


HEALTHY SALES

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

Winter 2009



VITAMIN WORLD
get healthy.™

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

QUALITY SELLING

Amazing Acai

Supercharge Sales with Nature's Perfect Berry

The secret to revitalizing energy and healthy aging might just be found in a tiny berry hidden in South America's vast, lush Amazon rainforest: Acai. Of all the rainforest's hundreds of thousands of plant species, the palm-like Acai tree (pronounced "ah-SIGH-ee") is one of the most celebrated and utilized – for its luscious blueberry-chocolate-flavored berries and their long-heralded health-promoting properties.

Under the shade of the Acai tree's fan-like leaves, many pronged "panicles" branch out from the narrow trunk, giving the effect of fireworks frozen in motion. Lining this botanical spectacle are dense clusters bursting with dark purple Acai berries. These plump berries are so treasured, they have become woven into the very fabric of local societies.

Centuries before the Acai berry became a sought-after fruit in the northern hemisphere, Amazonian natives were wise to its many virtues; it remains extremely popular in both the region's rural and urban areas. Acai has lent its rich flavor to local fish and meat dishes, and is commonly sold throughout South America as juice or pudding. In Brazil, Acai can be found in even more edible or drinkable forms, including popsicles, ice cream, and even liquor. Acai has also been

prized in traditional medicine for its energizing, health-promoting impact across a range of body systems.

The Acai berry is extremely perishable, making juiced, powdered, or freeze-dried Acai highly valuable to those living outside the Amazon region. Happily, these forms still retain the berry's many benefits. In fact, the freeze-dried pulp and skin of Acai is at the top of the list for foods with the highest ORAC (Oxygen Radical Absorbance Capacity, a measure of antioxidant activity) value, ranking far ahead of antioxidant-rich blueberries, cranberries, and pomegranates. A recent study, published in the *Journal of Agriculture and Food Chemistry's* September 2008 edition, confirmed Acai's exceptional antioxidant qualities; Acai also contains fiber, fatty acids, vitamins A and E, and essential minerals such as calcium, iron, potassium, and zinc.

Acai is surging in popularity, so Vitamin World Associates should be prepared to answer questions about this remarkable superfruit.

Vitamin World offers Acai as a delicious liquid or convenient capsules. These two superior-quality products offer the best of Acai's legendary benefits, providing unparalleled antioxidant support for peak free radical defense. With its dense nutritional profile, Acai helps to support healthy aging, cardiovascular health, immune performance, healthy skin and eyes. And of course, many consider Acai to be "Nature's Perfect Energy Fruit" – making it even more appealing. Capitalize on the sizzling superfruit trend – educate your customers about Acai!



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The Art *of the* UPSELL

Step up your sales game with simple-yet-sophisticated “upsell” techniques and you can boost your income while advancing Vitamin World’s mission. With an upsell – the act of upgrading a customer’s intended purchase – Associates can introduce customers to greater nutritional health benefits while delivering long-term affordability. Consider these two upselling strategies:

1. UPSSELL SIZE
Since every penny counts these days, many customers buy the smallest bottle of supplements available – but any smaller-size savings are illusory. For example, let’s examine how a Joint Soother upsell might deliver considerable savings to the customer:

Joint Soother

- 60 Tablets
- Reg. Price: \$16.99
- Each tablet costs

\$0.283

Joint Soother

- 480 Tablets
- Reg. Price: \$99.99
- Each tablet costs

\$0.208



In the short term, the 60-tablet Joint Soother bottle appears to be more affordable. However, if a customer buys the larger size, they give themselves an instant 26.5% discount on the per-tablet price – equating to \$70 savings over the course of a year. Extended across multiple supplement categories, this upsell could potentially save a customer hundreds of dollars annually.

2. UPSSELL PRODUCT ENHANCEMENTS
Consider the customer who purchases only ginkgo biloba to help with memory. This customer is limiting potential mental clarity results by only using one brain health nutrient. With the product enhancement upsell, Associates can introduce customers who are stuck in the same old supplement routine to intriguing new formulations that offer maximum nutritional benefits.

In the case of mental clarity, inform the customer that ginkgo is but one element of a brain health regimen that should ideally include several other neuronutrients, such as building block nutrients, energizing nutrients, neurotransmitter nutrients, and antioxidant nutrients. When these nutrients are combined, customers can best achieve peak performance in memory, clarity, processing speed and more.

Of course, reeling off this list of neuronutrients may lead customers to believe they will have to spend a fortune – so when you instead demonstrate a single, enhanced product like Neuro-PS, which delivers a diverse range of neuronutrients, customers will be relieved to buy it.

Greater commission income is just one benefit of mastering the Art of the Upsell. Like other positive communications that educate customers and put their priorities first, upselling is part of the Vitamin World experience that advances our ultimate goals of customer loyalty and satisfaction.

HEALTHY SALES

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Diet Secrets OF THE Stars

Celebrities are people too! Just like Vitamin World customers, many stars indulge over the holidays and dive into diets right after New Year's. Here are some celebrity diet secrets; share them with customers to add star quality to any weight management supplement regimen:



Carmen Electra:

According to *Extra*, this stunning star turns to nutrition to stay slender and sexy: She takes **ginseng** to boost energy, **green tea** to promote weight loss, and **collagen** for natural beauty.



Heidi Klum: According to *Life & Style Weekly*, this striking supermodel's slimming-down secret is **high-protein meal replacement shakes** and 90-minute workouts four days per week.



Eva Longoria:

A former aerobics instructor, this *Desperate Housewives* star endorses fat-burning cardio workouts, and, according to *VH1's Celebrity Diet Secrets*, she also swears by the cactus-derived weight management supplement **hoodia**.

**SUPPLEMENT
SALES:
2009
& BEYOND**

2009 could be the best year yet to be a Vitamin World Associate! Though most sectors are facing a roller coaster ride of unpredictability in the upcoming 2009 economy, recent research suggests that the nutritional supplement industry is stronger than ever:

The global nutraceutical market was worth \$117.3 billion in 2007 and is projected to increase to \$123.9 billion in 2008 and reach

**\$176.7
billion
by 2013²**

Consumers are taking more supplements. In 2008,

48%
of supplement consumers reported taking a variety of supplements regularly, up from 34 percent in 2006.

51%
of supplement users say that the economy will likely not change their supplement-purchasing habits.³

Sunshine Nutrition



Vitamin D has always been a logical winter supplement choice – in cold, dreary months where the sun's rays are weak, the body's ability to produce vitamin D is diminished. With Heart Health Month right around the corner, Vitamin World Associates have yet another reason to recommend this perfect winter vitamin: it may play a role in supporting heart health. According to a 2007 study published in *Circulation*, an analysis of 1,739 women with an average age of 59 revealed that moderate to severe vitamin D deficiency is a risk factor for developing cardiovascular disease.¹

1. Wang TJ, et al. Vitamin D Deficiency and Risk of Cardiovascular Disease. *Circulation* 2008;117:503-511; originally published online Jan 7, 2008
2. *Nutraceuticals: Global Markets and Processing Technologies*. BCC Research. Report ID:FOD013C. Published: October 2008, Analyst: Sandeep Sugla
3. 2008 Council for Responsible Nutrition Consumer Survey, conducted by Ipsos Public Affairs. Published: October 2008.

One More Visit

During the course of a day, Associates see familiar faces and new faces entering their store. According to the “80-20 Rule,” which suggests that roughly 80% of the results come from 20% of the causes, those familiar faces represent more value than you might expect. Consider the following Vitamin World visitor frequency stats:

Annual Vitamin World Customer Visits

57.19% visit 1x
18.06% visit 2x
8.57% visit 3x
4.95% visit 4x
11.23% visit 5x+ (Loyal Customer)

Those top 20% most frequent visitors – familiar faces – may generate 80% of store profits. This gives even more reason to be outwardly appreciative of loyal customers. Of course, even less-frequent visitors hold huge potential, so Vitamin

World is asking all Associates to undertake this mission: Get each customer to visit your store *just one more time* every year. The secret is to give customers a reason to return:

Vitamin World is a Solution: Ask customers why they came in, help them develop a nutritional program, tell them about recent research, etc. When we position Vitamin World as not just a store, but a *solution*, customers will visit more often – such as after a doctor’s appointment or when they have questions about health concerns.



Changing Seasons: Opportunities open for different supplements at different times of the year. Whether it’s spring allergies, summer skin care, fall immunity, or winter doldrums, reinforce that each new season is reason enough to return to Vitamin World.

Vitamin World Changes: Keep customers apprised of Vitamin World’s sales, promotions, new products, and monthly programs. When ringing up customers, let them know what’s coming up and invite them to return. Paint a picture in the customer’s mind that Vitamin World will be slightly different each time they visit.

Achieving one additional visit – multiplied across the entire customer base – represents a massive spike in overall revenue. Give customers a reason to return, and you will instill a healthy – and profitable – Vitamin World habit!

WORD POWER

Just Ask!

For Vitamin World Associates, the most powerful words are spoken as questions. By asking the right questions, Associates can steer customer conversations in any direction – including towards the add-on opportunities that can really kick-start commission earnings.

“Even one additional incremental item can mean significant increases in sales for you.” explains Rick Puder, Vitamin World’s Director of Staff Development. “The opportunity lies in positively offering additional products to every customer.” According to Rick, the secret to making those offers and maximizing add-on sales is simple: “Just Ask!” Consider the following three questions:

1. WHAT BRINGS YOU IN TODAY?
2. MAY I ASK WHY YOU ARE USING _____?
3. IF I CAN PUT TOGETHER A PROGRAM THAT WILL _____, AM I ON THE RIGHT TRACK?

Let’s examine these questions in action: A customer answers question 1 with “vitamin E.” When you follow up and ask why, he replies that he’s heard vitamin E supports heart health. With this insight into the customer’s need, you can now demonstrate an add-on solution that will promote heart health by bundling vitamin E with CoQ10, fish oil, antioxidants and other

additional heart health products.

Creating this customized add-on solution not only rings up a bigger sale, but also delivers maximum nutritional health benefits to the customer. “And, once you’ve built a rapport, many customers will tell you about other needs they may have,” Rick points out. “This gives you even more opportunities to help them get healthy.”

Perhaps best of all, this “Just Ask” add-on strategy compels customers to buy without being pushy or “salesy.” Instead, asking questions projects sincere interest in the customer’s well-being, while providing intelligent solutions further inspires customer confidence – and that’s what the Vitamin World Experience is all about.

Serious talk about

HEALTHY AGING

It is estimated that over half of baby boomers in America will see their 100th birthday. Baby boomers, age 42-61, now number 76 million. And growing fast. Boomers expect to reach at least age 81 – and want to reach age 89.

THE FACTS ARE:

- 41% feel their brain fitness has declined compared to 10 years ago.
- 42% are so stressed out that it affects their ability to think clearly.
- 52% are concerned that a family member or friend will experience a major decline in their brain fitness in the next 5 - 10 years.
- 89% agree that brain fitness is the most important part of healthy aging.
- 91% feel they can make changes in their daily lives to improve their brain fitness.

THEIR BIGGEST FEAR AFTER RUNNING OUT OF MONEY IS LOSING MENTAL CAPACITY.

In a nutshell: They want to look younger and maintain independence, vitality and control as they age. And maintaining brain fitness is vitally important.

PHOSPHATIDYLSERINE (PS) TO THE RESCUE.

Phosphatidylserine (PS) is a highly recognized, scientifically supported, safe, natural and effective mental performance ingredient. And PS was even granted two Qualified Health Claims related to cognitive dysfunction and dementia by the FDA.

PS offers the ultimate benefit for memory, learning, focus and concentration. PS is for both young people and mature people who aspire to be healthy and mentally capable for life!

To learn more about PS and how it can keep you mentally sharp for life, please contact the Vital Lipids Institute – your source of information on “life energy” phospholipids and fatty acids.

Source: Natural Marketing Institute

Vital Lipids Institute
www.vitallipids.com

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?

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.



This product has been developed, manufactured and packaged by Vitamin World. Our world-class facilities allow us to control exactly what goes into each product. It is your assurance that you are getting the highest quality and freshest products. **You have our guarantee!**

No Artificial Color, Flavor or Sweetener, No Preservatives, No Sugar, No Starch, No Milk, No Lactose, No Gluten, No Wheat, No Yeast, No Fish. Sodium Free.

WARNING: If you are pregnant, nursing, taking any medications or planning any medical procedure, consult your doctor before use. Discontinue use and consult your doctor if any adverse reactions occur. Keep out of reach of children. Store in a cool, dry place. Do not use if seal under cap is broken or missing.

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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.

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!





Perfect Storm

Associates can take creatine's category-1 sales all the way up to category-5 by promoting the pinnacle of creatine sports nutrition supplements: Precision Engineered's Perfect Storm.

Perfect Storm is the ultimate post-workout formula, designed to immediately kick start recovery and help drive critical nutrients directly into gym rats' muscles.* Each serving provides a potent 5,500 mg cocktail of three of the most important aminos needed for athletes and bodybuilders, plus over 4,000 mg of the cutting-edge CreaSurge Creatine Complex. CreaSurge is designed to support strength, power and recovery by combining the time-tested effects of Creatine Monohydrate with next generation Creatine Ethyl Ester and Creatine AKG.* In order to maximize creatine storage, it's impor-

tant to spike insulin levels with fast-digesting carbohydrates.* Perfect Storm's Variable Osmotic Weight Carb Rush Matrix is a next generation blend designed with 45 grams of Waxy Maize Starch and Dextrose. These carbs combine to push more creatine and aminos directly into muscles after exercise, making the Perfect Storm superior to traditional creatine-only formulas.*

To pump up sports nutrition sales in your store, introduce Perfect Storm to gym rats. Remember, Perfect Storm isn't just creatine – it's CreaSurge Creatine Complex delivered in a synergistic, cutting-edge formula for maximum results. Position Perfect Storm in this way, and you will position Precision Engineered as the industry's premier sports nutrition brand.

*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.

What's the one nutrient that's on the tip of every gym rat's tongue? Creatine. As the serious athlete's sports nutrition supplement of choice for the past decade, creatine has enjoyed sustained popularity by helping to deliver the results gym rats seek. With such an impressive track record, creatine supplements practically sell themselves. Vitamin World

WEEKEND WARRIOR

Whey Protein

For weekend warriors, bodybuilding is not an all-encompassing lifestyle. Rather than wolfing down massive steaks or chugging six raw eggs in a single gulp, these customers want a convenient and affordable way to get protein. Enter whey. Whey is a protein component of milk, which is extracted using ultrafiltration methods for use in Precision Engineered's Whey Protein Powder product.

In addition to being very easy to convert into body tissue, whey is low in calories, carbohydrates, and fat, and high in the amino acids cysteine and glutamine. The body uses these amino acids to make glutathione, a powerful antioxidant that fights the immunosuppression that may accompany overtraining. Whey protein is also high in branched-chain amino acids, which, as you've learned in earlier Healthy Sales issues, are essential to muscle metabolism.

Check out the following chart to see how different foods compare in terms of calories and protein:

FOOD	CALORIES	PROTEIN(g)
1 Egg	82	6.50
4 oz. Beef, round steak	216	22.12
4 oz. Chicken breast, baked	99	18.50
3 Tbsp. Peanut Butter	258	10
1 scoop, Precision Engineered Chocolate Whey Protein	100	18

When it comes to protein, few sources can match whey's balance of cost-effectiveness, calorie efficiency, and positive training benefits. Better still, Precision Engineered offers a superior-quality whey product, containing a blend of whey protein concentrate (WPC) and whey protein isolate (WPI). Free of gluten and aspartame, and 94% lactose-free, Precision Engineered's Whey Protein Powder is the perfect choice for weekend



warriors who seek maximum protein with minimum hassle.



Fish Oil Focus:

Active EPA/DHA

Fish oil is a sizzling-hot nutritional trend because its **active ingredients** deliver an amazing array of health benefits. When doctors recommend fish oil for heart health, cognitive function, immune performance and more, they're really recommending those active ingredients: specifically, the Omega-3 fatty acids EPA and DHA.

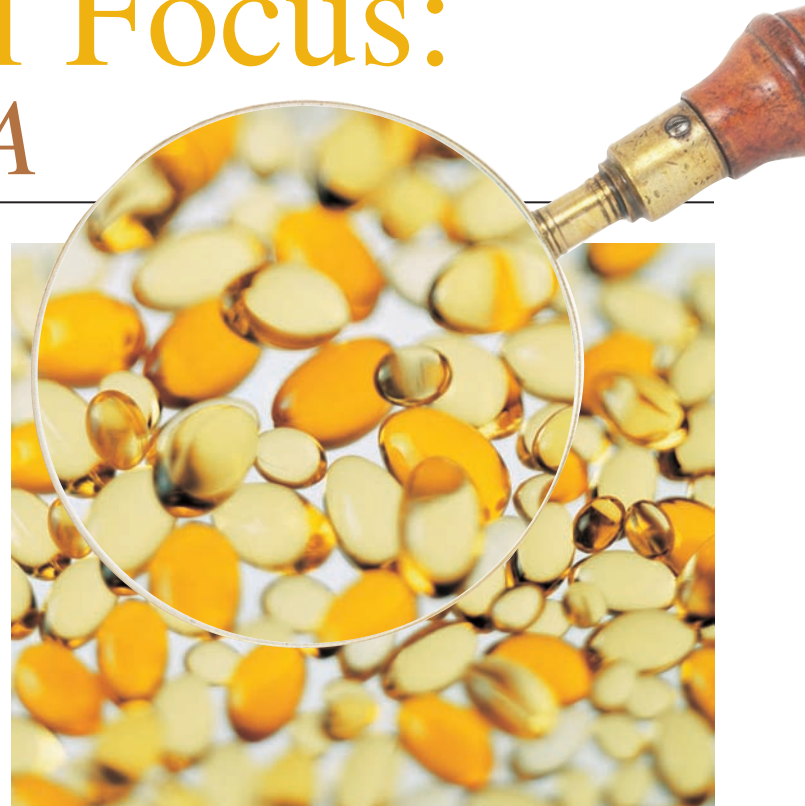
Many consumers are unaware of EPA/DHA's importance, and instead mistakenly believe that a bigger fish oil supplement (higher milligrams) is always better. But total milligrams is a meaningless number, because it says nothing about active ingredients. For maximum health benefits, consumers should first look at a fish oil supplement's amount of **active EPA/DHA Total Omega 3**.

That's why Vitamin World redesigned its Omega Pure™ Fish Oil product labels to prominently feature the total amount of **active EPA/DHA**. As the following chart shows, the concentration of Omega-3s varies from product to product – but thanks to the Omega Pure™ Fish Oil labels, consumers can easily find a product's true EPA/DHA potency:

Vitamin World Omega Pure Product	Total Fish Oil Per Serving	Omega-3 Concentration	Total Omega 3s (Featured on Label)
Omega-3 Fish Oil	1,000mg	30%	300mg EPA/DHA
Omega-3 Fish Oil Double Strength	1,200mg	50%	600mg EPA/DHA
Omega-3 Fish Oil Premium Mini Gels	645 x 2 mini gels = 1,290mg	75%	900mg EPA/DHA (per 2 mini gels)
Omega-3 Fish Oil Triple Strength	1,360mg	75%	950mg EPA/DHA

Unfortunately, some manufacturers emphasize total milligrams on their fish oil product labels, which can mislead consumers. Consider this side-by-side comparison:

Product	Total Fish Oil Per Serving	Omega-3 Concentration	Total Omega 3s
A Competitor's Fish Oil Supplement	1,200mg	30%	360mg EPA/DHA
Vitamin World Omega-3 Fish Oil Double Strength	1,200mg	50%	600mg EPA/DHA



At first glance, these two products seem identical. After all, they contain the same amount of fish oil. But a closer examination reveals that the Vitamin World Omega-3 Fish Oil is nearly twice as potent as the competitor's, because its 1,200mg softgel has a much higher concentration of active Omega-3 fatty acids.

Health Benefits come from ACTIVE INGREDIENTS:

- ✓ **Vitamin C** found in Oranges
- ✓ **Oleuropein** found in Olive Leaf
- ✓ **Polyphenols and Catechins** found in Green Tea
- ✓ **EPA and DHA** found in Fish Oil



Vitamin World Associates must educate customers to focus on **active EPA/DHA** as the most important feature of any fish oil supplement. Make it part of the "Vitamin World Experience": Pick up a bottle and demonstrate how Omega Pure product labels clearly indicate the amount of active EPA/DHA. Explain to customers that Vitamin World's honest labeling is part of our commitment to quality and will certainly help consumers get the greatest fish oil health benefits. This communication will earn customers' trust, boost Omega Pure sales, and even supercharge store-wide sales – because it proves that Vitamin World always puts the customer's health first.

Half-Empty *or* Half-Full?

“Why is this bottle half-empty?” Since Vitamin World switched from amber bottles to transparent multi-hued bottles, you may find yourself fielding this question. With the new transparent bottles, contents are now visible – revealing that many bottles are not filled to capacity. Curious customers who question a bottle’s fill level may be interested to learn why. The best answer? It’s the law.

A bottle’s fill level is partly due to the supplement size – some pills are bulkier than others. But whether a pill, capsule or softgel is small or large, federal law requires that the product’s label must convey an abundance of information. Consider the following list of what a label must communicate:

- 1 Item Description
- 2 Size
- 3 Supplement facts
- 4 Warnings
- 5 Ingredients
- 6 Directions
- 7 FDA Statements
- 8 Keep Out of Reach of Children
- 9 “Free of” statements (sugar, wheat, corn, etc.)

All of this information must be presented in a point size that is legible to the consumer. To achieve this, Vitamin World uses the minimum

size bottle that will satisfy all label information requirements. Oftentimes, because of a label’s considerable word count, even the minimum size bottle appears too large for the product that fills it. By using a bigger bottle, Vitamin World is acting responsibly and complying with the law.

But there is yet another important reason why Vitamin World uses a bigger bottle: Because we care about our customers. Vitamin World provides a supplement’s *complete* background – which sometimes requires a larger label – so our customers understand *exactly* what that bottle contains. This information empowers customers to take that supplement in a safe and effective manner. Vitamin World’s commitment to customer education is so far-reaching, it even extends to our bottles.

When a customer questions, complains, or simply eyes a “half-empty” bottle suspiciously, Associates have yet another opportunity to communicate Vitamin World’s commitment to quality. With one simple, friendly explanation from an Associate, customers will change their “half-empty” view to a much more optimistic perspective – recognizing that the bottle itself is a symbol of Vitamin World’s dedication to legal compliance, customer education, and good health.

In the following dialogue, the VW Associate agrees with the customer, provides a reason, and reveals the end benefit to the consumer – putting an end to the “half-empty bottle” question while reinforcing Vitamin World brand loyalty.

CUSTOMER: “Where are the rest of my vitamins? This bottle is half-empty!”

VW ASSOCIATE: “It does look a little silly, doesn’t it? In order to comply with federal law, we sometimes have to use a bigger bottle . . . this enables us to print a label that tells you everything you need to know about the product.”

Associates can also use the “half-empty” topic to initiate conversation with customers. If a customer is thoughtfully examining a bottle, try approaching with the friendly opener, “Have you ever wondered why some supplement bottles appear to be half-empty?” After providing the answer, Associates can easily transition to additional product demonstrations, bundling suggestions, and upsells.

From the moment raw ingredients reach our facilities to the time a finished supplement is packaged, stringent analysis confirms the potency, purity and nutritional content of every nutritional product that bears the Vitamin World name. *We guarantee it!*

9 No Artificial Color, Flavor or Sweetener, No Preservatives, No Sugar, No Milk, No Lactose, No Gluten, No Wheat, No Yeast, No Fish, Sodium Free.

4 **WARNING:** If you are pregnant, nursing or taking any medications, consult your doctor before use. Discontinue use and consult your doctor if any adverse reactions occur. Keep out of reach of children. Store in a cool, dry place. Do not use if seal under cap is broken or missing.

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

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VITAMIN WORLD®
get healthy.

Sunvite®
Vitamin D₃
1000 IU

Promotes Bone, Colon and Breast Health*

100
 Easy to Swallow
 COATED CAPLETS

6 **DIRECTIONS:** For adults, take one (1) caplet daily, preferably with a meal.

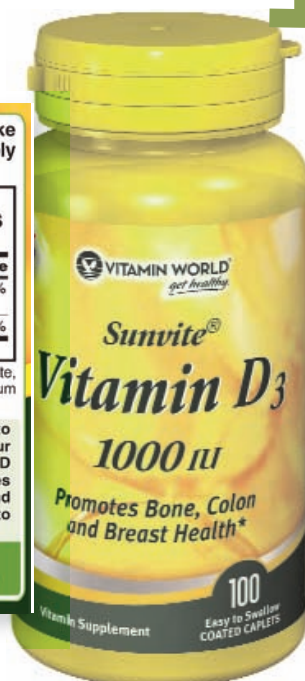
3 **Supplement Facts**
 Serving Size 1 Caplet

Amount Per Serving	%Daily Value
Vitamin D 1,000 IU (as D3 Cholecalciferol)	250%
Calcium 149 mg	15%

5 **Other Ingredients:** Dicalcium Phosphate, Vegetable Cellulose, Vegetable Magnesium Stearate.

If you use sunscreen products to protect the health of your skin your body's natural production of Vitamin D will be reduced. **Sunvite®** utilizes Vitamin D₃, which is a more potent and active form of Vitamin D compared to Vitamin D₂.

When choosing Vitamin D make sure it's Sunvite®!



Conjugated Linoleic Acid (CLA)



According to a Cigna Survey, nearly 70% of Americans reported making a New Year's resolution in 2007. Not surprisingly, losing weight was by far the most common goal, named by 28% of respondents. Clearly, Vitamin World Associates must be prepared for the influx of customers seeking to fulfill this common resolution in 2009.

While there is no magic pill for weight loss, evidence suggests that conjugated linoleic acid (CLA) may help dieters. An active polyunsaturated fatty acid found in beef, milk products, and eggs, CLA has been extensively studied for its potential role in supporting healthy body composition.

In one study, 20 men and women of healthy body weight took either a CLA supplement (0.6mg) or placebo three times a day while performing standardized 90-minute exercise sessions three times weekly. After 12 weeks, researchers reported that body fat was found to be significantly reduced in the CLA group, but not in the placebo group.¹



Another study suggests that CLA may not only help dieters achieve their goals, but help them maintain a favorable body composition. In this study, 26 men and 27 women, with an average age of 38 and body mass index of 28 (overweight), embarked on a very-low-calorie diet for three weeks. After that, they began a 13-week duration of taking either 1.8g CLA, 3.6g CLA, or placebo on a daily basis. At study's end, the researchers concluded

FACTS & FIGURES	
50 Million: Number of people who go on diets each year	2.5 Million: Number of dieters who maintain long-term weight loss ⁴
\$40 Billion: Amount Americans spend on weight loss annually	\$92.6 Billion: Annual medical spending associated with overweight and obesity ⁵
26%: Percentage of U.S. adults who vigorously exercise three or more times per week	59%: Percentage of U.S. adults who get zero vigorous exercise ⁶
365,000: Annual number of deaths caused by obesity	6 Years: Estimated average life expectancy lost due to obesity ⁷

that the CLA groups were found to have experienced a favorable regain of fat-free mass along with an increase in resting metabolic rate when compared to placebo.²

While CLA may be obtained from diet, conventionally farmed beef and dairy may possess diminished CLA levels. Grass-fed cattle have been found to produce up to 500% more CLA than grain-fed,³ but organic, grass-fed beef and dairy may be prohibitively expensive for many consumers. For customers interested in trying CLA in a more affordable supplement form, Vitamin World Associates may recommend Tonalin CLA 1,000mg. However, Vitamin World Associates are advised to remind customers that healthy weight management can't be found in a single product – instead, customers should pursue healthy lifestyle changes in diet and exercise in conjunction with any weight management supplement regimen.

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America's Unhealthy Weight Epidemic

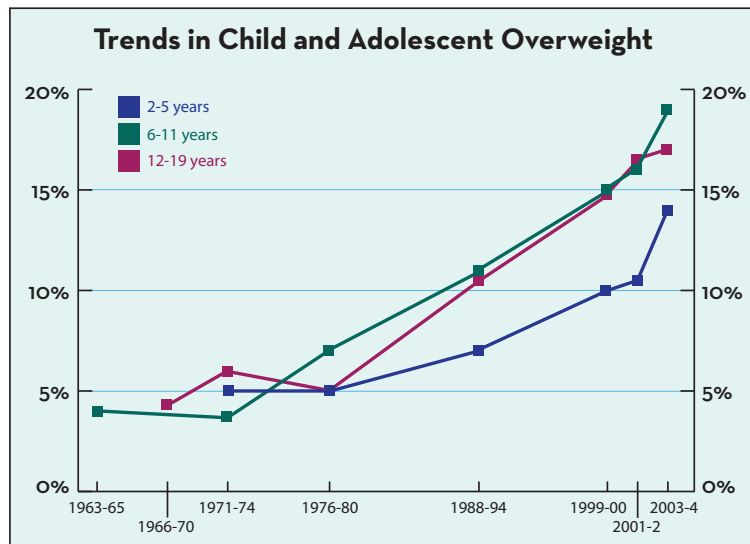
Rapidly escalating overweight and obesity rates in the United States are not just about struggling to squeeze into “skinny jeans” and little black dresses – they represent an urgent wake-up call that is a matter of life and death. During the past 20 years, expanding waists have prompted many officials to declare obesity a prominent threat to our nation’s health. Today, two-thirds of American adults are overweight or obese – equating to over 200 million people.¹ The number is rising; experts estimate that if our present course does not change, 75 percent of American adults will be overweight by 2015.²

But it’s not just adults who are in trouble – in one alarming new study, a staggering 32% of American children were found to be overweight or obese, 90% of whom have at least one avoidable risk factor for heart disease, such as high cholesterol or hypertension.³ The long-term health consequences for these children are devastating – in fact, some experts believe that the current generation of children may be the first in American history to have a shorter life expectancy than their parents.

Clearly, Americans’ weight management struggles speak to our susceptibility to poor health. Overweight and obesity have been linked to 20 chronic diseases and numerous other conditions, including the following:

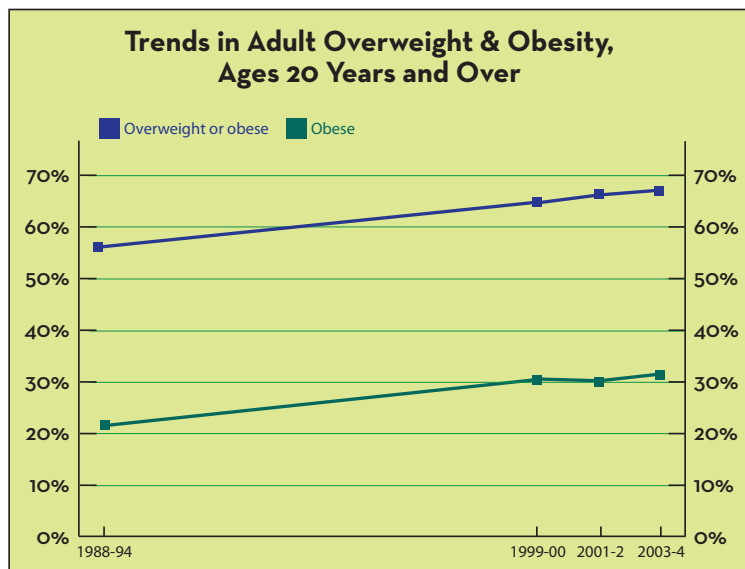
- Type 2 diabetes
- Coronary heart disease
- Cancer
- Hypertension
- Stroke
- Dementia and Alzheimer’s
- Liver/ Gallbladder Disease
- Sleep Apnea/ Respiratory Problems
- Osteoarthritis
- Gynecological problems

The obesity burden on the U.S. economy was estimated at \$75 billion in 2003; yet none is the greater burden of obesity than on our friends and loved ones. Experts increasingly agree that the key to maintaining a healthy weight is not diet or exercise alone, but a total lifestyle change that brings health to all aspects of existence. As nutrition moves to the fore as a critical foundation of that overall healthy lifestyle, Vitamin World Associates should keep the obesity epidemic in mind. After all, 200+ million overweight adults may be entering Vitamin World stores, seeking weight management solutions not just for themselves, but for their children as well.



Note: Overweight is defined as BMI \geq gender- and weight-specific 95th percentile from the 2000 CDC Growth Charts. Source: National Health Examination Surveys II (ages 6-11) and III (ages 12-17), National Health and Nutrition Examination Surveys I, II, III and 1999-2004, NCHS, CDC.

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Note: Age-adjusted by the direct method to the year 2000 US Bureau of the Census estimates using the age groups 20-39, 40-59 and 60 years and over. Overweight defined as BMI \geq 25; Obesity defined as BMI \geq 30.

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