July 28, 2019

Manager
The Vitamin Shoppe
2205 N. Federal Hwy.
Fort Lauderdale, FL 33305

Dear Manager,

I’m writing to suggest marketing ideas for your shop that I think would increase customer volume as well as sales.

**Sell Foods That Are Naturally High in Vitamins**

Vitamins contain single nutrients and metabolic pathways require co-factors that are available in food. Foods that are high in important nutrients include:

- **Pickles and Brazil Nuts**
  These foods are naturally high in Selenium that is needed by approximately 75,000 enzyme reactions in the body. A few critical functions include:

  - **Thyroid**
    Scientists have studied the role of Selenium in thyroid function since the 1990s, and it is now known that the deiodinase enzymes that convert thyroid hormone T4 (thyroxine) to the more active thyroid hormone T3 (triiodothyronine) and then T3 to T2, are requiring or dependent on selenium.

  Selenium also plays a role in thyroid metabolism as part of a detoxi er known as glutathione peroxidase (GPX) that limits the excessive production of T4 by degrading hydrogen peroxide (H2O2) that is produced during the production of thyroid hormone. If GPX were not present to degrade H2O2, the levels of T4 would be excessively high. The degradation of H2O2 also protects the cells of the thyroid gland.

  - **Non-Thyroid Functions**
    - Selenium Protects Fats From Peroxidation Peroxidation is the oxidation of fats in cellular membranes that causes fats to turn rancid.
    - Selenium is an important component of glutathione peroxidase (GPX) that protects fats from oxididation.
    - When cellular membranes are damaged by peroxidation, nutrients cannot pass through. In skin cells, peroxidation causes age spots that also occur in the liver.
    - Selenium is an important part of an enzyme called sulfotransferase that breaks down estrogen.

  - **Deficiency Diseases**
    Selenium is a mineral that the body needs to make an antioxidant called glutathione. A de ciency of Selenium-dependent glutathione is associated with the development of cataracts, Parkinson’s Disease and Alzheimer’s Disease.

    White blood cells need organic Selenium to fight viruses and bacteria.
Celtic Sea Salt
This light gray salt is hand-harvested in Brittany, France near the Celtic Sea. Artisans use a 2,000-year old Celtic method that is crucial to preserving its natural state. There are 88 minerals present in Celtic Sea Salt and scientists are still discovering the role of micronutrients in the body’s metabolic pathways. Besides Selenium, other important minerals include:

Zinc
Zinc is needed by more than 225 enzyme reactions in the body and it’s also a co-factor in the production of fatty acids that are important for brain and nervous system functions. Without zinc, digestion is impaired because it is needed to make an important stomach acid known as hydrochloric acid (HCL).

Germanium
White blood cells (called lymphocytes), that kill viruses and bacteria, need free, organic germanium from a food source (Note: Besides sea salt, Korean ginseng and Hydrangea root are also sources of germanium).

Iodine
Iodine is needed by every cell in the body. It initiates apoptosis, also called programmed cell death, that eliminates mutated cells from body tissues. Iodine and Selenium are both needed by the Thyroid.

Yttrium
The Yttrium ion is used in DNA synthesis.

Korean Ginseng
Korean soil is high in Germanium which is present in Korean Ginseng.

Hydrangea Root
This flowering plant that is native to Asia and the Americas is high in Germanium.

Dried Seaweed
Seaweeds such as Arame and Hiziki from companies such as Eden Foods and Emerald Cove are rich in minerals. These delicate varieties can be reconstituted with spring water and served with sauteed matchstick carrots and Natural Sea Chopped Clams topped with Tamari.

Natural Sea Chopped Clams
Clams contain the highest amount of Vitamin B12 due to Cobalt present in the ocean that is needed by symbiotic bacteria that make Vitamin B12 (also called Cobalamin). Natural Sea brand contains very tender pieces.

Soy Sauce and Tamari
Soy sauce and Tamari are both fermented. Fermentation neutralizes phytates that are impossible to remove from other soy foods.

Food for Life Genesis Bread
This sprouted grain bread is made with 29 grains and is sold in the freezer case. Sprouted grain and sourdough breads are the healthy because they are low in phytates that are neutralized during sprouting and fermentation. Phytic acid is considered an antinutrient because it chemically locks on to nutrients that we need making them unavailable.
Bob’s Red Mill Oat Bran Cereal
This high quality oat bran contains 12 minerals. Small broccoli florets can be dipped in egg batter, dredged in oat bran, placed on a parchment paper covered baking sheet, drizzled with Extra Virgin Olive Oil and baked in the oven for 20 minutes. Broccoli is high in folate which is needed in the body’s Folate Cycle. A deficiency of (food-derived) folate, or Vitamin B12, will cause a disruption in the methylation cycle (Methionine/Homocysteine Reactions) resulting in lack of DNA biosynthesis and anemia. Folate and Vitamin B12 are both important for the synthesis of DNA and diminished quantity of DNA leads to failure of nuclear maturation and division required in the production of red blood cells.

No-Stir Peanut Butter
Peanuts contain 26 minerals, 14 Vitamins and monounsaturated fat that the body can convert to saturated fat as needed. Peanut Butter & Company Crunch Time is an excellent brand.

Bob’s Red Mill Unsweetened Coconut Flakes
Coconut is a superfood containing medium-chain fatty acids that are easy to digest. This food also contains lauric acid that has antiparasite properties. Coconut flakes can be placed in a 9 inch pie plate for rolling peanut butter balls with a half teaspoon of peanut butter.

Jennie’s Macaroons
Macaroons, made from coconut, are a nutritious snack.

Miss Meringue Cookies
Meringue cookies, made from egg white are also a nutritious snack because eggs contain 90% usable protein.

Local Organic Eggs from Miami’s PNS Farms
Eggs are high in essential amino acids that need to be obtained from food. The nutrient content is also exceptional. Examples include:

- Calcium
- Magnesium
- Iron
- Phosphorus
- Potassium
- Sodium
- Zinc
- Copper
- Manganese
- Selenium
- Thiamin
- Riboflavin
- Niacin
- Pantothenic acid
- B6
- Folate
- B12
- Vitamin A
- Vitamin E
- Vitamin D
- Vitamin K
- DHA and AA
- Carotenoids

Organic Coffee Beans
Pesticides used on conventional coffee crops kill songbirds. Coffee Bar baristas will recommend grinding coffee right before you brew. Starbuck’s organic Yukon coffee beans make very good coffee.

Krupps Coffee Grinder
Target has stopped selling this excellent coffee grinder.
Black & Decker or Ninja Food Chopper (small size)
All grains, nuts and seeds contain phytates. Sprouting and fermentation both neutralize phytic acid that can also be dissolved with a salt water soak. For example, Brazil Nuts, can be soaked overnight in a Mason Jar filled with salt water. In the morning, they can be drained and chopped in a small food processor.

Organic White Stevia
Regular white stevia contains malto dextrose made from GMO corn.

High Quality Dairy Products
Dairy products contain 76% usable protein and they are high in Calcium. Harvard Medical School’s Harvard Health Publishing explains daily calcium requirements as follows:

• 1,000 mg. per day for adults
• 1,200 mg. per day for older adults

Reaching these daily totals can be best achieved with foods that are high in calcium:

• 3 tablespoons of Ricotta cheese, 606 mg. calcium
• 1 cup of whole milk, 305 mg.
• 1 cup of yogurt, 187 mg.
• 1 slice of cheese, 204 mg.

Kalona Supernatural, Organic Valley Boar’s Head are excellent brands.

Antiparasite Remedies
The Vitamin Shoppe sells Thyme Tincture in one ounce dropper bottles. Lugol’s Iodine Solution would also be an important addition:

Thyme Tincture
D. Gary Young (1949-2018), former CEO of Young Living Essential Oils and writer, taught that Thyme kills hook-worms, roundworms, threadworms and skin parasites. Gary also taught that Thyme destroys Cryptococcus neoformans, Aspergillus, Saprolegnia, Salmonella, typhimurium, Staphylococcus aureas, and Escherichia coli.

Lugol’s Iodine Solution (5% solution)
Lugol’s Iodine is a famous, 190 year-old, French, water-based iodine/potassium iodide solution discovered by Jean Guillaume August Lugol (1788-1851) that an be wholesaled from J. Crow’s.

Herbs with Antiparasite Properties Discovered by Dr. Hulda Clark
There are three different types of worms that can infect humans:

• Nematodes - roundworms
• Trematodes - flatworms
• Cestodes - tapeworms

At a TED Conference in 2007, naturalist Edward Osborne Wilson was given an award for his contributions to the planet. As he accepted his award, Wilson talked about disease-causing parasites: 60,000 species are known, but more than 1.5 million have been estimated to exist.

In their 2005 scientific study titled “Emerging Foodborne Trematodiasis,” published in a scientific journal called *Infectious Diseases*, authors Jennifer Keiser and Jürg Utzinger describe an exponential increase in trematodiasis (infection with a trematode) due to aquafarming (fish and shrimp farms).
Parasite eggs are microscopic and adult worms can lay eggs in as few as 3.5 days. The list of herbs with antiparasite properties that Hulda assembled is very valuable:

- Black Walnut Hull (Green Hulls) Tincture
- Cloves
- Wormwood
- Ground Cardamom
- Birch Bark
- Eucalyptus
- Boneset
- Epazote
- Burdock
- Turmeric
- Fennel

Neem Powder and Neem Oil
A quarter teaspoon of Neem Powder can be added to 3 English Breakfast Tea Bags in an un-bleached filter paper and placed in a coffee maker to brew Neem Tea that is best served chilled as iced tea in 15 to 18 ounce glassed. Neem oil is very good for skin infections.

This broad-leaved woody perennial yields fruit, seeds, and foliage containing several compounds that repel or kill insects and helminths (worms). These compounds also inhibit the growth and development of fungi, and limit the infective ability of plant viruses. W.R. Grace and the U.S. Dept. of Ag attempted to patent Neem in 1995. India sued and won after a court battle that took 10 years (Google Neem 2005 BBC india).


From the Barnes & Noble site:
The National Research Council is made up of members of the National Academy of Sciences. Spanning a wide range of practical applications, neem was found to be extremely valuable as an insecticidal agent, a medicinal product and as an industrial component. The studies that are discussed in the book show that neem is one of the most valuable natural resources to solve a wide variety of global issues and concerns. The book contains extensive information including citations, safety tests and resources for follow up.

Please call or e-mail me if you think you may be interested in this idea. To promote news at your hotel, a press release could be sent to the news departments at local television stations.

Sincerely,

Mary Jo Fahey