

Santal targets triglycerides with OmSanA

NEENAH, Wis. — Santal Solutions launched a new herbal supplement, OmSanA, that's formulated with a proprietary extract of the *Gymnema sylvestre* leaf—an herb used to help maintain blood sugar and cholesterol levels in India. What's different about OmSanA as compared to other supplements that help maintain optimum blood glucose levels, however, is the marketing claims that the company is looking to make. According to the company's in vivo clinical study, blood sugar levels are reduced an average 24.1 percent, low-density lipid proteins are reduced an average 13.7 percent, HDL (good cholesterol) is raised an average 3.7 percent and triglycerides are lowered an average 26 percent. That makes it one of the only supplement manufacturers to target the reduction of triglycerides.

Botanical offers liquid vitamin D

FERNDALE, Wash. — Botanical Laboratories has what may be another first—a liquid vitamin D that will help retailers capitalize further on the popularity behind vitamin D by appealing to pill-averse consumers.

Under its Wellesse brand, Botanical is launching two vitamin D SKUs—Calcium & Vitamin D that's available in a natural citrus flavor and Vitamin D3 in a natural berry flavor. Both contain 1,000 IUs of vitamin D.

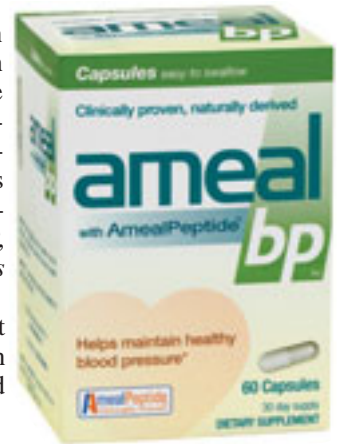
Calpis adds Ameal bp to lineup

TORRANCE, Calif. — Calpis USA launched a new product, called Ameal bp, at the ECRM Diet, Vitamin and Sports Nutrition show that it had first released in Japan to help people looking to improve their heart health. It's an incremental opportunity, the company claimed, because there is no pharmaceutical protocol for the approximate 70 million consumers who fall into a pre-hypertensive category.

To help reach those consumers, Calpis has put together

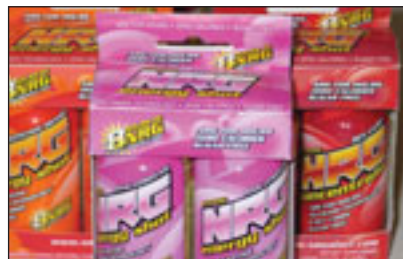
a \$7 million ad campaign designed to educate both consumers and healthcare professionals through network radio and medical journal advertising, as well as through national print vehicles such as AARP, *Prevention*, *Better Homes and Ladies Home Journal*.

Since its launch, the product ranked as high as No. 89 in Amazon.com's vitamin and mineral supplement category in sales.



Calpis' Ameal bp

Epic targeting women with NRG energy shot drink



Epic's NRG energy shot

JUPITER, Fla. — Epic Nutrition introduced its Pink Lemonade NRG energy shot targeting women, which is something different in a category that has typically skewed male. Retailing for a suggested \$2.99, Epic also promised to link its Pink Lemonade NRG launch with some cause marketing by making a donation to the Look Good Feel Better Foundation with each purchase.

Look Good Feel Better is a Canadian national cancer charity dedicated to helping women manage the effects of cancer.

Full Bar mimics bariatric surgery to fill up stomach

GREENWOOD VILLAGE, Colo. — Full Bar, developed by an actual bariatric surgeon, has been formulated to mimic the results of bariatric surgery, where part of the stomach is literally closed off, by filling up most of the stomach before a meal so that people actually eat less.

The secret isn't in any added weight-loss ingredients or stimulants (there are none), but in the packing in of at least 4 grams of fiber and at least 5 grams of protein into every bar. The bar has been vetted through the direct-to-consumer channel, the company reported, with sales of \$1 million per month and growing.



Full Bar

Lean for Life brews coffee diet aid

LAKE SUCCESS, N.Y. — Lean for Life launched its Lean Bean coffee diet aid at the show after a successful direct-to-consumer marketing campaign, which may mark the first ground coffee diet aid to be merchandised in the set. The As-Seen-On-TV product combines the thermogenic properties of caffeine with nopal, a nonstimulant ingredient that, according to in vitro trials cited by the company, helps block the absorption of fat.

And because it's formulated as a ground coffee product, dieters won't have to change any habits to reap the benefits from the product. According to the company, many diets fail because people are unable to sustain the necessary dietary changes.

The product is being launched with both caffeinated and decaffeinated SKUs for a suggested retail price of \$14.99.



Lean for Life's Lean Bean coffee

Kellogg entering meal-replacement market

BATTLE CREEK, Mich. — Kellogg is making a foray into the meal replacement bar sections with an extension of its Special K brand. The line includes protein-fortified products, designed to meet a consumers dieting needs with K2O protein waters, Special K protein snack bars and Special K protein meal bars (formulated with as much as



10 grams of protein), including a new honey almond flavor introduced at the show.

As part of the launch, Kellogg has teamed up with fitness guru Kathy Smith to provide women with five tips on staying committed to fitness and weight-management goals.

Kellogg's Protein Bar

ZizZazz Energy and Nelly target kids with energy drink strategy

LAS VEGAS — Not too many energy drinks can boast the urban superstar Nelly as an endorser. ZizZazz can actually do more than that—Nelly is co-owner of the company.

And while Nelly certainly lends the company a bit of street cred, the product's also offered in an innovative delivery format for energy drinks—a tube powder drink mix available in four flavors that can either be mixed with a bottle of water or poured right onto the tongue.

To help generate name recognition beyond urban consumers, ZizZazz is sponsoring a "\$20K-a-Day Gas Giveaway" promotion through Clear Chan-



ZizZazz's energy drinks

nel and CBS Radio in October, in which listeners will be directed to their nearby ZizZazz retailer to register for their chance to win one of 10 \$2,000 gas cards per day.

The company plans to repeat the promo in the spring of 2009, just before everyone starts talking about the soon-to-be-rising summer gas prices.

Guava Rush provides a boost

PLYMOUTH, Minn. — Known for their Drinkin' Mate Hangover Defense product, Amerilab Technologies introduced a new delivery system to the energy drink category—the effervescent.

A 6-count of the new product, called Guava Rush, will sell for a suggested \$9.99. Guava Rush is formulated with guava leaf (among other ingredients), which boasts a number of health benefits, including normalization of blood and sugar levels, improvement in digestive health and cholesterol reduction, as well as an energy boost, according to company executives.

A two-pack offering ideal for checkstand placement begins shipping Sept. 15, followed by the 6-count product Oct. 1.



Amerilab's Guava Rush

Enzymatic Therapy goes green with latest supplements

GREEN BAY, Wis.—As the only dietary supplement company that can bear a USDA-certified organic seal, according to the company, Enzymatic Therapy introduced a complete line of supplements that are certified to be made

from at least 95 percent organic ingredients. The line of six supplements, called Daily Organics, includes two separate formulations for vitamins B12 and C, iron, calcium, cherry fruit (which are rich in flavonoids, a natural

antioxidant) and cranberry.

The company also introduced a pair of line extensions across its Pearls probiotic line, including Pearls Immune for immunity health, and Pearls IC for digestive health.

Isopure introduces line of nutrient drinks for adults

HAUPPAUGE, N.Y. — Targeting the adult nutrition ready-to-drink market, Isopure introduced its line of clear, juice-flavored nutrient drinks branded IsopureRx at the ECRM Diet, Vitamin and Sports Nutrition show.

The line of six flavored drinks—apple melon, blue raspberry, grape frost, pineapple orange banana, alpine punch and mango peach—con-

tain 15 grams of protein. In addition, the drinks are split among two consumers—that consumer looking for a nutritional drink and the consumer looking for a high-protein, low-carb drink, such as people with diabetes or gastric-bypass patients. The nutritional drinks contain only 190 calories and are lactose- or gluten-free, while the zero-carb protein drink contains only 60 calories.



Isopure's flavored drinks

Weider wielding muscle back to sports nutrition products

SALT LAKE CITY — With a long heritage as a sports nutrition company, Weider is looking to make a move back into mass channels with its line of sports nutrition products, including Joe Weider Muscle Builder Advanced, which the company asserted is the No. 1 best-selling sports nutrition product at AAFES.

Three years ago, Weider Global Nutrition had been split from Weider Nutrition International (now Schiff Nutrition International), which markets the Schiff brand of glucosamine/chondroitin products. Since then, Weider has focused distribution of its sports nutrition franchise in the specialty channel.

Forward Food 'detours' into targeted workout bars

MINDEN, Nev. — Having grown its Detour brand to more than \$50 million at retail, Forward Foods hopes to parlay that success with the introduction of a line of Detour-branded products marketed against individual workout needs.

Each bar is designed to meet the demands of a specific activity—Detour Runner,

Detour Biker, Detour Core Strength and Detour Yoga. The Core Strength formulation, in a caramel peanut flavor, for example, contains 15 grams of whey protein and ribose to help fuel muscles. In contrast, the peach mango flavored Yoga bar contains only 11 grams of protein and is fortified with lemon balm for improved calmness.

Atkins goes high protein, fiber in latest bars

DENVER — Atkins Nutritionals attended its second ECRM in making its comeback into the nutritional bar scene. Atkins' message has evolved from a low-carb position to one of "more protein, more fiber and less sugar" than competing brands. And while the company is not abandoning its low-carb position, the new campaign message is expected to appeal to consumers

already aware of Atkins' brand identity. \$20 million in consumer ad support through 2008 won't hurt, either.

The company has pieced together a card comparing sugars, protein and fiber found in Atkins versus the leading brands—including PowerBar, Clif Bar, ZonePerfect and Slimfast. In each case, Atkins has less sugar and more protein and fiber.

Human Performance goes for gold with PureSport Workout drinks

AUSTIN, Texas — Owned in part by Olympic swimming gold medalist Michael Phelps, Human Performance Labs launched a sports nutrition drink program with one SKU—PureSport Workout, which contains 6 grams of protein—formulated to assist either before or during a workout, and a second SKU—PureSport Recovery with 18 grams of protein—for use after a workout.

The key point of differentiation between PureSport and other sports-driven drinks is the addition of protein—each drink is formulated to a 2.67-to-1 carb to whey protein ratio, giving the body the complex fuel it needs to repair muscle tissue.



Human Performance Lab's PureSport drinks