

Hot products UPDATE

SPECIAL ADVERTISING SECTION

Hot, new products that industry companies don't want you to miss.

SUPPLEMENTS

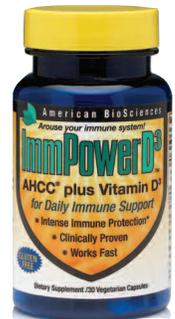


KIDS' VITAMINS

NEW **alternaVites Kids** is the perfect alternative to chalky chewables and gummies that are high in sugar, low in nutrients and can stick to a child's teeth. **alternaVites Kids** can either melt in your mouth or be mixed into yogurt, puddings or smoothies. Available in strawberry bubblegum and raspberry cotton candy flavors, **alternaVites Kids** contains 0 grams of sugar, has no aspartame, high-fructose corn syrup, artificial flavors, colors, sweeteners or preservatives and is certified kosher. (800)557-2030, www.alternaVites.com

IMMUNE HEALTH

D3 is HOT! And, immune defense just got hotter, with NEW **ImmPowerD3** from **American BioSciences!** The amazing benefits of D3, the "Sunshine Vitamin," are now combined with the immune-enhancing abilities of **ImmPower™-AHCC®**, to give your customers two well-researched, powerful immune supplements in ONE capsule.* Maintain peak Natural Killer cell function with the added power of the sun. *See it at Expo West Booth #1314. To learn more, call American BioSciences: (888)884-7770 or visit www.americanbiosciences.com



VEGAN B12

Vegan B12 from **MegaFood** offers ideal potencies of FoodState vitamin B12 along with vitamin B6 and folate to enhance the body's natural energy stores, mental alertness and overall well-being.* This convenient one-tablet formula is ideal for those on a plant-based diet, or those over the age of 50, who may be experiencing a low dietary intake or assimilation of these key nutrients. www.megafood.com

EYE HEALTH

Diamond Eye Health is a multi-faceted approach to ocular health. Scientifically formulated by Dr. Wayne Diamond, this combination of vital eye nutrients is backed by clinical support, proving its powerful efficacy. Beta-carotene, vitamins C & E, zinc, copper, manganese, lutein (Flora-GLO), zeaxanthin (OPTISHARP), standardized bilberry (25% anthocyanins), butcher's broom, eyebright, bioflavonoids and CoQ10 highlight this formulation, which has quickly gained popularity since its release. (888)467-4200. www.diamondformulas.com



WEIGHT MANAGEMENT

Laci Le Beau® **Super Dieter's® Fast Dissolve** is a great-tasting berry-flavored tablet that helps jump-start your weight-loss efforts. The supplement, offered by **Natrol**, contains the herb Senna, a natural laxative, that works by removing water and waste to help minimize bloating, which may help promote a flatter looking stomach and reduce belly bloat. Learn more about Laci Le Beau® **Super Dieter's® Fast Dissolve** at Natural Products Expo West, Booth 1410. www.lacilebeau.com



VEGAN DAILY

MegaFood Vegan Daily is a new foundational multivitamin and mineral formula designed for those who follow a plant-based vegan or vegetarian diet. Each serving provides 100% daily value of specific FoodState® Nutrients that are important for vegans to supplement for optimal health. Vegan daily is certified vegan, gluten free and is tested free of pesticides, herbicides and soy. www.megafood.com

ORAL PROBIOTIC & VITAMIN C

Jarrow-Dophilus® Oral Probiotic + Vitamin C from **Jarrow Formulas** contains oral probiotic organisms that are clinically documented to maintain immune, throat, mouth, nose and ear health. It is available in easy-to-take lozenge and chewing gum forms, which provide 200 million (per lozenge) or 100 million (per gum) allowing maximum probiotic exposure in the oral cavity.* www.jarrow.com



HEALTHY WEIGHT MANAGEMENT

Optimizes sugar and fat metabolism, Encourages a lower Glycemic Index*, Supports healthy detoxification*.* Slender GR™ from **Enzymedica** provides unique support for the dieter and “non-dieter.” The synergy of the ingredients in Slender GR may promote an increase in fat metabolism, help maintain normal blood sugar levels and may reduce oxidative stress related to weight loss.* Each dose of Slender GR™ contains powerful, proven ingredients for an all-natural, stimulant-free approach to healthy weight management.* Vegetarian & vegan. www.Enzymedica.com, (888)918-1118

JOINT RELIEF

Hundreds of thousands of people around the world switched to UC-II® for joint relief. Why? Because it works and you only need 40 mg a day. UC-II® from **InterHealth Nutraceuticals, Inc.** is a one-of-a-kind, clinically tested, all-natural joint health ingredient unlike any other. UC-II® does what no other joint health ingredient can by working at the source. Leading manufacturers are now formulating with UC-II®. Ask for their new products with UC-II® today so your customers can switch to UC-II®, too! www.interhealthusa.com



VEGAN DIGESTION AID

MegaFood Vegan-Ease has been specifically formulated to ease the digestion and assimilation of key nutrients for those with a plant-based diet.* Vegan-Ease is a convenient one-tablet formula composed of 13 plant-based enzymes, which aid in the break-down of high-fiber foods and plant-based protein sources such as beans, nuts, hemp and grains.* This formula is ideal for those seeking digestive comfort and optimal benefit from their plant-based diet.* www.megafood.com

GROCERY

JAMAICA BLUE MOUNTAIN COFFEE

“We are farmers and roasters of our own Jamaica Blue Mountain Coffee.” **Reggie’s Roast** is one of only two companies roasting its own JBM in the United States. All coffee is roasted and packaged to order to preserve the company’s labor of love. Reggie’s Roast sells wholesale, direct and is nationally distributed through KeHE Distributors. Please call (908)862-3700 or e-mail customerservice@reggiesroast.com and visit the Reggie’s Roast shop at www.reggiesroast.com for more information.

