



Extra Strength D³10,000 IU by Superior Source

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

Vitamin D has recently started to gain increasing consumer awareness. Researchers are finding more evidence to demonstrate that vitamin D not only supports bone and dental health, but also promotes optimal muscle tone, plays a role in enhancing mood stability and supports healthy blood glucose and blood pressure levels. Furthermore, vitamin D supports the body's absorption of phosphorus, which is known for its key role in a healthy metabolism and energy level.

Vitamin D is an especially important vitamin as natural hormone levels decline with age. The natural decline in estrogen and progesterone for women and testosterone for men, results in a decline in the efficiency of the body's internal infrastructure maintenance. Vitamin D is a great supplement for enhancing all of these processes. At the other end of the age spectrum, the importance of vitamin D supplementation for infants and children is becoming increasingly well-known.

Markets Served

We serve independents pharmacies by providing comprehensive training to educate retail staff about the difference between our MicroLingual[®] tablets & other product lines & 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.

Testimonials

"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. We are most impressed with the range of doses for Vitamin D3 where our sales of this product have sky-rocketed. We have also impressed by the ease of ordering and the service we get from the sales force of the company... I would recommend this company to anyone looking for a unique vitamin line that meets many requirements for any customer or patient."

*Stephen Pomerance, Pharmacist and Nutritional Consultant
Town Center Compounding Pharmacy*

"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*

Meeting & Tradeshow Attendance

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

Product Specifications: Our vitamin D3 MicroLingual[™] tablets offer more bioavailability than vitamin D2. We offer potencies from 400 IU to 10,000 IU. Customers should consult with their health care practitioner to decide on the amount that is best for reaching their health goals.

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.