

**Topic:** Entrepreneur reworks strategy when she learns that her niche-market vitamin intended to restore color to her vitiligo-whitened skin also helps bring back color to gray hair.

**Contact:** Audrey Van Stockum, 866-827-9355, [avanstockum@recouleur.com](mailto:avanstockum@recouleur.com), P.O. Box 180245, Chicago, IL 60618

**Information:** Learn about Recouleur, vitiligo and Supernatural Health at [www.recouleur.com](http://www.recouleur.com).

# Capitalizing on serendipity

Recouleur, a natural vitamin supplement that restores skin color for those with vitiligo, often recolors hair, too

CHICAGO (April 2004) - It started out of frustration, out of hearing too many times from too many doctors that the only treatment for vitiligo involved a drug that some studies linked to cancer.

So Audrey VanStockum spent her lunch breaks at the library, reading every article she could find and following each footnote, hoping to find out how our bodies produce pigment and what natural steps she could take to make her body do it again.

She experimented until she hit upon a combination of vitamins and minerals that slowly restored some color to her hands and feet, and she called it Recouleur. Vitiligo sufferers tried it and were thrilled to see color returning to their skin, either in a sheer wash or in spots.

And they were even more surprised at a delightful side effect – Recouleur frequently restores color in graying hair.

Recouleur went from a niche product for a select group to one that has broad potential. Coming from an entrepreneurial family – her parents, sister, grandparents and great-grandparents have had their own businesses – VanStockum immediately recognized an opportunity to launch a business. The product confirmed VanStockum’s belief that restoring health to one part of the body will help another part of the body. This philosophy guides her new business, Supernatural Health, Inc.

Recouleur is a natural vitamin that helps restore color to skin and hair. Recouleur is an option for those who cannot dye their hair because of allergies to dyes, medical treatments that exclude dye use, or those who don’t want a sudden, jarring color change.

The body needs copper to pigment skin, and it needs folic acid, B-12 and Vitamin C to make use of copper. Recouleur uses these, plus zinc and pantothenic acid, in a vegetarian formulation.

Skin recolors near hair follicles because any melanin reserves remain there. Hair recoloration requires that color is lingering in nearby hair.

Those using Recouleur found better results in skin pigmentation when they coupled supplementation with exposure to sun or artificial light. Also, a dairy-free diet puts the body in a better position to produce pigmentation. Milk competes with melanin for copper, and like the neighborhood bully, milk usually wins.