

# International Insights

June 2020 Edition

[www.natrolinternational.com](http://www.natrolinternational.com)

Volume: 4 Number: 25

## PRESENTING THE INTERNATIONAL TEAM NEWSLETTER

We are pleased to introduce our Natrol International newsletter, aimed at providing you with useful information about the Natrol company brands, category developments, consumer trends, customer best practices, and our people.

With over 37 years of success selling vitamins, minerals, and supplements, Natrol is well positioned to be your preferred partner to grow your business and provide the best products to your consumers.

## SPOTLIGHT

### How to Wear a Cloth Face Covering:

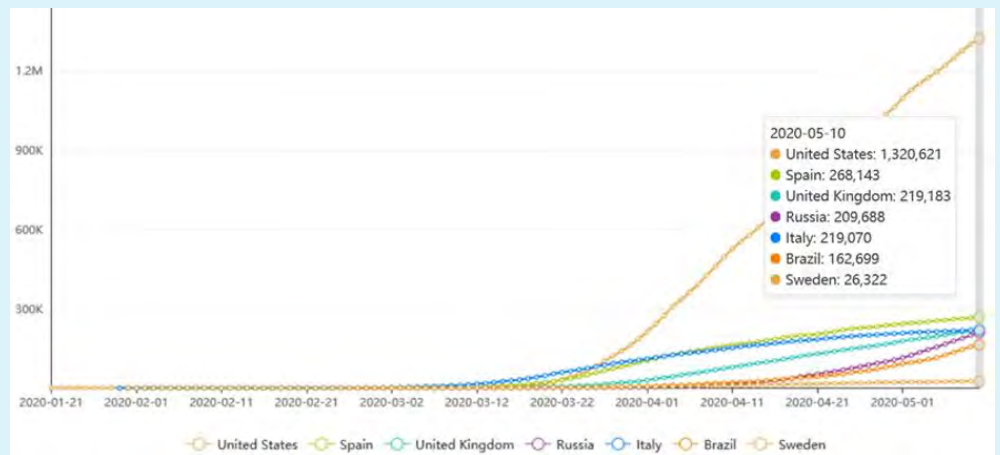


Cloth face coverings should—

- fit snugly but comfortably against the side of the face
- be secured with ties or ear loops
- include multiple layers of fabric
- allow for breathing without restriction
- be able to be laundered and machine dried without damage or change to shape

Again, Natrol wishes you and your loved ones the best during these difficult times, as the novel virus spreads around the world. As of today, total cases exceed 4.15 million, with deaths over 284,000 (1). All of humanity is affected in some way, as each country finds an imperfect way to deal with its effects. Many countries are finding that protective measures can be very restrictive, which reduces transmission but also alters society and damages the economy. Other countries take less scripted approaches, keeping their economies open at substantial risk to the population.

Internationally many new Covid-19 cases have exploded onto the scene in UK, Russia, Brazil. Cases in these countries are beginning to eclipse previous hot-spots in Italy and Spain, which are now on their road to recovery 3 months after the pandemic onset. **Due to inconsistent criteria and varying interpretations of each government regarding definitions of “cases” and “deaths,” global reports are not perfectly comparable and understate the severity of the situation.** Regardless, the reality is that a majority of individuals are taking serious steps to protect themselves: Covid-19 is unprecedented, harmful even if you survive it, and can leave long lasting lifetime damage (ie to internal organs).



The absence of an effective treatment or vaccine combined with an exponential growth in infections since late February has led many countries to implement non-pharmaceutical interventions such as ‘stay-at-home’ policies alongside other community and physical distancing measures such as the cancellation of mass gatherings, closure of educational institutions and public spaces.

# NATROL®

High quality vitamins, minerals  
and supplements you can trust.

The ongoing threat of coronavirus could increase the potential for deficiencies in key micronutrients supporting the immune system, according to The Council for Responsible Nutrition UK (CRN UK).

"Poor nutritional status is associated with impaired immune function in people of all ages, but particularly those over 60 years of age, so improved nutrition and micronutrient supplementation can help enhance immune responses." (Prof. David Richardson, CRN UK Scientific Adviser).

The CRN's advice echoes that of the British Dietetic Association (BDA), which encourages a healthy balanced diet that includes copper, folate, iron, selenium, zinc and vitamins A, B6, B12, C and D in order to support immune function.

The BDA also have words of advice for individuals having to self-isolate or are unable to go outside, advising them to consider taking a daily supplement containing 10 micrograms of vitamin D. The World Health Organization (WHO) have also issued nutritional guidance, adding that **"good nutrition was crucial particularly in times when the immune system might need to fight back."**



## VITAMIN D3

Research shows that vitamin D plays a much larger role in promoting health than simply helping build strong bones. Vitamin D helps regulate healthy cell growth, supports immunity, heart health and healthy aging. Nearly 50% of Americans are deficient in this key nutrient and vitamin D3 may be the single most important nutrient recommended for supplementation.†

## MELATONIN

Natrol® Melatonin, the #1 melatonin brand in America, assists with occasional sleeplessness and helps you fall asleep faster, stay asleep longer and wake up feeling refreshed. Natrol's unique fast dissolve form enables faster absorption and can be taken anytime, anywhere. No water needed.†



## EASY-C®

Natrol® Easy-C® is a high potency antioxidant vitamin C supplement essential for optimal nutrition. Our new easy-on-the-stomach formula with Esterified Vitamin C supports your immune health by providing free radical protection that keeps your body in fighting form.†



† 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.

## SCIENTIFIC & CONSUMER TRENDS

Below please find interesting educational information about vitamins, minerals, supplements and fitness. Click on the topic to access information.

[Vitamin C and Immune Function](#)

[Melatonin: Buffering the Immune System](#)

[Vitamin D and Immune Function](#)

For informational purposes only, Natrol is not responsible for the contents in these links.

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