



Vita Products and Floriculture

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The following narrative describes in detail Proprietary Technology/Intellectual Property that has successfully applied, with proven results, its scientifically developed plant formulations in the industries of Floriculture, Horticulture & Farming, Christmas, and Forestry, along with proving to mitigate Algae and Sargassum across lakes and oceans.

The ingenuity and innovative components comprising these formulations were developed over four decades by Plant Scientist, William L. Ruth, CEO of Vita Products, Inc. holding BS & MS degrees in Agricultural Economics and Plant Science from Arizona State University.

Mr. Ruth is retiring and has publicly announced that his plant formulations IP is available for exclusive purchase by an individual, corporate, or governmental entity, foreign or domestic.

The purchaser will acquire:

- The technology associated with each plant formulation specific to each industry;
- The services of the Contract Packager;
- Vita Products logos and package designs;
- Vita's trade secrets;
- Demonstratable profit margins ranging from 80%-98%;
- Inputs that do not change;
- Vita's Christmas Tree & Wreath preservatives and Cut Flowers formulation that are the only organic formulations in the world that are **USDA Organic Program Compliant**;

- **Vita One-Step** is the only hydration and nutrient solution combined for fresh cut flowers.
It starts with a liquid and results in a liquid.
No sugar-based powder is involved!

- Eliminates a two-step or three-step floral processing
- Floral departments can easily train employees to use Vita One-Step
- A One-Step floral processing saves time, labor, and money.

Market:

Entire Cut Flower Industry focusing on, Mass Merchants, Grocery Store Chains and Bouquet Makers



**Vita One-Step –
the Only Organic
Preservative in the World**

**For Care and Handling of Cut
Flowers**

Ready to Use

Available in Convenient Pak

SEE NEXT SLIDE



Vita Flora™

Fresh Flower Nutrient

GOCA - USDA National Organic Program Certified



Makes 2 Quarts
Net Contents .11 fl. oz. (3ml)

Vita is Life to Flowers

Directions:

1. Mix Vita Flora Nutrient Packet with 2 liters or 2 quarts of water.
2. Recut flowers and place in solution.
3. Set flowers in cool location out of direct sunlight.
4. Recut flower stems and add or change Vita Flora Nutrient as needed.

Common Sense Caution
Keep Out of Reach of Children
Non-Toxic to Pets

Direcciones:

1. Paquete nutriente de la flora de Vita de la mezcla con 2 litros o 2 cuartos de galón de agua.
2. Flores y lugar de Recut en la solución.
3. Fije las flores en la localización fresca de luz del sol directa.
4. Los vástagos de la flor de Recut y agregan o cambian el alimento de la flora de Vita según lo necesitado.

Precaución Del Sentido Común
Subsistencia fuera del alcance de los niños
No tóxicos a los animales domésticos

Mfd. by Vita Products, Inc.
1-800-874-1452
www.vitaproducts.com

Made in U.S.A.



Vita Flora™

Fresh Flower Nutrient



USDA
National Organic Program Compliant

Makes 2 Quarts
Net Contents .11 fl. oz. (3ml)

Vita Flora™ is the new generation in floral preservatives, made possible by a revolutionary new process.

It is a multi-purpose product which can be used on ALL flowers, greens and oasis. As it helps eliminate the ethylene gas produced, it greatly extends the life of cut flowers and greens. It mixes instantly with water of any temperature, keeps the water odourless and colourless without changing for 5 to 7 days. It can also be used as a foliar spray to slow the opening of flowers.

Vita Flora™ is completely biodegradable and environmentally safe.

Key Benefits of Vita Flora™

- Multipurpose
- Most Cost Effective
- Best Results
- Easy to use
- Odourless
- Colourless
- No worry about humidity
- Biodegradable and Environmentally Safe

	Vita Flora™	Other Preservatives	Other Substitute-Bleach
Glucose/Alkaline Base	No	Yes	Yes
Use on all Flowers	Yes	No	No
Use on greens	Yes	No	No
Use on oasis	Yes	No	No
Use as foliar Spray	Yes	No	No
Sanitize Buckets	No	Yes	Yes
Odour	No	Yes	Yes
Colour	No	Yes	No
Useful Life	5-7 Days	4 Days	1 Day
Ease of Mixing	Instant	Stir	Stir



Vita Flora™

The New Generation in Floral Preservatives!

A complete new formula to keep flowers lasting longer with less work



Vita Products Proprietary Formulations Also Include **Vita Flora** – the Only Commercial Cut-Flower Preservative in the World

- Misted on flowers and arrangements **ensures the longest floral vase life** to the Consumer
 - Replenishes necessary floral nutrients for **increased vibrancy**
 - Reduces shrink by 50% **to increase profits**
- Misting results leave no slime, odor, foam or sticky residue **eliminating time-intensive, unpleasant clean-up**
- Without the use of silver, the Vita Flora™ formulation **decreases floral shattering and ethylene damage**
- Its Automatic Temperature Compensation (ATC) feature adjusts pH to water temperature **so buffers are not required**
 - Its use in underwater cutters **will not clog Professional Injector Systems**
 - **Ready to Use**

PRE-TREATMENT HYDRATION SOLUTION VITA FLORA CUT FLOWER NUTRIENT SOLUTION

Purpose:

- **Pre-treatment Hydration Solution cleans vascular bundles of flower stems to allow uptake of nutrient solution**
 - **Lowers pH of water and prevents bent neck**
- **Vita Flora Cut Flower Nutrient Solution feeds the cut flower nutrients to reduce stress, sustain quality and extend vase life**
- **Care & Handling of Cut Flowers-Extends life of flowers-Reduces shrink**
 - **Concentrated proprietary formulas for In-House Use**
 - **Ready to Use**

Market:

- Small Wholesalers
- In-House Use
- Hardgoods for Wholesalers
to sell to retail
- Florists
- Mass Merchandisers (Target, Walmart)
- Mass Market Retail Departments
(Grocery Store Chains)
- Consumers who purchase fresh flowers
- Gardeners



VITA HYDRA 2000
VITA FLORA 2000

**For Care & Handling of Cut
Flowers to Extend Life of
Flowers and Reduce Shrink**
Ready to Use

ORGANIC

Purpose:

- **Mist on flowers for longer life and fragrance**
- **Vita Flora 2000 Fragrance Mist is absorbed through petals**
- **Enhances natural fragrance and freshness of cut flowers. Many flowers have been so hybridized that they no longer have a fragrance**

Consumers want to buy flowers and enjoy their fragrance

VITA FLORA 2000 FRAGRANCE MIST

**For Care and Handling of Cut
Flowers**

Ready to Use

ORGANIC

*Can you imagine the impact
Vita Products can have on
Food Production worldwide?*

PROBLEMS WITH PROVEN SOLUTIONS in
Varying Geographies, Climates & Soils

**Examples of problems that can be resolved with the application of
Vita Products™ organic formulations.**

Pine Bark Beetle	Stone Fruit Borer Beetle
Nematodes	Tomato Spotted Wilt Virus
Chinese Stink Bug	Texas Phoenix Palm Decline (TPPD)
Dutch Elm Disease	Blue Stain Fungus
Sudden Oak Wilt Disease	Citrus Canker and Greening Disease

Vita Product's™ Target Markets

Specialty Cut Flower Growers

Distributors

Floral Brokers

Wholesale Floral Industry

Bouquet Makers/Pre-made Arrangements

Mass Market Floral Retail (Grocery Store Chains)

Cash & Carry Florists

Christmas Tree Growers

Choose & Cut Farms

Retail Tree Lots

Catalog Sales to Retail Tree Lots

Wholesale Wreath Makers

Plug & Plant Growers

Bedding Plant Growers

Live Plant Wholesalers

Nurseries

Mass Merchandisers

Landscape Industry

Hydro-seeding and Reclamation

State Roadside Development

City Parks & Landscapes

Schools, Athletic Fields

Agriculture

Golf Courses

Retail Floral Industry

The Global Flower Industry has the total value of more than \$104.8 billion each year. Over \$26 billion is spent in the United States on floral products annually. Source: BrandonGaille Small Business & Marketing Advice May 2019

The total value of cut flowers is roughly \$7.5 billion annually. Source: BrandonGaille Small Business & Marketing Advice May 2019

45% of all flowers which are grown for sale are discarded before they ever generate revenues.

Source: BrandonGaille Small Business & Marketing Advice May 2019

Although fresh flowers are typically the product most associated with the flower industry, outdoor bedding and garden plants represent 46% of the revenues earned each year.

Source: BrandonGaille Small Business & Marketing Advice May 2019

The flower industry will maintain a revenue level of \$100 billion globally each year through 2024.

Source: BrandonGaille Small Business & Marketing Advice May 2019

Floriculture Market Trends



Use and Apply the Benefits Vita Product's™ Innovative Formulations
Provide the Consumer and Commercial Enterprises in the
Floriculture Industry to Capture Greater Market share!

Vita Products® Proprietary Technology owned by Plant Scientist William L. Ruth is for Sale

USDA National Organic Program Compliant

After 4 decades, Bill Ruth is retiring and it is paramount that he passes along his knowledge and expertise to an entity that possesses the same level of passion and commitment to our nations' citizens and the global citizenry at large!

The innovative proprietary technology behind Vita's products are proven to:

- * promote water conservation and
- * increase plant growth and food production worldwide in diverse soil environments.

Many of the particulars related to Vita Products' involvement in the Floriculture, Horticulture and Christmas Tree Industries have been presented here.

Contact Plant Scientist William L. Ruth (602-524-6008) to discuss any detail related to his plant formulations and to discuss next steps to purchase his Intellectual Property at a fraction of what it would cost to bring these innovative solutions to the industries listed above, including

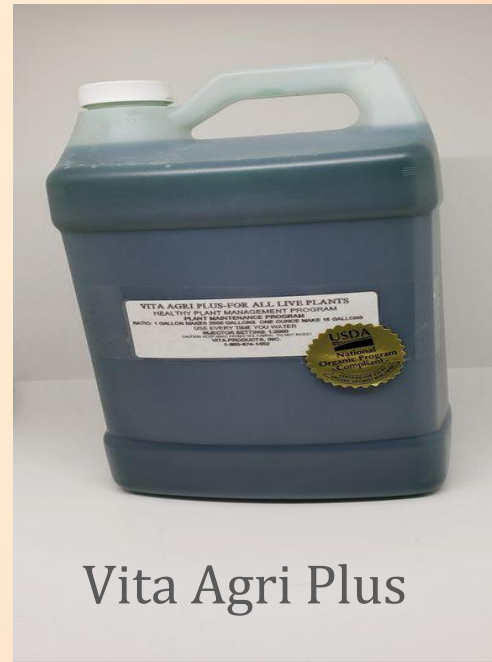
Farming across America for greater food quality, food quantity, food safety, all in the interest of national security.

Vita Products Serving the Floriculture, Horticulture & Christmas Tree Industries

All are USDA National Organic Program Compliant

Go to: www.vitaproducts.com

Consumer Use



Vita Agri Plus

Commercial Use

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.”

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.