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# Vitamin Retailer

THE DIETARY SUPPLEMENT INDUSTRY'S LEADING MAGAZINE

November 2017

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## Relishing Sleep

Consumers turn to natural products for less worry and more shut-eye

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## PRODUCT SPOTLIGHT

### Giving Back

Most will agree that showing love and helping others in need are two important actions that make the world a better place. Acts of kindness are always appreciated, but oftentimes, they can go unnoticed. Below are products from manufacturers who are doing their part to support the community—from donating a lump sum to contributing a percentage of product sales to specific foundations or organizations.

By NICHOLAS SARACENO

#### Everlasting Joy

Reminiscent of one's favorite bar as a kid, this GoMacro (Wisconsin) bar is a combination of coconut, chocolate chips and almond butter that is sure to bring one everlasting joy. To top it off, 1 percent of net annual sales go to help feed the homeless. Each bar has an MSRP of \$2.89 – other GoMacro bars with proceeds include Sunny Uplift (during Breast Cancer Awareness Month in October, 10 percent of all sales from the Cherries & Berries Bar benefit the Keep a Breast Foundation) and Protein Replenishment (10 percent of net sales in the month of May go to support the Farm Sanctuary). For more information, call (608) 627-2310 or visit [www.gomacro.com](http://www.gomacro.com).

#### Men's Multivitamin Plus Stress Support

Get the targeted support a person needs to handle the stress of busy life with new Florida-based Rainbow Light Vibrance Men's Multivitamin plus Stress Support. This advanced, research-based formula is specifically formulated to support a man's distinct health needs with a wide variety of vitamins and minerals, plus targeted nutrients to promote a healthy stress response.\* For advanced, food-based nutrition, Vibrance Men's Multivitamin plus Stress Support includes 90 mg of an Organic Rainbow Whole Food Blend of spirulina, beet, broccoli, kale, spinach, blackberry, blueberry, carrot and cranberry, for a retail value of \$57.99 (120 capsules, 60-day supply). Plus, 20 mg of an Antioxidant Food Complex that combines foods brimming with antioxidants like turmeric, apple, and broccoli to scavenge free radicals and fight the signs of aging.\* In 2016, Rainbow Light announced the 1% for Global Good program, "pledging to donate 1 percent of all product sales in the form of multivitamins for women and children in food-insecure regions around the world," as noted on its website. \*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease. For more information, call (800) 635-1233 or visit [www.rainbowlight.com](http://www.rainbowlight.com).

#### Vitamin D-3 Chewables

Illinois-based NOW's Chewable Vitamin D-3 (MSRP: \$14.99 for 120 chewables) supplies this key vitamin in a tasty chewable form. Vitamin D is normally obtained from the diet or produced by the skin from the ultraviolet energy of the sun. However, it is not abundant in food. As more people avoid sun exposure, vitamin D supplementation becomes even more necessary to ensure that the body receives an adequate supply. NOW provides more than \$100,000 in funding and vitamin D supplements to support Protect Our Children NOW!, a two-year grassroots prenatal vitamin D project to improve birth outcomes and combat increased health care costs associated with vitamin D deficiency in utero. The pilot program, spearheaded by GrassrootsHealth, an international nonprofit public health promotion organization, is conducted at the Western Montana Clinic (WMC) in Missoula, MT, with hopes to expand to other cities in the near future. For more information, call (888) 669-3663 or visit [www.nowfoods.com](http://www.nowfoods.com).

#### Reishi Cold Brew

REBBL's (California) Reishi Cold Brew is "Soulfully Crafted" to taste creamy and indulgent. Organic, ethically sourced and gluten free with no added sugars, Reishi Cold Brew contains 7 g of coconut MCTs and harnesses the healing power of the reishi mushroom to support and promote healthy immune function, liver protection and detoxification, cardiovascular health and healthy aging. With 140 mg of caffeine, for an MSRP of \$3.99, the 12-oz. Reishi Cold Brew provides the energy and balance. Furthermore, REBBL works to fight against human trafficking through impact sourcing and supply chain in partnership with the non-profit Not For Sale. In doing so, the company also must address climate change, which is inextricably linked to human trafficking. This helps to protect vulnerable communities from ever being trafficked. In addition, REBBL donates 2.5 percent of the net sales of every bottle sold to Not For Sale to rehabilitate those who have already been affected. For more information, call (855) 732-2500 or visit [www.rebbl.co](http://www.rebbl.co).

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