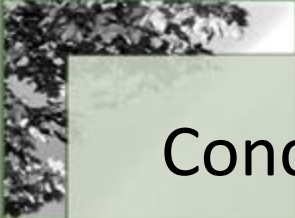


Algae

+ Lethal Yellowing & TPPD
A Solution to Mitigate

A Multi-Billion Dollar Global Problem



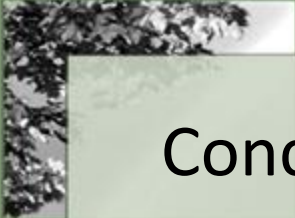


Concerning Algae, Lethal Yellowing & Texas Phoenix Palm Decline (TPPD)

William L. Ruth is a Plant Scientist whose scientific research has yielded innovative plant formulation solutions to mitigate both the growth and odor from dying sargassum surrounding the coastlines of Island nations and of countries with extensive coastlines such as the United States. He has also created innovative plant formulations that can mitigate Lethal Yellowing and Texas Phoenix Palm Decline (TPPD) that affect Palm Trees anywhere in the world.

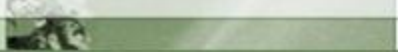
Call him - 602-524-6008. He understands the negative impact sargassum poses to global coastal environments, tourism & fishing, water quality and a nation's overall economy, thereby offering a solution to mitigate it.





Concerning Algae, Lethal Yellowing & Texas Phoenix Palm Decline (TPPD)

These Innovative Plant Formulations:

- are biodegradable;
 - are environmentally safe and harmless to the environment;
 - are 99% naturally derived without copper;
 - Copper sulfate is denser than ocean water; it settles on the ocean floor and dissolves without solving the issue;
 - can eliminate both the growth and **resulting odor** from the dying sargassum;
 - No company, university or individual other than Plant Scientist, William L. Ruth through four decades of research and successful application, can produce what these formulations can do where other attempts have failed and will always fail. ***Just look at the Great Atlantic Sargassum Belt!***
- 

A Word About Patents v. Trade Secrets

With the understanding that a company's intellectual property is its number one asset, William L. Ruth of Vita Product's, Inc. decided at the outset of the creation of his plant and lotion formulations to treat them as trade secrets, thereby foregoing the process of having them patented. Mr. Ruth utilizes a non-disclosure agreement as an added measure to protect his company's trade secrets. The rationale behind this decision includes a number of factors:

- A trade secret enjoys protection under US law;
- The associated costs are significantly lower than that of securing a patent;
- Patents require companies to disclose inventive properties publicly. Their protection is also limited in time, usually lasting no more than 20 years, while trade secrets remain protected indefinitely. William L. Ruth has chosen to follow the path of Coco-Cola, which does not hold a patent on its secret cola-recipe. Consequently, Ruth has chosen to protect his secrets rather than disclose them in a patent application.
- Vita's formulations derive independent economic value by remaining unknown;
- Vita's trade secrets allow the benefit of an indefinite protection period, especially through its long-term interests;
- As long as these trade secrets are kept from public knowledge, Vita Products, Inc. continues to benefit from them without any reporting requirements, including any that require procedural compliance with a government agency;

While we can agree that trade secrets are unique and inventive enough to warrant patent protection, that would require disclosing the information publicly and spending considerable sums obtaining patent protection, i.e., filing and annuity fees, not to mention the time-consuming efforts involving searches and examination. William Ruth and his company Vita Products, Inc. chose the trade secret path as it offers a better return on investment and fits Vita's overall risk strategy.

Given William Ruth's position here as stated, we envision your organization to be in its own unique position to file a patent for these formulations providing extremely effective protection for the generally accepted 20-year period, thereby giving it the exclusive right to make, sell, and gain a monopoly on them independently. Your company can have exclusive use of these formulations and command the market for 20 years. It can build its own brand recognition and market leadership during that period to remain a top industry player even after the patent expires.

A Word About Clinical Trials

- As a research-based company, Vita Products, Inc.'s clinical trials designed expressly for development and evaluation of plant formulations applied to Floriculture, Horticulture, Christmas Trees & Wreaths, and Algae have been conducted with the public and commercial entities – randomly - whose results are evaluated and published on the Vita Products, Inc. website (www.vitaproducts.com), not with test tubes or control groups.
- It must be noted here that these trials have been conducted in a manner where their efficacy is born out through testimonies, photographs and videos – true to life applications in the field driven by William Ruth's research and scientific efforts in plant science.

Can there be any better proof of their worth and value to the individuals, companies and organizations using them? So, it stands with Vita Planta Pro™ and Vita Agri Plus™.

Trials/Testimonies in Other Industries Served by Vita Products:

[Research \(vitaproducts.com\)](http://www.vitaproducts.com) [Testimonies \(vitaproducts.com\)](http://www.vitaproducts.com)

[CONSUMER USE \(vitaproducts.com\)](http://www.vitaproducts.com)

[Vita Products, Inc - Floriculture, Florist, Gardener, Cut Flowers](http://www.vitaproducts.com)



VITA PRODUCTS, INC.
CHANDLER, AZ 85244
E-MAIL: info@vitaproducts.com WEB SITE: www.vitaproducts.com

WILLIAM L. RUTH – President and CEO

The Developer of Vita Products, Inc. was raised in Yuma, AZ and has an extensive background in the processing of fresh produce. He received his Bachelor of Science Degree in Agricultural Economics and Plant Science from Arizona State University in 1971 and his Masters of Science Degree in Agricultural Economics and Plant Science in 1973 (With Highest Distinction). His Master's Thesis was written on the science of Hydroponics.

He served as a Graduate Assistant at A.S.U. in the following courses: Range Management, Plant Genetics, Weeds & Weed Control, Soil Conservation and Lawns & Greens.

As a four-time recipient of the Western Growers Association Academic Scholarship, Mr. Ruth was elected to the Fraternity of Alpha Zeta, a National Honorary Agricultural Academic Fraternity in April 1972.

Mr. Ruth's experience in academic teaching, research and scholarship includes employment in Arizona State University's Experimental Farm from 1965 to 1969 in the Plant Science Department and lead instructor of Hydroponics at Phoenix College.





William L. Ruth Bio cont'd:

He was Manager of ABI Hydroponics in Scottsdale, Arizona and was subsequently employed by Hydroculture, Inc. in 1971 as a Researcher in the Research & Development Department.

His expertise includes plant tissue culture, water, and fruit analysis where his primary responsibility was Problem Solving for Hydroponic Growers. He assisted in the development of a hydroponic growing unit and researched poultry cannibalism, i.e., chuckers, pheasants, and chickens, adding certain proteins to their diet to research their cause and effect. Additional research included Hydroponic Shrimp and Insect Control in Hydroponic Greenhouses using various varieties of birds. In March 1974, he published an article on Hydroponics in the American Vegetable Grower Magazine.

As an educator in the public-school system for thirteen years, Mr. Ruth taught Science, Mathematics, and Economics. In 1987, he established a retail Plant Nursery and Floral Shop and was a Landscape and Irrigation Contractor for five years, landscaping Indian Gardens in the Grand Canyon in 1989. The development of his Vita Planta, Vita Christmas Tree & Wreath Preservative, and Vita Flora Cut Flower Preservative formulations began in 1988 with extensive research and trials on flowers, plant nursery stock and landscaping.





Vita Products, Inc. in Industry Publications

“Nursery News Magazine” published an article on the Vita Planta formulation in 1995 comparing stressed plants before and after the use of Vita Planta.

“The American Christmas Tree Journal”, April, 1999, pg. 48 displayed a picture of a Christmas Tree cut the last week of November, 1998 that was hydrated with Vita Christmas Tree & Wreath Preservative. The tree would not combust on February 6, 1999 in Chandler, AZ.

His “Vita Flora Cut Flower Preservative” has been written about in two books: Fresh Flowers: Identifying, Selecting and Arranging by Charles Marden Fitch, Abbeville Press, 1st edition, pgs. 33 & 34, and Flowers Are Almost Forever; The Care and Handling of Cut Flowers by Libbey Oliver, Brandylane Publishing. The former describes how Mr. Ruth’s Vita Flora extended the life of Gerbera cut flowers seven days longer than three competitive products; the latter explains the advantages of using his Vita Flora Cut Flower Preservative on cut flowers. (As a footnote in her book, Ms. Oliver describes how effective Mr. Ruth’s Vita Derma Lotion is in protecting hands from irritants and contact dermatitis).

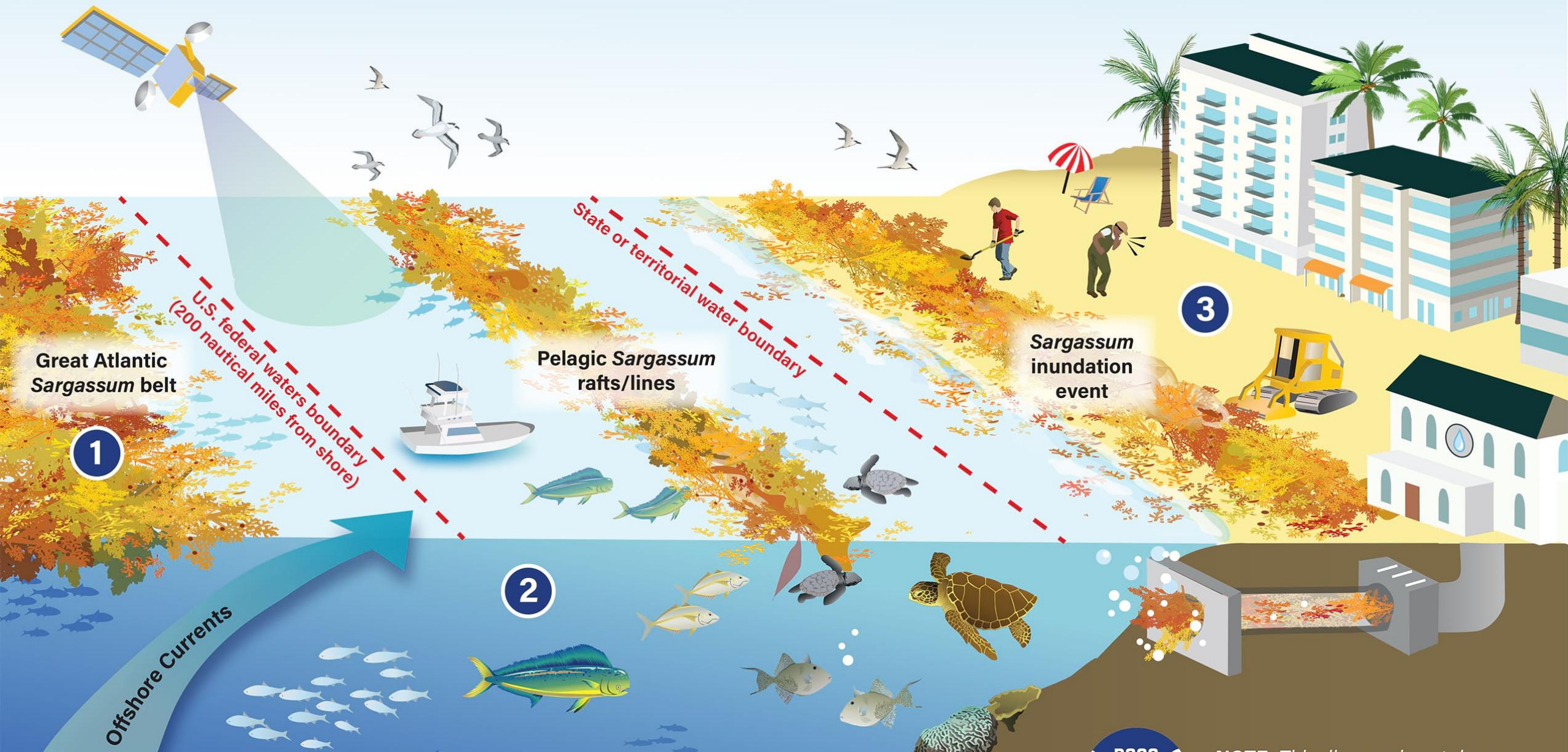


Industry Publications cont'd:

The August, 2001, Vol. 16 No 8, issue of “Nursery News Magazine” features a front-page article written by Vahan Dinihanian, President of Dinihanian Floral Products, Beaverton, OR entitled, “Make Holiday Feelings Last; Preserve Your Christmas Greens”. In this article, Mr. Dinihanian writes, **“William Ruth is the only known scientist** to develop a preservative that will allow the exchange of oxygen and liquids between the plant material it is applied to and the ambient air. The formulation through contact systemic action actually feeds the still living cut material with minerals and plant extracts that the plant material needs to continue living after it is cut. Plant material treated with Vita Christmas Tree & Wreath Preservative has been known to remain alive and green for up to seven months. These tests have extended through ten years of trials with the same consistent results.” (**He is the only known scientist** to develop plant formulations that solve existing problems in farming, horticulture, and algae. Learn more: [VITA PRODUCTS, INC](#))

The preceding article was also published in the Greens Issue of “Flower News” on October 13, 2001. Dr. Fran Gare, Nutrition Consultant for CBS, was to publish her latest book on healthy anti-aging nutrition that would have included growing food with Vita Planta. Sadly, her assistant passed away and she was unable to finish the book.

What is *Sargassum*, where does it come from, and what happens when it washes ashore?





The formulations described in this brief presentation are protected as Proprietary Technology and can be purchased by any interested party (foreign or domestic) to market and promote on a global scale for significant financial gain.

**Contact William L. Ruth at:
602-524-6008, billruthphone@gmail.com**

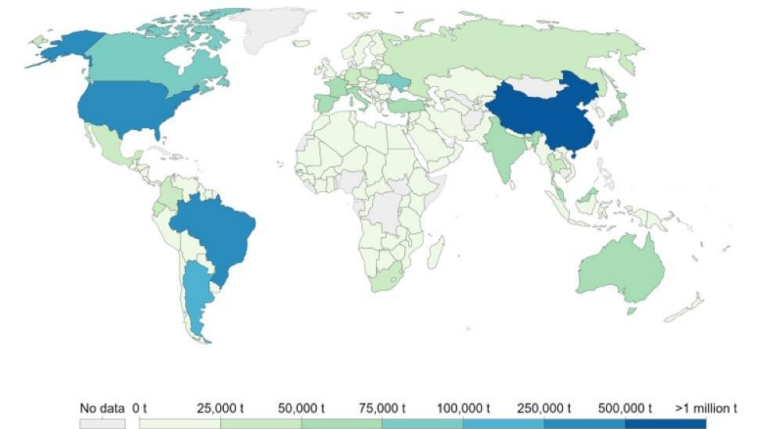
Pesticide Demand and Use Worldwide →

Replace these pesticides with Vita Products™ Formulations. Their environmental & non-polluting benefits can slow down or stop the increase of Dead Zones found in the Gulf of Mexico, the Baltic & Black Seas, the Chesapeake Bay and off the coast of Oregon caused by an **excess of agricultural nutrients** that flow downstream and into surface waters, stimulating harmful algae.

If a pesticide is required, Vita's formulations increase the efficacy of its use.

Pesticide use, 2017

Total pesticide use measured in tonnes of pesticide consumption per year.



Source: UN Food and Agricultural Organization (FAO)

OurWorldInData.org/fertilizer-and-pesticides/ • CC BY