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Vitamin Retailer®

THE DIETARY SUPPLEMENT
INDUSTRY'S LEADING MAGAZINE

A VRM, Inc. Publication

November 2010

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Good, Clean Living

Making natural, gentle cleansing
programs a necessity



Also Inside:
New Product Reviews
Healthy Blood Sugar
Food/Pet Allergy Sets
Memory Boosters

"Win a Date With Chris Kilham" Event a Success

Chris Kilham, Medicine Hunter, spent a day at Mari-Mann Herbs in Decatur, IL this summer signing books, answering customer questions and visiting the herb gardens. His visit was sponsored by EuroPharma, Inc.® (Green Bay, WI) as the grand prize in its

national "Win A Date With Chris Kilham" contest. The contest, featured at Natural Products Expo West in March, awarded the winner, Mike King, an all-expenses paid event with Kilham, president of Mari-Man Herbs, Author of 14 books and a frequent guest on such TV shows as The Dr. Oz Show and Fox News Channel's Headline Health with Dr. Manny Alvarez, Kilham effectively bridges the world of botanical medicine and mainstream media.

The "date" included an all-day visit by the Medicine Hunter to the store for both staff and consumer educational events, media events and dinner at a restaurant of the winner's choice for all the store's employees.

"The event at Mari-Mann Herbs the other day reminded me just how much a small local retailer can positively impact the lives of people in a community," said Chris Kilham. "With its inspired herb garden, a tremendous selection of natural health care products and friendly staff who know a lot and

are willing to spend real time, Mari-Mann deeply impressed me. I enjoyed the day immensely, speaking with Mike King and others, sharing insights into some of the plants I've researched, and learning a lot about their herbal garden. I hope the experience was as satisfying for Mari-Mann as it was for me. Thanks to EuroPharma for dreaming up this idea, and to Cheryl Myers, their head of education, who joined me out in Decatur, IL."

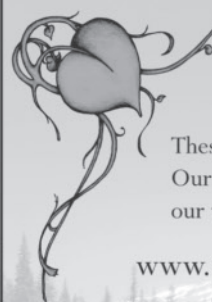
For more information about EuroPharma, call (866) 598-5487 or visit www.europharmausa.com.



Kilham signing copies of his book



Kilham and King in the herb garden



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New Products

VR's New Products section is a **FREE** service to industry members. Send new product press releases and photos to: **Editor, Vitamin Retailer** • 431 Cranbury Road, Ste. C • East Brunswick, NJ 08816
Or e-mail to: RajL@vitaminretailer.com



Maintain Healthy Blood Pressure

GREEN BAY, WI—Blood Pressure Health from EuroPharma combines olive leaf extract containing beneficial oleuropein, and hibiscus, a natural source of vitamin C—minerals and beneficial plant compounds to help maintain healthy blood pressure levels. This natural cardiovascular formula (MSRP \$32.95, 60 caps) provides high levels of clinically studied extracts to protect blood vessels, support healthy blood viscosity and promote smooth, flexible arteries and healthy circulation.

Reader Service #35 or Call (866) 598-5487

Extra Large and BPA-Free

ENGLEWOOD, CA—New Wave Enviro Products has introduced three and five gallon bottles (MSRP \$16.95-\$21.95) made of reusable BPA-free plastic. New Wave now has a complete line of BPA-free plastic bottles, from which one can drink, transport and store water without worrying about BPA and other chemicals leaching into it.

Reader Service #36 or Call (800) 592-8371



Restoring Hair

CHATSWORTH, CA—Natrol® Esselence Classics™ Hair is a hair-energizing nutraceutical that helps combat age-related hair loss and helps reduce hormone-driven hair thinning—the natural way. Designed to help promote hair health, regrowth, thickness and youthfulness, this dietary supplement (MSRP \$9.99, 50-ct.) contains a powerful blend of herbs, such as he shou wu and

horsetail extract, along with vital "co-factor" nutrients such as B vitamins, biotin and more.

Reader Service #40 or Call (800) 262-8765

D-3 Delightfulness

ALAMEDA, CA—NutriCology®, Inc. has introduced its new Vitamin D3 Complete (MSRP \$25.50), which provides pure chemical-free, preservative-free vitamin D3, balanced with preformed vitamin A. The formula is optimized with vitamin K2 in the potent Menaquinone-7 form and DeltaGOLD® tocotrienols, based in fish oil, and delivered in state-of-the-art OceanCaps™ fish-gelatin capsules.

Reader Service #41 or Call (800) 545-9960



No More Vitamin Pills

NEW YORK, NY—alternaVites by Rich Vitamins LLC is a multivitamin and mineral designed especially for those who have difficulty swallowing pills and those looking for an easier way to take their vitamins. Containing 23 essential nutrients, alternaVites' patent-pending formula (MSRP \$29.99, 30-ct.) dissolves quickly in the mouth when sprinkled on the

tongue, and features a mixed berry taste and no aftertaste.

Reader Service #37 or Call (800) 557-2030



Smooth on Natural Lip Balm

MORRO BAY, CA—All Good Lips from Elemental Herbs is an all natural lip balm made with 100 percent essential oils, olive oil, beeswax and vitamin E. This product is available in three SPF 12 flavors (original, sweet tangerine and cool spearmint) as well as a non-SPF, original formula.

Reader Service #42 or Call (877) 239-4667

The Thrill of Krill Oil

LOS ANGELES, CA—Antarctic Krill Oil DX contains 42 percent phospholipids that carry the bonded omega-3 essential fatty acids DHA and EPA directly to cell membranes. Along with naturally occurring astaxanthin, a potent antioxidant, Antarctic Krill Oil DX (MSRP \$29.99, 60 softgels) supports optimal neural and heart function while providing a healthy inflammation response for joints.

Reader Service #38 or Call (877) 222-4026



Jump Start Cleanse

CHINO, CA—Health Plus has introduced Super Colon Cleanse, which is a starting point for individuals who are beginning a cleansing program or for those needing a thorough cleanse. This product (MSRP \$5.99, 60-ct.) is all natural and non-invasive, and provides results consumers seek.

Reader Service #43 or Call (800) 822-6225



Keep Hands Clean



SAN FRANCISCO, CA—CleanWell All Natural Pocket Hand Sanitizers (MSRP \$2.99) and Antibacterial Hand Soaps (MSRP \$4.99) are rich in vitamins A, C, B and E. Available in Orange Vanilla, the orange helps shrink pores, restore smoothness to dry skin and is a natural astringent.

Reader Service #39 or Call (415) 839-6393



Probiotics From Solgar

LEONIA, NJ—Solgar has launched Cran Flora with probiotics plus ester-C® vegetable capsules. This premium formula offers a comprehensive blend of highly concentrated cranberry powder, L. acidophilus and ester-C® to help support urinary, intestinal and immune health. Cran Flora provides the equivalent of 40,000mg (40g) of fresh cranberries without the calories of juice. Contact the company for pricing information.

Reader Service #44 or Call (800) 645-2246