

NUTRIWAY® Vitamin C Plus Extended Release

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Introducing a better way to get the most out of your vitamin C. Now, just one tablet of NUTRIWAY® Vitamin C Plus Extended Release gives you all the vitamin C you need for a whole day.

It releases slowly and gently throughout the day, so your body can use it more efficiently. Each tablet includes vitamin C plus plant-based nutrients from oranges, lemons, grapefruit – and from acerola cherries grown and harvested on our certified organic farms.

Now there's a better way to keep your body's natural defenses strong.

KEY PRODUCT MESSAGE

One Tablet. All Day Vitamin C.

A better way to get the most out of your vitamin C.

FEATURES AND BENEFITS

- One tablet convenience means no need to take multiple tablets, several times per day
- Extended release means slow, steady release for 8 hours improves utilization and avoids the waste associated with large doses
- Gentle absorption throughout the day means no stomach or digestive upset.
- Important plant-based nutrients included means closer to the natural nutrient spectrum found in whole fruits than supplements containing just isolated vitamin C.

POTENTIAL CONSUMERS

- Busy, active adults who take vitamin C, but want a more effective way to keep their body's natural defenses strong.
- Adults who do not regularly eat fruit or vegetables high in vitamin C.
- Adults who smoke, because smoking can deplete vitamin C in the body.

How to use

- Take 1 tablet daily
- The tablet can be taken at any time of day, with or without a meal.

Adopt these best practices while using NUTRIWAY Vitamin C Plus Extended Release

- Children under 12 years of age, pregnant or nursing women, or anyone with a medical condition should consult with a physician before using this product.
- This product is recommended for people twelve years of age and older.
- Do not chew or cut the tablet. Chewing or cutting the tablet will negate benefits of the extended-release feature.



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SALES SUPPORT

Before sharing information about specific NUTRIWAY® products, you should first identify key aspects about your customer that will drive the conversation toward a specific product. Usually, lifestyle and other health factors motivate people to buy those products they feel they need.

Below are three examples of sales dialogue you can use with a potential customer:

	LIFESTYLE	EATING HABITS	LIFESTAGE
Start the Conversation	I am currently trying to quit smoking, it's tougher than I thought it would be.	Did you know the recommended intake of fruits and vegetables is now 9 – 13 servings a day?	I was surprised that I just read that vitamin C plays a role in healthy skin, did you know that?
Determine the Need	Did you and smoking increases free radical damage to cells? Vitamin C plays an important role as an antioxidants by neutralizing free radicals before they can damage cells.	Low or inconsistent intake of fruits and vegetables may leave you short on vitamin C. White blood cells contain higher concentrations of vitamin C because it's their job to fight off infection, disease and illness. It's important that the vitamin C levels be steady, so these cells have continuous access to vitamin C.	Collagen is what makes skin firm, strong and elastic. Vitamin C is part of the body's collagen production process. As we age, promoting collagen production helps maintain youthful, healthy skin from the inside!
Offer the Solution	NUTRIWAY Vitamin C Plus Extended Release delivers vitamin C effectively and efficiently throughout the day to fight cell damage from free radicals.	NUTRIWAY Vitamin C Plus Extended Release delivers vitamin C effectively and efficiently throughout the day to keep your natural defenses strong.	NUTRIWAY Vitamin C Plus Extended Release delivers vitamin C effectively and efficiently throughout the day to help maintain healthy skin as we age.



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SALES SUPPORT

Cross Selling offers a benefit for the Customer: When done properly cross selling will empower your customers to make informed choices about the best products for their wants and needs. This is also a great way to introduce and educate your customer about other NUTRIWAY products. In the long run, you'll develop a richer relationship with your customer because you are empowering them with more knowledge. This helps them make more informed choices about their individual nutrition interests or concerns.

CROSS SELLING

NUTRIWAY® DOUBLE X or Daily

Double X offers 12 essential vitamins, 10 essential minerals, and 20 plant concentrates offers you more than other multivitamins. Reach for your multivitamin that can help your body unlock the natural energy from your food without any artificial colors, flavors, or preservatives added.

Select the Daily multivitamin that's right for you. NUTRIWAY Daily offers you the key nutrients you need, daily. Just one tablet provides you with 24 essential vitamins, minerals, and key plant nutrients.

NUTRIWAY® Triple Shield Echinacea

Give your body a proactive immune boost. Be proactive at the first sign of a sneeze, sniffle, or tickle; turn to Triple Shield Echinacea. Three distinct forms of Echinacea are crafted into a formula which supports the body's natural resistance which is a great supplement to NUTRIWAY Vitamin C Plus Extended Release.

NUTRIWAY® Concentrated Fruits and vegetables

NUTRIWAY Concentrated Fruits & Vegetables are a rich source of nutrients, antioxidants and other phytonutrients, which may be missing from a typical western diet. Just two tablets will give benefits of a variety of important phytonutrients in more than 10 servings of fruits and vegetables.

