

VITABALL, INC.

**Makers of Innovative,
Nutritional Chewing Gums**



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New vitamingum® FRESH

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The Evolution of Chewing Gum ... Fresh Breath + 12 Vitamins

New **vitamingum® FRESH** (peppermint) freshens your breath with the pleasing taste of peppermint and the cooling sensation of menthol crystals. PLUS, it contains 12 vitamins to boost your daily nutritional intake ... a balanced formula of Vitamins A, C, D, E, B1, B2, B3, B5, B6, B12, Folic Acid and Biotin. What a simple, easy way to add valuable nutrients into your diet. Chewing gum is a great delivery vehicle for nutritional ingredients, as it allows for faster absorption into the blood stream via the mucous lining in your mouth. **vitamingum FRESH** is the only patented, nutrient-enhanced chewing gum and comes in two additional flavors ... spearmint and cinnamon.

Recent marketing research from *Mintel Oxygen Reports* March 2010 states ... "in the minds of consumers, breath-freshening remains the most important function of gum and mints." Thus, we created **vitamingum FRESH** giving you fresh breath + valuable vitamins.

<http://www.mintel.com/press-centre/press-releases/506/chew-on-this-gum-and-mint-sales-still-full-of-flavor>

vitamingum FRESH is also *sugar free* and does not promote tooth decay. **vitamingum FRESH** is designed to be chewed by people of all ages and packaged in convenient, go-anywhere, 12-piece blister packs to preserve freshness and potency. Suggested retail is \$1.49 - \$1.79.

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Vitaball, Inc. has been an innovator and developer of nutritional chewing gum for the past decade utilizing advanced gum technology (U.S. Patent #5,569,477) ... giving consumers a better way to gain valuable nutrients during a busy day of work, study or play. Made in the USA, **vitamingum** is currently distributed nationwide via food, drug, mass merchants and convenience stores.