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# Vitamin Retailer®

THE DIETARY SUPPLEMENT  
INDUSTRY'S LEADING MAGAZINE

A VRM, Inc. Publication

June 2009

## 2009 VITY AWARDS



### RETAILERS NAME THEIR BEST-SELLING PRODUCTS



Also Inside:  
Functional Foods  
Brain Health  
Omega-3s for Kids  
Stress Relief

# 2009 VITY AWARDS

**B**ecause we believe no one is better qualified to determine the industry's best-selling products than the people who sell them, *Vitamin Retailer* once again polled its retailer readers on their top-selling products and best sales and merchandising support.

What started in the 1990s has evolved into one of the most sought-after awards in the natural products industry—partly since the winners are chosen by the retailers themselves. The 2009 Vity Awards represent a random sampling of thousands of retailer readers polled earlier in the year, included almost 50 categories and were, as always, decided by the number of votes in each category.



The 2009 winners we showcase here represent products and services for which health food retailers have voted and for which their customers have voted with their pocketbooks.

Longtime readers of VR will recognize several “perennials” among this year’s winners, such as Carlson’s ACES, NOW Foods’ Vitamin D, Animal Parade from Nature’s Plus, Barlean’s Greens and ReNew Life’s Cleanse Smart; others, like Dream Coat from Halo and Irwin Naturals’ Gingko Smart Maximum Focus & Memory, are new to the winner’s circle.

A sincere “thank you” to all those who voted for VR’s 2009 Vity Awards and congratulations to our winners!

## Vitamin & Mineral Supplement Category

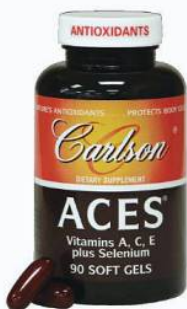
### SINGLE MINERAL

#### Natural Calm from Peter Gillham’s Natural Vitality

Natural Calm is the solution to both restoring a healthy magnesium level and balancing calcium intake—the result of which is natural stress relief. It features a proprietary formula of highly absorbable, water-soluble magnesium citrate in ionic form (having molecular charge that allows the element to easily bond with water). Natural Calm enters the body as a liquid so it is ready to go to work right away. It is available in original and flavored versions which contain organic raspberry, lemon and/or orange flavors and organic stevia, and contains no yeast, dairy, egg, gluten, soy, wheat, sugar, starch, preservatives, artificial color or added fructose.



### ANTIOXIDANT SUPPLEMENT



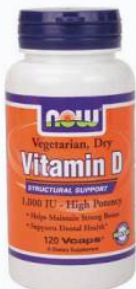
#### ACES from Carlson

ACES provides the body with armament for a four-point attack, with vitamins A, C, E and the mineral selenium. Beta-Carotene quenches singlet oxygen molecules. Vitamin C protects tissue and blood components. Vitamin E protects cell membranes. Selenium is a vital building block in the structure of glutathione peroxidase, one of the body’s antioxidant enzymes. Research indicates that together these nutrients are more effective than when taken individually.

### SINGLE VITAMIN

#### Vitamin D from NOW Foods

Use of strong sunscreens and dairy restricted diets prevent many individuals from getting adequate amounts of vitamin D. NOW Vitamin D3 is a gentle, easily absorbed form of this vital nutrient as vitamin D supplementation becomes necessary to ensure that your body receives an adequate supply.



### MULTIVITAMIN/MINERAL

#### Source of Life from Nature’s Plus

Source of Life is a power-packed, high-energy formula supplying a perfect blend of vitamins, minerals, lipids, bioflavonoids, enzymes, amino acids and herbs. It is specially formulated with nutrient-dense whole foods such as spirulina and sunflower oil, naturally providing plant pigments, nucleic acids and more. This broad spectrum of ingredients still leads the industry, after more than 20 years, delivering the synergistic effects that result in an incredible “Burst of Energy.”



### NEW VITAMIN/MINERAL PRODUCT

#### Vitamin Code from Garden of Life

The Vitamin Code™ is a dietary supplement line that is individually cultivated with unique raw food created nutrients and Code Factors™ intact. The raw vitamins deliver living enzymes and probiotics and are uncooked, untreated and unadulterated without added binders and fillers. In addition, the vitamins are 100 percent vegan and do not contain any soy allergens, gluten, dairy or fructose.

The Vitamin Code features six targeted formulas: Vitamin Code Women’s formula; Women 50 & Wiser; Vitamin Code Men’s formula; Men 50 & Wiser; Vitamin Code Family formula for adults as well as children six and older; and the Vitamin Code Perfect Weight formula for those looking to effectively manage their weight.



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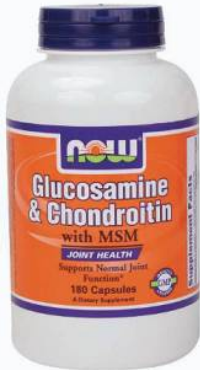
## HOMEOPATHIC REMEDIES SUPPLEMENT

**Arnica from Boiron**  
Boiron offers a safe and natural way to soothe aches and pains brought on by active lifestyles.



Arnica montana oral pellets can help minimize discomfort for everyone from busy moms to professional athletes. Arnica montana not only treats muscle aches and stiffness but also relieves swelling and bruising. It's especially useful after a grueling run or a long day of household chores. Those who bruise easily will find that Arnica also helps reduce bruise discoloration, which can be unsightly on exposed legs and arms especially during the warmer months.

## JOINT/BONE SUPPORT

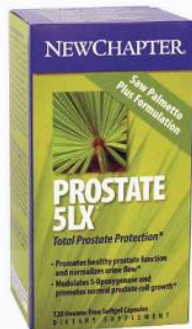


**Glucosamine & Chondroitin with MSM from NOW Foods**

A quality product that is both convenient and reliable, Glucosamine and Chondroitin are naturally occurring structural components that are used by the body to support healthy joint function. NOW continues to offer the top-selling joint support products—combining these two components, which work synergistically to provide optimal nutritional support!

## MEN'S HEALTH SUPPLEMENT

**Prostate 5LX from New Chapter**  
Prostate 5LX was formulated with the highest regard for men and their optimal health to promote healthy prostate function and normal urine flow, and has received impressive results with Improved Healthprint Scores. Available in 60 and 120 hexane-free soft gel capsules, Prostate 5LX is part of New Chapter's family of Supercritical extracts. "Supercritical" means super purity, super potency, broad spectrum and no chemical solvents—taking nature's finest herbs and then extract and highly concentrate (as high as 250 to 1) their precious, full-spectrum ingredients.



## PET HEALTH SUPPLEMENT



**Dream Coat from Halo**  
Halo Dream Coat®, from Halo's line of VitaGlo® Supplements, provides a blend of pure oils that supply the essential fatty acids needed to promote a full, shiny coat, smooth skin and a great immune system. When Halo Dream Coat is added to a pet's food, a combination of soybean, wheat germ, safflower, sunflower, garlic and cod liver fish oils work together to help improve skin suppleness, reduce shedding, control allergies and promote healthy growth of the undercoat in pets.

Circle Reader Service #18>

## WOMEN'S HEALTH SUPPLEMENT: THREE WAY TIE



**KAL Progesterone Cream from Nutraceutical Corporation**

With four progesterone products—Progesterone Cream, Progesterone Cream Fragrance Free, Progesterone PM and Progesterone Gel—the KAL® brand offers one of the most complete progesterone lines available.

**Brevail from Barlean's**  
Back-to-back Vity Award winner, Brevail's all-nat-



ural, self-care solution is clinically tested to support breast and hormonal health. The convenient, once-daily lignan concentrated capsule improves mood, sense of well-being and relief from symptoms associated with PMS and menopause.



**Women's One from Rainbow Light Nutritional Supplements**

Women's One provides balanced, food-based nutritional protection. It is customized to promote women's optimal health with iron, nourishing botanicals and more calcium than other one-per-days, plus 800 IU of vitamin D, 800 mcg of folic acid and 25 million bio-active probiotics. Women's One supports heart and bone health, strengthens digestion and immune resistance and boosts natural energy.

## NEW SPECIALITY HERBAL SUPPLEMENT PRODUCT

**Vitamin Code from Garden of Life**

The Vitamin Code is a dietary supplement line that is individually cultivated with unique raw food created nutrients and Code Factors intact. The raw vitamins deliver living enzymes and probiotics and are uncooked, untreated and unadulterated without added binders and fillers. In addition, the vitamins are 100 percent vegan and do not contain any soy allergens, gluten, dairy or fructose.

