

CONSUMER Health ALERT!



NUTRITIONAL FRONTIERS

WHAT'S IN YOUR MULTIVITAMIN?

A Comparison of Nutritional Frontiers' Frontier Multi with the top selling retail multi

Multivitamins are an important part of maintaining health. Due to diet variations, soil quality issues, and nutrient depletions caused by medications, disease, stress, and aging, many could benefit from taking a daily multivitamin. Not all multivitamins are the same, however! There are 3 basic characteristics to look at when evaluating a multivitamin:

- The forms of the nutrients
- The dose of the nutrients
- The other, "extra" ingredients in the multivitamin.

Nutrients are absorbed and utilized by the body in certain forms more easily than others. For example, chelating (attaching) a nutrient to a Krebs's cycle intermediate often aids absorption. The Krebs's cycle is a natural part of the body's metabolism, so the body more easily recognizes and breaks down that nutrient.

• Calcium citrate, not dicalcium phosphate; magnesium aspartate not magnesium oxide; zinc amino acid chelate not zinc oxide. Frontier Multi contains the former, superior ingredients whereas the top selling retail multi provides the latter, cheaper forms.

Vitamins can also be provided in their active forms as opposed to precursor forms:

- Vitamin B12 as cyanocobalamin is not as beneficial as methylcobalamin. Frontier Multi uses methylcobalamin whereas top selling retail multivitamins provide the inferior form.
- P-5-P (Pyridoxal 5 phosphate), an activated form of B6, is more utilizable than the precursor form pyridoxine hydrochloride, found in the top selling retail multi.
- The top selling retail multi contains the cheaper DL form of vitamin E which is synthetic. The body is better able to utilize vitamin E as natural D-alpha tocopherol succinate.
- Selenomethionine is preferred to sodium selenate
- Cupric sulfate should be avoided! A better choice is amino acid chelates like the Frontier Multi.

"More" doesn't always mean "better," but keep in mind that many of the daily RDA's are set merely to prevent deficiency rather than to promote optimal health or provide therapeutic levels of nutrients!



Frontier Multi is a complete Multi vitamin/mineral formula that also contains amino acids, bioflavonoids, antioxidants, & enzymes along with a "Whole Food" Powder Base. Veggie Caps make it suitable for vegetarians and are easier to swallow than large tablets.

Nutritional Frontiers' Frontier Multi provides higher amounts of the following:

- almost 6 times as much vitamin C & B2
- more than 3 times as much vitamin E
- more than twice as much niacin and Mg
- 4 times as much biotin
- 12 times as much B5 and B6
- 33 times as much B12

Additives and Preservatives: Unnecessary
The top selling retail multi and other non-professional 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!



Nutritional Frontiers
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