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# Vitamin Retailer®

THE DIETARY SUPPLEMENT INDUSTRY'S LEADING MAGAZINE

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A VRM, Inc. Publication

March 2009



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## Perspectives on Retailing

VR polls retailers to learn their challenges, strengths and what they need to survive a tough economy.

Also Inside:  
Childhood Obesity  
Green Foods  
Employee Relations  
Travel Supplements

# Good Health To Go

BY JANET POVEROMO

**W**hether consumers are preparing for vacations, holiday visits or business trips, they are seeking more natural and safe ways to ease travel-related ailments. Manufacturers are increasingly offering more portable solutions that provide safe, natural relief without side effects or drug interactions.

"Before the days of products like Airborne, those of us that pulled out little Ziploc bags of our ABC's may have looked a little strange," noted Catherine Foley, MS, account executive with Jarrow Formula (Los Angeles, CA). "However, today, taking your supplements with you when you travel has become extremely commonplace. For most of us, our vitamin regimen has become a permanent facet of that 'won't leave home without it' list of essentials."

The supplement industry has finally begun to understand this by creating great "trial size" or "travel size" versions of best sellers for those on-the-go folks. "As dietary supplements become a bigger part of people's lives, we will see more development of easier ways to take them with us, as well as specific formulations for the types of conditions we may face while on the road," Foley added.

"Travel-related product offerings have increased over the years; it used to be pretty much only ginger for motion sickness, ipecac for poisonings; that was basically it," agreed Stuart Tomc, national educator for Nordic Naturals (Watsonville, CA). "The next generation of travel-related natural products were focused on natural first aid, and included arnica gel for bruises and other more outdoor-survival products, including natural insect repellants, and so forth.

"Today, on-the-go is quite a bit broader than Boy Scout 101, since consumers want to not only survive but thrive, and be healthy when they travel, especially considering how immune-

compromising and stressful traveling (for whatever purpose) can be," Tomc added. "So, now you'll find on-the-go bath crystals, fizzy multivitamins and Echinacea, and now on-the-go omega-3s, as well. 'Torable' omegas help promote immune health, muscle and joint health and mood health. Today, being sleepless, stressed, sick and stiff isn't acceptable to the enlightened traveler."

With effervescent vitamins being touted as the future delivery form of multivitamins, Vitalah, LLC's (Watsonville, CA) Oxylent has been created to not only raise the bar of natural sources of critical vitamins, but also include new additions like Catalase and Co-Q10 to illustrate the necessity of well-rounded compositions of multivitamin packet drinks. Furthermore, it's intended to shed light on the fact that to obtain optimal health, additions of other key nutrients besides vitamins are necessary for optimal health, said Lisa Lent, CEO of Vitalah, LLC. "This is innovative for the travel category and hopefully will provide travelers a source of high-quality, convenient and easily digested nutrients."

## Driving the Category

In this fast-paced world we must strengthen our immunity when we travel, as well as support our digestive health, said Guy Devin, PhD, national science educator with Source Naturals (Scotts Valley, CA). "When we travel, we have more exposure to environmental toxins, which challenge us on several levels. As a person who travels extensively, keeping healthy is a must. Exposure to recycled air on planes, trains and automobiles, and being around large groups of people

traveling through different time zones, all have an effect on our health. And, of course, a mainstay of the travel category is melatonin, the neurohormone that governs our circadian rhythms and is great for dealing with occasional sleep disruption and the effects of jet travel."

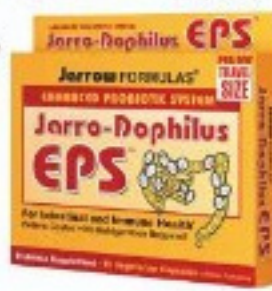
Misty Householder, marketing manager with Pflueger USA (Berkeley Springs, WV), pointed out that economic decline has had an impact upon choices the consumer is making. "More people are turning to preventive medicine to avoid costly doctor visits, prescriptions and missing days of work," she said. "No one wants to risk getting sick while traveling either for business or pleasure."

## Products to Stock

Pflueger USA offers a treatment triad for motion sickness; the Motion Sickness triad combines three products—Travel Sickness, Relax and Stomach-Aid. These three products complement each other to provide faster relief of the various symptoms, which result from travel.

"Companies realize that consumers have made travel products a part of their daily lives and that these products go where they go. Jarrow Formulas strives to make it easier to take supplements on the road," said Foley. Jarrow recently added a travel size *Saccharomyces Boulardii* and *Jarro-Dophilus EPS*. Furthermore, the company recently launched blackcurrant extract that has been shown as a good remedy to bring along for flu and colds.

Another new product is Ultra Jarro Dophilus, a new addition to Jarrow Formulas' probiotic family. Ultra Jarro-Dophilus has 10 beneficial probiotic strains and 40 billion organisms per capsule. "All you need is one capsule per day," Foley said. "This prod-



## Health Product Merchandising

uct is great for travelers that may have picked up a bug while on the road and want to address it with some high doses of probiotics. Or you can take the product prior to traveling as a preventive measure."

Nordic Naturals has recently launched Omega Cube Arctic-D Cod Liver Oil. According to Tomc, this product was developed for consumers who want the health benefits of Arctic-D Cod Liver Oil, but also want the convenience of small, travel-sized bottles that can easily fit in a car cubby, lunch bag, handbag or satchel. Each box (or cube) of Arctic-D Cod Liver Oil is packed with five glass travel bottles.

"On top of that, we've also introduced Travel Packs, convenient, resealable packs for three of our most popular products: Ultimate Omega-D3, Nordic Berries and Omega-3-6-9 Junior," Tomc added.

At Source Naturals, the company recently launched FluGuard, a



homeopathic immune support formula. This formula gives support to the body to protect against the flu, especially during times of travel. The company's award-winning

Wellness family of products has been formulated to support the immune system, both for everyday use, acute use and for times of travel. Another product geared to immune support and suitable for travel is Wellness Fizz. It is packaged in a compact container that fits easily in a pocket or bag; just add water.

Boiron's (Newton Square, PA) Jet Lag CareKit is a convenient way to treat a few common travel complaints.

The kit contains three popular single medicines: Arnica montana for muscle pain, Cocculus indicus for sleep pattern disturbance and motion sickness and Nux vomica for drowsiness and heartburn. These oral pellets, which can be dis-



solved under the tongue without water, meet Travel Safety Administration requirements for airlines.

Other popular items for the traveler are Boiron Arnica® Gel and Cream, which contain homeopathic Arnica montana, to treat muscle aches and stiffness that sometimes occur from long hours of sitting in tight quarters in planes and cars. Many vacationers or business travelers also prefer to take Oscilloccinum® with them so they have it on hand at the first signs of feeling run-down, headache, body aches, chills and fever. Boiron's Optique 1® eye drops are available in airline-compliant single-use sterile doses and help soothe red, dry, itchy, burning or tired eyes due to travel or exposure to a dry environment.

Roy Upton, herbalist and general manager for Planetary Herbals (Soquel, CA), said that intestinal products—triphala, wormwood, wormseed, buckthorn, quassia, pumpkin seeds, fennel—have a long history of use for parasites. "The efficacy of digestive formulas is legendary

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(Continued from page 8) among herbalists; Kan Ning Wan means Healthy Peaceful Pills in reference to the peaceful feeling it is said to engender when traveling. Cordyceps is exceptional for altitude sickness; Siberian ginseng is exceptional as an adaptogen for time zone management and general immune resistance."

### Better Retail Promotion

For promotional ideas, "some retailers are putting out displays geared to kids and 'lunch-baggable' supplements, for which Nordic Natural's Travel Packs are ideal," said Tomc. "Other retailers focus on vacation-friendly and on-the-go items, such as our Omega Cube bottles which also provide highly bioavailable vitamin D for all those who, in addition to needing the health benefits of cod liver oil, often don't get enough sunshine because they're cooped up in dreary offices or live in cities that are



cloudy and rainy. Some do both, in addition to stocking the products on shelf."

The best way to ensure fast-moving product selection is to dictate buying trends based on results and the latest science, Tomc added, and this is achieved with continual education and customer interaction. "Work with companies that offer sampling programs, so that your customers have the opportunity

to experience the products you are recommending before they purchase them," Tomc advised. "Set up public talks for your customers and bring in outside experts to better explain the many health benefits of the products in those categories. Look for radio opportunities in your community and contact reputable manufacturers to get



spokespeople on the air to drive public awareness. Make sure to carry books on the subject and stay current with the latest research findings yourself."

Finally, only recommend products that you really believe in and that work—this will ensure that your business stays both successful and socially responsible. Producing a newsletter, creating targeted mail lists and having active demonstrations are all great ways to get the message out. **VR**

### For More Information:

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- Jarrow Formulas, (800) 726-0886
- Nordic Naturals, (800) 662-2544
- Pflueger USA, (877) 735-8872
- Planetary Herbals, (800) 606-6226
- Source Naturals, (800) 815-2333
- Walach, (831) 724-6300