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Vitamin Retailer

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A photograph of four people (two women and two men) smiling and standing in a vitamin store aisle. The woman on the far left is wearing a teal jacket and a necklace with a red and black pendant. The man behind her is wearing a plaid shirt. The woman in the center is wearing a light blue button-down shirt. The man on the far right is wearing a light blue button-down shirt. They are standing in front of shelves stocked with various vitamin and supplement bottles.

2010 RETAILER
OF THE YEAR

Natural Grocers by Vitamin Cottage

Also Inside:
Private Label
Children's Supplements
Skin Health
St. John's Wort

SATISFYING SALT CRAVINGS NATURALLY

BY RAJIV LEVENTHAL

Americans are pretty well known for liking a lot of things—glamour, fame and money, to name a few. But one more thing that Americans can't seem to get enough of is sodium. We love salt and consume much more than we should on a daily basis.

Current USDA guidelines state that the average healthy person should not consume more than 2,300mg of sodium each day—the equivalent of just one teaspoon. However, the average American consumes between 3,000-4,500mg every single day. The negative effects of too much sodium

are well-known and well-documented: increased risk of high blood pressure, stroke, heart attack, ulcers and kidney disease, among other conditions.

Finally, though, it looks like Americans are starting to realize the effects of having too much sodium. According to market researcher Mintel's recent data in 2009, consumers are starting to pay more attention to their intake, as more than half (52 percent) are now monitoring the amount of sodium in their diets.

Food manufacturers are also doing their part in making it easier for society to eat

healthier. Mintel's Global New Products Database (GNPD) found that food product introductions containing low, no or reduced sodium claims have increased by nearly 115 percent from 2005-08.

The low-sodium push in the US is starting to gain steam, as it should. Too much salt can increase hypertension, something that 70 percent of women and 80 percent of men over the age of 75 are currently treating with medication. For everyone out there, there are plenty of alternatives to sodium without sacrificing much flavor, such as the ones below.

An All-Natural Sea Salt

NutraSalt, by Bon Vivant International (Edgewater, NJ), is the first all-natural Sea Salt to offer a balance of sodium and potassium in ratios recommended by the Institute of Medicine (IOM). NutraSalt's proprietary product is harvested from the seas of the Mediterranean region. Natural salts and rich minerals from the Red Sea and Dead Sea that are known for their healing properties come together in a line of salts and seasonings that can replace common salt in any recipe or on the table top. Rich in natural potassium, NutraSalt features 66 percent less sodium than common table salt.

To contact Bon Vivant International, LLC, call (201) 496-5241 or visit www.nutrasalt.com.

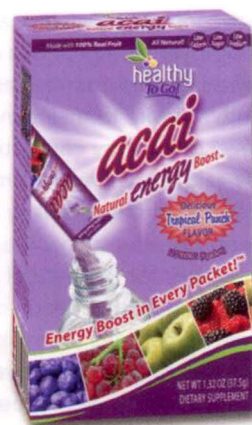


Low-Sodium Beverages

To Go Brands, Inc. (San Diego, CA) offers a breakthrough solution with its Healthy To Go® line, including high-quality and all natural single-serve drink packets. Containing 100 percent natural, antioxidant-rich ingredients, Healthy To Go makes balanced nutrition quick and convenient. The line contains five supplemental products, including Açai Natural Energy Boost™, which features the powerhouse açai along with organic superFruits grape, apple, pomegranate and mango.

This product provides an alternative to sugary energy drinks and is low in sodium.

To learn more, contact To Go Brands, Inc. at (866) 494-8646 or visit www.togobrand.com.



Spice up Meals With NutriFit

As attention moves to New York City's initiative to lower the sodium content in restaurant and packaged foods, nutrition expert Jackie Keller offers a healthy alternative to salt with her NutriFit Spice Blends (Los Angeles, CA). Available in six savory, aromatic flavors, the salt-free, sugar-free NutriFit Spice Blends feature customized blends of nutritious ingredients. The six flavors offered are: Mediterranean Spice Blend, Calypso Spice Blend, Lemon Garden Spice Blend, Certainly Cinnamon Spice Blend, Rockin' Moroccan Spice Blend and French Riviera Spice Blend. These flavors provide a mix of herbs, spices and vegetables to the meal.

For more information, call (800) 341-4190 or visit www.nutrifitonline.com.



New Supplement for Healthy Diets

Twinlab's (American Fork, UT) Sodium Selenite (selenium) is a trace mineral that is essential for many bodily processes and is needed for normal growth and health. It acts as an antioxidant, helping to protect against harmful free radical damage, and plays a role in supporting a healthy immune system. Sodium Selenite is a 100 percent natural selenium supplement that provides 250mcg (more than a full day's serving) of selenium in each capsule. Free of yeast and with less than half a milligram of sodium per capsule, Sodium Selenite is a selenium supplement for individuals on yeast- or sodium-restricted diets.

For more information, contact Twinlab Corporation at (800) 645-5626 or visit www.twinlab.com.

