

Quality VS. Hype

Do You Take Vitamins?

Don't Flush Your Money Down the Toilet!

Learn the Difference Between Quality and Hype!

Do Vitamins Really Work?

Yes, they do. I have seen miracles created with the proper use and dosages of high quality vitamin/mineral and herbal supplements. I receive testimonials daily from people who have followed my suggestions for supplementation and noticed significant improvements in their health. BUT, I know the difference between quality and hype so the supplements I recommend actually deliver results.

If you are a non-believer, perhaps it is because you have tried taking supplements and haven't noticed any benefits. Why waste your time and money on supplements that don't work? I wouldn't take supplements that didn't do anything for me either.

The sad truth is that you can flush your money down the toilet if you don't know the difference between quality and hype. It is my desire to share insider secrets so that you can stop wasting your money and start feeling great!

Here are just some of the reasons why some supplements just don't work!

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■ 1. Dosage is Critical

The exact dosage of each nutrient in a particular product is critical.

You need what I refer to as therapeutic dosages. What are therapeutic dosages? They are the amounts considered to be necessary to affect a positive outcome.

In Dr. James F. Balch's book, "Prescription for Nutritional Healing", he states:

"The Food and Drug Administration (FDA) formulated what is referred to as the RDA (Recommended Daily Allowance), but, this allowance does not account for the amount needed to maintain maximum health rather than borderline health....Those who are under great stress, on restricted diets, mentally or physically ill, women who take oral contraceptives, those on medication, those recovering from surgery, and smokers also need higher amounts of vitamins and minerals."

Many companies will try to dazzle you by including a long list of nutrients that you have heard great things about and therefore feel like you are getting a superior product. You are likely getting charged a "superior" price, too. But a superior ingredient list and price does not guarantee that you will get the results you desire unless that product contains therapeutic amounts of each ingredient.

Example A: Lutein is found in the retina of our eyes so it is needed for healthy vision. Lutein is now being isolated from foods such as tomatoes, carrots and squash, and is being sold as a nutritional supplement for the prevention and treatment of many eye diseases like cataracts and macular degeneration.

Some of the eye formulations only contain 2 or 3 mg of lutein. Yet the minimum amount of lutein needed in an eye formula that can actually help eye disorders is 18 mg.

Example B: Coenzyme Q10 is successfully used in Japan for lowering blood pressure. The minimum amount required to create that effect is 90 mg per day, so anything less is just an expensive inclusion).

■ 2. Incomplete Formulations

There are 11 vitamins that belong to the B complex family. Many companies only include 7 or 8 and then use less than therapeutic dosages.

Why must you have the entire B complex family? The Nutrition Almanac states:

"The most important thing to remember is that all the B vitamins should be taken together. They are so interrelated in function that large doses of any one of them may be therapeutically valueless or may cause a deficiency of others."

Think about a hockey team. How well would they play without their goalie and one of their forwards? Each player might be great, but they won't get results unless the whole team is playing. As legendary as Gretzky is, he wouldn't accomplish much playing by himself!

When looking at a B complex or a multivitamin that includes the B complex, check to make sure it has these 11 vitamins belonging to the B complex family in these quantities:

Choline	50-300 mg
Inositol	50-300 mg
PABA (paraminobenzoic acid)	50-400 mcg
Biotin	50-400 mcg
Folic Acid	500-1000 mcg
Vitamin B12	50-500 mcg
B1 also called Thiamine	50-100 mg
B2 also called Riboflavin	50-100 mg
B3 also called Niacin	50-100 mg
B5 also called pantothenic acid	50-100 mg
B6 also called pyridoxal or pyridoxine	50-100 mg

■ 3. Weight vs. Elemental Values

Minerals

The weight of a mineral is the combination of the mineral and what it is attached to. For example 1000 mg. of calcium citrate does not mean you are getting 1000 mg of calcium. The amount of calcium in it would be the elemental amount, which is supposed to be indicated on the label but isn't always.

The usual ratio for calcium citrate is 28%. This means that when you see 1000 mg. of calcium citrate you are getting 280 mg of elemental calcium and 720 mg of citrate.

Therefore, one smoke and mirror technique is to show you the weight of the calcium (or other mineral) and not the elemental amount.

Vitamin C

Rose hips contain only a small percentage of ascorbic acid (vitamin C) and from 45 to 90% of that may be lost during the drying process. To provide 1000 mg of vitamin C entirely from rose hips, the tablet would have to be the size of a baseball and would cost hundreds of dollars per bottle.

Vitamin C from acerola cherries only contains about 1.6% of vitamin C by weight. So acerola vitamin C is usually ascorbic acid with a dash of acerola powder added.

So if you see big dosages of vitamin C with rose hips or acerola cherries, you know that you aren't actually getting very much vitamin C.

■ 4. Absorbability

Vitamin C

Ascorbic acid (vitamin C) by itself is acidic. When it reaches the alkaline environment of the lower intestinal tract, it can cause inflammation of the intestinal tissue, gas, diarrhea and discomfort. This can limit vitamin C's absorption. So I suggest neutralized or buffered vitamin C called calcium ascorbate because it is gentle on the digestive system. The calcium ascorbate form (buffered vitamin C, not a calcium supplement) is better tolerated, better absorbed and stays in your body longer.

I do not recommend plain ascorbic acid or time-release vitamin C.

Minerals

For minerals to be utilized within the cells of your body, they must first be extracted from food or supplements, carried through the intestinal membranes, transported in the blood stream, and finally delivered to the inside of your cells. There are several barriers to this process, the most difficult being the intestinal wall.

To assure maximum absorption of your minerals, it is best if they are bound to organic molecules that will escort them across the intestinal wall into your blood. Each material that is combined with a mineral has a different absorbability.

Let's look at calcium carbonate. It has a high elemental ratio of 90%. In other words, if you have 1000 mg in weight of calcium carbonate the elemental amount is 900 mg. Hey that looks better than calcium citrate doesn't it! WRONG. This is another smoke and mirror technique.

Whatever the elemental mineral is combined with is the determining factor to how well the mineral is actually absorbed.

If calcium is combined with carbonate you will only absorb 0-30%. To get the 30% absorption you must have a perfectly functioning digestive system and intestinal tract.

Since most people have some type of digestive and intestinal problem and cannot break down their food let alone something as difficult as calcium carbonate, most holistic health practitioners will give carbonate an absorption ratio of 0-5%. This means from 1000 mg of calcium carbonate you will only have about 45 mg of calcium at best entering your blood stream.

If you want to take calcium carbonate, you might as well just smash up an oyster shell and eat that.

However, if you have calcium combined with citrate you will absorb at least 90% of the elemental amount. **So 1000 mg of calcium citrate means you get a total of 252 mg of calcium into your blood even if you have less than ideal intestinal and digestive conditions.** Which would you rather take; calcium carbonate or calcium citrate?

Minerals to Look For

When looking for minerals, citrate forms are your most absorbable forms. Other great choices are ascorbates, picolinates, orotates, gluconates and lactates.

In some cases the mineral will be better absorbed if it is bound to an amino acid. When your intestines recognizes the amino acid it will draw it through the intestinal wall and along goes the mineral with it.

Therefore sometimes I recommend HVP chelates. This stands for hydrolyzed vegetable protein which means the mineral is bound to an amino acid from a vegetarian source.

■ 5. Without Trace Minerals Your Vitamins Just Don't Work!

There are two types of minerals, which are referred to as macro and micro minerals. Macro-minerals are minerals that the body needs in bigger quantities like calcium and magnesium. Micro-minerals are needed in trace amounts and therefore are often referred to as trace minerals.

You probably add macro minerals to your daily regime but don't know that you also need trace minerals, and without them, your vitamins just don't work!

You can manufacture some of your own vitamins, but you cannot make a single mineral within your body. You need vital minerals such as iron, zinc, copper, cobalt, iodine, manganese, chromium, selenium, vanadium, boron, tin, nickel, fluoride, bromine, sulfur, silicon and ones you've probably never heard of such as thallium and rhenium. You need approximately 60 trace minerals for optimal health.

Thank goodness you can take a trace mineral supplement. But watch out!! **Don't fall for the "colloidal minerals are best" line.**

Colloidal minerals are very finely crushed inorganic minerals suspended in liquid. Just because they are very fine particles doesn't mean that your body will accept them. These mineral particles must mix with your stomach's hydrochloric acid, in order to become ionized before they are absorbed through your intestinal wall. Using a mineral supplement that is already in an ionized form means better absorption and more likelihood of you getting the minerals you need.

The problem with ionized mineral supplements is they are in a liquid form and don't taste very good so most people won't take them long term. That is why I recommend supplementing with alfalfa as it is recognized as the richest land source of trace minerals. And because alfalfa is a natural food the minerals in it are easily absorbed and utilized.

■ 6. Natural vs. Synthetic

Natural means found in nature. We do would have a few supplements that are natural such as Bee Pollen, Aloe Vera Juice, Ionic minerals and alfalfa but even these nutrients need to be gathered and bottled for you.

Tar and coal are natural (found in nature) but we don't want those in our supplements. Be careful not to fall for the phrase "natural".

Vitamin E

For example natural vitamin E can come from vegetable oils or turpentine and petroleum derivatives. Both are found in nature but which one do you want to supplement with?

Even if you don't care which one you take, your body sure knows the difference.

Vitamin E as d-alpha-tocopheryl or d-alpha-tocopherol (extracted from vegetable oil) is more easily absorbed and is retained in body tissues significantly longer than the vitamin E synthesized from petrochemical byproducts known as dl-alpha tocopheryl.

If you see, the L after the D, RUN!!

Vitamin D

Another example is synthetic vitamin D (referred to as ergocalciferol or irradiated ergosterol) designated as D-2. The manufacturers use plant food like soybean (natural) to get the ergosterol building block of vitamin D but then irradiate this substance in a chemistry lab to produce vitamin D2.

Besides being irradiated (not a good thing) Vitamin D2 only has 1.2% of the potency of the D-3 molecule. Additionally D-2 has been shown to cause calcification of soft tissues, drive magnesium out of the tissues and into the kidneys, deposit lead into the bones, and precipitate cholesterol onto the walls of the arteries. These harmful effects have never been associated with D3.

So be on the alert for synthetic forms of vitamin E and vitamin D.

■ 7. Avoid Excipients

An excipient is an inert substance added to a tablet or capsule to give it the desired consistency, form, colour and/or flavour. Many of the lower potency vitamin/mineral formulations have more excipients than they do active ingredients.

Some supplement manufacturers try to save money by adding cheap fillers, including lactose, sucrose, hydrated aluminum silicate, modified corn starch, sodium chloride, or sand. Binders, lubricants, and disintegrators might include talc, soap, rancid oils, shellac, tree sap, polyethylene glycol, waxes, or cornstarch.

Reading labels will not necessarily reveal what these additives are. Manufacturers are not compelled to list the fillers on labels.

Look for labels that guarantee no sugar, no starch, no artificial colourings, no artificial flavorings, and no preservatives. Seek hypoallergenic products that state no milk, wheat, corn, yeast or soy. Also the higher the potency the less room for filler.

■ 8. Synergistic Combinations

Certain nutrients combined together will give you significantly greater value than if taken alone.

Calcium and Vitamin D

Supplemental calcium will not be utilized by your body without vitamin D3, which is the active form. A good calcium supplement should contain D3.

Calcium and Magnesium

Magnesium works with calcium to form bones and harden tooth enamel. One of my nutrition tutors used to drum into my head “calcium is the sheep and magnesium is the shepherd”. In other words without magnesium calcium doesn’t know where to go.

A good calcium supplement should have equal amounts of absorbable elemental magnesium. If you have 100 mg of elemental calcium citrate you should also have 100 mg of elemental magnesium citrate along with at least 100 IU of vitamin D3.

MSM and Vitamin C

Vitamin C enhances the effectiveness of MSM and so I highly recommend taking 500-1000 mg of buffered vitamin C as calcium ascorbate each time you take MSM.

Vitamin C and bioflavanoids

Bioflavanoids are plant substances that exist together with vitamin C in nature. A good example is the bioflavanoids that are found in the whites of citrus fruits which are known to be high in vitamin C. Bioflavanoids prevent good estrogens from being broken down too rapidly in the body. Bioflavanoids are anti-inflammatory agents and are helpful in strengthening your capillaries.

It is best to get vitamin C (as calcium ascorbate) that includes bioflavanoids.

■ 9. Conversion Factors

Vitamin A vs. Beta-Carotene

Vitamin A is a fat-soluble nutrient. There are two forms found in nature:

Preformed vitamin A is concentrated in animal tissues. Animals eat the carotene and convert it into preformed vitamin A for you. Fish oil is the richest source of preformed vitamin A.

Carotene comes from vegetables and must be converted to vitamin A in your body. Beta-carotene found in carrots, beet greens, spinach and kale is just one of the 500 known carotenes.

Some people have difficulty converting carotenes into vitamin A particularly diabetics and those with hypothyroidism.

So if you are someone who has difficulty converting carotene into preformed vitamin A, then you will be deficient in Vitamin A. Your supplements should always contain at least 2,500 IU of vitamin A.

Flaxseed oil vs. Omega 3 Capsules

The most important essential fatty acids (components of oil) are the omega-3 fatty acids (primarily found in fish and some plants).

The most useful components of omega 3 are nutrients called EPA (Eicosapentaenoic acid) and DHA (Decosahexaenoic acid), which our bodies are capable of making out of the oil. That is why flaxseed oil is so highly touted. It is rich in omega 3 (and omega 6) however your body must still convert the fatty acids from the flaxseed oil into EPA and DHA.

What if you can't make the conversion? You are going to be deficient in EPA and DHA.

You need these nutrients to prevent depression, increase mental acuity, protect against Alzheimer's and heart disease, to rev up your metabolism, to reduce your cravings and improve your skin.

You can include flaxseed oil in your daily regime, but make sure to supplement with Omega 3 oils (I prefer capsules) that contain a minimum of 360 mg EPA and 240 mg DHA.

Pyridoxine vs. Pyridoxal-5-phosphate

Supplemental B6 is known as pyridoxine. It works just fine. But for those people who have any challenges with their liver (which can be anyone that has ever taken prescription drugs or eaten fried food) they may not be able convert B6 into its active form in their liver and therefore should take pyridoxal-5-phosphate B6 because it is already in its active form. Pyridoxal-5-phosphate is very expensive, and so you won't see the full dosage of B6 in that form in a B complex or multi. If you do see Pyridoxal-5-phosphate included in a B complex or multi it is likely going to be a high quality product.

■ 10. Say No to Time Release

Do not use time release tablets. There are places in your intestines where certain nutrients are best absorbed. A time released product may release its nutrients after it can be absorbed.

For example, many vitamins, including folic acid, are more readily absorbed in the upper gastrointestinal tract, just beyond the stomach. So if you take a multivitamin with B or a B complex (both contain folic acid) and the supplement takes more than one hour to dissolve it will by pass the absorption site and you won't absorb any folic acid!!

The same would be true of course for supplements that don't dissolve quickly (see 11).

■ 11. Disintegration Time

Although standards have not been established for vitamins, some in the health care industry recommend disintegration take place in 60 minutes or less because otherwise the supplement may not be absorbed into your bloodstream.

For example if a calcium tablet doesn't disintegrate by the time it leaves your stomach, there is a good chance that it will not be absorbed at all.

Here is a test you can do with tablets, put a tablet in a glass of warm water and see how long it takes to dissolve. These are the most strenuous conditions because your own stomach should have acid in it to break down the supplement.

True Story: One of my Inner Circle Members emailed to say that she wasn't feeling nearly as good as she had been and she was also getting abdominal pain. Rather than purchasing the supplements that I had recommended, she thought she would save some money by picking up her supplements at one of the large discount stores (no name needs to be mentioned here.) **Big Mistake.**

The supplements she purchased weren't digesting and absorbing so of course she wasn't feeling as good as she had been when taking the supplements I had recommended, she wasn't getting any of the nutrients into her cells. And, the pain she was experiencing was from the undigested tablets catching in her intestinal pockets and causing diverticulitis. How do I know this to be true!!! **Her stool culture revealed 8 undigested tablets.**

I would not recommend purchasing your supplements at discount stores. Vitamins that are cheap are cheap for a reason!!

■ 12. Getting Nutrients into Your Cells

There is no point in taking nutrients that cannot enter your cells therefore I highly recommend adding MSM to your daily regime.

MSM (methyl-sulfonyl-methane) is a naturally occurring sulfur; not the odorous, inorganic sulfur that you find in hot springs, and it isn't sulfa or sulfites.

You can't be allergic to MSM as sulfur is present in every cell of your body. In fact, sulfur is the fourth most abundant mineral in your body and we depend upon an adequate supply of this mineral for a healthy acid/alkaline balance.

One of the many things that MSM does is help keep your cells soft and permeable. Cell permeability allows more nutrients to enter your cells and more toxins to leave, which creates healing throughout your body.

■ 13. Added Nutrients that You Don't Need

When a company includes nutrients in less than therapeutic dosages it doesn't hurt you (other than in your pocket book) but it doesn't add significant value either. But there are three minerals that I feel should not be added unless specifically needed.

Iron

Because iron is neither used up nor destroyed but conserved to be used repeatedly, it isn't necessary for everyone to supplement with iron. People that should consider supplementing with iron are those that have been diagnosed with anemia, pregnant or menstruating women, someone with blood loss due to an injury, vegetarians or those with low hydrochloric acid levels.

Everyone else should NOT routinely supplement with iron or toxicity could occur. For those people requiring iron supplements they should make sure to get a low dose iron ascorbate that will be easily absorbed and utilized. The high dose inorganic iron that is in most supplements is not well absorbed and usually causes gastrointestinal distress including constipation.

If you are taking any inorganic iron supplements such as ferrous fumarate you might as well go and lick a railroad track because that is about how much iron you are getting from your tablets.

Copper

We need some copper but we usually get enough through our diets. You can get too much copper by drinking water that passes through copper pipes or is heated by copper elements in electric kettles. If you must take a supplement that has copper in it, do not exceed a supplemental daily dosage of 2 mg.

Phosphorus

Phosphorus is an essential mineral for laying down bone, but in excess it imbalances the minerals in the body. The excess phosphorus binds with calcium and other vital minerals such as calcium, magnesium, manganese, and zinc making them unavailable to your body.

A dietary deficiency is rare as phosphorus is found in a wide variety of food. About 70% of what we ingest is absorbed.

Marketing & Hype vs. The Real Deal

Let's review what we have learned so far by taking a look at a real life example.

Buyer Beware #1:

Let's look at a Multivitamin/Mineral Supplement that is marketed "For Teacher's Only". This is great niche marketing as all the teachers believe that this is a special supplement formulated just for them. They are further convinced of the benefits when they read the following advertising:

"We included the top natural superstars—

- ✓ Ginkgo biloba for brainpower,
- ✓ Panax ginseng for energy and stamina,
- ✓ Echinacea for immune support,
- ✓ Lutein to help with your vision.
- ✓ We then added Siberian Ginseng and goji berry to our anti-stress/energizing formula
- ✓ By taking this daily supplement, you get all the basics plus the extra support you need to stay energetic, healthy and focused—no matter what the day has in store for you."

Sounds Awesome Doesn't It?

But here are my comments on what is ACTUALLY included in their formula, and whether or not it can deliver on its promises.

Even if you aren't a teacher, please go through this with me, as this isn't the only company that uses appealing wording to influence your buying decision. If you don't know some key information, you will not be able to distinguish between quality and hype.

Author's opinion of the "For Teacher's Only" (FTO) multivitamin/mineral:

The majority of nutrients are either synthetic or in poorly absorbed forms. The dosages are barely enough to fortify a toddler let alone provide the alleged "extra support you need to stay energetic, healthy and focused".

The amounts that I typically suggest are very similar to Dr. Balch's daily recommendations. So for example 1 & 2 I have listed the supplement ingredient list is plain text on the first line followed by my comment, then below or beside that I've written the therapeutic amount required for results in **bold**.

2 caplets provide (each bottle as a 30 day supply)

- FTO Vitamin A (as retinyl acetate and 29% as beta-carotene) 5,000 IU
- **Vitamin A 10,000 IU**
- FTO Vitamin C (as ascorbic acid) 100 mg
- **Vitamin C as Calcium Ascorbate (buffered) 2,000 mg to 3,000 mg**
- FTO Vitamin D (as cholecalciferol) 400 IU: They score well on this nutrient as it is the natural form of vitamin D and meets the minimum dosage suggestion.
- **Vitamin D 400 IU**
- FTO Vitamin E (as dl-alpha-tocopheryl acetate) 60 IU: They lose lots of points for this inclusion as it is synthetic and too small a dosage for therapeutic value.
- **Vitamin E (as d-alpha-tocopheryl) 800 IU**

Further comments:

The FTO supplement **contains 8 of the 11 B vitamins** (missing choline, inositol and PABA). Take a look at the dosages in **bold**, as only a few come close to therapeutic value:

- Thiamine (as thiamine mononitrate) 4.5 mg (**50-100 mg**)
- Riboflavin 5.1 mg (**50-100 mg**)
- Niacin (as niacinamide) 40 mg (**50-100 mg**)
- Vitamin B6 (as pyridoxine HCl) 6 mg (**50-100 mg**)
- Folate (as folic acid) 400 mcg (**50-400 mcg**)
- Vitamin B12 (as cyanocobalamin) 50 mcg (**50-500 mcg**)
- Biotin 300 mcg (**50-400 mcg**)
- Pantothenic acid (as D-calcium pantothenate) 20 mg (**50-100 mg**)

And the minerals in the FTO formula: As you can see, none of the minerals are in forms that are well absorbed.

- Calcium (as calcium carbonate) 500 mg: worst absorbed calcium
- Iron (as carbonyl iron) 18 mg
- Iodine (as potassium iodide) 150 mcg
- Silicon (as silicon dioxide) 5 mg
- Boron (as sodium borate) 50 mcg

And the herbal ingredients - ouch!

- Lutein 1000 mcg: Looks impressive, but 1000 mcg is only 1 mg, which is well below any helpful amount. As I said earlier, 18 mg is required for therapeutic levels - which would be 18,000 mcg!
- Ginkgo biloba standardized extract 60 mcg: Ginkgo is used to improve blood flow to the brain, and augment mental alertness. Robert Haas in his book "Eat Smart, Think Smart" recommends that you take at least 120-150 milligrams per day in divided doses. This supplement only has 60 micrograms not milligrams.
- Asian (Panax) ginseng root: (from 20:1 extract), eleuthero root extract, goji berry extract (Lyceum barbarum) (total of these 3) 100 mg: I don't know the therapeutic value of eleuthero root and goji berry but I do know that in order to boost energy you need a minimum of 300 mg of Panax ginseng. In an herbal combination you can use less, but you would still need at least 100 mg of panax and in this supplement there is only 100 mg of all three herbs combined.
- Astragalus root, ligustrum fruit, echinacea root extract, reishi mushroom (total of these 3) 25 mg: I can only comment on Echinacea. In a tablet form, the minimum you would need in order to positively affect your immune system would be 400 mg. This formula only has 25 mg of all three herbs combined.

*So from what you have just learned,
do you think this product
can deliver on its promises?
I sure don't!*

Buyer Beware #2:

This very well known and doctor recommended multivitamin that I shall refer to as CP:

“CP is a premium multivitamin formulated with higher levels of essential nutrients, including the B vitamins and ginseng, to help energize your body everyday. The addition of ginseng can also help improve physical and mental performance.

CP when coupled with a well balanced diet will help provide you with the energy levels needed to keep up with the demands of daily life.”

Suggested Use: 1 tablet daily with food

- CP Vitamin A (vitamin A acetate) 1,000 IU
- **Vitamin A 10,000 IU**
- CP Beta-carotene 2,000 IU: Nice inclusion if the performed vitamin A were higher
- CP Vitamin E (dl-tocopheryl acetate) 60 IU: They lose lots of points for this inclusion as it is made from petroleum and too small a dosage for therapeutic value.
- **Vitamin E 800 IU**
- CP Vitamin C 120 mg: They don't state their source of vitamin C so I am assuming it is the cheap ascorbic acid instead of calcium ascorbate.
- **Calcium Ascorbate (buffered vitamin C) 2,000 mg to 3,000 mg**

Now for the B vitamins, I only count 8 of the 11 B vitamin family. All the amounts are barely enough to fortify a toddler and definitely not enough to energize an adult body.

- CP Folic acid .6 mg: **(50-400 mcg)**
- CP Vitamin B1 (thiamin mononitrate) 4.5 mg: **(50-100 mg)**
- CP Vitamin B2 (riboflavin) 5.1 mg: **(50-100 mg)**
- CP Niacinamide (niacin) 15 mg: **(50-100 mg)**
- CP Vitamin B6 (pyridoxine hydrochloride): (50-100 mg) and of course no pyridoxal-5-phosphate
- CP Vitamin B12 (cyanocobalamine) 20 mcg: **(50-500 mcg)**
- CP Vitamin D (cholecalciferol) 400 IU: **(400 IU)** They score well on this nutrient as it is the natural form of vitamin D and meets the minimum dosage suggestion. AND, all formulas should have this one as it is one of the cheapest nutrients to add to a formula!!
- CP Biotin 40 mcg: **(50-400 mcg)**
- CP Pantothenic acid (calcium pantothenate) 10 mg: **(50-100 mg)**

And as for the minerals, PATHETIC!!

- Calcium 162 mg: What form are they using?
- Phosphorus (Calcium phosphate) 125 mg: Phosphorus is an added mineral that can do more harm than good
- Iodine (potassium iodide) .15 mg
- Iron (ferrous fumarate) 8 mg: Exceptionally hard to absorb
- Magnesium (magnesium oxide) 50 mg: High elemental value but poor absorption
- Copper (cupric oxide) 1.4 mg: Another added mineral that can do more harm than good
- Manganese (manganese sulfate) 4 mg
- Potassium (potassium chloride) 80 mg
- Chlorine 72 mg: Why would we want to ingest harmful chlorine?
- Chromium (chromium chloride) 25 mcg: Adequate dosage for a multi, but inorganic mineral form
- Molybdenum (sodium molybdate) 50 mcg: Good dosage for a multi, but because it is an inorganic mineral not much will be absorbed
- Selenium (sodium selenate) 55 mcg: Good dosage for a multi, but because it is an inorganic mineral not much will be absorbed
- Zinc (zinc oxide) 10 mg: Good dosage for a multi, but because it is an inorganic mineral not much will be absorbed
- Nickel (nickel sulfate) 5 mcg: I agree that we need nickel in trace amounts but I would never put measurable amounts in a supplement
- Tin (stannous chloride) .010 mg: I agree that we need tin in trace amounts but I would never put measurable amounts in a supplement
- Vanadium (sodium metavanadate) 10 mcg: Low dosage, inorganic form
- Silicon (sodium metavanadate) .010 mg: Low dosage, inorganic form
- Ginseng Panax Ginseng, Standardized Extract) 50 mg: In order to boost energy you need a minimum of 300 mg of Panax ginseng. Plus, I would never suggest Panax ginseng for women for more than 8 weeks at one time.

This supplement has failed most of the quality vs. hype specifications. I would NEVER recommend it to anyone. I would actually rather you NOT take ANY supplement, than take this one. If by chance you still think that this supplement is worth taking, I would suggest you put it to the disintegration test. It will fail that test as well and you will definitely be flushing your money down the toilet!!

Getting What You Need

Getting the nutrients you need in the amounts you need them in would mean taking a supplement the size of golf ball. So in fairness to the companies I used as examples, I would not expect them to have all the dosages I recommend. I do however expect them to contain all the B vitamins in therapeutic dosages, and to use synergistic combinations, quality ingredients including the right vitamin E and organic minerals and not to mislead you into thinking their product can deliver more than it can.

Ready, Set, Shop

So the next time you go shopping for supplements review what you have learned so far.

1. Therapeutic dosages are critical
2. Complete formulations work best
3. Elemental values are more important than mineral weights
4. Make sure the nutrients you purchase are in a form that you can absorb
5. Include trace minerals or your vitamins won't work!
6. Remember natural is a misleading word
7. Avoid excipients
8. Look for the synergistic combinations
9. Get nutrients that have already been converted to active forms for you
10. Say no to time release
11. Check disintegration time
12. Add MSM so that you can get the nutrients into your cells
13. Avoid nutrients that you don't need

Print out this consumer report
so that you can ensure that every supplement
you purchase can meet the above criteria.

But WAIT, There is More to Know!

There are certain nutrients that you have to have in order to create a balanced program that can actually help you feel better. Remember what I said, I wouldn't take supplements that didn't do anything for me.

You need:

- Vitamin A for lustrous hair, healthy nails and beautiful skin, plus great eyesight.
- B Complex - all 11 B's, significant for avoiding senility, memory loss and increasing concentration.
- Vitamin C essential for combating stress, making hormones, and forming bones.
- Vitamin D helps place calcium in the bones and protects against depression.
- Vitamin E assists hormonal balance, increases cellular regeneration and repair.
- Ionic and Trace Minerals transport vitamins into our cells – without minerals, the vitamins are useless.
- Omega-3 EFA's – critical for preventing heart disease and depression.
- Green Tea Extract for mega-antioxidant protection, plus more brain power and increased metabolism for higher energy and fat-burning abilities.
- MSM for regeneration of ALL the body's tissues – reduces pain and inflammation, allergic reactions headaches, helps balance blood sugar for both hypoglycemics and diabetics. MSM also allows more nutrients into your cells.

These are just SOME of the benefits you can expect when you take all of the above nutritional supplements and when those comply with all the criteria that I have provided for you in this report.

Is Great Health Your Top Priority?

- ▶▶▶ Are you feeling tired and stressed?
- ▶▶▶ Would you like to improve your concentration or memory?
- ▶▶▶ Would you like to reduce your weight or body pain?
- ▶▶▶ Would you like to look and feel better?

Of course you do, but the task of putting all the right supplements together in therapeutic dosages and ensuring high quality seems daunting!! Where do you begin?

I Want to Help so This is What I Suggest:

You have two choices:

1. Print the criteria list and the nutrient list on page 19. Take it with you on your next day off. When you go from store to store in search of the right supplements at the best prices it will be an invaluable tool for helping you put your own regime together
2. **SAVE yourself time, money and effort and let me do the work for you.**

I have had 26 years of experience in the health industry and I have learned what works and what doesn't. I have created a nutritional supplement pack that is guaranteed to be

- ✓ Convenient
- ✓ Safe
- ✓ Economical
- ✓ Fast
- ✓ Easy
- ✓ And best of all, YOU WILL NOTICE THE DIFFERENCE.

Introducing the New TOTAL HEALTH PACK

Inside each box are 60 sealed packets of daily supplements that will give you nutrients that are correctly combined, highly absorbable and are at therapeutic levels to deliver ... RESULTS!

- ✓ No planning or measuring
- ✓ No more wasting money on supplements that don't work
- ✓ No running out of different supplements at different times
- ✓ No more dozens of unsightly bottles taking up counter space
- ✓ No his and hers supplements: Total Health Packs are health specific, not gender specific
- ✓ No battling traffic to get to the store
- ✓ No more guesswork, an expert has put the supplement regime together for you

Convenient Beyond Belief

The Total Health Pack is mega-convenient – easy to take at home, the office, a restaurant, traveling ... just grab one or a handful. They fit in your pocket, purse, suitcase or briefcase.

It is scientifically proven that vitamins that sit in on the shelf, don't work! But with the Total Health Pack, you'll take them more often because it's easy and all pre-packaged for you. The more often you take them, the better you will feel.

Loaded with ALL the Essentials for Great Health

Each Total Health Packet Contains:

- 2 Multivitamin/minerals (contain Alfalfa for trace minerals)
- 1 MSM capsule
- 1 Omega 3 capsule
- 1 vitamin E capsule
- 1 Green Tea Extract capsule
- 1 calcium ascorbate (buffered vitamin C) and bioflavanoid capsule

Amazing Value!!

The Total Health Pack is only \$79. including shipping to your door!

You absolutely cannot put this regime together any cheaper. Well you can if you are willing to sacrifice quality, dosages or results. The closest comparative product we found retails at over \$200 per month. Yikes! Ours is only \$79 CDN and that includes free shipping/ handling (in Canada).

Why is the Total Health Pack So Reasonably Priced?

Because you buy direct from us; we are not a retail store or a franchise and we're not a network marketing organization. That allows us to pass the savings on to you and offer the most comprehensive supplement pack program on the market ... at less than half the price.

Ordering is Easy and Fast

Go to www.TotalHealthPack.com

Your Total Health Pack will arrive at your door within 1-5 business days.

If you have any questions please contact Brenda Eastwood at maximumresults@shaw.ca
(Maximum Results with Minimal Effort)

Summary

You can do what is easy, smart, convenient, and economical by purchasing the pre-packaged Total Health Pack at www.TotalHealthPack.com or print the ingredient list from the Total Health Pack on page19 along with the Hype vs. Quality criteria and use them both together as your shopping guide for putting your own vitamin/mineral regime together.

TOTAL HEALTH PACK

Each Total Health Packet Contains:

Vitamin A (Palmitate)	5,000 IU
Vitamin B1 (Thiamine Hydrochloride)	30 mg
Vitamin B2 (Riboflavin)	25 mg
Vitamin B2 (Riboflavin 5-phosphate)	5 mg
Niacinamide B3	15 mg
Niacin B3 (Inositol Hexanicotinate: flush free)	15 mg
Pantothenic Acid (Calcium D'Pantothenate)	35 mg
Vitamin B6 (Pyridoxine Hydrochloride)	25 mg
Vitamin B6 (Pyridoxal-5-Phosphate Monohydrate)	5 mg
Vitamin B12	35 mcg
Folic acid	500 mcg
Biotin	35 mcg
Vitamin C (Calcium Ascorbate)	900 mg
Citrus Bioflavanoids	180 mg
Vitamin D3 (Cholecalciferol)	500 IU
Vitamin E (d-alpha-tocopherol)	400 IU
Inositol	25 mg
Choline Citrate	25 mg
PABA (para amino benzoic acid)	25 mg
Calcium citrate	65 mg
Magnesium citrate	65 mg
Potassium citrate	25 mg
Manganese citrate	1 mg
Zinc citrate	5 mg
Iodine (Kelp)	25 mcg
Chromium HVP chelate	35 mcg
Selenium HVP chelate	50 mcg
Molybdenum citrate	25 mcg
Boron citrate	25 mcg
Green Tea Extract (catechin polyphenols)	400 mg
MSM (methylsulfonylmethane)	1000 mg
Alfalfa Leaf Powder	350 mg
Wild Salmon Oil for Omega-3 Essential Fatty Acids	EPA 180 mg / DHA 120 mg
Other Ingredients: Colloidal Silicon Dioxide, Microcrystalline Cellulose, Magnesium Stearate	

The ingredient list is the therapeutic dosages needed twice a day for optimal wellness.

Please Feel Free to Share

The more people that learn the difference between quality and hype, the more people will be educated so that they can make informed decisions about their supplements. The better your choices, the healthier you will be. So please tell your friends about www.TotalHealthPack.com so that they can receive their own complimentary consumer report, **“Do You Take Vitamins? Don’t Flush Your Money Down the Toilet! Learn the Difference Between Quality and Hype!”**

Yours in Total Health,

Brenda

Brenda Eastwood, RNCP
www.TotalHealthPack.com

About Brenda Eastwood

RNCP (Registered Nutritional Consulting Practitioner)

Attaining phenomenal health typically falls into the same category as attaining wealth. If you take advice from the wrong person you end up broke but if you are mentored by a successful investor you end up rich.

That is why people from all over the world seek out the advice of nutritionist Brenda Eastwood, RNCP. With more than 25 years experience, Brenda has successfully helped thousands invest in their health and change their lives.

**For more information about Brenda
and to read more free articles, please go to
www.BrendaEastwood.com**