Vibrant Juicy Life

Conquer Cravings, Feel Better, Live Bigger

WHY WE NEED MULTIVITAMINS

Modern crops are lower in nutrients than they were just 100 years ago. Changes in farming methods, crop variety, how we transport and store foods, and even the environment have each contributed to these declines. Comparison studies show that the nutrients in our foods have significantly declined:

- **6% decrease in protein**
- **38% decrease in riboflavin (vitamin B2)**
- **15% decrease in ascorbic acid (vitamin C)**
- **10-19% decrease in magnesium**
- **16-29% decrease in calcium**
- **15% decrease in potassium**
- **15-50% decrease in iron**
- **49-62% decrease in copper**
- **27-59% decrease in zinc**

Multivitamins are an inexpensive way to fill these known nutrient gaps. Research shows that people on weight loss diets who take a multivitamin have less hunger, are better able to stick to their plan, and lower body weight. Other studies have shown that people taking a multivitamin have lower perceived levels of stress, better resistance to infection, and improved mood. One study even found they increased telomere length, associated with better longevity.

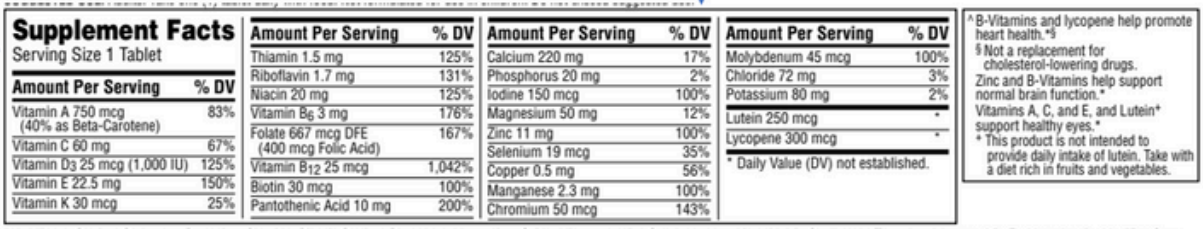
HOW TO CHOOSE A MULTIVITAMIN

Look for an established company with a reputation to maintain, that does testing. Then check to make sure it contains most of the essential vitamins and minerals in forms that are well absorbed (some nutrient forms have relatively low bioavailability (i.e. mineral oxides or sulfates):

Does it contain all 13 essential vitamins?
Does it contain at least 7-9 of the 21 essential minerals?

Look for at least 100% DV (particularly for minerals)

Check serving size



Supplement Facts
Serving Size 1 Tablet

Amount Per Serving	% DV
Vitamin A 750 mcg (40% as Beta-Carotene)	83%
Vitamin C 60 mg	67%
Vitamin D_3 25 mcg (1,000 IU)	125%
Vitamin E 22.5 mg	150%
Vitamin K 30 mcg	25%

Amount Per Serving	% DV
Thiamin 1.5 mg	125%
Riboflavin 1.7 mg	131%
Niacin 20 mg	125%
Vitamin B_6 3 mg	176%
Folate 667 mcg DFE (400 mcg Folic Acid)	167%
Vitamin B_{12} 25 mcg	1,042%
Biotin 30 mcg	100%
Pantothenic Acid 10 mg	200%

Amount Per Serving	% DV
Calcium 220 mg	17%
Phosphorus 20 mg	2%
Iodine 150 mcg	100%
Magnesium 50 mg	12%
Zinc 11 mg	100%
Selenium 19 mcg	35%
Copper 0.5 mg	56%
Manganese 2.3 mg	100%
Chromium 50 mcg	143%

Amount Per Serving	% DV
Molybdenum 45 mcg	100%
Chloride 72 mg	3%
Potassium 80 mg	2%
Lutein 250 mcg	*
Lycopene 300 mcg	*

* Daily Value (DV) not established.

^ B-Vitamins and lycopene help promote heart health.*§
§ Not a replacement for cholesterol-lowering drugs.
Zinc and B-Vitamins help support normal brain function.*
Vitamins A, C, and E, and Lutein* support healthy eyes.*
* This product is not intended to provide daily intake of lutein. Take with a diet rich in fruits and vegetables.

Ingredients: Calcium Carbonate, Potassium Chloride, Dibasic Calcium Phosphate, Magnesium Oxide, Microcrystalline Cellulose, Ascorbic Acid (Vit. C), dl-alpha Tocopheryl Acetate (Vit. E), Maltodextrin, Modified Corn Starch, Corn Starch. Contains <2% of: Beta-Carotene, BHT (to preserve freshness), Biotin, Blue 2 Lake, Calcium Pantothenate, Cholecalciferol (Vit. D_3), Chromium Picolinate, Copper Sulfate, Crospovidone, Cyanocobalamin (Vit. B_{12}), Folic Acid, Gelatin, Hypromellose, Lutein, Lycopene, Magnesium Stearate, Manganese Sulfate, Medium-Chain Triglycerides, Niacinamide, Phytonadione (Vit. K), Polydextrose, Potassium Iodide, Pyridoxine Hydrochloride (Vit. B_6), Red 40 Lake, Riboflavin (Vit. B_2), Silicon Dioxide, Sodium Ascorbate (to preserve freshness), Sodium Molybdate, Sodium Selenate, Talc, Thiamine Mononitrate (Vit. B_1), Titanium Dioxide, Tocopherols (to preserve freshness), Vitamin A Acetate, Yellow 6 Lake, Zinc Oxide.

Titanium dioxide possible genotoxic effects

Check folate form (ideally 5-MTHF)

Check colors and preservatives (avoid if sensitive)

Avoid mineral oxides (minimally absorbed)

Vitamin E as natural D-alpha is better than synthetic DL-alpha

Are certain vitamins in better forms? Folate 5-MTHF, Vitamin D3 (not D2), natural vitamin E as D- (not DL-),
Are minerals listed as poorly bioavailable oxide/sulfates? Are calcium and iron together in amts that compete?

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