

# Marketing Manual

## For Vitamin Power® Dealers



Marketing And Promotional Strategies  
To Help Increase Your Sales Revenues  
And Maximize Your Profits!

**VITAMIN POWER®**

EST. 1976

**We** are pleased to welcome you as a Vitamin Power dealer. This step-by-step Marketing Manual teaches you how to develop your own advertising, marketing and promotional programs to help increase your sales revenues and maximize your profits.

**Since 1975...** knowledgeable, health-conscious people have entrusted Vitamin Power products to ensure optimum nutritional support for a wide range of individual health, fitness and lifestyle needs. This comprehensive line of premium-quality supplements is distributed exclusively through independent retailers, dealers and health professionals worldwide.

**All** Vitamin Power products are formulated and manufactured to the highest standards in the vitamin-nutraceutical industry. Stringent quality-control procedures are utilized throughout every phase of production in accordance with federal and state regulatory agency guidelines; Analytical laboratory testing verifies optimum potency, purity and quality of every batch.

**Your** authorized dealership entitles you to factory-direct, wholesale pricing and the effective marketing tools to build a healthy new income stream for yourself.

**We** look forward to serving and supporting you as an independent dealer. You have a genuine opportunity to succeed in this gratifying business.

Yours in Good Health,  
**Vitamin Power Incorporated**





**Vitamin Power products are sold exclusively through independent retailers, dealers and health professionals, since 1975.**

## **Here's Your Deal...**

1. You get factory-direct, below-wholesale pricing on every product in the line. Your dealer costs are only **ONE-HALF** of the published retail selling prices so you can earn **100% mark-up profits** (and more) for yourself.
2. Our industry-leading **Volume Discount Schedule** provides substantial additional cost-savings for you. You can earn greater profits with the freedom to pass extra discount incentives along to your customers if you wish.
3. There's **no cost** for you to register as an independent dealer. There are no franchise fees or royalty payments; No minimum purchase obligations or inventory investment requirements.
4. We supply **consumer sales aids** and tested, effective marketing tools designed to help generate profits for you. Informative product catalogs and descriptive brochures are specifically-designed for your own dealer imprint; For retail establishments and health professional offices, we supply attractive self-merchandising counter-displays and window streamers; We also offer educational materials, as well as an informative email newsletter for weekly updates about relevant nutritional studies and current research.
5. We ship all dealer orders **factory-direct**. If you wish, we can also drop-ship individual orders coast-to-coast directly to your customers (in confidence) with your name as the shipper. Parcel shipping costs and our nationwide drop-ship service instructions are detailed in your **Confidential Dealer Price List-Business Policy booklet** .
6. Vitamin Power is **factory-direct distribution**, not multi-level marketing. There's no hype, no meetings to attend, no costly marketing activities, no down-lines to manage or sponsor; Your costs are deeply-discounted off industry retail prices without exorbitant MLM pricing to contend with.



# Boost Your Sales and Maximize Your Profits

**Advertise...** Emphasize quality, comprehensive selection and unsurpassed nutritional value. Your ads should feature specific products targeted to the most popular consumer market categories, including:

Nutritional weight-control with **Nutra Trim 7**, Bone-building support with **Ultra Calcium Complex**, Men's daily nutrition with **Complete Men's Multiple**, Children's nutrition with **Chewable Multi-Vits-Mins**, Women's daily nutrition with **SuperFem Multiple**, Active seniors with **Vita-Max Powder**, and many other specialty products in the Vitamin Power line. Low-cost, local community publications, newspapers and shopping guides are effective because they enable you to target your promotional efforts and concentrate your sales within specific geographic regions. To expand your business nationwide, small display ads in the fitness, health & wellness magazines can also generate good response. Your ads should feature short, compelling headlines to capture the readers' **Attention** and gain their **Interest**. Offering an incentive helps stimulate their **Desire** and taking **Action** to respond to the ad... You may want to offer a special discount, free catalog, bonus or free gift to boost overall response.



## Here's Are Sample Display Ads For Vitamin Power Products:



**SUPER NUTRITION**  
**For Good Health!**  
Power-Packed Multi-Vitamins & Minerals  
All-In-One Daily Nutritional Healthcare  
**FREE Gift With Your Order!**  
**1-800-555-0000**  
[www.abcHealthFoods.com](http://www.abcHealthFoods.com)



**Nutritive Sleep-Support**  
**NATRA-DOZE**  
Bedtime Nutritional Supplement  
Relaxing Valerian Root plus specific nutrients  
known to promote a healthy night's sleep.  
**Call For FREE Catalog**  
**1-800-555-0000**  
[www.abcHealthFoods.com](http://www.abcHealthFoods.com)


**Comprehensive**  
**Multi-Nutritional**  
**Support For Men!**  
**COMPLETE**  
**MEN'S**  
**Multiple**  
Dietary Supplement  
Ultra Potency Key  
Male Nutrients  
Formulated To  
Provide Optimum  
Daily Nutrition For The  
Physically-Active MAN  
**ABC Healthfoods**  
Authorized Vitamin Power Dealer  
**1-800-555-0000**  
[www.abcHealth.com](http://www.abcHealth.com)



**POWER UP!**  
Power Source 100 is a total  
wellness, multiple vitamin  
supplement from the earth's  
richest sources, supplying  
over 100 whole-food natural  
nutrients all-in-one  
super daily formula  
easy-to-take tablets.  
**FREE Catalog!**  
**ABC HEALTHFOODS**  
Authorized Vitamin Power Dealer  
**1-800-555-0000**  
[www.abcHealth.com](http://www.abcHealth.com)



**LOSE WEIGHT**  
**NATURALLY!**  
**All-In-One System**  
Nutritional Support To  
Assist Fat Metabolism  
**ABC Healthfoods**  
Authorized Vitamin Power Dealer  
**1-800-555-0000**  
[www.abcHealth.com](http://www.abcHealth.com)



## Courtesy Phone Calls...

One of the most effective methods to improve marketing results is phone follow-up. Write your own short sales scripts to make contact with prospective customers. Introduce yourself with a friendly question ***“May I send you our free catalog of the best vitamin & nutritional product values on the market?”*** or ***“We're now introducing an exclusive line of targeted multi-nutrition programs. Would you like to receive free valuable information?”***

## Independent Retail...

Vitamin Power is not sold in mass market chain stores, making it an ideal “private” brand for independent retailers, gyms, salons and day spas. Health food stores, local pharmacies, convenience marts, organic grocery stores and other innovative retailers have combined sales of Vitamin Power products with sales of freshly prepared healthy foods, raw fruit & vegetable juices, protein shakes, nutritional snacks, as well as offering exercise classes, fitness instruction, yoga clinics, etc.

## Internet Marketing...

As an authorized dealer, you can sell Vitamin Power products with your own e-commerce website. The Internet is a dynamic marketing environment with extraordinary potential to reach a wide audience and increase your sales volume exponentially. To be successful, online marketing requires advertising to effectively bring customers and new prospects to your website; Send broadcast e-mailings about nutrition, health & fitness and appropriate Vitamin Power products available from your website; Consider consulting with internet marketing professionals about search engine optimization, banner advertising, lead generation, etc. It's important to keep up-to-date with the advancements in the technology of these powerful marketing tools. Successful independent dealers are now taking advantage of this continually expanding consumer marketing channel.



# Power-Packed Super Nutrition!

**Since 1975, The Vitamin Power Brand is Recognized Worldwide for Supplying Premium Quality, Extraordinary Value and Personalized Service To Health-Conscious Consumers by Our Dealers**



You'll be proudly supplying your customers with proprietary, scientifically-advanced nutritional formulations, not typically available in the mass market.

When it comes to their personal healthcare, people want effective results and do not want to compromise on quality.

Vitamin Power products are formulated for discriminating consumers who demand the finest quality and know the difference. As in any industry, less expensive products may be available in the marketplace, however they are often formulated down to a price, rather than up to a high-quality standard. Compare each formulation, individual potencies of the vitamins, minerals and active nutritional ingredients of Vitamin Power products to the other brands of supplements on the market. You have a distinct competitive advantage offering superior nutritional value from a well-established, all-inclusive product line. Value-added formulations, consistent quality and the personalized service provided by independent dealers is a winning combination!

You'll find Vitamin Power's proprietary multiple nutrient formulations are more comprehensive than other brands, supplying a wider spectrum of key nutrients in higher potencies. For example, our **Ultra Multi 90 Plus** all-in-one tablet is the highest potency, full-spectrum multiple vitamin-mineral supplement available today. Study and compare the potencies and formulations of our **Ultra Multi 90 Plus**, **Super-Vite**, **Power Source 100**, **Vita-Max Powder**, **SuperFem Multiple**, **Mega Multiple 85 Nutra-Caps**, **Complete Men's Multiple**, **Cholesto-Plex**, **Nutra Trim 7 Diet Booster**, **Green Tea Trim Complex** and other Vitamin Power products for optimum nutritional healthcare.

## **Profit From Repeat Sales...**

Consumer demand for quality natural nutritional products is fueling robust growth for Vitamin Power dealers at a greater level than ever before! Continuity is the key to your successful business. Vitamin Power products are consumables that continually generate repeat sales. When you sell your customers a bottle of 30, 60 or 90 tablets, etc., you have the opportunity to contact them regularly by email, phone or postal catalog mailings to replenish their supplies. It's also an opportunity to recommend complementary additional products to them. People appreciate your follow-up, helping develop a valued personal service relationship. Stimulating repeat business and converting prospects into new customers builds exponential sales and a healthy income stream for you.

## **You Have The Freedom To Create Your Own Promotional Themes and Offer Special Discounts To Your Customers...**

Consider imprinting a bulk quantity of your catalogs with a **10% DISCOUNT** or **FREE GIFT With Your Order** announcement on the front cover to impress budget-conscious consumers. Visit the various retail establishments that sell vitamins and supplements in your area. Study their pricing and determine what their best-sellers are. Compare the brands they're selling with products in the Vitamin Power line. After investigating the competition, you'll want to feature specific products with special promotions, attractive discount prices, coupons, rebates, sweepstakes and other premiums to stimulate sales activity.

**Personalized Sales...** You'll find it is rewarding to help people improve their health, fitness and well-being. With Vitamin Power, you're supplying a premium-quality product line enhanced with your attentive, personalized service.

**Set Your Own Sales Goals...** To continually expand your business, you should consider allocating a reasonable percentage of your gross profits toward advertising, marketing and managing a variety of creative promotional activities. Develop a sound plan and establish a sensible budget to accomplish your sales objectives and long-term goals. Be sure to monitor results regularly.

**Target Your Market...** Research suggests that almost every person lacks some key nutrients in their diet. Nearly everyone is a candidate for using vitamins and nutritional supplements for daily healthcare support. Vitamin Power product categories are targeted to reach a wide range of market groups and meet their specific needs... Men and women who are overweight, people engaged in regular exercise programs, busy executives, weekend athletes, growing teenagers, pregnant women, seniors, arthritis sufferers, etc. Depending on your location, one or more of these target groups will probably be more numerous... For example, a college town, a gym, fitness center, an office complex or retirement community.

## **Design Your Advertising To Maximize Results. Match the Key Demographics of a Specific Consumer Market with the Most Appropriate Products...**

This strategy is referred to as **target marketing**, allows the most cost-efficient use of your budget. There are hundreds of publications, magazines and periodicals circulated to specific market groups. You can also reach people through professional organizations and local service clubs such as Rotary or Lions Club; University students through college newspapers; Athletic people at local fitness clubs; Seniors at local community centers; Members of the local places of worship, etc. Consider offering local clubs and organizations special discounts for their volume purchase. Sales of Vitamin Power products can also help raise funds for their treasuries and local community projects.





## **Vitamin Power Offers an Extensive Selection of Products for a Wide Range of Specific Healthcare, Fitness and Lifestyle Needs...**

By recommending chewable vitamins for children; stress formulas for business executives; bone-building formulas for seniors, PMS formulas and key supplements for women; body-building protein supplements for athletes; natural slimming programs for weight-conscious individuals; personal care products, etc. you are rendering a genuine service to people.

## **People Want Choice, They Demand Quality and Appreciate Guidance...**

Often, people are bewildered by the variety of vitamins and nutrition supplements available on the market. Sometimes they don't buy, simply because they don't know which products are the best suitable for their individual needs.

As a Vitamin Power dealer, you're supplying healthful food-source nutrients, precision-formulated for daily dietary intake. Recommending Vitamin Power products, discussing specific benefits and fulfilling nutritional needs, you are providing a valuable service. You're not dispensing drugs; You're not prescribing pharmaceuticals or offering unsubstantiated "miracle cures."

## **Our Exclusive, Targeted Multi-Nutrition Kits Help Eliminate "Guesswork" For Consumers...**



Value-priced, pre-packaged product combinations are featured in the Vitamin Power catalog and website. These targeted multi-nutrition kits help eliminate the "guesswork" by

providing select synergistic formulations to address individual healthcare, fitness and lifestyle needs. Fulfill a real demand by helping your customers implement a comprehensive

regimen of targeted nutrient intake, for a full range of personal health concerns, including:

### **ANTIOXIDANT SUPPORT**

Protective nutrients for building natural immune function, longevity and cardiovascular health.

**BONE SUPPORT** For improving bone health and skeletal strength.

**HEART HEALTH** For natural cholesterol control and promoting healthy cardiovascular function.

**JOINT & CARTILAGE NOURISHMENT** For rebuilding and repair; nourishing connective tissue, muscle, ligaments and joints to help alleviate inflammation and pain.

**MENTAL PERFORMANCE** Functional brain nourishment to help enhance acuity, memory and mental performance.

**MEN'S HEALTH** To help ensure optimum daily nutrient intake for men who enjoy an active lifestyle.

**WOMEN'S HEALTH** Key specific female nutrient factors for balanced daily nutritional support.

**WEIGHT-LOSS** Beneficial nutritional program supports successful, long-term weight-management.

**BEAUTIFUL SKIN & HAIR** Internal nourishment to support outer beauty resulting in more youthful, radiant, healthier skin and hair.



### ALSO... A Full Line of Nutritional Skincare



You'll want to offer our Great Way natural nutritional skincare and personal care products. These nourishing solutions contribute to a natural, healthier appearance and fortify the skin's natural defenses to protect against the effects of aging and environmental damage. Great Way products are formulated with therapeutic antioxidants, vitamins, enzymes, botanical extracts, fruit nutrients and vegetable protein, leaving skin naturally revitalized.

### Study The Product Catalog...

Take time to study the product line, fully-detailed in the Vitamin Power catalog. Build your knowledge. Your local library or bookstore stocks several informative reference books on the topic of nutrition. Consider subscribing to the health & wellness journals and email newsletters providing up-to-date references about vitamins, minerals, amino acids, and nutritional-health topics. Teach your customers about vitamins and nutritional benefits so they can select the best formulations for their healthcare needs... Without prescribing, you can safely recommend appropriate products. Their best results lead to your best profits!

## **Tested, Effective Marketing Techniques To Help Expand Your Customer Base and Increase Your Sales Volume...**

**Referrals...** One of the best resources for new prospects are referrals from satisfied existing customers. Ask friends, relatives, colleagues and your current customers for referrals. **Offer incentives...** a small bottle of **Super C-500 Complex, Ultra Multi 90 Plus, Ener-Boost Tabs or Chewable Papaya Enzyme Tabs** for each new customer they refer to you. They'll appreciate the bonus product and you'll build rewarding relationships as you continue to develop new business from your new customers.



### **Competitive Price Strategies...**

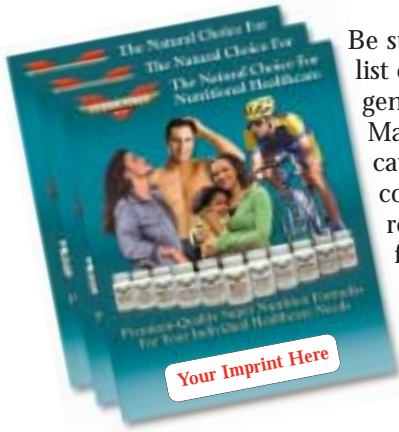
For stimulating new sales and increasing customer traffic, successful retailers, mail-order and internet companies offer a select group of recognizable products at "loss-leader" discount prices. Offering specific products at special low prices with the objective of attracting new customers, the seller accepts the economic loss as a cost of building sales. Prices on the "loss-leader" products are temporary and the reduction of gross profit is short-term. However, it is important to recognize attracting only bargain-hunters with low price incentives has its limitations and may impede overall profitability if it is not carefully monitored and managed. To be successful, limit "loss-leader" low price incentives to only a small group of products. The advantage of the large Vitamin Power product line is that it enables you to compensate for strategic low price discounting with the higher profit margins from the sale of additional products.

**Directory Listings...** Consider listing your Vitamin Power dealership in local telephone directories, featured under a variety of appropriate headings: Vitamins, Nutrition, Health & Fitness, Dietary Supplements, etc.

**Mailings...** It is important to update your own mailing list on a continual basis. Build your active customer data base and the new prospects you receive in response from your advertising & promotional activities. Schedule follow-up mailings, using imprinted Vitamin Power catalogs, brochures, sales letters, etc. to your customer and prospect lists on a regular basis. Consider following up with a courtesy phone call. Use the informative contents of the Vitamin Power **Healthcapsule** newsletter articles for your own "opt-in" broadcast e-mailings, online communications, health & wellness blogs, etc.

**Personalized Product Merchandising...** Create interest in the product line and expand your business by hosting health and nutrition parties, fitness walks, aerobics classes, product seminars, nutrition workshops, etc. Use educational presentations to introduce specific supplements based on published articles affirming their benefits. Distribute your imprinted catalogs, nutritional reference charts and product brochures to new prospects. Stimulate discussions about relevant health topics, recommending nutritional solutions.

**Use Direct Mail and Broadcast E-Mailings...** The Vitamin Power catalog presents our complete line of super nutrition supplements, skincare and personal healthcare products including the published retail prices for each. You're offering one of the most comprehensive product lines in the vitamin-nutraceutical industry. This informative catalog, also available as your own own e-commerce website enables consumers to order the products from you, in the comfort and convenience of their own homes.



Be sure to maintain an up-to-date mailing list of your active customers as well as prospects generated from your advertising campaigns. Mail bulk quantities of imprinted Vitamin Power catalogs on a regular basis. Your objective is to convert new prospects into customers. Consider repeat mailings and courtesy phone call follow-ups for improved results. Send scheduled broadcast e-mailings too. As a suggestion, utilize the informative contents of our nutritional health *Healthcapsule* newsletter articles for your own e-mailings.

**Promote Your Own Business...** Vitamin Power catalogs, brochures and informative nutrition-reference wall charts are each designed to accept your own dealer imprint. For effective circulation through the mail or as handouts, in-store circulars, etc., use a self-inking rubber stamp or personalized labels identifying you as the dealer on each of your printed marketing aids. You'll want consumers to know how to reach you. Be sure to display your phone and fax numbers, email and website address, too.



**Good Publicity Scores Big Results...** Local newspapers are always looking for stimulating topics for feature articles. The Vitamin Power product line, along with your knowledge about nutrition may be just the subject to get you free publicity. You might be able to interest the local editor in a regular bylined column about vitamins and nutritional supplements with up-to-date articles from our *Healthcapsule* email newsletter and other reliable sources. People want to know how specific nutrition intake supports optimum health... provides therapeutic relief for a variety of health concerns, helps prevent disease, helps reduce the effects of aging, boosts energy, elevates mood, improves digestion, helps manage healthy weight, etc.

**Go Where The Crowds Are...** Fitness centers, aerobics classes, gyms, food markets, shopping centers, village fairs, senior citizen meetings and other gatherings of people provide excellent opportunities for you to circulate educational nutritional health literature and your imprinted Vitamin Power catalogs.

**An Ideal Product Line For Fund-Raising Programs...** A number of Vitamin Power dealers are active in civic organizations within their communities. To assist these organizations, they offer Vitamin Power products as a productive fund-raising method. Nearly every member in the community is a potential customer, and the profits earned become revenue for the charity, or group or organization. Best of all, these premier health products are genuinely beneficial to the people who purchase them.

**Speak About The Importance of Good Nutrition and How Nutritional Supplements Can Improve Health...** Program chairmen of professional clubs and service organizations such as American Legion, Lions Club, Rotary, Veterans groups, etc. are continually looking for interesting topics for luncheon and dinner talks. You can schedule a date to talk about how nutrition supplements can benefit people and improve their health. The interest you generate at the meeting should result in reaching new customers. Distributing your imprinted Vitamin Power catalogs and educational literature to these new audiences contributes to your business-building objectives.

**Phone Sales...** One of the most effective methods to increase your business is to introduce yourself to new prospects and customers with a short friendly phone call. You'll find making these introductory calls can be a very valuable investment of your time and will help produce positive results.

**Wholesale and Rack-Jobbing..** For an additional source of income, you can supply Vitamin Power to other health & wellness establishments in your area. Independently-owned health food stores, pharmacies, grocery stores,

convenience marts, gyms, fitness centers, beauty salons, day spas, yoga studios, etc. are seeking quality products to boost their revenues. Our best-sellers are set up in attractive Dozen Bottle Displays, ideal for retail counters and merchandising on store shelves. For your wholesale supply business, consider sharing your gross profit margins with the retail establishment; **For Example...**

Offer retailers 30%-40% discounts off of the published catalog prices and you can earn 20%. When you're able to take advantage of our best volume discounts, your costs are lowered to 60% off retail.

At this higher volume level, you'll be able to offer 40% discounting to the retailer, earning 20% for yourself.



**Internet Marketing...** Consumer demand for Vitamin Power products is fueling healthy growth in all segments of the “wellness” market. You can be profiting from Vitamin Power product sales 24 hours a day, 7 days a week with e-commerce. The internet is a dynamic marketing environment with the potential



to reach a massive, growing consumer audience. To be successful, your own internet sales program requires steady online marketing campaigns combined with print media advertising to drive new customers and prospects to your website... Send “opt-in” e-mailings directing people to appropriate products on your website. Send bulk postal mailings and run local media ads with your individual website address. Be sure to display your website URL and email address on your printed literature, catalogs, business cards and your daily correspondence.

**Vitamin Power's Extensive Product Line Offers a Wide Range of Proprietary Formulas, Not Available from the MLM or Conventional Mass Market Channels...**

Consumers are impressed with the extensive product line Vitamin Power offers, allowing them to choose from a wide selection of nutritional formulations not available elsewhere. Mass-market and MLM brands have historically offered narrow product lines, limiting consumer choices. The comprehensive selection of Vitamin Power products, combined with consistent quality and attractive selling prices are key factors toward building your sales revenues and earning healthy profits for yourself.

**Earn 100% Mark-Up Profits Helping People Maintain Their Health & Well-Being...**

When you sell directly to the consumer, you earn 100% mark-up profits. You keep the lion's share of the profit for yourself; There are no commissions, no downlines, no royalty payments, no franchise fees or payouts to master distributors, middlemen, brokers, etc. The Vitamin Power catalog, educational literature and consumer website help sell the products for you. By educating your customers, you'll be helping them build a foundation for optimum health. The more relevant nutritional health information you circulate effectively, the more product sales revenues and profits you'll generate.



## **Vitamin Power is Not Sold in The Mass Market Chain Stores, Making It an Ideal Brand For Independent Retailers...**

Successful retailers have developed their own Health & Wellness stores supplying Vitamin Power products, complimenting other healthcare products and services they offer. Regular exercise classes, yoga clinics, seminars, etc. create a positive, health-oriented environment. Enticing visitors with freshly-prepared fruit juices, protein shakes, healthy snacks, vegetable salads, etc. is an effective way to increase sales. Creative retail merchandising strategies involve opportunistic

placement of products around the store...

areas where consumers will be pleasantly surprised to find vitamins and supplements... Why not put hair vitamins in the shampoo section or joint support formulas in the exercise section? Don't forget the area nearest to the busy pharmacy-prescription counter, especially for products such as Acidophilus and B-Complex that help offset the side effects of common prescription drugs.

Use unique in-store strategies

to expose as many customers as possible to nutritional supplements and their benefits. Health & Wellness establishments and other independent retailers start offering Vitamin Power products on a small scale... When their sales volume grows, they expand the retail store into a thriving mail-order catalog and internet business, effectively building a nationwide customer base.

## **The Future is Bright For Nutritional Healthcare Products...**

Vitamins and other nutritional products regularly hit the spotlight in the news. *Time Magazine*, *Wall Street Journal*, *The New York Times*, *Newsweek*, *U.S. News & World Report* and *Reader's Digest*, among many others, have regularly featured vitamins and nutritional supplements in articles demonstrating credible scientific evidence linking specific nutrition intake to maintaining good health, optimum fitness and well-being.

Consumer trends regarding treatment of common health conditions as well as maintaining preventive healthcare, have been moving toward natural solutions, fueling the increased demand for quality nutritional products. Today's level of health awareness is a direct result of America's healthcare crisis and ever-increasing medical costs. People are increasingly aware of their situation and are taking measures to improve their own well-being. With conditions such as arthritis, cancer, heart disease, obesity, osteoporosis and stress related factors on the rise, the market for nutritional health consumables such as vitamins and dietary supplements that

allow for people to take an active role in maintaining their own health, is steadily increasing. The growing acceptance of supplements and other natural alternatives in the medical community is a positive factor. The segment is predicted to grow exponentially as health conscious lifestyles becomes more mainstream.



There are several major trends taking place in today's economy that should encourage you to take advantage of the exponential growth in this segment of the healthcare market. There is a steadily growing demand for vitamins and nutritional supplements as the "baby boomer" segment of the population continues to grow older. Nearly 50% of adults in the United States use vitamin and nutritional supplements every day. Currently, retail vitamin supplement sales are over \$10 billion annually. With rapidly rising medical care costs, the emphasis of healthcare is on prevention of disease, maintaining optimum fitness, wellness and self-improvement. Vitamin supplementation is an integral part of this strong shift toward preventive healthcare and natural healing.

Daily consumption of vitamins and nutritionals has become the norm for many people where it was once considered the province of athletes, competitive body-builders and health food faddists. As increased awareness about the positive correlation between optimum health and proper nutritional intake reaches the public consciousness, the demand for high-potency vitamins and dietary supplements continually expands. The aging population has created a growing market for nutritional supplementation.



**Vitamins and Dietary Supplements Have an Excellent History of Safety and Efficacy...**

It is important to recognize vitamin and nutritional supplements are NOT drugs; These healthcare products are classified and regulated by the Food and Drug Administration (FDA) as *Dietary Supplements*.

**Comparative Causes of Deaths / National Annual Average**

|  |                  |
|--|------------------|
| Adverse Drug Reactions                 | 60,000 - 140,000 |
| Hospital-Acquired Infections (HAI)     | 90,000           |
| Automobile Accidents                   | 42,642           |
| Food Contamination                     | 9,100            |
| Boating Accidents                      | 1,064            |
| Railway Accidents                      | 574              |
| Agricultural Machines                  | 562              |
| Lifting Machines and Appliances        | 197              |
| Charcoal Briquettes (Carbon Monoxide)  | 34               |
| Household Cleaners                     | 24               |
| Power Tools                            | 16               |
| Pesticide Poisoning                    | 12               |
| Power Lawn Mowers                      | 15               |
| Hair Dryer (electrocution)             | 10               |
| Iron Poisoning (over-dose by children) | 6                |
| All Vitamins (dietary supplements)     | 0                |

**Sources:** Information based on data from the American Association of Poison Control Centers, National Center for Health Statistics, Journal of the American Medical Assoc., Centers for Disease Control, U.S. Consumer Products Safety Commission, National Highway Traffic Safety Commission.

## Your Product Knowledge, Confidence and Sincerity Make The Sale and Build Customer Loyalty...



Some of the most successful Vitamin Power dealers are people who use a variety of the products for themselves. Their own personal satisfaction and enthusiasm for the product line becomes the foundation for their drive, confidence and commitment to building their own business. Supplying Vitamin Power products to other people, they experience the reward and personal satisfaction of helping others improve their health and well-being.

### Focus On These Key Objectives...

- 1) Creating awareness
- 2) Establishing understanding
- 3) Building confidence
- 4) Gaining sales acceptance

### 10 Secrets To Success...

Business management experts have spent years analyzing leaders and successful people in all walks of life. Most have 10 traits that, when combined, can turn ideas into reality.

**Apply these to your business and you'll be pleased with the long-term results...**

- 1. How You Think is Everything:** Always be positive. Think success, not failure. Beware of negative people and the negative environment they create.
- 2. Decide Upon Your Realistic Goals:** Write down your long-term goals and specific short-term objectives. Develop a sound plan to reach them.
- 3. Take Action:** Goals are nothing without action. Don't be afraid to get started. Just do it. Follow up and continue in a positive direction.
- 4. Never Stop Learning:** Use your local library as a resource, go back to school and read books. Consider getting appropriate training and acquire skills.
- 5. Be Persistent and Work Hard:** Success is a marathon, not a sprint. Never give up. There's always something to improve upon, everyday.
- 6. Learn To Analyze Details:** Get all the facts; all the input. Learn from your mistakes to re-focus your efforts and adjust direction.
- 7. Focus Your Time and Money:** Don't let other people or things distract you. Don't lose focus on your objectives and how to achieve them.
- 8. Don't Be Afraid To Innovate; Be Different; Be Creative:** Use your own intellect, unique experience and imagination. Following the herd is a sure way to mediocrity.
- 9. Deal and Communicate With People Effectively:** No person is an island. Learn to understand and motivate others. Make business decisions based on relevant facts.
- 10. Be Honest and Dependable; Maintain Integrity; Take Responsibility...** Otherwise, Numbers 1-9 won't matter.

## Personal Presentation With a Nutritional Workshop...



The “Workshop” format is a productive method of presenting information about the role of nutrition for achieving optimum health. Once you get a “Nutritional Workshop” program rolling, it becomes a cost-effective vehicle for introducing Vitamin Power products to groups of people. Establish an educational atmosphere, focussing on how to take control of one’s own health. Stimulate your guests by concentrating on interesting nutrition topics such as: anti-aging antioxidants; the benefits of supplementing individual amino acids; the important role of bioflavonoids; boosting the bioavailability of vitamins and minerals with digestive enzymes, etc. Discuss common health concerns, referencing information from credible sources. Distribute reprints of relevant articles to your guests, helping them establish a practical understanding about the value of nutrition and how it can improve their personal health.

The objective of your Nutritional Workshop is to allow your guests the opportunity to build their knowledge about nutrition. When they learn about vitamins and how nutrition relates to their own health, they’ll be more conducive to purchasing the products from you. As consumers expand their knowledge about the benefits of optimum nutrition for their personal health and well-being, your product sales will increase.

### Advantages a Nutritional Workshop Offers You...

- It gives you the chance to introduce the product line to a group of customers at one time. Making a presentation to larger groups of people is more cost-efficient than limiting it to one person at a time.
- You earn the confidence of your prospects because you’ve helped convince them about the genuine benefits of nutritional supplementation.
- Selling becomes more gratifying when you’re communicating with people in a relaxed social atmosphere. Make it enjoyable by serving fresh fruit juices, **Vita-Max** super nutrition drinks and **Gourmet Herbal Teas**.
- Introduce other demonstrable products such as **Great Way Skincare**, **Children’s Chewable Multi Vitamins**, **Ultra Trim Protein Shakes**, **Chewable Papaya**, **Protein and Vitamin C Tablets**, etc.
- When you market products using the Nutritional Workshop format, you’re disseminating beneficial healthcare information to customers while providing personalized service that other conventional retail channels do not offer.
- If a free gift is offered with a purchase, sales response will increase. You are supplying exclusive products, premium quality and the authentic value they’re not getting elsewhere. Even if you discount prices, you can still earn good profits because you’re purchasing the products at factory-direct, below-wholesale prices.

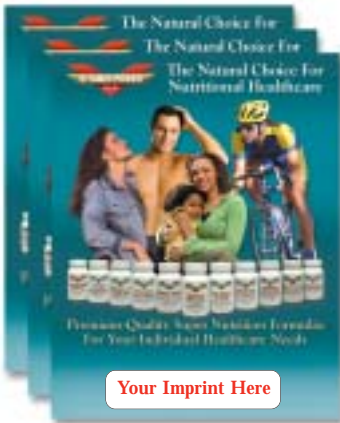
## Set Realistic Goals Based On Reliable Projections...

Discipline is an essential ingredient for success. Establish goals for yourself. As in the corporate sector, try to project individual product sales revenues for each fiscal year. Forecast product unit sales on a quarterly basis. These projections serve several purposes... They help determine your purchasing requirements and establish optimum inventory levels for the products. They also help forecast your financial requirements, control budgeting and contribute to more accurate scheduling. Create incentive programs to help meet your projections.

## Maintain an Informative Database...

Keep accurate records of sales activity for each of your customers and review it regularly. Tracking overall progress, viewing growth and determining specific sales trends help you make critical decisions about the direction of your own advertising and marketing campaigns. Perpetual customer sales records become your most valuable source of marketing data.

You can analyze and control your database using meaningful criteria such as: the dollar value of sales, order activity, trends, specific product purchases, percentage of re-purchases, unit sales within geographic regions, etc. Reliable information helps you manage your business more effectively, maintain efficiency and enables you to make the best possible decisions based on concrete facts. Projecting sales performance based on actual consumer behavior and marketing trends helps maximize the profitability of your business.



## Put Vitamin Power Catalogs To Work For You...

People order from catalogs and e-commerce websites in the comfort of their own homes because they like choosing from a wide range of specialty products not typically available in the mass merchandise outlets. Some of our most successful dealers build a streaming income using the Vitamin Power catalog as their primary selling tool. The more catalogs circulated to qualified prospects, the more business you can generate. With each successive bulk mailing, you will be able to project how much revenue you'll generate, by determining average response

rate and the average individual order amounts you're receiving. Catalog sales performance can be improved when you include a personalized cover letter offering special discounts and specific product promotions with your mailings.



## Succeed on The Internet With Your Own E-commerce Vitamin Power Website...

The internet enables you to showcase the complete range of Vitamin Power products with a your own fully functional e-commerce website. Put your own personalized website to work for you, building online sales, new prospects and steadily attracting new customers 24 hours a day, 7 days a week!

The internet is a dynamic marketing channel with limitless opportunities for you to reach a wide audience and increase your sales exponentially.

To direct customers and new prospects to your website, you should implement an effective advertising campaign; Use postal mailings, classified and display ads in a variety of publications, send broadcast e-mailings on a regular basis. Be sure to include direct links to appropriate products featured on your personal Vitamin Power website.

## Promote Products Online To Build Your Business...

With hundreds of individual products to offer, you have the freedom to create your own promotional specials, offer premium incentives, discounts, etc. with your own online marketing campaigns. Your online promotions can be regularly updated with specific products and revised as often as you wish.

## Advertising Principles On The Internet...

As in all forms of advertisement, you cannot make unsubstantiated medical claims, false or misleading statements about vitamins or nutritional supplements. The independent dealer is liable for misrepresentations they make about Vitamin Power products in any sales presentation, online or print advertising.



# ***Frequently Asked Questions About Vitamin Power ...***

**Question: I'm already selling other types of products. What can the Vitamin Power line and factory-direct distribution program offer me?**

**Answer:** Independent retailers-dealers across the country are integrating a variety of Vitamin Power products with other products they're offering. This comprehensive range of nutritionals can develop into a healthy income center, generating significant revenue for their businesses.

In addition to independent health food stores and pharmacies, Vitamin Power is also being sold in grocery marts, fitness emporiums, diet centers, day spas, beauty salons, physical therapy offices, yoga studios, etc. For chiropractors, nutritional consultants, personal trainers, massage therapists, aerobics instructors, martial arts trainers and other health & fitness practitioners, supplying the Vitamin Power product line to their patients, clients, etc. provides a substantial additional income stream for them.

**Question: Is the Vitamin Power Dealership a Multi Level Marketing (MLM) or franchise program?**

**Answer:** Vitamin Power is absolutely NOT MLM. Since our company was originally established in 1975, there have been hundreds of MLM companies who have literally come and gone. No multi-level marketing brand is able to compete with our extensive line of value-priced natural nutritional products.

Unlike MLM brands, Vitamin Power products are priced competitively. You'll earn repeat business from consumers because the costly multiple layers of MLM distribution are eliminated without exorbitant selling prices to contend with. Our cost-effective, factory-direct distribution program enables independent dealers to earn 100% mark-up profits (or more) while maintaining competitive product pricing to consumers.

Vitamin Power is not a franchise deal. Most franchise programs require that you first make a large up-front investment. Typically, the parent corporations make big fees selling the franchise to you. They also continue to collect a percentage of your profits as royalty payments, which ultimately deflate your earnings.

As an independent Vitamin Power dealer, you are not constrained with franchise fees, purchase obligations or royalty payments. There are no unrealistic sales volume commitments or minimum inventory requirements. Order only what you need, only when you need it. We are set up for fast, efficient product inventory turnover. Our fully-stocked warehouse and production team are available to process and ship within 24 hours upon receipt of your orders.

**Question: Does Vitamin Power assign exclusive territories?**

**Answer:** No, we do not assign exclusive territories. In today's marketplace, there is unlimited sales potential for quality nutritional products. Assigning exclusive territories would be counter-productive. Maintaining geographic restrictions would create unnecessary obstacles for independent retailers and dealers. Consumer demand is huge and the market is wide open to you because the product line has mass appeal. When you're offering premium quality products and exceptional value, there are no limits to how large you can grow your business.

**Question: I don't have an aggressive "selling" type of personality. How can I succeed as a Vitamin Power dealer?**

**Answer:** The Vitamin Power product line requires no personal salesmanship to succeed. The informative catalog and consumer website provide specific, quantitative formulations and nutritional specifications to help do the selling of the products for you. Hard-sell tactics are not desired in this business.

**Question: How will the company keep me updated about new Vitamin Power products, promotions, special dealer discounts, etc.?**

**Answer:** We send dealer bulletins to you in postal mailings and e-mailings. You'll receive up-to-date information about the latest research studies on specific health conditions correlated to nutrition intake, supported by the most significant developments in nutrition-science. Special dealer discounts and promotional programs are designed to assist your marketing activities and help contribute to the growth and success of your business.

**Question: Will I be registered as an independent authorized dealer with my first order? Are there any additional fees or further obligations I should be concerned about?**

**Answer:** With your opening order, you will be registered and assigned your own authorized Dealer I.D. number. There are no registration costs, royalty or franchise fees for you to pay; There are no monthly charges, no meetings, no multi-level middlemen, master distributors, sales coordinators or high-priced consultants for you to contend with.

**Question: Do I have to purchase a minimum amount of Vitamin Power products to fulfill annual sales quotas?**

**Answer:** There are no sales quotas for you to meet. Buy only what you need, only when you need it. We encourage you to operate your business at your own pace, comfortably within your own budget. As you reach higher levels of sales volume, you'll be able to take advantage of our additional volume discounts. Please refer to the **Volume Discount Schedule** in your Dealer Price List for complete details about this money-saving program.

**Question: Do you supply displays for retail merchandising?**

**Answer:** Yes. We supply pre-discounted 12 bottle counter-display units. They're attractively packaged for convenient point-of-purchase, self-service sales in various retail locations, fitness centers and professional health offices, etc.

**Question: How long does it take for Vitamin Power to process and ship my orders?**

**Answer:** We make every effort to process and ship each order within 24 hours of receiving it. Depending on your geographic location, it takes 2-7 business days for UPS (United Parcel Service) to deliver the shipment from our warehouse.



**Question: What is the shelf-life of Vitamin Power products?**

**Answer:** The average shelf-life is 2 to 3 years, or more. All of our products are specifically formulated without synthetic additives or preservatives. Certain nutrients including Vitamins A, C & E act as natural preservatives themselves. To assure optimum stability and maximum shelf life, consumers are directed to store the bottles in a cool, dry place.

**Question: Do you offer sales aids and marketing support materials to help retailers-dealers promote Vitamin Power products?**

**Answer:** Yes, we supply Vitamin Power catalogs, personalized dealer websites and product brochures, each published with retail selling prices only. Specifically designed for your own identity imprint and contact information, the catalog and other consumer sales aids are available to you in low-cost bulk quantities. The catalog and website are updated as new products are introduced.

**Question: May I ask people for referrals to help increase product sales?**

**Answer:** Encourage referrals... Supplying Vitamin Power products to co-workers, relatives and friends of your customers helps grow your business. Offer low cost product samples, nutrition books, reference charts, promotional T-shirts and hats, etc. as bonus incentives for sharing the benefits of Vitamin Power products with their associates, family members and colleagues.

**Question: How do consumers know that the products contain the ingredients that are stated on the label and are at full potency?**

**Answer:** All Vitamin Power products meet or exceed strict quality standards for Dietary Supplements by the U.S. Food and Drug Administration and the United States Pharmacopoeia (USP). We guarantee the quality and potency of all labeled ingredients. The bottles should always be stored properly, never exposed to excessive temperatures or moisture to maintain potency and stability.

**Question: Are there any animal ingredients in Vitamin Power products?**

**Answer:** There are no animal-derived ingredients used in our products except for the gelatin used to manufacture the capsule shells. Beef-derived (Bovine) gelatin is required to manufacture the best quality softgels and standard 2-piece capsules. No pork (Porcine) ingredients are used.

**Question: Can you recommend the best methods for imprinting Vitamin Power catalogs and sales aids with my own dealer identity?**

**Answer:** The most cost-effective way to personalize your product catalogs is to use standard self-adhesive address labels. As a general guideline, we suggest using a 1<sup>1</sup>/<sub>4</sub>" x 4" label size for the front cover and 1" x 3" size for the back cover **Order Form** section.



Create your own dealer identity imprint text using PC word processor software. Also, the pre-printed name and address envelope stickers available from your local stationary supply outlets are ideal for personalizing your catalogs and other product sales aids too. Self-inking rubber stamps can also be effective for imprinting these professionally-produced Vitamin Power marketing tools.

***Vitamin Power catalogs and brochures are designed to accept your dealer imprint so they become your own.***

**Question: What is the company's return policy if either myself or my customers are not totally satisfied with a Vitamin Power product?**

**Answer:** Every product bearing our label is backed by our 100% Satisfaction Guarantee. If for any reason you or any of your customers are not satisfied with a Vitamin Power product, simply return the unused portion within 30 days of purchase for full refund or credit.

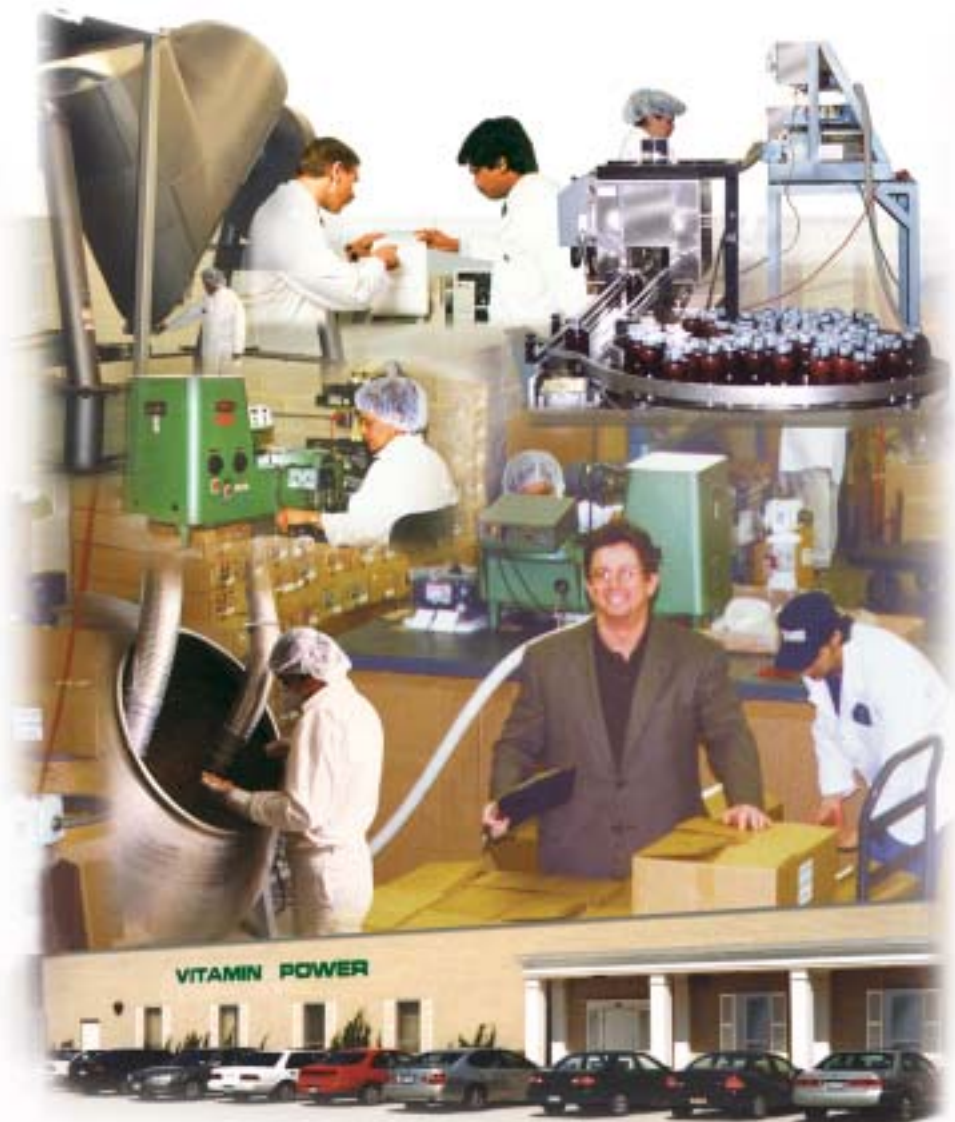
**Question: Can you drop-ship orders directly to my customers?**

**Answer:** Yes, we offer nationwide drop-shipping service. For a nominal handling fee (which includes your complete packing and shipping costs), we can drop-ship individual retail orders (in strict confidence) directly to your customers coast-to-coast. You receive your customers' orders and payments. We provide complete order fulfillment, processing and factory-direct shipping for you.

**Question: How can I build my business on a continuous basis?**

**Answer:** Nearly everyone can benefit from optimum daily nutritional supplementation. The extensive range of products fills every need of your knowledgeable and health-conscious customers. When it comes to personal health, people want the very best products and do not want to compromise... Vitamin Power is recognized for unsurpassed value for preventive healthcare.

Today's awareness about nutrition for supporting good health is a direct result of consumer attitudes regarding the treatment of health conditions, prevention of disease and maintaining general well-being. It has progressed toward preventative healthcare with an emphasis on proper nutritional intake. Take advantage of this robust growth with Vitamin Power!



## **Vitamin Power Incorporated**

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