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Superior Source's Vitamin B Family of Products

Our extensive line of MicroLingual® products dissolve under the tongue and are perfect for children, the elderly, bariatric patients and the 38% 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 140 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 & Options

The immediate absorption facilitated by MicroLingual® tablets is a vital concept for vitamin B-12 supplementation.¹ When typical vitamin B-12 tablets or capsules are swallowed, they head to the stomach where the potency of supplements are lost due to the high acid environment. According to the ongoing Framingham Offspring Study, almost 40% of Americans are running low on B-12.²

B-12 is vitally needed in the body, but certain populations can find themselves in need of supplementation. Plant-based foods do not contain B-12, and this can lead to nutritional challenges for vegetarians. In addition, vitamin B-12 can only be absorbed into the body if it comes in contact with a special protein in the gut, called intrinsic factor, which decreases with age. For these reasons, B-12 supplementation is especially important for vegetarians and anyone age 40 or older.

References

¹ Georges Delpre MD; Pinhas Stark, MD; Yaron Niv, MD, Sublingual therapy for cobalamin (B12) deficiency as an alternative to oral and parenteral cobalamin supplementation, The Lancet. 1999, Aug 28;354: 740-741.

² An Investigation of Coronary Heart Disease in Families: The Framingham Offspring Study; Ongoing study; Oversight by USDA Human Nutrition Research on Aging at Tufts University; Boston, MA.

Product Specifications

Superior Source offers a diverse list of B-vitamin products to meet consumer needs. Synergistic combinations of vitamin B-12, B-6, and folic acid have been shown to be especially effective at supporting optimal health.

Additionally, vitamin B12, vitamin B6 and folic acid play key roles in converting homocysteine into methionine. Elevated homocysteine is associated with early mortality, heart disease, stroke and dementia.

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, 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 independent 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 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