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# Vitamin Retailer®

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## 2008 VITY AWARDS



**Also Inside:**  
Men's Health  
Food-Based Supplements  
Obesity/Weight Loss  
Sun Protection



# BOYSTOMEN



**As men become more active consumers in seeking to maintain or improve their health, or stave off hereditary conditions, the natural products industry offers an infinite supply of male-specific alternatives.**

■ BY KATE QUACKENBUSH



Fathers, sons, brothers and husbands are all male roles, but the one men feel is inherent to them is the role of provider. They want to care for their families, put food on the table and bring home the bacon. But in the rush to care for everyone else, they too often neglect themselves; they think of themselves last and when they do, it's typically to indulge in something that's not working toward their best health.

"Compared to women, men have higher mortality rates for most of the top causes of death including cancer, heart disease, diabetes and suicide," said Kevin Connolly, PhD, director of scientific affairs and product development for Jarrow Formulas (Los Angeles, CA). "These are often partially attributed to male lifestyle choices, generally including less concern about a healthy diet, exercise and preventive health."

"Many men in their 30s and early 40s are now growing families and they are looking at their place in life with a whole different viewpoint—as protector and as provider," said Eileen Sheets, managing director of Bioforce USA (Ghent, NY). "This leads to the issue of mortality, which thus leads them to take care of themselves in a way they never had considered when they were in their 20s. In short, this is a powerful motivator for retailers to cater to this receptive audience."

The tide is turning and men are much more receptive to taking better care of themselves. The driving force behind this turn? It's a duo this industry should be quite familiar with: the media and Baby Boomers.

"Certainly the media has a lot to do with the driving force of sales for any category, but Baby Boomers who are now reaching the age where they start to see themselves differently in the mirror is paramount," said Darren Krein, executive vice president of SANTÉ active, Inc. (Henderson, NV). "There are magazines designed specifically for men's health issues and salons and day spas that offer 'men's menus.' These trends clearly indicate that the men's health category is growing exponentially."

But mass media has also brought to light the possibility that men can naturally treat the medical hurdles they have to face.

"The prevalence of male-specific ailments associated with our aging population (benign prostatic hyperplasia, prostate cancer, erectile dysfunction) has likely had an impact on public awareness of the importance of male-specific health and nutrition," said Connolly. "This, in conjunction with the increase of clinical research into complementary therapies (such as lycopene or pomegranate for lowering prostate cancer risk), may also have had an impact on consumer interest/acceptance of diet and supplements for maintaining health in men."

"The Baby Boomer generation—men and women alike—have ushered in the paradigm shift of prevention and a more gentle way of nourishing their bodies as well as the earth," said Sunil Kohli, vice president of Health Plus, Inc. (Chino, CA). "We have seen parents of Boomers become influenced and are also taking supplements for health. Equally, the younger generation, the children of Baby Boomers, who learned these tenets, are also using condition-specific supplements."

Amrita Menon, PhD, president of Vitamins and Such, a retail shop in Kingwood, TX, has noticed an increase of male customers since she opened her doors in 2000. Even though the category only ranks eighth or ninth in terms of profitability, it is gaining momentum. "I've seen younger men getting more interested in preserving their health and trying to avoid the problems associated with age," said Menon. "I think men are realizing that there is a lot they can do to avoid or even eliminate some of the problems they put up with. Lots of our customers are weekend warriors and our joint and energy section is very important to them. They are quite often amazed by the effectiveness of products like arnica."

Ronald May, RPh, manager of the nutritional supplement department of Rye Beach Pharmacy (Rye, NY), sees women's supplements making more of a profit, but the men's health category is on the rise. "It's up at least 20 per-

cent. There's a lot more information in the lay press about prostate issues, Alzheimer's, toxicity and detoxification, stress management, drug nutrient deficiencies, joint pain, low energy, insomnia and many other issues that concern men."

## Second Sexual Revolution

Heavily influenced by advertising and media trends, the heavy focus of new men's health products have been on sexual enhancement products. The men's sexual health market, as surveyed by *The Nutrition Business Journal* in 2006, carried approximate revenue of \$500 million, and is estimated that it will grow to almost \$1 billion by 2014.

But it's not all about ego. Sexual health is a primary concern for men, whether for their own self-satisfaction (no pun intended) or for fear it's a symptom of a bigger problem.

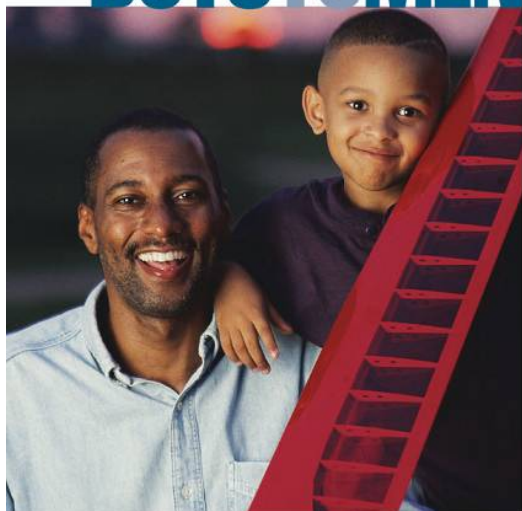
"Erectile Dysfunction (ED) treatments are sometimes dismissed as lifestyle drugs or often mistakenly believed to be solely the result of a deficiency in the signaling molecule, nitric oxide," said Connolly. "However ED can often be a symptom of other health issues, such as cardiovascular problems, benign prostatic hyperplasia (BPH), stress or decreased levels of testosterone. Sometimes ED is correlated with low libido."

Since ED may be symptomatic of a larger health problem, it's important that any man who believes he could be suffering from it should consult a medical professional for an examination. If other health issues are ruled out, sometimes problems with libido can be addressed with modifications to diet and exercise regimens. "This is because libido tends to be a whole body process and whole body problems can affect it," said Connolly. "For centuries, so-called adaptogenic herbs have been used to normalize body functions and increase resistance to the physiological effects of the stress response. Recently science has caught up with traditional use to demonstrate some benefits for increasing libido."





# BOYSTOMEN



Connolly suggested Jarrow's Updrive™, a formulation of adaptogenic herbs that have been clinically shown to promote relaxation and healthy libido.

According to Rod Tallman, co-founder and CEO of LIFE SPAN labs, LLC (Portland, OR), the basic segments within the men's sexual health category could be broken up into general performance and lifestyle, enhancement/size, potency and quick fix/situation specific. "These products are becoming more accepted in our society, which often refers to them as the 'second sexual revolution,' as well as the fact that the Baby Boomer generation refuses to be defined by its age," said Tallman. LIFE SPAN offers 112 Degrees, an all-natural supplement to be taken daily to support male sexual performance.

Tallman shared that 112 Degrees is unique and innovative in the category because its two primary ingredients are not found together in any other product. These ingredients and their relationship with each other are considered a "trade secret," said Tallman, but the company stands behind its scientifically researched product with a money-back guarantee.

## Prostate and BPH

Prostate cancer is the most common type of cancer in men<sup>1</sup>, with approximately 30,000 men dying annually due to initial cancer of the prostate. This is a large number considering that prostate cancer has a very successful rate of treatment when detected early, offered Jarrow's Connolly. "The single biggest problem in early detection is

that prostate cancers often do not have noticeable symptoms. This is why it is so important to have periodic check-ups by a doctor. It is recommended that all men over the age of 50 get tested every year for high levels of prostate specific antigen (PSA) and an enlarged prostate." High-risk men 40 or older, including those with a family history of prostate cancer or who are of African descent, should also get tested every 12 months<sup>3</sup>. Jarrow Formula's men's health products include Prostate Optimizer, a multi-nutrient formulation of complementary nutrients for maintaining healthy prostate function.

Another common affliction of the prostate is benign prostatic hyperplasia (BPH). This refers to the common occurrence of the prostate to increase in size as men reach middle age. Symptoms include frequent urination,

are unaware that there exist multiple treatment options available.

"Furthermore," said Connolly, "BPH is not just a nuisance. It can lead to bladder/kidney damage and stones, urinary tract infections and incontinence if left untreated<sup>2</sup>."

According to Roger Mason, author of *The Natural Prostate Cure*, secondary to diet, supplements are important in the treatment of

prostate cancer and the most important of these supplements is beta-sitosterol. "Science has shown that the most powerful, proven and effective nutritional supplement for prostate health is a common plant alcohol called beta-sitosterol," Mason said in his book. Found in literally all the vegetables one eats, the term "beta-sitosterol" is really a combination of several sterols, including campesterol, stigmasterol and brassicasterol. Mason recommends taking 300-600mg of mixed sterols a day to reap the benefits.

Nature's Healthy Supplements (North Hollywood, CA) offers, Best Prostate™, a key source of beta-sitosterols, that's gaining real momentum in the Rye Beach Pharmacy.

"Nature's Healthy Supplements started with a retrospective analysis that showed medical doctors have routinely prescribed beta-sitosterol for BPH, or enlarged prostate, for over 20 years in the European Union—the efficacy of beta-sitosterol in the treatment of BPH has been clearly documented in medical literature," said Scottie Jack, CEO of Nature's Healthy Supplements. The beta-sitosterol found in the company's Best Prostate is the active plant sterol ingredient found initially in saw palmetto berries. And Nature's Healthy Supplements asserts that its product delivers more beta-sitosterols than others with fewer doses.

Bioforce USA offers Prostasan, an organically certified saw palmetto extract standardized to meet Commission E Specifications. "The organic part is particularly important since this is a supplement a man would take long term. Prostasan is unique in that it is a once-a-day prod-



Although about half of men over 50 and 75 percent of men in their 70s experience BPH symptoms, many men are unaware that there exist multiple treatment options available.

hesitancy and/or pain while urinating as well as a change in sexual performance, including ED.

Although about half of men over 50 and 75 percent of men in their 70s experience BPH symptoms<sup>4</sup>, many men



# MEETING *the* NEED

**M**arketing to men can be a tricky task for retailers who have traditionally more female customers. But the solution is simple, according to Health Plus' Kohli: know your customer.

"Communication and collaboration are keys to retailers' success. The men's care department should be a whole-some one-stop-shop and include solutions for prostate support, cardio support (feature only a handful of products here that are also found in the heart care department), sexual health, solutions for male pattern baldness, solutions for adult acne, as well as men's bodycare and hair products and the latest books geared towards men's health and nutrition," he said. "The theory here is that men



don't like to have to traverse back and forth throughout the store for products that address these needs. Typically, men don't like to shop piece-meal, they want to purchase their products all at once."

Kohli also offered that the category should stand out, and that's something Vitamins and Such has done (see photo). As the company's President Amarita Menon sees more males frequent her store, she wanted a way to put the guys at ease and remind some of them why they might be there: golf.

"A well thought out men's health department gives men of all ages the notion that the retailer knows that they are being catered to, and they appreciate that," said Kohli.

uct, which makes life so much easier for a man. It also has a clinical study proving its efficacy," Sheets added.

The company also has a product directed to the urinary symptoms that accompany BPH, an important quality-of-life issue for men as they age. "Pumpkin seed oil extract has been shown in studies to provide nutritional support for this system, as well as providing support for the prostate, and has been used traditionally for prostate health in Europe for decades," said Sheets. Bioforce's Curbita is a cold-pressed, high dose of high-quality pumpkinseed oil that has a very low peroxide value, which Sheets said shows its freshness and purity.

## Cardiac Health

Men have a higher heart-disease rate than women, according to Robert Garrison Jr, MA, RPh, and Elizabeth Somer, MARD, in their book *The Nutrition Desk Reference*. Garrison said that cardiovascular disease (which includes heart attack, stroke, atherosclerosis and congestive heart failure) is the leading cause of death for men. Primary risk factors include high blood pressure, cigarette smoking and high cholesterol. Other key risk factors include: diabetes, stress, obesity, lack of cardiovascular exercise, family history of heart or blood vessel disease, stress-prone personality types and

increasing age.

"Even though women struggle with similar problems, many of these concerns are gender-linked and gender-specific, thus requiring gender-specific supplements," said Krein.

Typically, many available specific supplements targeted for men attempt to nutritionally address the male hormonal fluctuations, i.e., testosterone and dihydrotestosterone, in an attempt to nurture balance, according to Health Plus' Kohli, whose company produces natural cleanses for the body that mark a great start for men looking to take control of their own well being.

"Again, years of poor diet and lifestyle habits (smoking, lack of exercise, poor stress management) cumulatively effect a system as well as the complex biochemical processes, making them less efficient," said Kohli. "Our Heart Cleanse is an outstanding support supplement that will significantly augment a healthy change of diet, exercise and a 'cleaner' lifestyle."

## Tomato = Key to Men's Health?

Jarrow's Connolly also feels men should be cognizant of foods and food-based supplements that may have a beneficial impact on their overall health.

"Lycopene, a carotenoid found in toma-

atoes, is the best known dietary ingredient to support prostate health," he said. Other important supplements include saw palmetto, and extracts of the plant, concentrated in fatty acids and phytosterols<sup>5</sup> as well as SDG lignans from flaxseed. Jarrow Formulas Prostate Optimizer contains these three important ingredients, said Connolly.

SANTÉ active's Krein feels his company's prostate product—Youthful Effects Prostate formula—stands out because it combines decades of research on the saw palmetto berry extract along with a patented product called Lyc-O-Mato®, an antioxidant-rich, tomato lycopene complex containing lycopene, beta-carotene, phytoene, phytofluene, tocopherols and phytosterols. "Research shows that the activity of lycopene is enhanced through its synergistic relationship with the other antioxidants that occur naturally in the tomato. It is this

antioxidant activity inherent in a whole tomato that scientists believe is responsible for the health benefits associated with its consumption. Clinical studies show that tomatoes in the diet help prevent cellular and DNA damage and support

cardiovascular, prostate and skin health," said Krein. **VR**



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## For More Information:

- Bioforce USA, (800) 641-7555
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