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Vitamin Retailer®

THE DIETARY SUPPLEMENT
INDUSTRY'S LEADING MAGAZINE

November 2015

New Online
Buyer's Guide
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The Supple- Foods Revolution!

Green and whole foods'
new look crosses
the bridge between
food and supplement

Also Inside:

Gluten Free Retailer

Pain Relief

Kombucha

Science of Supplements

Addressing Adrenal Function

According to Jacob Teitelbaum, MD, a board certified internist and nationally known expert in the fields of chronic fatigue syndrome, fibromyalgia, sleep and pain, chronic stress can exhaust your adrenals, leading to reduced levels of adrenal hormones. They can also impact many of your body's systems, including:

- **Energy levels.** You're tired first thing in the morning, and maybe all day, every day.

BY JANET POVEROMO

- **Immune function.** You seem to have recurrent infections that take a long time to clear up.

- **Response to stress.** You feel overwhelmed and unable to deal with stress, and "crash" under too much stress.

- **Blood sugar levels.** You have dropping blood sugars and intense irritability when hungry

- **Blood pressure.** You may have a drop in blood pressure and dizziness when you stand up.

Another sign of diminished adrenal function is when one or more of these symptoms start suddenly after a viral infection.

There are dietary approaches to utilize that not only support adrenals, but also improve energy and promote better sleep. Listed here is selection of products currently available:

Quick-Alert

This caffeine-free powerhouse of energizing nutrients will feed your adrenals and keep you sharp and focused all day. Illinois-based North American Herb & Spice's Quick-Alert is a potent blend of natural ingredients that gives the support needed to get things done. Mental, physical and emotional strength is what we all need to get through our daily demands. Be awake, alert, and full of life without the dangerous effects of chemicals and excessive caffeine. Quick-Alert is made from chaga, which is concentrated to increase the density of its key active ingredients for adrenal and cellular support: superoxide dismutase (SOD), beta glucans, phenolic compounds, specialized plant sterols, melanin, and wild-source B vitamins. All of these substances are extremely biologically active and rich in oxygen, which is critical for cellular health and energy.

For more information, call (800) 243-5242 or visit www.oreganol.com.



Joylift Mood

R-U-VED, an ayurvedic herbal company based in Washington, offers Joy Lift, a proprietary ayurvedic formula featuring saffron, an herb popular in Eastern healing traditions, known for its uplifting, rejuvenating and calming effects.

Saffron has a long history of culinary, cosmetic, and medicinal use in ayurvedic, Chinese and Tibetan cultures. It has been widely valued for its mood elevating properties and for enhancing memory and sexual pleasure.

The other ingredients in Joylift balance neurotransmitter production, rejuvenate the nervous system, and promote tranquility and mental function to make this a non-toxic, non-habit forming nutritional blend for brain and mood support.

For more information, call (800) 925-1371 or visit www.ruved.net.



Adrenal Health

North Carolina-based Gaia Herb's Adrenal Health product enables the body to adapt to stress in a healthy way, by nourishing the adrenal glands.* This 100 percent herbal formulation contains adaptogens, which adapt their function according to the individual.* The herbs in Adrenal Health naturally help the body combat stress, and that healthy response in turn supports the immune and nervous systems.* The product contains ashwagandha, holy basil, rhodiola and schisandra.

*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) 831-7780 or visit www.gaiaherbs.com.



Cortisol Support

Illinois-based NOW Super Cortisol Support is a botanical and nutritional blend formulated to naturally support a healthy adrenal stress response.* The adrenal glands help the body respond and adjust to physical, mental, and emotional stressors through the production of cortisol.* When stress becomes a part of everyday life, cortisol and blood sugar, and consequently appetite and body weight, may become difficult to manage.* NOW Super Cortisol

Support combines nutritional factors such as vitamin C, pantothenic acid, and chromium chelavite with Relora, a proprietary herbal combination, to support healthy adrenal function, relieve stress, and promote healthy eating patterns.

*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 (888) 669-3663 or visit www.nowfoods.com.



The Anti-Stress Drink

Multi-award-winning Natural Calm is the leading magnesium brand in the natural market for nine years. Stress reducing Natural Calm supports heart, bone health, better sleep, natural energy production to name a few. It also balances calcium intake—important for anyone who takes calcium supplements. The variety of organic flavors are naturally sweetened, vegan, gluten-free and certified non-GMO (genetically modified organism).

For more information, call (866) 416-9216 or visit www.naturalvitality.com.

