



Vita Products™, Inc., established in 1993 as a research corporation, manufactures **Biodegradable and Environmentally Safe** products for the Floriculture, Horticulture, and Christmas Tree Industries **that solve problems**. Registered as United States Department of Agriculture National Organic Compliant, its products are designed for:

(1) Post-Harvest Care and Handling of cut flowers, foliage, cut Christmas trees, wreaths, and holly and, (2) live plants specializing in optimum seed germination and superior plant growth emphasizing

Preventative Disease Management to sustain plant health and vigor so plants are stress-free.

Vita Products™ Formulations created by plant scientist, **William L. Ruth** provide extensive environmental and financial benefits to Consumers and Commercial Businesses associated with the Plant Industry

Vita Product's™ PROPRIETARY Formulations developed by William L. Ruth

Vita Flora

- 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;
- 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.

Vita Products™ PROPRIETARY Formulations

Vita Agri Plus™ and Vita Planta Pro™

(with Hydra Formula) developed by William L. Ruth

- Promote healthy trees, turf, and plants to resist disease and insect attacks;
- Promote root structure to enhance the health and strength of trees and plants in all climates;
 - Reduce shock for heightened success throughout transplanting operations;
 - Reduce the use of fertilizers thus eliminating the addition of salt to soil;
- Balance soil pH to allow uptake of soil nutrients blocked by salts enhancing growth and health;
 - Their non-toxic formulas bring no harm to pets, birds, fish or bees;
- Their proprietary formulations promote optimum seed germination and superior plant growth - plant seedlings, bedding plants, interior/exterior landscaping plants, trees, shrubs and turf -
that contribute to overall profits;
 - The “Hydra Boost” formula reduces stress and assists in moisture content retention to survive drought conditions;
 - Reduce petal drop in blooming plants for greater and longer enjoyment;
 - Do not clog injector or irrigation systems reducing maintenance time and costs;
 - Inputs leave no carbon footprint and enhances fertilizers.

A pink lotus flower in bloom, centered in the frame. The petals are a vibrant pink color with some darker pink veins. The background is a soft, out-of-focus teal color. The text is overlaid on the image.

Vita Products™ PROPRIETARY Formulations

Vita Christmas™ developed by William L. Ruth

Fresh trees resist fire

- Retards needle drop for longer enjoyment;
- Leaves no odor or residue so the smell of pine lingers;
- It is not a flame retardant – so the tree is not sealed;
 - Resists combustion as the tree is kept moist;
- Biodegradable and environmentally safe providing no harm to pets or family members.

**PROBLEMS WITH PROVEN SOLUTIONS in
Varying Geographies, Climates & Soils**

**Examples of problems that can be resolved with the application of
William L. Ruth's organic formulations.**

Pine Bark Beetle

Nematodes

Chinese Stink Bug

Citrus Canker and Greening Disease

Sudden Oak Wilt Disease

Stone Fruit Borer Beetle

Tomato Spotted Wilt Virus

Texas Phoenix Palm Decline (TPPD)

Dutch Elm Disease

Blue Stain Fungus

For a detailed explanation of how Vita's formulations solves these problems, go to this link:

<https://img1.wsimg.com/blobby/go/1179568a-f93d-462d-8723-4b51175b5e2c/downloads/Problems%20With%20Solutions-11-6-12.doc?ver=1603851221663>

From the National Academies of Science Journal

Insect populations outweigh humans 17 times and are essential to earth's ecosystems. Pesticides is a major cause of our world losing 1%-2% of its insects each year.

“Awareness of insect declines in the past two years has led some governments to take action and seek grass roots assistance from **citizen scientists**.”

Source: PNAS (Proceedings of the National Academy of Sciences of the United States of America 2021 Vol. 118 No. 2 e2002547117)

William L. Ruth of Vita Products, Inc. and developer of Vita's product formulations **is one such citizen scientist!**

One simple action that can be taken to save insects from global declines: **Reduce pesticide and herbicide use.**

- Pesticides often harm nontarget, natural insect populations, whereas reduction of their use fosters beneficial arthropods.
- Pesticides have been found far from their application source and, in some regions, are more prevalent in urban streams than in those near agricultural lands.
- Many pesticides are applied for cosmetic purposes, that is, aimed only at improving the appearance of nonagricultural green spaces such as lawns, gardens, or parks. Reduction or elimination of cosmetic pesticide use, already legislatively mandated in Nova Scotia and Ontario, could greatly benefit both terrestrial and aquatic insect communities.

Source: PNAS 2021 Vol. 118 No. 2 e2002547117

- When applied to plants, pesticides are not necessary as a proven fact when using William L. Ruth's product formulations.
- These formulations can be added to herbicides to: (1) increase their effectiveness and (2) reduce their use.

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

Floriculture Market Trends

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. BrandonGaille Small Business & Marketing Advice May 2019

Horticulture & Garden Market Trends



The growth of the gardening industry expected to reach \$49.3 billion by 2023. Source: Long Island Newsday

Today, for many reasons, including deforestation and erosion, crops simply don't have the same nutritional value. Source: Long Island Newsday

The houseplant trend is still growing strong, especially among younger adults crunched for time, space and money. Source: Long Island Newsday

Greenhouse Horticulture market size to maintain the average annual growth rate of 0.0439150139782 from 14600.0 million USD in 2014 to 18100.0 million USD in 2019. BisReport analysts believe that in the next few years, Greenhouse Horticulture market size will be further expanded and expected by 2024. Source: MarketWatch News July 2020

Houseplants are growing in popularity. Source: Department of Horticulture, Iowa State University, January 2020

Christmas Tree Market Trends

A pink lotus flower in bloom, centered in the frame. The petals are layered and have a soft, pinkish-purple hue. The background is a blurred teal color, creating a serene and natural setting for the text.

The global Christmas tree market is expected to grow at a CAGR of more than 7.7% during the forecast period of 2020-2025.

Source: BusinessWire June 2020

North America to witness significant growth during the forecast period with the majority of the demand coming from the United States. Source: BusinessWire June 2020

Marketing a fresh cut tree with Care & Handling Instructions is of great importance. The Grower does not want to lose his market share to the artificial tree industry or to the Consumer who is unhappy with a poor-quality cut tree.

Source Vita Products™, Inc.

Vita Products Serving the Floriculture, Horticulture & Christmas Tree Industries

All are USDA National Organic Program Compliant

Go to: www.vitaproducts.com



← Commercial Use →



←← Consumer Use →→

Vita Agri Plus

Given the proven results
demonstrated in Floriculture,
Horticulture and in the
Christmas Tree Industry,
imagine the impact Vita Products can
have on Food Production worldwide!

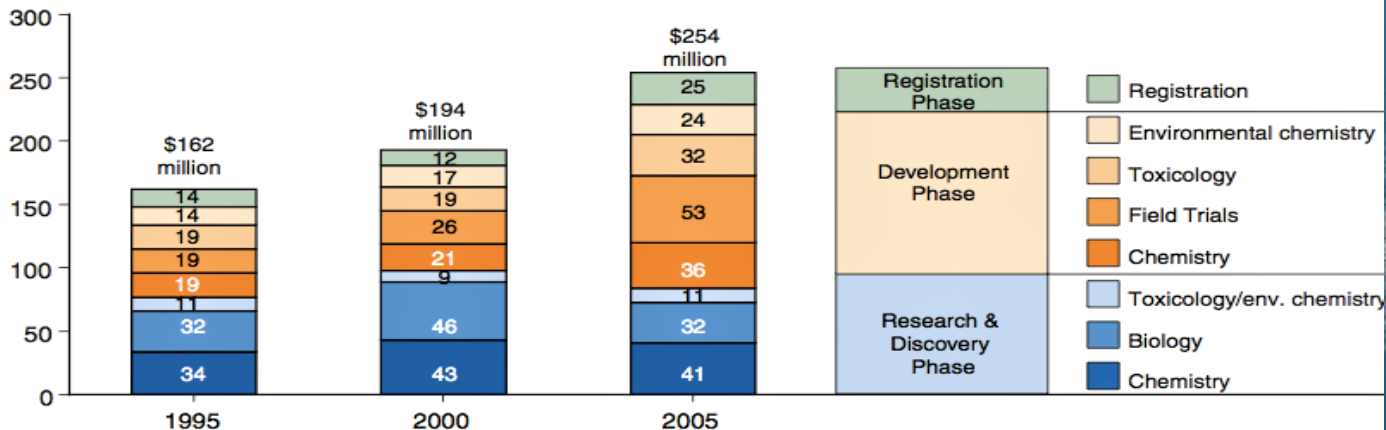
CropLife International (CLI), CropLife America (CLA) and the European Crop Protection Association (ECPA) commissioned Phillips McDougall, an independent consultant specializing in market analysis for the agrochemical industry, to research the cost of bringing a new active ingredient to market.

Their findings: Up from 2005 (see chart on next slide), every crop protection product that reaches the market costs \$286 million and takes 11 years of research and development to ensure the highest safety and efficacy standards. And the cost of bringing a new product to market will continue to increase. The report found the industry spent a total of \$2.6 billion on new innovations just 5 years ago.

Figure 3.3

Costs of bringing a new agricultural chemical to the market

Million constant 2006 U.S. dollars



Source: USDA, Economic Research Service using data from PhillipsMcDougall (2010).

Under the FDA's
Federal Food, Drug, and Cosmetic Act,
all of
Vita Products™, Inc.'s ingredients
are **GRAS** (Generally Recognized As Safe)



Use and Apply the Benefits William L. Ruth's Innovative Formulations Provide the Consumer and Commercial Enterprises in the Floriculture, Horticulture and Christmas Tree Growth Industries to Capture Greater Market share **without the associated costs and years of research to do so!**

These formulations can be manufactured on site, in the field thereby eliminating transportation costs, reducing or eliminating fertilizer costs to leave no carbon footprint in the process.

Vita Products™ Proprietary Technology owned by William L. Ruth is for Sale

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 **Carl N. Tichenor, M.Ed.** to discuss the next steps to purchase Vita Product's™ Intellectual Property **at a fraction of what it would cost to bring this innovative product and its active ingredients to market**

Email: carl.tichenor@global-regeneration.com Phone: 602.722.9006

Inquiries will be accepted through January 31, 2023

Deadline to purchase and own exclusively is February 28, 2023