded independent certification entities The U.S. Pharmacopoeia and NSF International.



3

MYTH:

Expensive supplements are more effective.

REALITY:

Quality, not price, determines product value.

- ▶ Of course, on the opposite end of the spectrum are consumers who understand that supplement brands are different – but mistakenly believe that by spending more money, they are getting the best nutrition. *Expensive supplements are not always better.* Supplements are not about bells and whistles, glitz and glamour – it's what's under the hood that counts.

Consider these different brands and price levels of the same nutritional supplement:

\$7 supplement: Very poor. No quality procedures in place; cheap, junky raw materials.

\$10 supplement: Slightly better quality, but still cutting corners.

\$15 Vitamin World supplement: Superior Quality; Shuster verified.

\$25 supplement: Good quality, GMP certified, but falls short of Shuster verification.

Those who overspend on supplements have their hearts in the right place, but *price doesn't matter* – quality does. Expensive brands have inflated costs because they are merely buyers, and outsourcing production costs a lot of money. *Vitamin World is better than "buyer" brands.* Since Vitamin World is a **Direct To Consumer Manufacturer**, with everything done in-house, it is able to provide superior quality that's affordable. Direct to consumer practices also empower Vitamin World to watch every single step of the manufacturing process, from raw material sourcing to distribution – which means greater control over ultimate product quality.

\$15⁰⁰

4

MYTH:

Bigger supplements are Better.

REALITY:

Active ingredients are more important than size.

- ▶ When consumers buy bottles of gigantic pills, they often believe they are getting more nutrition for their money. After all, if supplements are a commodity, then bigger must be better . . . right?

Wrong. Supplements offer widely differing levels of active ingredients, and it is the active ingredients that deliver health benefits. To understand supplement potency, consumers should first examine the label's supplement facts, which reveal the actual active ingredient amounts. Consumers should also be educated about standardization, the process that ensures that an herb's active ingredients are consistently present throughout a batch of supplements.



When you educate customers on why nutrition is not a commodity, you can help them better achieve exhilarating health while building loyalty to the Vitamin World brand. Bust the commodity myth, and help your customers get the best nutrition for their health!