

Introducing
Vita Derma™
"My Baby's
Lotion"™
and
Vita Derma™
Hand & Body
Hydration Lotion



Vita Derma™

"MY BABY'S
LOTION"™

With Vitamins A,D & E
Fragrance & Paraben Free

Gentle to the Earth & To You™



REJUVENATES WITH
MOISTURE

3.5 oz (103 ml)



Vita Derma™
HAND & BODY
HYDRATION
LOTION

With Vitamins A,D & E
Fragrance & Paraben Free

Gentle to the Earth & To You™

NOT INTENDED FOR USE ON FACE OR NECK

Hydrating blend of plant and oils to protect and rejuvenate the skin. Our Vita Derma™ lotion provides continuous nourishing moisture that reactivates with water every time you wash your hands. Apply to clean hands liberally. Leaves a natural protective barrier to help hands that are constantly in water, dirt and other irritants.

INGREDIENTS: Deionized water, stabilized aloe, glycerin, stearic acid, apricot kernel oil, cetyl alcohol, dioctyl adipate, octyl stearate, octyl palmitate, almond oil, avocado oil, jojoba oil, methypropanediol, caprylyl glycol, polyquaternium-80, didecyldimonium chloride, citric acid, vitamin A, D, & E oils

Vita Derma Hydration Lotion™
Vita Dermatogen™

Quality Products by:
Vita Products, Inc
NO Animal Testing
Product of USA

www.vitaproducts.com



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Vita Derma™ lotion is a hydrating blend of plant and oils to protect and rejuvenate the skin. This unique lotion provides continuous nourishment that reactivates with moisture.

"My Baby's Lotion"™ leaves a natural barrier to help protect your baby.

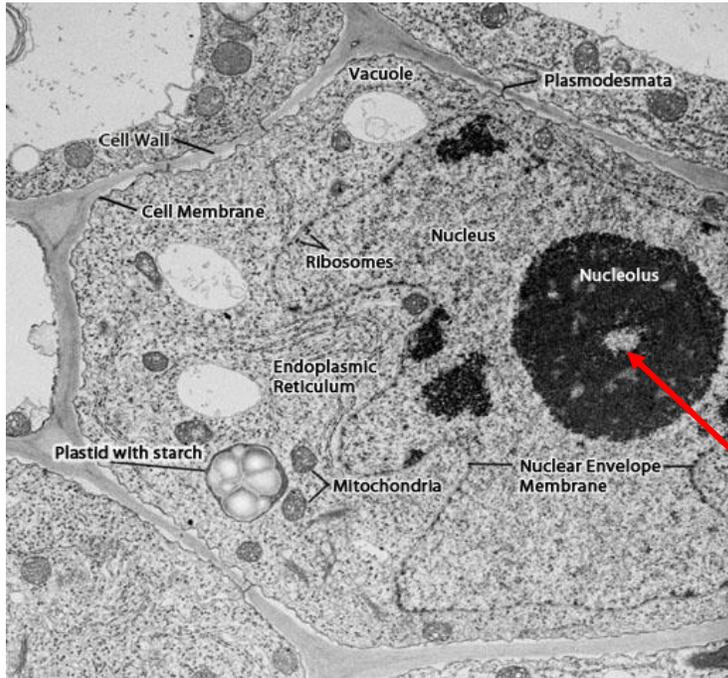
In the following 2 slides, learn why these plant-derived formulations are so effective on human skin!

Your Genetic Code of Instructions in Your Over 37 Trillion Cells Must Be Protected for Health and Healing

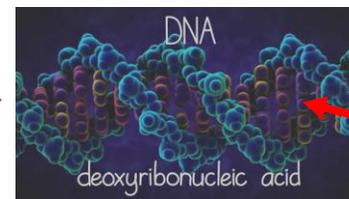
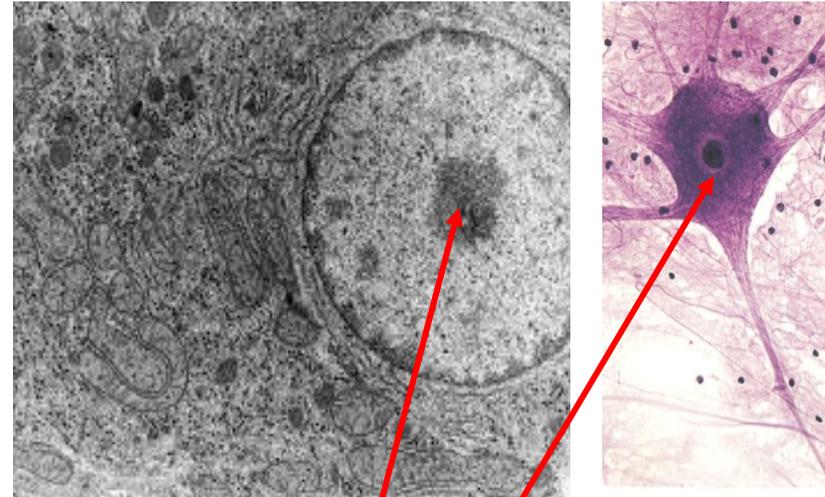
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**Plant and Human Cell Similarities = Biocompatible Nourishment = Cellular
Repair and Corrective Actions = Health Regeneration and Protection**

Plant Cell Components



Human Cell Components



DNA

Nucleotides:

Adenine, Thymine,
Guanine, Cytosine

Genetic Code Matches Between Plant and Human Cells

Used with permission and © Mary Esther Gilbert, 2019

- Genome of Cytochrome C oxydase Subunit 6B. COX6B is part of a 12 protein complex, a metabolic enzyme present in the membranes of both human and plant cells that serve the same function. Example for comparison is the *Arabidopsis thaliana* (in the cress family).
- COX6B activate the respiratory electron transport chain in the production of ATP (adenosine triphosphate), the unit of energy that fuels muscular and all cellular work.
- Many nucleotide bases in plant and human DNA are the same sequences of genetic code: Adenine, Thymine, Cytosine, and Guanine.
- The COX6B protein has the same job in both plants and humans. Those gene sequences or genetic instructions are important for both organisms, and have remained the same throughout time.
- Some instructions or DNA sequences in plants and humans direct the same functions. In this example, it is energy production to fuel cellular activities.

Human Cytochrome C Oxidase subunit 6B: **TGTCAG**AAGGCAATGACCGCTAA
Plant Cytochrome C Oxidase subunit 6B: **TATCACAG**ATGTGTAGCTGCTAA

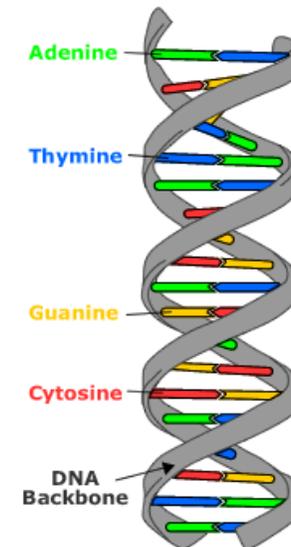
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GGGTGATGATGCTCCAGAA**TGC**GATAAGTTTGCAAAGT**TT**TATCGATCTCT

CTGCCCCACATCC**TGGGT**CACAGACT**TGGG**ATGAGCAACGGGCTGAAGGCAC
TTGCCCCAGCGAA**TGGGT**TGATAGGT**TGG**AACGAGCAAAGAGAAAATGGAAC

G**TTT**CCCGGGAAGAT
A**TT**CCCTGGTCCTCT

<https://genetics.thetech.org/ask/ask83>

<http://pfam.xfam.org/family/COX6B>

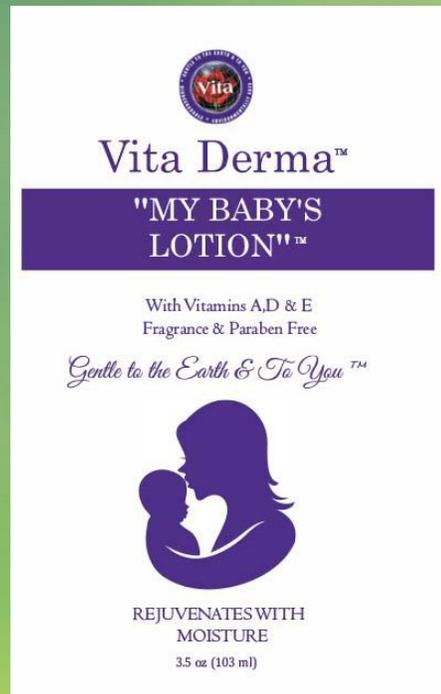


Ingredients Highlights →

The Science is Done

INGREDIENTS: Deionized water, stabilized aloe, glycerin, stearic acid, apricot kernel oil, cetyl alcohol, dioctyl adipate, octyl stearate, octyl palmitate, almond oil , avocado oil, jojoba oil, methylpropanediol, caprylyl glycol, polyquarternium-80 , didecyldimonium chloride, citric acid, vitamin A , D, & E oils.

Note*: Recognized, allowable ingredients can be added to achieve prescription grade.



“My Baby’s Lotion”™ is especially made for infants and children. It is moisture activated and helps protect the baby’s gentle skin from irritants. **“My Baby’s Lotion”™** uses key ingredients in its formulations to moisturize the skin.





For Hands and Body Vita Derma™ Hand & Body Hydration Lotion has No Equal

It includes a hydrating blend of plants and oils to protect and rejuvenate the skin providing continuous nourishing moisture that reactivates with water every time you wash your hands. Apply to clean hands liberally. At uses end, it leaves a natural protective barrier to help hands that are constantly in water, dirt and other irritants.



The following slide captures a remarkable testimonial that reflects a potent result from the application of **Vita Derma™** Lotion!

TESTIMONIALS about *Vita Derma™!*

You are highly encouraged to visit the link below to learn about the powerful effectiveness of **Vita Derma™** Lotion and ME 232 through the 18 unsolicited testimonials from its users and the specific solutions this product has provided them!

[https://vitaproducts.com/
vita-derma-lotion](https://vitaproducts.com/vita-derma-lotion)

Please note*: This presentation is secure and protected. To access this link, make a note of it and enter it into your browser. Or, visit www.vitaproducts.com and click on the MORE heading and scroll down to **Vita Derma™** lotion.

*A Picture is Worth a
Thousand Healing
Words:*

An individual who experienced a very serious burn that should have left her with several scars, applied **Vita Derma™ Hand & Body Lotion** and the healing process began immediately.



February 9th, 2020

Hello Bill:

I am Larry's friend, and your products healed me faster than any product I had from the Doctor. I was thrilled to see the results so quickly.

I burned my leg on Weds, Jan 29th – went to the Doctor on Friday, Jan. 31st to get some products. Larry showed up with your spray – and we ordered the hand and body lotion. Started treatment on Friday, 31st with Vita Products. I will keep using the lotion and see how it changes the redness.



Friday, January 31st

one-week later

Feb 9th

Thank you Bill! Sandra Murray in Denver.

CONTINUED ON NEXT SLIDE

A Picture is Worth a Thousand Healing Words:

An individual who
experienced a very serious
burn that should have left
her with several scars,
applied
Vita Derma™
Hand & Body Lotion
and the healing process
began immediately.

Hello Bill: I wanted to send an update on my leg. It is August 4th and below are images of my right thigh.

I did use the lotion until I ran out – and did continue with M232 for a couple of months. I am incredibly grateful to Vita Products for these miraculous products that helped heal my leg and not leave a terrible scar. The world needs to have access to these products! Again, thank you!



Market And Sales Potential by One Example

The market has shown that consumers can bear varying prices for hand & body lotions from several dollars to several hundred dollars. **Vita Products™**, Inc's history has demonstrated long term success in pricing its 3.5 oz. bottle of **Vita Derma™** lotion at \$15. Well understood by the industry, everything, including inputs, is achieved by volume. As such, the cost of manufacturing a 3.5 oz. bottle of **Vita Derma™** lotion against its selling price allows for a substantial margin of profit. Here is a feasible example for consideration:

Manufacture 500,000 3.5 oz. bottles of Vita Derma™ lotion @ \$1.50 each;
Market and promote the sale of 500,000 3.5 oz. bottles per month @ \$15 a bottle;
These sales generate \$7.5MM each month and,
Realize a monthly profit of \$6,750,000.



The Formulations for
Vita Derma™
Hand & Body Hydration Lotion AND
Vita Derma “My Baby’s Lotion”™,
owned by Plant Scientist,
William L. Ruth, and its manufacturing
process and personnel is for sale.
Contact **William L. Ruth** to discuss the
next steps to purchase
William Ruth’s Intellectual Property **at a**
fraction of what it would cost to bring
this innovative product and its active
ingredients to market.

Email: billruthphone@gmail.com

Phone: 602.524.6008



**To: Chairman, President & CEO, Noel Wallace and Colgate-Palmolive's Cross-Functional Team:
In consideration of Colgate-Palmolive's policy to review only patent and/or published pending patent ideas, we state the following position for your consideration:**

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 Colgate-Palmolive 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. Colgate-Palmolive 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.

**This presentation has also been sent to:
Colgate-Palmolive, Johnson & Johnson,
Kylie Cosmetics-Coty, Inc., L'Oreal, Nivea, NuSkin,
and Proctor & Gamble**