



Vitamin Angels Newsletter, December 5, 2005

## ***Four Industry Leaders Join Vitamin Angel Alliance Board of Directors***

*Support for founder, Schiffer, destined to elevate worldwide visibility of beloved organization*



### **Santa Barbara, CA - December 6, 2005**

**Vitamin Angel Alliance** announced today the addition of four well-known and influential industry leaders to their board of directors. Founder and President Howard Schiffer announced the new additions at the annual board meeting recently held over a two-day weekend in Santa Barbara, California.

The new board members represent key components of the dietary supplement industry. Joining the board are the following executives;

**Mr. Elliott Balbert**, Chairman of the Board, Chief Executive Officer of Natrol (NASDAQ: NTOL) one of the industries premier nutraceutical companies. Mr. Balbert is also currently the outgoing president of the Dietary Supplement Education Alliance (DSEA), a member of the Board of Regents Bastyr University, National Nutritional Foods Association, The American Herbal Products Association and a supporter of the Earvin "Magic" Johnson Foundation.

**Mr. Thomas D. Aarts**, Managing Director of Nutrition Business Advisors, LLC. (NBJ). Mr. Aarts was a founding partner in Health Business Partners, a leading investment banking firm in the nutraceutical space. He has also had associations with William Ruckelhaus, Mercer Management Associations and consumer giant Johnson and Johnson.

**Mr. Barclay Hope**, President of Albert's Organics. Mr. Hope previously was a partner in Hope'n Hagen's natural food stores, owned and operated Buonapasta and General Manager of Wild Oats Santa Monica.

**Mr. Russell Precious**, Vice President Design & Branding, Pharmaca Integrative Pharmacy and former founder of Capers Natural Food Markets, one of Canada's largest retailers of natural foods. Mr. Precious has been involved in the Social Venture Network, Businesses for Social Responsibility and is currently a director of Hollyhock Retreat/Educational Center in British Columbia.

Mr. Schiffer stated, "I couldn't be more delighted and excited with these industry leading executives. They are going to bring new energy along with fabulous ideas and contacts to lead Vitamin Angel Alliance to a new preeminence in worldwide philanthropy."

When asked about their reasons for joining the board all four executives were unanimous in their opinion. Each of the industry leaders wanted to help mankind during difficult times with proper life giving nutrition. They felt that **Vitamin Angel Alliance** was the best vehicle to accomplish that from a non-profit standpoint and also on a personal level they all wanted to support the industry they love.

**Vitamin Angel Alliance** is a non-profit, non-sectarian organization dedicated to providing basic nutrition and fighting vitamin A deficiency childhood blindness and other vitamin deficiency diseases around the world since 1994. Last year **Vitamin Angels** donated 23.4 million supplements to people in need in 40 countries around the world.

For more information, visit [www.vitaminangel.org](http://www.vitaminangel.org)

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