

# WAY 14

## Vitamin K Products by Superior Source

Our extensive line of MicroLingual® products dissolve under the tongue and are perfect for children, the elderly, bariatric patients and the nearly 40% of Americans who hate to swallow pills.

**President:** Ron Beckenfeld  
**Founded:** 1969  
**Employees:** 200+  
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### Company Background

Continental Vitamin Company was founded by Ron Beckenfeld in 1969. The business grew steadily over the course of the next forty years, now featuring a cGMP compliant 100,000 square foot manufacturing facility. Continental Vitamin Company's Superior Source products have earned the trust of consumers and retailers. Our fully staffed research and development facility continues to grow our list of over 120 products.

### Product Overview

Continental Vitamin Company, manufacturer of the Superior Source product line, is recognized as the only source of soft molded instant release tablets featuring the innovative MicroLingual® delivery system. Superior Source provides a diverse line of vitamins, minerals, and herbal formulas for wide range of health goals including: heart health, energy and stress support, antioxidant support, healthy blood glucose, healthy sleep cycles, women's and men's health, and infant and children's vitamin dosages. The MicroLingual® delivery system bypasses the digestive system, dissolving rapidly under the tongue, resulting in quick and direct absorption.

### Features

Vitamin K performs a key function in the body: assisting in the transport of calcium. This simple act affects health from the molecular to the structural level. Vitamin K supports blood coagulation, brain health, bone strength, heart health, and supports normal arterial blood flow. Superior Source fast-absorbing, instant release MicroLingual® tablets are ideal for optimal Vitamin K delivery and perfect everyone who hates to swallow pills.

### Product Specifications

Our family of Vitamin K MicroLingual® tablets includes K-2 (MK-4) 500 mcg, K-2 (MK-7) 100 mcg, K-1 500 mcg and Triple K. Triple K features a powerful combination of K1, K2-MK4 and K2-MK7. Our Vitamin K2 (MK7) 100mcg is a highly biologically active form of Vitamin K2 derived from natto, a traditional Japanese fermented soy food.

### Testimonials

*"We have stocked the Superior Source product line in our store for the better part of three years... Besides having great products, we have had nothing but positive experiences with the customer service."*

*"Our best selling product has been the sublingual Vitamin D3. We have multiple physicians who tried the product themselves, saw the results in their labwork and have since started sending all their patients to our pharmacy specifically for our 'special Vitamin D.' We hear comments and feedback constantly from patients, nurses and practitioners telling us how much better they feel since they started taking the sublingual Vitamin D."*

*"We have also had great success with the Superior Source sublingual Melatonin and Vitamin B products. We just recently added the hair, skin and nails vitamins as well as some of the general multi-vitamins. To anyone who is thinking about taking a Superior Source product or a pharmacy who is thinking about stocking a Superior Source product, we give our whole-hearted endorsement."*

— Spence's Pharmacy Testimonial, December 6, 2010

### Additional Product Modules

CVC Specialties products include Pep 'n Energy, Ginseng Blast, Yohimbe Rush and Horny Goat Weed, designed and packaged for both quick impulse sales as well as shelf sales. These products provide solutions for a range of health goals, from natural energy to promoting sexual function. "Lip Healer" Lip Balm is an all natural petroleum free lip balm, providing sun protection with SPF 15 and natural healing qualities from vitamin E, aloe vera and calendula.

### Markets Served

We serve independents pharmacies by providing comprehensive training to educate retail staff about the difference between our MicroLingual® tablets and other product lines and the unique advantage of this delivery method. Superior Source also provides a national advertising campaign and customer support. Finally, we provide retailers with individual samples on an ongoing basis.

### Trade Shows / Meetings Attended

Expo East 2010, Expo West 2010, 2011

### GPO Affiliations

- Natural Products Association since 1997
- (NACS) National Association of Convenience Stores
- (AWMA) American Wholesale Marketers Association