

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 40 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



Mushrooms - Vitamin D, Selenium in mushrooms bolster immunity and keep infections at bay.

Eggs - Loaded with Vitamin D, A, choline, and protein promote brain and skin health.

Fish - High on vitamins, protein and healthy fats, promotes weight loss and heart health.

Cheese - Helps strengthen bones and muscles, boost immunity, increase mood, aid in weight loss, and improve heart function.

VITAMIN D DEFICIENCY & INSUFFICIENCY

Vitamin D insufficiency affects almost 50% of the population worldwide. An estimated 1 billion people worldwide, across all ethnicities and age groups, have a vitamin D deficiency (VDD). The incidence of hypovitaminosis D can mainly be attributed to lifestyle (for example, reduced outdoor activities) and environmental (for example, air pollution) factors that reduce exposure to sunlight, which is required for ultraviolet-B (UVB)-induced vitamin D production in the skin. High prevalence of vitamin D insufficiency is a particularly important public health issue because hypovitaminosis D is an independent risk factor for total mortality in the general population.

Current studies suggest that we may need more vitamin D than presently recommended to prevent chronic disease. As the number of people with VDD continues to increase, the importance of this hormone in overall health and the prevention of chronic diseases are at the forefront of research. VDD is very common in all age groups. As few foods contain vitamin D, guidelines recommended supplementation at suggested daily intake and tolerable upper limit levels.

WHAT IS VITAMIN D?

Vitamin D is a nutrient your body needs for building and maintaining healthy bones. That is because your body can only absorb calcium, the primary component of bone, when vitamin D is present. Vitamin D also regulates many other cellular functions in your body. Its anti-inflammatory, antioxidant and neuroprotective properties support immune health, muscle function and brain cell activity.

Vitamin D is not naturally found in many foods, but you can get it from fatty fish such as salmon, mackerel, and sardines, or from fortified foods such as milk and cereal. Your body also makes vitamin D when direct sunlight converts a chemical in your skin into an active form of the vitamin (calciferol).

The amount of vitamin D your skin makes depends on many factors, including the time of day, season, latitude, and your skin pigmentation. Depending on where you live and your lifestyle, vitamin D production might decrease or be completely absent during the winter months. Sunscreen, while important to prevent skin cancer, also can decrease vitamin D production.

Vitamin D



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.[†]

Known as Cholecalciferol, D3 is the natural form of Vitamin D and usually obtained through diet or produced by the skin from the ultraviolet energy of the sun. Poor diet and lack of sun exposure can result in inadequate intake of Vitamin D for optimal health.[†]

- May help promote prostate, breast and colon health[†]
- Essential for bone, heart and immune health[†]

In addition to helping build bones, Vitamin D3 helps support immune, healthy aging and heart health. Go ahead, own your health with Natrol Vitamin D3

Also available in Natrol's unique fast dissolve form, which enables faster absorption and can be taken anytime, anywhere. No water needed.[†]

[†] 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 D Fact Sheet for Consumers](#)

[The Nutrition Source - Vitamin D](#)

[10 Vitamin D – Rich Foods to Add to Your Diet](#)

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

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