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Vitamin Retailer®

THE DIETARY SUPPLEMENT
INDUSTRY'S LEADING

August 2015

2015 Retailer of the Year: Garner's Natural Life

Also Inside:
Memory & Cognition
Bone & Joint Health
Chronic Fatigue

VR's New Products section is a **FREE** service to industry members. Send new product press releases and photos to: **Janet Poveromo, Vitamin Retailer** • 431 Cranbury Road, Ste. C • East Brunswick, NJ 08816 or email to: JanetP@VRMmedia.com

Tart Cherry

ARLINGTON HEIGHTS, IL—Many usually welcome post-workout soreness for its confirmation they just dominated a fitness session. However, discomfort lingering multiple days can cause people to miss workouts and may ultimately be a roadblock on the way to optimal physical fitness. For those ready to work out but their body isn't, recommend Carlson Tart Cherry (MSRP \$16.90, 60 capsules; \$32.20, 120 capsules; \$46.50, 180 capsules). Two capsules contain 1,000 mg of Montmorency tart cherries, a small fruit boasting major fitness power. Each serving provides potent antioxidants, supporting healthy joint function and reduced recovery time after vigorous exercise.*

**This statement has not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease.*

For more information, call (847) 255-1600 or visit www.carlsonlabs.com.



Effervescent Relief

GREEN BAY, WI—CuraMed Effervescent from EuroPharma's Terry Naturally brand contains the cell-protecting power of BCM-95 Curcumin in a liquid form that's easy to swallow. The great tasting tangerine-flavored tablets dissolve in water for all the benefits of safe, studied, and effective curcumin. The MSRP for CuraMed Effervescent is \$29.95 for 30, 350 mg effervescent tablets.

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



Skin Detox

SIMI VALLEY, CA—derma e has introduced Purifying Skincare. Doctor developed and clinically tested, derma e Purifying Skincare line is specially designed for oily, active or urban skin types, the Purifying formulas work naturally

to draw out toxins, replenish vital nutrients and restore skin's resistance to oxidative stress. The Purifying Skincare line includes Purifying 2-in-1 Charcoal Mask (MSRP \$19.50, 1.7-oz.), Purifying Daily Detox Scrub (MSRP \$15.50, 4-oz.), Purifying Youth Serum (MSRP \$29.50, 1-fl-oz.), Purifying Toner Mist (MSRP \$15.50, 2-fl.-oz.), Purifying Oil-Free Moisturizer (MSRP \$29.50, 1.7-fl.-oz.) and Purifying Gel Cleanser (MSRP \$15.50, 6-fl.-oz.)

For more information, call (800) 933-9344 or visit www.dermae.com.



Coral Chewables

CARSON CITY, NV—Coral LLC has introduced new Coral Chewables (MRSP \$14.95, 120-ct. bottle) a Bavarian cream-flavored supplement that delivers 500 mg of bio-available coral calcium plus 73 other minerals. Offering EcoSafe above-sea coral calcium, which may help users reduce the risk of osteoporosis* and achieve peak bone mass,* as well as many other essential trace minerals that can optimize health, the easy-to-chew tablets are free of artificial colors and preservatives, making them a great choice for the entire family when used as directed.

**This statement has not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease.*

For more information, call (800) 882-9577 or visit www.coralcalcium.com.



Aloetherapy

VISTA, CA—Eufora International added Moisture Mist for Hair and Body to its Aloetherapy product range. A versatile moisture mist packed with powerful aloe stem cells, oat and water lily to soothe and calm both scalp and skin, Moisture Mist for Hair and Body (MSRP \$24, 6-fl.-oz.) delivers instant hydration. Simply mist generously over hair and body after bathing to moisturize and soothe, then reapply throughout the day whenever you need a little replenishment. Moisture Mist for Hair and Body is also perfect for after sun soothing!

For more information, call (800) 6-EUFORA (638-3672) or visit www.eufora.net.



HylaMints

RIVERSIDE, MO—Suffering from dry mouth? Enjoy the natural moisture and oral health support that comes from this totally unique dry mouth, breath-freshening mint! While HylaMints (MSRP \$14.95, 60-ct.) natural sweet mint flavor helps freshen your breath, its moisture-support power comes from the main ingredient, hyaluronic acid (a water-loving molecule that's found naturally all throughout your body). HylaMints orange pectin, slippery elm, cranberry extract and xylitol further support oral health, healthy salivation and moisture balance—naturally. HylaMints is vegan friendly, gluten free and contains no artificial ingredients. HylaMints can be used as often as needed to support healthy oral moisture balance and provide soothing benefits for dry mouth conditions. For more information, call (866) 318-8484 or visit www.hyalogic.com.



Coconut Snacks

BOULDER, CO—Made from pure organic ingredients with no refined sugars or artificial flavors, Made In Nature's Organic Toasted Coconut Chips (MSRP \$3.99, 3-oz.) allow the healthy snacker to explore global exotic flavors in one convenient snack! New Coconut Chip flavors include: Maple Madagascar Vanilla, Italian Espresso, Vietnamese Cinnamon Swirl, Ginger Masala Chai and Mexican Spiced Cacao.

For more information, call (800) 906-7426 or visit www.madeinnature.com.