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Advanced B-12 by Superior Source

Instant-release MicroLingual® products by Superior Source feature Under the Tongue Technology™ for children, elderly, bariatric patients and 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 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 health, men's health, and infant/children's vitamin dosages. MicroLingual® tablets dissolve rapidly under the tongue, resulting in quick and direct absorption.

Features & Options

Superior Source is proud to introduce our new Advanced B-12, a combination of the two activated forms of B-12, Methylcobalamin and Adenosylcobalamin (AKA Dibenzozide) in equal amounts of 1000 mcg each (a total of 2000 mcg per tablet). Dietary forms of B-12 must undergo chemical changes in the liver in order to be converted to these active forms. Our activated forms of B-12 are ready to be used by the body immediately. In addition, our instant dissolve tablets result in optimal levels of nutrient absorption.

Product Specifications

Studies have shown that B-12 is critical for energy support*, digestion of carbohydrates*, nervous system regulation*, healthy skin and hair*, the maintenance of a strong immune system*, and cardiovascular strength*.

* 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.

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 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

"We have been clients of Continental Vitamin Company for over a year... Our pharmacist is very motivated to recommend this line due to ease of absorption and very attractive price points. The variety of products meets and far exceeds our customer demands and repeat sales have been consistent..."

— Stephen Pomerance
 Pharmacist and Nutritional Consultant
 Town Center Compounding Pharmacy

Additional Product Lines

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.