



VITA CHRISTMAS

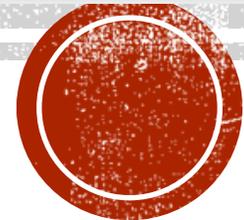
“William Ruth, Vita Products, Inc., has been the only scientist to develop a preservative that will allow the exchange of oxygen and liquids between the plant material it is applied to and the ambient air. His formulation through contact systemic action actually feeds the still living cut plant material with minerals and plant extracts that the plant material needs to continue living after it is cut.”



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Make holiday feelings last
Preserve your Christmas greens

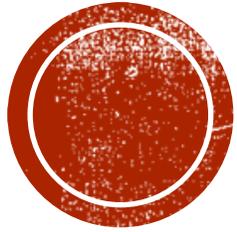
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[nurserynews.pdf](#)

Vita Products Fire Prevention Demonstration

Fresh Trees Resist Fire



[HTTPS://WWW.YOUTUBE.COM/WATCH?V=VESNOEVX1UU](https://www.youtube.com/watch?v=VESNOEVX1UU)

VITA PRODUCTS, INC. P0 BOX 565 CHANDLER, AZ 85244 1-800-874-1452 (602) 813-7752 FAX (602) 813-8156 email:info@vitaproducts.com Web Site:www.vitaproducts.com

FIRE PREVENTION DEMO-TREE :FACTS DATE: 2-18-99 Frasier Fir- Cut November 24, 1998- Salem, Or. (86 days from cut date as of 2-18-99) Noble Fir- Cut November 26, 1998- Oregon City, Or'. (84 days from cut date as of 2-18-99) Scotch Pine~-Cut November 30, 1998- Estacada, OR. (80 days from cut date as of 2-18-99)

Trees were baled and arrived at Whitfill Nursery in Phoenix, AZ the first week of December. These trees remained baled and were covered with burlap. They were never shown on the lot. Mitchell's Christmas Trees sponsored a model retail lot for the National Christmas Tree Association Marketing Conference February 4, 1999 at the San Marcos in Chandler, AZ. They had sold all of their Christmas trees and asked Whitfill if they could pick up their dump trees; it would have been expensive for them to ship in more trees.



Mitchell's picked up 30 cut trees from Whitfill Nursey January 4, 1999 and picked up another 30 trees January 11, 1999. It was their hope to have enough good trees out of the sixty to display in February even though the temperatures were ranging in the 60-70 degrees range and the dew point extremely low.

They had asked Vita Products for free Vita Christmas Tree & Wreath Preservative to see if it would assist in sustaining the tree moisture until February 4, 1999 even though these were 1998 cut trees. **Vita is not a flame retardant**; it does not seal up the tree. By using it as a foliar spray to the point of runoff, it hydrates the tree through the needle surface and systemically hydrates by using it in the water bowl. Kathy Mitchell was in charge of caring for the cut trees. The trees were recut and first sprayed with Vita Christmas Tree & Wreath preservative January 11, 1999. She mixed the Vita 1 ounce-to-2 gallons of water and put it in a backpack sprayer for application. She sprayed the trees to the point of run off one to two times a week.



Some trees received Vita in the water bowl and others didn't. Some residual spray also went into the water bowl. She also used a 20-gallon lawn hose attachment sprayer which worked well for application

Trees were set up outside February 3, 1999 near the tennis courts at the San Marcos in Chandler, AZ. Vita Christmas was not applied after they were set up. Feb 5, 1999, a demonstration for the National Christmas Tree Association was shown by Vita Products, Inc. to demonstrate that the trees were still fresh and moist and that a moist tree will not support combustion. A propane torch was set to the needles of a randomly selected Fraser Fir, Noble Fir and Scotch Pine tree. Another demonstration was shown with a half newspaper rolled into a ball and placed into the tree limb. The paper was then set on fire. None of the trees ignited; the moisture content of the tree actually extinguished the fire. The ultimate test was conducted with a Scotch Pine which was extremely dry. The paper ball was ignited and the small tree ignited at the top but would not burn down the tree. It eventually put itself out





Dover Township Volunteer Fire Department

P.O. BOX 189 - DOVER, PA 17315



10/17/95

The Dover Township volunteer fire department recently performed two separate tests of chemicals available to consumers that claim to provide flame retardancy to live Christmas trees.

The tests were performed using six white pine trees all about six feet in height. The trees were cut and left out of water for three days. Five were then treated with the various chemicals, the sixth tree being a control tree was left untreated. They were all then put into water and kept watered for three weeks in a building at about 70 degrees. After three weeks time they were taken to a secure location and using a propane torch we attempted to light them on fire. All the products tested provided more protection than an unprotected tree. It should be noted that once the protected trees do go "prickly dry" they also would erupt violently into a ball of flame.

The Fire Department does not recommend any one product but does see benefits to using some type of spray on or water additive tree preservative. It also strongly suggests keeping your tree sufficiently watered and to remove it from your home as soon as it starts to show signs of excessive dryness or losing needles.

The following townships all have adopted and enforce the BOCA code that require anytime "flammable decorations" are used in a building where people assemble they must be treated.

Spring Garden
Manchester
Dover Township
York City
Springetsbury Township



Products Tested

- 1 Vita tree and wreath preservative
- 2 Flame no more for trees
- 3 Tree Guard
- 4 Tree Safe
- 5 Floe Flo

DOVER FIRE DEPT. CANNOT ENDORSE PRODUCTS. HOWEVER, OUR PRODUCT CAME IN AT 1, THE OTHER PRODUCTS WERE SPRAY ON FIRE RETARDANTS.

Christmas Tree Care

Cut off 1-2" off the bottom of your tree and place in warm water immediately

Check water level daily. Fill as needed

Keep tree safe distance from fireplace, wall heaters, portable heaters or any other item hot enough to start a fire.

Treat with some type of flame retardant

Do not put candles on trees.

Inspect all lights and extension cords yearly

Do not keep tree for more than 30 days.

Turn off the tree lights when not home or when sleeping

Make sure your smoke detectors are in working order.

Don't let your family become one of the 1700 that will have their Christmas ruined because they did not follow these easy steps.

→ This information was provided to FOX 43 news. They will "AIR" this information several times in the next two months. They will use our video of the test as well as footage they shot at our station in conveying the full information of how to properly care for Christmas Trees. We have contacted local hardware stores, WALMART and KMART and asked them to stock these products.



VITA CHRISTMAS IS NOT A FLAME RETARDANT

Vita Christmas does not seal up the tree. By using it as a foliar spray to the point of runoff, it hydrates the tree through the needle surface and systematically hydrates by using this product in the water bowl. A moist tree will not support combustion; its moisture content has been shown to extinguish a fire.



VITA CHRISTMAS IS LIFE TO TREES

AND FRESH TREES RESIST FIRE

- Retards Needle Drop for Longer Enjoyment;
- No Odor or Residue so the Smell of Pine Lingers;
- Not a Flame Retardant – So the Tree is Not Sealed;
 - Keeps Tree Moist to Resist Combustion;
 - Biodegradable and Environmentally Safe

Professional Concentrate Available in Gallons and Drums



VITA CHRISTMAS APPLICATIONS

- **Growers** – Spray on trees to the point of runoff before bailing to ensure freshness;
- **Wreaths and Garlands** – Dip in or spray on product to hydrate;
- **Retail Lot** – Spray on wreaths and trees once daily to maintain freshness. Sell 8 oz bottles of Vita Christmas to consumers to place in water bowl and spray on wreaths;
- **Consumers** – One 8 oz bottle of Vita Christmas makes 8 gallons of the product. Non-toxic to pets with a safety seal/no-leak bottle.



VITA CHRISTMAS FACTS YOU SHOULD KNOW

- Rated #1 by the Dover (PA) Fire Department in its Consumer Education Testing
- Major Wreath Makers in use Vita Christmas to Extend the Life of Wreaths and Holly

Market:

- Growers
 - Wreath Makers
 - Retail Lot Operators
 - Mass Merchants
- Floral & Fresh Produce Departments of Grocery Store Chains
 - Retail Florists



Vita Christmas Testimonies

[HTTPS://VITAPRODUCTS.COM/TESTIMONIES](https://vitaproducts.com/testimonies)

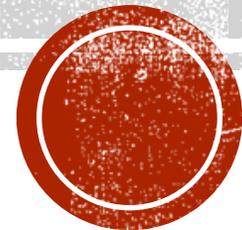


CONSIDER: BEYOND THE PROFITS THAT CAN BE GENERATED FROM BOTH THE COMMERCIAL AND CONSUMER MARKETS, IMAGINE THE IMPACT THAT CAN BE MADE BY ALIGNING YOUR EFFORTS IN AN ALTRUISTIC SPIRIT WITH **WREATHS ACROSS AMERICA** WHERE, AS YOUR SPONSORSHIP DONATION, WREATHS DIPPED IN VITA CHRISTMAS WILL SERVE AS A LONGER LASTING TRIBUTE TO THOSE WHO HAVE MADE THE ULTIMATE SACRIFICE FOR OUR NATION!

[Wreaths Across America](#)

December 13, 2025

December 12, 2026



A close-up photograph of a Christmas tree branch, showing numerous red and pink needles. The needles are densely packed and have a slightly textured, fuzzy appearance. The background is dark, making the vibrant colors of the needles stand out.

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



Vita Products™ Proprietary Technology in its
Formulations is for Sale
by the Manufacturer

USDA NATIONAL ORGANIC PROGRAM COMPLIANT

The innovative proprietary technology behind its products are proven to promote water conservation, and increase plant growth and food production worldwide.

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

Contact William L. Ruth, Plant Scientist to discuss the next steps to purchase Vita Product's™ Intellectual Property

Email: billruthphone@gmail.com Phone: 602-524-6008

**VITA PRODUCTS SERVING THE FLORICULTURE, HORTICULTURE &
CHRISTMAS TREE INDUSTRIES**
ALL ARE USDA NATIONAL ORGANIC PROGRAM COMPLIANT

GO TO: WWW.VITAPRODUCTS.COM



Vita Agri Plus



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.

