

**VITA PRODUCTS, INC.  
PO BOX 565  
CHANDLER, AZ 85244  
1-800-874-1452**

**E-MAIL: [info@vitaproducts.com](mailto:info@vitaproducts.com) WEB SITE: [www.vitaproducts.com](http://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.

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, 1<sup>st</sup> 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).

- 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.

**Vita Products’ plant formulations:**

- Are not fertilizers; they are plant & soil amendments – they can be added to a fungicide, herbicide or insecticide to increase their effectiveness 100%. There are no NPK values as the formulations bring the soil’s mineral elements to the plant;
- Do not pollute;
- Protect crops (PPP) from insects and plant diseases;
- Do not leave a carbon footprint - no shipping of product is required. Manufacturing is achieved on any site in any temperature for a positive effect on profit margin;
- Keep both live trees (better chance of survival in drought conditions) and cut trees moist to resist combustion;
- Modify the behavior of feral animals to deter them from feeding on or trampling plants;
- Require no grinding to powder;
- Require no mixing;
- Includes Vita Flora One-Step – the hydration and nutrient solutions are combined in its production to save labor and cost.

You can access the Vita Products, Inc. website here: [www.vitaproducts.com](http://www.vitaproducts.com).