*Lecturer:* OK, we've looked at the history of vitamin [1] and thought about why people take them. We've also considered the reasons why some [2] professionals are critical of the vitamin supplement industry. Now work with a partner and discuss the key issues.

*Lucy:* Sam, shall we work together?

*Sam:* Sure. Let's go over the history.

*Lucy:* Well, before the 1900s, when someone became [3], and it wasn't clear why, doctors assumed they were suffering from an infection – like a virus.

*Sam:* Or they'd been in contact with something [4] or harmful. Something they'd handled or eaten. Doctors had no other explanation for it.

*Lucy:* But in the early 1900s, that changed. That researcher in the US -Joseph Goldberger, – he realised people who basically lived off corn – they were [5] because they weren't eating anything else.

*Sam:* Exactly. And other researchers were realising the same thing. Like, in places where people only ate white rice – they were suffering from a [6] called beriberi.

*Lucy:* So the researchers concluded that there must be something missing – that the stuff some people were eating had no [7] value. And from there, researchers began to identify vitamins – like A and B – for the first time.

*Sam:* A huge scientific breakthrough.

*Lucy:* So doctors, the public, ...everyone got to hear about vitamins – first that they existed, and second, you needed them to be [8]

*Sam:* But it was governments that were really worried about vitamin [9]. Certainly in the US and in the UK, at least.

*Lucy:* What do you mean?

*Sam:* Well, in the 1930s those [10] were worried about people's [11] health, because everyone was suddenly buying canned fruit, [12] butter, meat in tins...that kind of thing. It became very common. And so newspapers were featuring lots of government reports about how serious this was.

*Lucy:* I see.

*Sam:* And then, some people saw a business opportunity.

*Lucy:* Naturally.

*Sam:* In the 1940s, companies started making and [13] vitamin supplements in bottles. And they decided the easiest way to market them was to [14] housewives.

*Lucy:* Why was that? Because housewives were [15] keeping families healthy?

*Sam:* I'd say so. In the weekly magazines housewives read, the companies made [16] claims about what the supplements could do, and they showed pictures of rats in a [17] before and after they were given vitamins. The 'before' pictures showed the rats looking very sick.

*Lucy:* So they scared the housewives [18] buying their product.

*Sam:* Apparently.

*Lucy:* But vitamins were still expensive, weren't they? It wasn't until the 1950s that more people could afford to buy them.

LIVEWORKSHEETS