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**Menopause, Andropause And Other Hormone Imbalances**  
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**Private Label Vitamins - Why Pay Top Dollar For Generic Supplements?**

**By Tim Whiston**

Today's vitamin supplement industry is one of fierce competition between distributors and retailers.

Numerous companies promise to bring consumers the best supplements money can buy, and often make claims of superior product components and exclusive raw material sources.

And yet the majority of vitamin supplement providers are buying their products wholesale from the same manufacturers.

It's true. Major retailers like GNC and Vitamin World rely almost exclusively on private label production companies to manufacture and package their supplements for them.

The same is true of direct marketing companies that use independent sales representatives and multi-level affiliate networks to distribute their over-priced vitamin products. This is especially ironic, since this type of retail model often places a strong emphasis on concepts like 'unique formulas' and 'patented processing techniques' in an effort to justify their high markups.

Manufacturers like Randal Nutritional Products and Vitarich Laboratories produce and package nearly one third of all brand name vitamins supplements sold in the U.S. And Vitarich alone is responsible for the high-priced, 'exclusive formula' products sold by at least 21 different multi-level-marketing companies.

There is nothing particularly scandalous about this fact. But it is something I feel the average consumer of vitamin supplements should be aware of.

In essence, there is little reason to pay exorbitant prices for a vitamin supplement. I have spoken with dieticians, pharmacists, and physicians who freely recommend buying the more affordable 'drug store brand'. As long as a supplement label bears the USP (U.S. Pharmacopeia) approval statement, you can be confident you are purchasing a quality product.

This is not to say that superior supplements are not available. But you shouldn't take a retailer's claims at face value.

## Private Label Vitamins – Why Pay Top Dollar For Generic Supplements?

Do a little research on a product line before spending the extra money. If a distributor doesn't want to provide you with some basic information about the location of their manufacturing center, you should think twice about shelling out big bucks for their 'secret formula' supplements.

Tim Whiston is a full-time entrepreneur who has an interest in healthy living. He manages a Vitamin Supplements website devoted entirely to consumer information and discount vitamin shopping.

<http://www.vitavroom.com/>

### **Dietary Supplement**

**By Rolf Rasmusson**

#### **Dietary Supplement by Rolf Rasmusson**

Dietary Supplement - why so important?

Dietary supplement is a term that is familiar to almost everyone now. The examples of dietary supplement products that are sold in the US market nowadays are supplements like bottled herbs, or vitamins and minerals in various doses. Many of these dietary supplements guarantee results like relieving pain, or energizing your body. You can purchase supplements that contain separate vitamins or minerals, or some kind of mix of vitamins and minerals.

Dietary Supplement - what is it?

Dietary supplement term usually indicates products made of one or more of the fundamental nutrients, for example vitamins, minerals, and proteins. According to DSHEA (Dietary Supplement Health and Education Act), dietary supplement is, with some exceptions, any product intended for ingestion as a supplement to the diet. Examples are vitamins, minerals, herbs, botanicals, amino acids, metabolites, etc.

Dietary Supplement - the usage.

Many people nowadays use some type of dietary supplement. According to many health organizations, surveys show that more than half of the US adult population uses these products. In 1996 alone, consumers spent more than \$6.5 billion on dietary supplements, according to Packaged Facts Inc., a market research firm in New York City.

Dietary supplement or supplements can be found in many forms. The examples are tablets, soft gels, gel caps, capsules, powders, liquids, etc. A lot of dietary supplements do not require any prescription. You can purchase them in health food stores, grocery stores, drug stores, or through mail or Internet.

Dietary Supplement - be careful.

You always have to be careful when purchasing some type of dietary supplement. Read the label

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carefully, look at the ingredients. You should also consult with your doctor to check if some dietary supplement is right for you. Try a well designed diet before you turn to dietary supplements.

Additional interesting content at [www.nutritional-supplement-4u.com](http://www.nutritional-supplement-4u.com)



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