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Vitamin Retailer®

THE DIETARY SUPPLEMENT INDUSTRY'S LEADING MAGAZINE

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Retailers Name Their Best New Products of the Year!

Also Inside:

- Sexual Function
- Liquid Supplements
- Enzymes
- Skin Health

benefit from supplementation. Buried Treasure's Liquid D3 + K2 combines 2000 IU of this valuable nutrient with 80mcg of vitamin K2, a nutrient also thriving in today's research, to deliver a powerful one-two combo that comes in at No. 3 on the list.

"The Liquid D3 + K2 tastes fabulous," said Nancy Coveney, manager of wellness departments at Good Foods Market & Café in Lexington, KY. "Buried Treasure liquids have been phenomenal—we carry about 12 of their products and re-order by the case load."

2. Resveratrol
ReserveAge Organics
Gainesville, FL
(800) 553-1896

Resveratrol is unquestionably one of the buzzwords in the industry right now. Though known primarily for its presence in red wine, resveratrol is popping up in new supplements at a blistering pace, like the No. 2 best new product of the year: ReserveAge Organics' Resveratrol. ReserveAge utilizes trans-resveratrol, the active form of resveratrol polyphenols, from certified organic grapes to maximize antioxidant protection and improve and restore cardiovascular function. According to the company, the growing, harvesting and encapsulating methods used ensures that the trans-resveratrol remains bioactive. Available potencies include 100mg, 250mg and 500mg.

"We judge a product by the repeat sales," said Al Foreman with Tunies, "and when people keep buying, we know it's the product that's selling, not just the category. Right now ReserveAge Organics' Resveratrol is one of the top 50 products in our store, which carries more than 14,000 SKUs."



VR's Take—ReserveAge Organics Resveratrol offers a convenient variety of dosage sizes that make getting the desired amount of resveratrol easy, without necessitating downing glass after glass of red wine only to get a fraction of the antioxidant content.

1. Brazilian Superfruit Smoothies
Zola Açai
San Francisco, CA
(866) 972-6879

There's no doubt about it: functional beverages are big. But combine them with the booming superfruit category and you have the making of a product that is about ready to burst onto the market. And Zola Açai's Brazilian Superfruit Smoothies have succeeded in doing just that, making them *VR*'s choice as the No. 1 new product of the year.

"The Antioxidant and Energy Smoothies are delicious. The Energy Smoothie is a great coffee alternative. I really notice a difference with my energy level when I drink it."

—MARYANN HARTMAN, CO-OWNER, BACK TO BASICS NATURAL FOODS

Each of the functional smoothies—Immunity Smoothie, Energy Smoothie, Superfood Smoothie and Antioxidant Smoothie—addresses some of today's hottest markets, including the organic market, with 70 percent organic ingredients. The nutrient-rich ingredients featured in the line are extensive, ranging from açai, camu camu and acerola to yerba mate, green tea spirulina and more.



What has helped the sales of this best new product, said MaryAnn Hartman, co-owner, Back to Basics Natural Foods (East Greenwich, RI), is her own use of it. "Whenever I use something it sells better," she said. "The Antioxidant and Energy Smoothies are delicious. The Energy Smoothie is a great coffee alternative. I really notice a difference with my energy level when I drink it."



Added New Leaf Community Market's Ronzio, "They sell like crazy. We buy 15 cases at a time, and the best part is they taste good."

VR's Take—The surprisingly good taste of these smoothies made them a worthwhile drink on their own, but factor in the functional aspect and the certified organic ingredients and there's no denying these smoothies are a triple threat down the beverage aisle. **VR**

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