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Dear Valued Retailer,

At a time when our industry is getting pummeled by the media because of the numerous breaches in quality and the transference of concern over the incidents in the pet food and toothpaste industries caused by unscrupulous manufacturing practices in China, Bluebonnet Nutrition Corporation would like to assure its customers that we are doing everything we can to guarantee the quality and safety of our products.

It is important to understand that most ingredients dietary supplement manufacturers use come from nature. In fact, Bluebonnet searches the globe from North and South Americas to Europe to the Far East and beyond for locations where climate, temperature and soil converge to grow the finest raw materials. Conducting frequent on-site inspections, our ingredient selections are never based on price, but instead on one simple criterion: Is it the best the Earth has to offer? The fact is that it is not where ingredients come from that is the issue if the manufacturer is employing good manufacturing practices with high QA/QC standards. Bluebonnet's Quality Assurance /Quality Control system prevents impure or contaminated ingredients from even entering the manufacturing process. Ingredients that set foot into Bluebonnet's facility are tested prior for authenticity, purity and potency. No matter where in the world we purchase, every ingredient that comes into our facility is rigorously screened. In fact, that scrupulous QA/QC screening process continues through the entire operation, guaranteeing the authenticity, purity and potency of each product at every stage of the manufacturing and packaging process.

Bluebonnet has a long-standing relationship with our raw material suppliers and is not a spot purchaser. The majority of our raw materials are sourced domestically. Many are patented, branded ingredients made by extremely reputable suppliers who are leaders in their respective field and whose logos often appear on our labels. We use more expensive branded ingredients in many of our products because they have the science to support their quality, safety and efficacy. For example, Bluebonnet exclusively uses Kaneka Q10 as its only source of CoQ10. Although a lot of CoQ10 comes from China, Kaneka Q10 is manufactured in the US according to international food and pharmaceutical good manufacturing practices. Kaneka Q10 is the world's only CoQ10 with GRAS (generally recognized as safe) status, because it alone has safety studies. Kaneka has been manufacturing CoQ10 for decades, and their quality material has been proven safe in dozens of animal and human studies. The use of more expensive branded ingredients is an aspect that sets Bluebonnet apart from many of our competitors. Additionally, most of Bluebonnet's products are kosher. From selection to raw materials through final packaging, they undergo more rigorous hygienic control measures than non-kosher supplements.

Considering all the negative press on our industry and the food safety scandal in China, it is important that you select brands in your store that set the bar on quality and safety and NOT on price and deep discounts. At Bluebonnet, the safety of our consumers comes first. When selecting brands to populate your shelves, it's imperative that you choose quality leaders in our industry who are not willing to cut corners on safety and quality no

matter how much pressure there is on price and deep discounts. Not all vitamins are created equal. That is why it is so important that you do your homework and demand quality answers from the supplement brands you support.

Bluebonnet has an open door policy, and we welcome retailers to visit our brand new 100,000 sq ft, state-of-the-art manufacturing facility in Sugar Land, Texas anytime you are in the area to see how we are setting the quality standards of this industry. Although we recognize that retailers operate in a price conscious economy, I think we both can agree that there can be no price tag placed on consumer safety.

Again, we can never thank you enough for your business, your friendship and your confidence. It's always appreciated and never taken for granted.

Warm and healthy regards,  
Gary Barrows  
President