

International Insights

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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

Holiday safety during COVID-19

During the holiday season, it's important to remember to follow the general safety guidance that will keep you and your loved ones healthy:

- Stay home when you are sick and avoid others
- Wear a face covering around at-risk family members and anyone who is not part of your household
- Wash or sanitize your hands frequently
- Physically distance from at-risk family members and anyone who is not part of your household



The International Natrol team wishes all our customers and distributor partners a happy new year and much success in 2021!



With cold and flu season approaching, many of us are looking for ways to stay healthy. Everyone seems to have a bottle of hand sanitizer in their pocket at this time of year. In addition, people all over the northern hemisphere are loading up on vitamin C, echinacea and other popular natural ways to bolster the immune system.

The relationship between melatonin and the immune system has been known for more than a decade, although we are still learning more about how the two affect each other. Our white blood cells, which are the main player in human immune function, have melatonin receptors. This suggests that melatonin affects their function in some way. The research between melatonin and immune health is an exciting new frontier with the potential to revolutionize the ways we think about and support our immune systems.

Although certain health-maintenance measures like getting flu vaccinations and taking daily vitamins are important, new research suggests that getting enough sleep also may be crucial to properly supporting immunity, and Melatonin plays a key role in the body's sleep-wake cycle.

With our increasingly hectic lifestyles, it can be challenging for many of us to prioritize getting enough sleep on a regular basis, even though quality sleep is intrinsically linked to our overall health and well-being. Many Americans are also not getting enough vitamin D, and even though it might not seem like a big deal, a vitamin D deficiency can impact your body in many ways, including your sleep health.

Research shows a direct link between vitamin D levels and the quality and quantity of your sleep.

Vitamin D plays a number of important functions in the body, the most well-known of which is that it interacts with calcium to promote strong, healthy bones," **said Dr. Greg Burrell, co-founder and VP of clinical product at Carbon Health.** However, it also helps regulate the immune system, and early studies suggest that it can help control inflammation in the body as well."

Being deficient in vitamin D can lead to a host of sleep issues, including sleep disruption, insomnia, and overall poor sleep quality. A deficiency in Vitamin D has been associated with many changes in sleep such as fewer sleeping hours, and sleep that is less restful and restorative.

Groups at Risk of Vitamin D Inadequacy

Obtaining sufficient vitamin D from natural (nonfortified) food sources alone is difficult. For many people, consuming vitamin D-fortified foods and exposing themselves to some sunlight are essential for maintaining a healthy vitamin D status. However, some groups may need dietary supplements to meet their vitamin D requirements. The following groups are among those most likely to have inadequate vitamin D status:

Older adults - Older adults are at increased risk of developing vitamin D insufficiency, partly because the skin's ability to synthesize vitamin D declines with age. In addition, older adults are likely to spend more time than younger people indoors, and they might have inadequate dietary intakes of the vitamin.

People with limited sun exposure - Homebound individuals; people who wear long robes, dresses, or head coverings for religious reasons; and people with occupations that limit sun exposure are among the groups that are unlikely to obtain adequate amounts of vitamin D from sunlight. The use of sunscreen also limits vitamin D synthesis from sunlight. However, because the extent and frequency of sunscreen use are unknown, the role that sunscreen may play in reducing vitamin D synthesis is unclear.

People with dark skin - Greater amounts of the pigment melanin in the epidermal layer of the skin result in darker skin and reduce the skin's ability to produce vitamin D from sunlight.

People with conditions that limit fat absorption - Because vitamin D is fat soluble, its absorption depends on the gut's ability to absorb dietary fat. Fat malabsorption is associated with medical conditions that include some forms of liver disease, cystic fibrosis, celiac disease, Crohn's disease, and ulcerative colitis. In addition to having an increased risk of vitamin D deficiency, people with these conditions might not eat certain foods, such as dairy products (many of which are fortified with vitamin D), or eat only small amounts of these foods. Individuals who have difficulty absorbing dietary fat might therefore require vitamin D supplementation.



*You should consult with a healthcare professional before starting any diet, exercise or nutritional supplement program, before taking any medication, or if you have or suspect you might have a health problem. If you have, or think you have, a medical problem or symptom, please consult a qualified physician.

† 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](#)

[11 Surprising Health Benefits of Sleep](#)

[Dietary Supplements 2020: A Global Perspective](#)

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