

# CONSUMER **Health** ALERT!

## Quality, Purity, and Potency of Nutritional Supplements

Recently, New York State Attorney General found 4 out of 5 supplements at big box retailers such as GNC, Target, Walmart, and Rite Aid were selling fraudulent supplements. Many times fraudulent supplements won't include the actual ingredients that are listed on the label and in some cases have harmful ingredients such as allergens. The article aimed to tear down the entire supplement industry in an attempt to smear a bad name on a good thing. The truth is, supplements aren't the problem it's the source, and finding the best supplements requires a good reputable supplier. Supplements come in many forms and as you may or may not know some are effective and some aren't. The difference is in the quality and the potency.

## TOP INGREDIENTS • TOP FACILITIES

### Qualifications to check before buying nutritional supplements

### IFOS

(International Fish Oil Standard)

*Testing Before & After Production*

#### Requires the following for IFOS Certification:

- Passes All CRN (Council for Responsible Nutrition)/WHO (World Health Organization) Testing
- Greater Than 60% Omega-3 Concentration
- PCB Levels Less Than 50% of CRN Standard
- Oxidation Level Less Than 75% of CRN Standard
- Dioxin Levels Less Than 50% of WHO Standard

### cGMP

(current Good Manufacturing Practices)

*Testing During Production*

#### Requires the following for cGMP Certification:

- Quality product produced in a safe and healthy environments
- Facility is inspected regularly to ensure cGMP is being maintained.
- Ensures quality equipment, employees, and workspaces are being maintained.
- Adherence to the cGMP regulations assures the identity, strength, quality, and purity of supplement products by requiring that manufacturers adequately control manufacturing operations.

### HEALTHCARE PRACTITIONERS

(ex: Winer Wellness Center)

*Testing After Implementation*

#### First hand knowledge:

- Thousands- of patient testimonials about the potency and effectiveness of the supplements.
- Actual hands-on, visual evidence of supplement success vs. supplements from big-box retailers.
- Patient experience with store bought supplements vs. high quality supplements.

*For examples visit [nutritionalfrontiers.com](http://nutritionalfrontiers.com) and click on the "Results" Tab*

Nutritional Frontiers guarantees their supplements for quality and potency and prides itself on offering only the highest professional grade supplements. Their supplements are free from pesticides, herbicides, and solvents. In addition to being competitively priced to help patients achieve a high degree of compliance with their doctors' treatment plans, all of our products are free of artificial sweeteners and colors. The pyramid shows the level of quality based on the purity and potency of the supplements provided by different retailers.

## The Supplement Pyramid

1

#### Professional Providers:

Reliable supplements with backing research, patent ingredients, and third party testing. Highest quality supplements with proven track record for being effective, pure, and high potency.

2

#### General Retail:

This includes major chain retailers. With so many different brands it's hard to find good supplements that are reliable, but not impossible. Most have no research or patented ingredients. Be sure to check the bottle before purchasing.

3

#### Low End Supplements:

Unreliable, with no research, patented ingredients, or third party testing. Generally they are not safe or have false labels. Be sure to review the label before purchasing any supplement.

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It is important to note that most of Nutritional Frontiers supplements have had extensive research for quality and results as well as patented ingredients. To name a couple, the Omega 3d by Nutritional Frontiers has been given five out of five stars for the IFOS (International Fish Oil Standard). This rating included passing all Council for Responsible Nutrition requirements as well as all the requirements for the World Health Organization. Nutritional Frontiers EnerDMG has 3 United States patents for the treatment of melanoma, arthritis, and modulating immune response for inflammatory disease.

## “Well that costs a lot of money”

Many people say, “Those supplements cost a lot of money though. I can buy them at a big-box retailer for a lot less.” The short answer to this is: no, you can’t. Supplements fall under the category of “you get what you pay for.” At a lower price you may be able to buy the same supplement in name only. Along with the cheaper supplement you get: Less ingredients, poorer quality ingredients, unsanitary manufacturing, and the list goes on... When purchasing supplements it is a good idea to find companies that manufacture under GMP (Good Manufacturing Practices) qualification. GMP’s cover everything about supplements including cleanliness and potency. With this qualification the price for the manufacturer is more, resulting in a slightly higher retail. The investment however, is worth the quality, as proven by this recent article from New York.

## Beware of the fillers!

Fillers are what is getting the low end manufacturers in trouble. Because they do not use GMP qualified ingredients, they often times cut corners or put out an inferior product and try to pass it off as something better than what it is. To complicate matters these fillers can be dangerous, especially if the person consuming the product is allergic and unaware of the ingredients.

Regularly testing the product, and offering the best quality is the goal of top-notch supplement suppliers. When it comes to price, the supplements you buy that don’t work are the most expensive even though the price tag may trick you into believing otherwise.

Not all supplements are created equal, which is why Nutritional Frontiers is proud to offer you the highest quality of products in the industry. Next time you’re looking to make a natural and healthy difference in your life and you aren’t willing to sacrifice quality look for Nutritional Frontiers!



### Nutritional Frontiers VS. Over the Counter Multivitamins (OTC)

Ingredients	Amount in Nutritional Frontiers	Amount in OTC Brand
Vitamin A	✔ 3,750 IU	✘ 3,500 IU
Vitamin C	✔ 350 mg	✘ 60 mg
Vitamin E	✔ 100 IU	✘ 30 IU
Thiamin	✔ 25 mg	✘ 1.5 mg
Riboflavin	✔ 12.5 mg	✘ 1.7 mg
Niacin	✔ 47.5 mg	✘ 20 mg
Vitamin B6	✔ 25 mg	✘ 2 mg
Vitamin B12	✔ 200 mcg	✘ 6 mcg
Biotin	✔ 150 mcg	✘ 30 mcg
Pantothenic Acid	✔ 125 mg	✘ 10 mg
Magnesium	✔ 125 mg	✘ 50 mg
Manganese	✔ 2.5 mg	✘ 2.3 mg
Chromium	✔ 50 mcg	✘ 35 mcg

### Additives and Preservatives: Unnecessary

The top selling retail multi and other supplement lines contain additives & preservatives like:

- Corn Starch
- Talc
- Crospovidone
- Hydrogenated Oil
- Food Colorings
- Polyethylene Glycol
- Polyvinyl Alcohol
- BHT

**These fillers and additives provide NO health benefits!**

To view research abstracts about Nutritional Frontiers Products please visit our web page at [www.nutritionalfrontiers.com](http://www.nutritionalfrontiers.com)

Click on the tab at the top that says “Research”. Here you will find extensive research about our formulas and ingredients.

Also please visit the “Results” tab to hear testimonials from actual patients about their experiences with our formulas