



introducing

# Volo Vitamins®

The most comprehensive, all natural blend of vitamins and micronutrients available today.



naturally sweetened by a blend of 17 different fruits

 good, for you.™

 **Volo Vitamins**  
energy  
convenient essential nutrients  
for active adults

 **Volo Vitamins**  
wellness +  
immunity  
complete adult formula  
for whole health

 **Volo Vitamins**  
kids  
delicious, natural, no-sugar added  
vitamin supplement



Volo Vitamins.  
 good, for you.™



### Natural nutrition for naturally healthy kids

# kids

The children's vitamin that kids and parents will love!

- More comprehensive blend of vitamins and minerals than leading children's gummies & chewables
- No added sugar
- No artificial flavors
- No artificial sweeteners
- Flavored with 17 real fruits

Vitamin/Mineral	VoloVitamins Kids		Gummy A		Chewable A	
	Per Serving	% Daily Value	Per Serving	% Daily Value	Per Serving	% Daily Value
Calcium	100 mg	20%	100 mg	20%	100 mg	20%
Iron	10 mg	20%	10 mg	20%	10 mg	20%
Vitamin D	2,000 IU	40%	2,000 IU	40%	2,000 IU	40%
Vitamin E	100 IU	20%	100 IU	20%	100 IU	20%
Vitamin K	100 µg	20%	100 µg	20%	100 µg	20%
Vitamin B1	1 mg	20%	1 mg	20%	1 mg	20%
Vitamin B2	1 mg	20%	1 mg	20%	1 mg	20%
Vitamin B3	10 mg	20%	10 mg	20%	10 mg	20%
Vitamin B5	10 mg	20%	10 mg	20%	10 mg	20%
Vitamin B6	1 mg	20%	1 mg	20%	1 mg	20%
Vitamin B12	1 µg	20%	1 µg	20%	1 µg	20%
Folate	100 µg	20%	100 µg	20%	100 µg	20%
Phosphorus	100 mg	20%	100 mg	20%	100 mg	20%
Copper	1 mg	20%	1 mg	20%	1 mg	20%
Zinc	10 mg	20%	10 mg	20%	10 mg	20%
Selenium	10 µg	20%	10 µg	20%	10 µg	20%
Magnesium	100 mg	20%	100 mg	20%	100 mg	20%
Chloride	100 mg	20%	100 mg	20%	100 mg	20%
Potassium	100 mg	20%	100 mg	20%	100 mg	20%

### The safe, healthy alternative to energy drinks

# energy

Targeting the growing market that wants all natural energy with none of the junk!

- Essential vitamins, minerals, & herbs for a natural boost
- No added sugar
- No artificial flavors
- No artificial sweeteners
- Just 5 calories per serving

Vitamin/Mineral	VoloVitamins Energy		Energy Drink A		Energy Drink B	
	Per Serving	% Daily Value	Per Serving	% Daily Value	Per Serving	% Daily Value
Calcium	100 mg	20%	100 mg	20%	100 mg	20%
Iron	10 mg	20%	10 mg	20%	10 mg	20%
Vitamin D	2,000 IU	40%	2,000 IU	40%	2,000 IU	40%
Vitamin E	100 IU	20%	100 IU	20%	100 IU	20%
Vitamin K	100 µg	20%	100 µg	20%	100 µg	20%
Vitamin B1	1 mg	20%	1 mg	20%	1 mg	20%
Vitamin B2	1 mg	20%	1 mg	20%	1 mg	20%
Vitamin B3	10 mg	20%	10 mg	20%	10 mg	20%
Vitamin B5	10 mg	20%	10 mg	20%	10 mg	20%
Vitamin B6	1 mg	20%	1 mg	20%	1 mg	20%
Vitamin B12	1 µg	20%	1 µg	20%	1 µg	20%
Folate	100 µg	20%	100 µg	20%	100 µg	20%
Phosphorus	100 mg	20%	100 mg	20%	100 mg	20%
Copper	1 mg	20%	1 mg	20%	1 mg	20%
Zinc	10 mg	20%	10 mg	20%	10 mg	20%
Selenium	10 µg	20%	10 µg	20%	10 µg	20%
Magnesium	100 mg	20%	100 mg	20%	100 mg	20%
Chloride	100 mg	20%	100 mg	20%	100 mg	20%
Potassium	100 mg	20%	100 mg	20%	100 mg	20%

### Natural ingredients for natural health

# wellness + immunity

Answering consumer demand for healthier immune support!

- More comprehensive blend of essential vitamins and minerals than leading vitamin drink mixes
- No added sugar
- No artificial flavors
- No artificial sweeteners
- Flavored with 17 real fruits

Vitamin/Mineral	VoloVitamins Wellness + Immunity		Immunity Beverage A		Immunity Beverage B	
	Per Serving	% Daily Value	Per Serving	% Daily Value	Per Serving	% Daily Value
Calcium	100 mg	20%	100 mg	20%	100 mg	20%
Iron	10 mg	20%	10 mg	20%	10 mg	20%
Vitamin D	2,000 IU	40%	2,000 IU	40%	2,000 IU	40%
Vitamin E	100 IU	20%	100 IU	20%	100 IU	20%
Vitamin K	100 µg	20%	100 µg	20%	100 µg	20%
Vitamin B1	1 mg	20%	1 mg	20%	1 mg	20%
Vitamin B2	1 mg	20%	1 mg	20%	1 mg	20%
Vitamin B3	10 mg	20%	10 mg	20%	10 mg	20%
Vitamin B5	10 mg	20%	10 mg	20%	10 mg	20%
Vitamin B6	1 mg	20%	1 mg	20%	1 mg	20%
Vitamin B12	1 µg	20%	1 µg	20%	1 µg	20%
Folate	100 µg	20%	100 µg	20%	100 µg	20%
Phosphorus	100 mg	20%	100 mg	20%	100 mg	20%
Copper	1 mg	20%	1 mg	20%	1 mg	20%
Zinc	10 mg	20%	10 mg	20%	10 mg	20%
Selenium	10 µg	20%	10 µg	20%	10 µg	20%
Magnesium	100 mg	20%	100 mg	20%	100 mg	20%
Chloride	100 mg	20%	100 mg	20%	100 mg	20%
Potassium	100 mg	20%	100 mg	20%	100 mg	20%

## 2014 promotional plan

**volovitamins.**

**TARGET:** CONSUMERS WHO ARE PROACTIVE, INFORMED, AND SELF-MOTIVATED REGARDING THEIR HEALTH

**GOAL:** 5 MILLION HOMEPAGE CLICK-THRU 500+ MILLION WEBSITE IMPRESSIONS

Q1

Refferal to Win Contest #1

Pin It To Win Contest

**Grow Twitter following with "Sweetest to Win" contest**

**Blogger outreach**

Health-focused website outreach about Volo Energy and Wellness + Immunity (WVIMM) Men's Health, Prevention!

Pin It to Win It Contest to engage customers on Pinterest

Promote vegan and gluten free aspect of Volo to specialty websites (Gluten Free Living, Living Without)

**Launch joint ads Real Simple**

Digital ad space RealSimple.com, Parents.com

Partnership with KidzVuz spring media event

Build Instagram and Facebook following with targeted content

Second Refferal to Win contest

**Instagram photo contest - Back to School with VoloVitamins**

Pin ads Weight Watchers

Digital ads NaturalHealth.com, WebMD.com

Attend Blogger 2014 conference

Build Facebook impressions with News Feed ads

Review analytics and begin preparing 2015 strategy

**Healthy for the Holidays focus**

Pin ads Parents Magazine

Continue Facebook ads

Holiday Pin It to Win It contest

2015 article submissions, ad space, editorial (Self.com, Shape, SparkPeople.com, Runner's World)

Battle flu season with Volo Wellness + Immunity





# HEALTHIER VITAMINS FOR ACTIVE CHILDREN

Supplement Facts	
Serving Size: 1 stickpack (6.1g)	
Servings Per Container: 15	
	% Daily Value *Percent Daily Values are based on a diet of other people's secrets.
Calories	< 5
Total Sugars	< 1 g
Vitamin A (as retinyl palmitate)	100%
Vitamin C (as ascorbic acid)	100%
Vitamin E (as d-α-tocopherol acetate)	100%
Vitamin K (as menaquinone-7)	100%
Iron (as ferrous fumarate)	100%
Zinc (as zinc gluconate)	100%
Copper (as cupric gluconate)	100%
Manganese (as manganese gluconate)	100%
Selenium (as selenium amino acid complex)	100%
Chromium (as chromium picolinate)	100%
Molybdenum (as molybdenum amino acid complex)	100%
Calcium (as calcium lactate)	100%
Sodium (as sodium citrate)	100%
Phosphorus (as phosphorus amino acid complex)	100%
Potassium (as potassium citrate)	100%
Stevia (as stevia extract)	100%
Other Ingredients: malic acid, citric acid, silica, natural flavors, beet color and organic stevia leaf extract.	

Children's vitamins are usually loaded with things your shoppers don't want for their kids - sugar and artificial sweeteners, flavors, and colors.

Volo Vitamins® partnered with pediatricians to develop a healthier alternative. Each on-the-go VoloPak has a well-rounded mix of vitamins and nutrients, is naturally flavored with 17 different fruits, and is sweetened with the stevia herb.

You can feel confident stocking and recommending pediatrician-approved Volo Vitamins to parents who shop in your store.

Additional Products Launching Fall 2013:  
Volo Energy (Vitamins B and C with organic caffeine)  
and Volo Wellness & Immunity

introducing **volovitamins**®



Volo Vitamins UPCs  
Mixed Berry 15ct  
Multi-Pack 15ct  
Orange 15ct

091037499622  
091037499646  
091037499608

Mixed Berry 30ct  
Multi-Pack 30ct  
Orange 30ct

091037499639  
091037499653  
091037499615

Contact your wholesaler to place your order or contact Volo Vitamins directly:

855 VOLO 866 • 855 865 6866 or sales@volovitamins.com

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