
Why you should take
a high quality
multivitamin-mineral
supplement daily



Is 'an **apple** a day' really enough
to keep the doctor away?

PHYTOCHEMICALS
MINERAL INTAKE
UNSATURATED
ABSORB INSULIN
CONSUMPTION VEGETABLE DIGESTIVE
ENERGY COMPOUNDS FAT
DISCOVERED GOITER
AMINO BLOOD
CANCER
NUTRITION
ACID FRUIT
VITAMIN
HUMAN NUTRITION
FATTY NUTRIENT BODY
RICE
OBESITY LEPTIN COMMON
CARBOHYDRATE
PELLAGRA HEALTH NUTRITIONAL
GRAIN ATOMS DIETARY
FOOD SOURCE
PROSTATE GLAND
HYDROGEN RESISTANCE
HIGH CARDIOVASCULAR
PROTEIN ELEMENTS
WATER
GLYCEROL SCURVY ESSENTIAL
BERIBERI



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Experts say we are starving for vitamins and minerals!

According to nutrition experts, we are not getting enough essential vitamins and minerals in our diets. For example, world renowned human nutrition researcher Dr. Bruce Ames recently stated that “we are starving! Even though we are all getting fat, we are starving for vitamins and minerals.”

For decades, Dr. Ames has measured how mineral and vitamin deficiencies can cause DNA damage, cancer, and premature aging. He received the prestigious *National Medal of Science* for his ground-breaking research.



Dr. Ames receiving the *National Medal of Science* from President Clinton

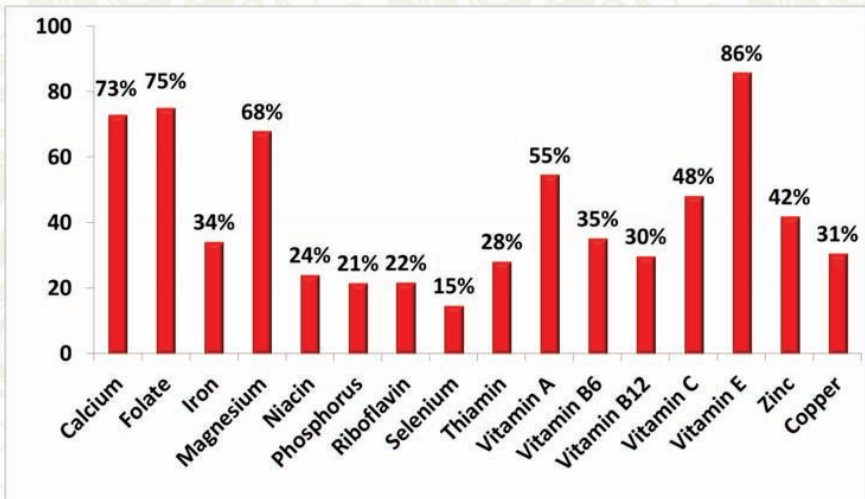
Sources: A4M World Congress on Anti-Aging and Biomedical Technologies (2011); National Science Foundation (1998)

We're not getting enough essential vitamins and minerals in our diets!

For many years, the *US Centers for Disease Control and Prevention* have reported that most people are not even getting the *minimum* recommended amounts of many essential vitamins and minerals from their diets.

The chart (below) shows the percent of the US population NOT meeting the Recommended Dietary Allowance for 16 essential nutrients. You can see that there are 5 of these nutrients that over 50% of the population don't get enough of from their diets, and there are another 5 nutrients that over 30% of the population don't get enough of from their diets on a daily basis.

Percent of U.S. Population NOT meeting the RDA



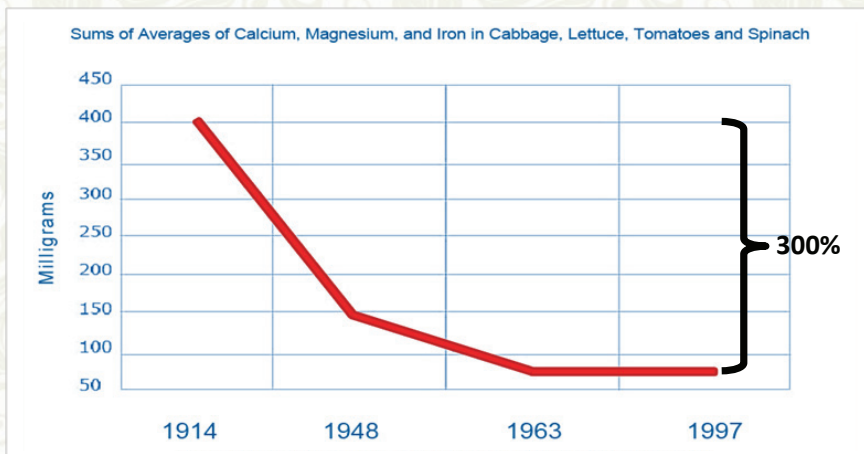
Source: United States Centers for Disease Control and Prevention (2009)

A serious decline in food quality is causing a shortage of essential vitamins and minerals in our bodies.

One reason we aren't getting enough essential vitamins and minerals from our diets is that most of the processed foods we eat are low in nutritional value. Another reason is that even whole foods don't contain the same levels of nutrients they once did.

Topsoils are depleted of dozens of essential minerals as plants grow and are harvested each year. Unless these minerals are replaced, crops simply contain fewer minerals over time. As the graph below illustrates, the levels of key minerals in cabbage, lettuce, tomatoes, and spinach have declined more than 300% in the last century.

Average Mineral Content Decline in Selected Vegetables



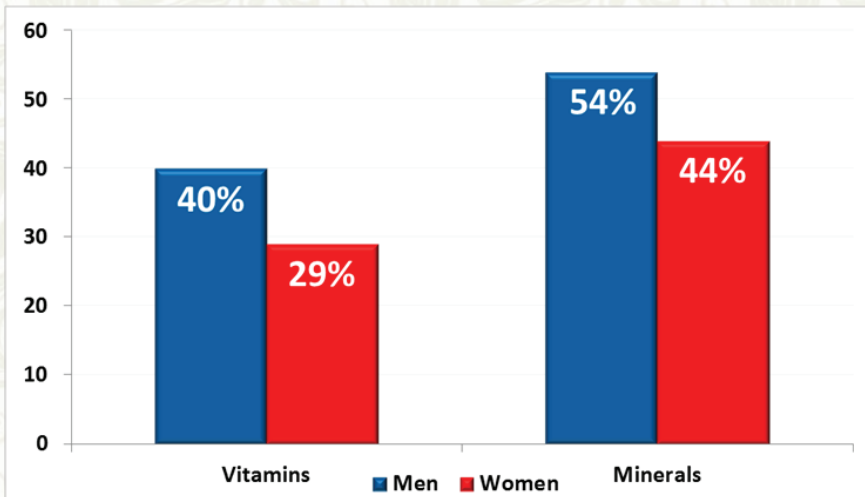
Sources: Lindlahr (1914), Hamaker (1982), US Department of Agriculture (1963 & 1997)

Even carefully selected diets fall short of *minimum* recommended dietary intake for essential nutrients.

A recent study analyzed 70 diets selected from the menu of athletes and other health-conscious participants who were seeking to improve the quality of their micronutrient intake from food choices alone. Of the 70 carefully selected diets, *none* provided an adequate level of all the essential vitamins and minerals! In fact, on average they fell 40% short of the minimum recommended dietary allowance!

It's no wonder that nutrition experts now recommend that everyone should take a daily multivitamin as insurance against an imperfect diet!

Average Nutrient Deficiencies in 70 Well-Chosen Diets



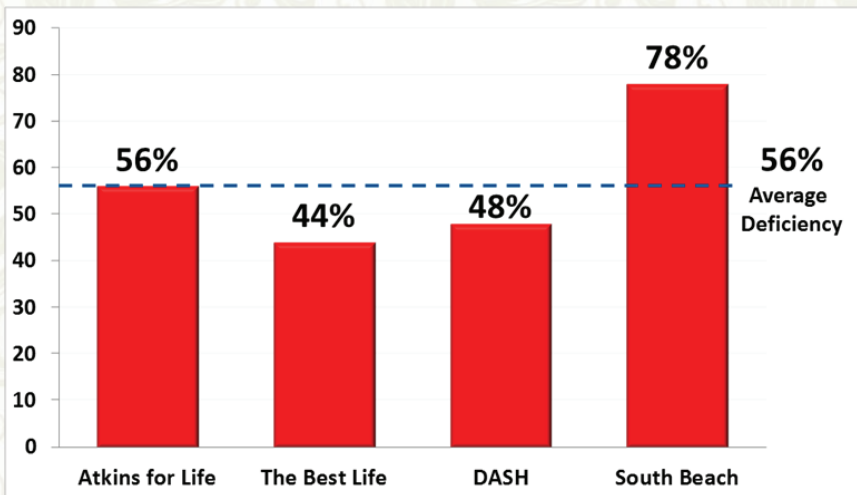
Source: *Journal of the International Society of Sports Nutrition* (2006)

Dieting to lose weight can create serious nutrient deficiencies.

Over 65 million Americans are on a diet of some kind, trying to lose weight. Many of these diets are good diets and can help you lose weight. However, according to a recent study, a typical dieter using popular diet plans would be on average 56% deficient in reaching the *minimum* recommended dietary intake for 15 out of 27 essential vitamins and minerals.

In commenting on this study, *The International Society of Sports Nutrition* concluded that “These findings are significant and indicate that an individual following a popular diet plan as suggested, with food alone, has a high likelihood of becoming micronutrient deficient” This, they say, is “a state shown to be scientifically linked to an increased risk for many dangerous and debilitating health conditions and diseases.”

Nutrient Deficiency in Popular Diets



Source: *Journal of the International Society of Sports Nutrition* (2010)

Nutrient deficiencies can create serious health problems.

Research has shown that deficiencies of essential vitamins and minerals can:

- Significantly weaken your immune system
- Damage DNA (just like radiation) – and cause cancer
- Disable metabolic pathways
- Damage mitochondria (the power plants of your cells)
- Kill brain cells
- Age you faster
- And create many other kinds of damage to body cells

The seriousness of not getting enough essential vitamins and minerals cannot be overemphasized. It's no wonder world renowned human nutrition researcher Dr. Bruce Ames emphasizes that "Everybody in the world should take a daily multi-vitamin".



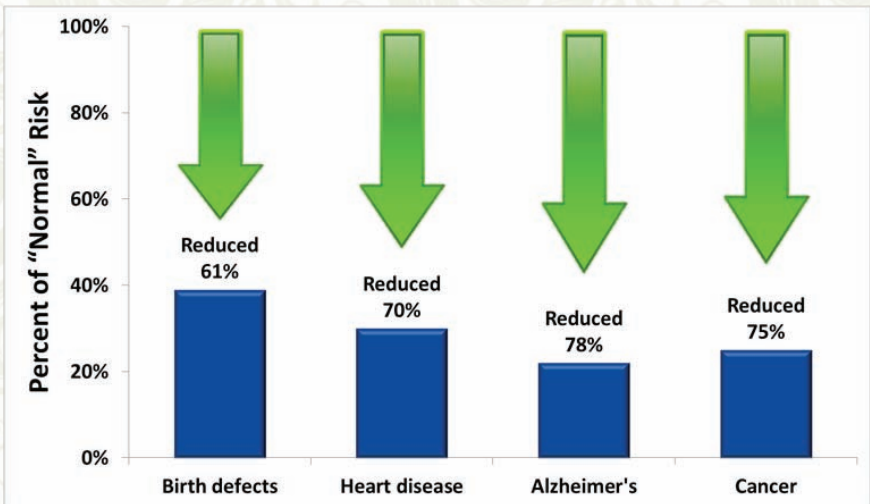
Sources: Journal of Nutrition (2004), Arch Biochem Biophys. (2004), Aging and Disease. (2011)

Supplements reduce costly health problems.

The *Congressional Budget Office* projects that at the current rate of increase, healthcare costs in the US will rise to 34% of GDP by 2040. Unless something changes soon, healthcare costs alone will significantly cripple our economy. Forward-thinking healthcare professionals agree that the only way out of the current healthcare cost crisis is to shift from sick care to prevention—keeping people healthy *not* sick.

Scientists have found that taking mineral-vitamin supplements is associated with reductions in many very costly health problems, including birth defects, heart disease, Alzheimer's, and cancer. Imagine the cost savings that would result if people understood the health-enhancing benefits that high-quality multivitamin-mineral supplements deliver.

Reductions in Costly Health Problems



Sources: CBO (2009), *J Obstet Gynaecol Can.* (2006), *Can J Cardiol* (1996), *Arch Neurol* (2004), *Cancer Epidemiol Biomarkers Prev* (1997)

World-leading economists say supplementation is cost-effective.

At a recent economic forum, held in Copenhagen, Denmark, world-leading economists ranked micronutrient supplementation as the #1 most cost effective solution to the leading problems facing the world today. They concluded that micronutrient supplements showed “tremendously high benefits compared to costs.” These economists realize that giving our bodies optimal levels of essential vitamins and minerals can have many long and short-term health benefits, which translate into substantial economic savings for countries and individuals all around the world!

Copenhagen Consensus Panel of Economists

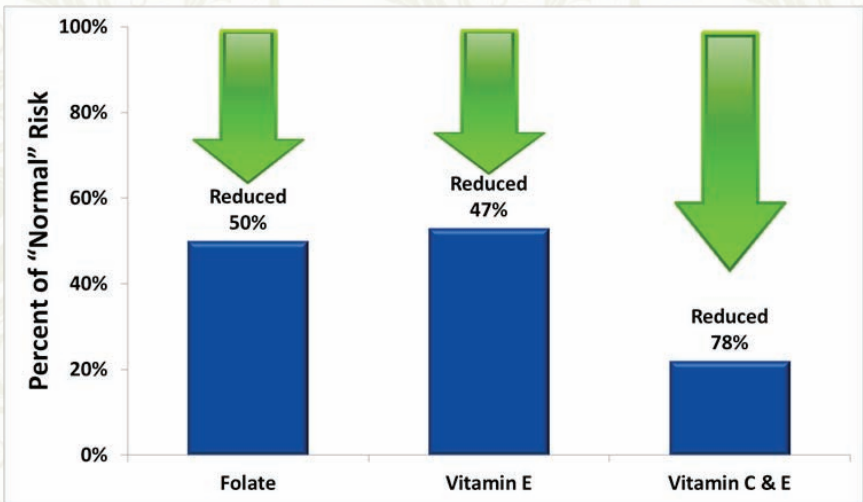


Source: Copenhagen Consensus (2008)

Vitamins and minerals can help prevent Alzheimer's disease.

Alzheimer's disease is the fastest growing cause of death in the United States. According to the *Alzheimer's Association*, payments for care of Alzheimer's disease and other dementias are projected to rise from \$200 Billion to \$1.1 Trillion by 2050. Many studies have shown that taking vitamin-mineral supplements is strongly associated with a decreased risk of Alzheimer's. This is not surprising when you consider the vital role of these nutrients in proper brain function. Imagine the cost savings this prevention represents, not to mention the greatly improved quality of life for millions of Americans and their caregivers.

Nutrients Reduce Alzheimer's Risks



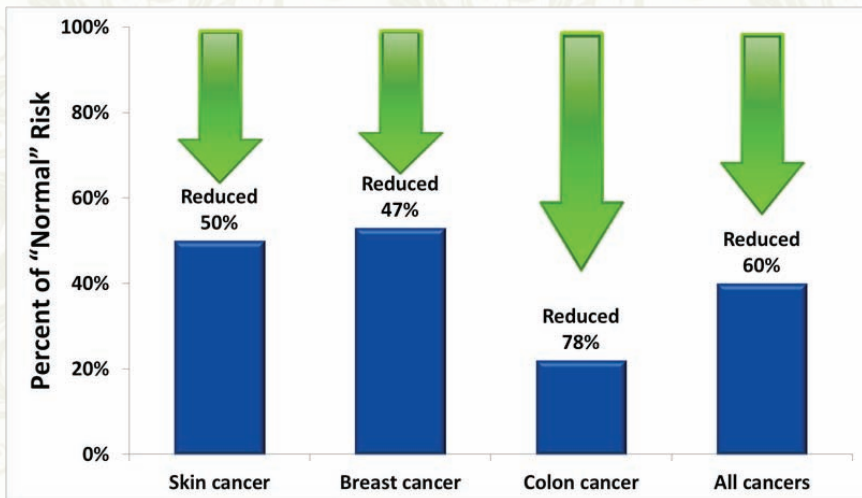
Sources: *Arch Neurol* (2007), *N. Engl. J. Med.* (1997), *Arch Neurol* (2004)

Vitamins and minerals reduce cancer risks.

Of the 5 most costly health conditions plaguing the United States, cancer is the most expensive per patient to treat!

Most people are unaware that adequate amounts of nutrients can prevent many types of cancers. For example, cancer researchers have known for nearly 20 years that a deficiency of zinc (an essential mineral the body needs to perform basic functions) has been linked to over half of human cancers. Studies have shown significant reductions in various types of cancer, just by taking essential vitamins and minerals. Imagine the cost-savings and significant improvement in health that would result if people understood the important role basic nutrition plays in preventing cancers.

Supplementing Reduces Cancer Risks



Sources: *Environ Health Perspect* (1994), *J Invest Dermatol* (2012), *Steroid Biochem Mol Biol* (2007), *Annals of Internal Medicine* (1998), *Am J Clin Nutr.* (2008)

Supplementing reduces infection and infection related disease.

According to the *Annals of Internal Medicine*, taking a multivitamin-mineral supplement results in 30% less incidence of infection and 36% less infection-related absenteeism. Also, in type 2 diabetes (which occurs in 10% of the population) people taking a multivitamin-mineral supplement had 76% less incidence of infection and 89% less infection-related absenteeism.

In the *British Medical Journal*, a meta-analysis of three studies showed that in elderly individuals, the annual number of days spent with infection was reduced by an average of 17.5 days per year by taking a mineral-vitamin supplement.

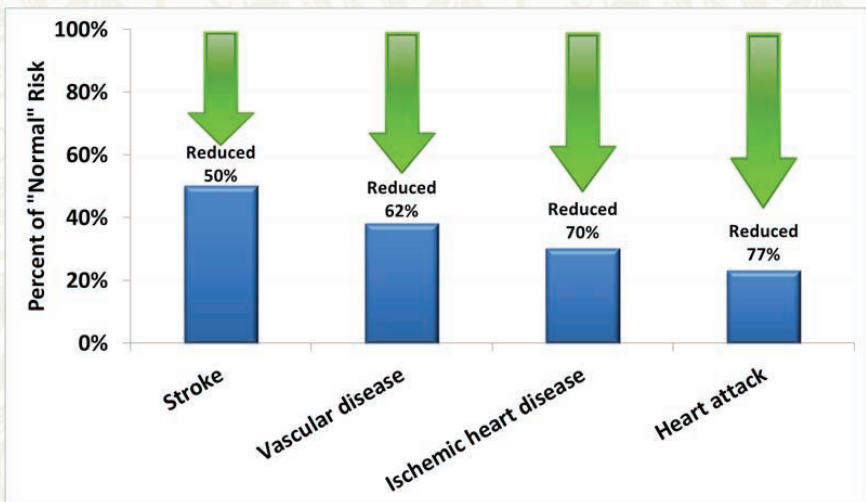


Sources: *Ann Intern Med* (2003); *BMJ* (2005)

Supplementing reduces cardiovascular risks.

For a number of years, the scientific literature has supported the fact that supplementing reduces cardiovascular risks. For instance, in one study the incidence of stroke was reduced 50% by taking a mineral-vitamin supplement. In other studies, vascular disease was reduced 62%, ischemic heart disease was reduced 70%, and heart attack was reduced by 77%, just by taking a mineral-vitamin supplement!

Reductions in Cardiovascular Risks



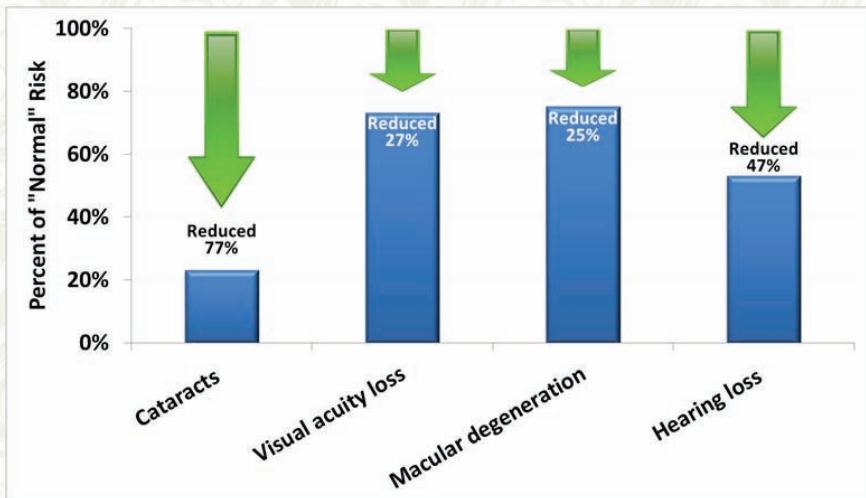
Sources: *British Medical Journal* (1995), *JAMA* (1997), *Can J Cardiol* (1996), *Lancet* (1996)

Supplementing reduces vision and hearing loss.

When we give our bodies the essential nutrients they need to function properly it shouldn't really be surprising that our health will improve as a direct result. Such is certainly the case with vision and hearing health concerns.

According to the scientific literature, taking a vitamin-mineral supplement reduced cataract incidence by 77%. Visual acuity loss was reduced by 27%, macular degeneration by 25%, and hearing loss by 47%.

Reductions in Vision & Hearing Loss

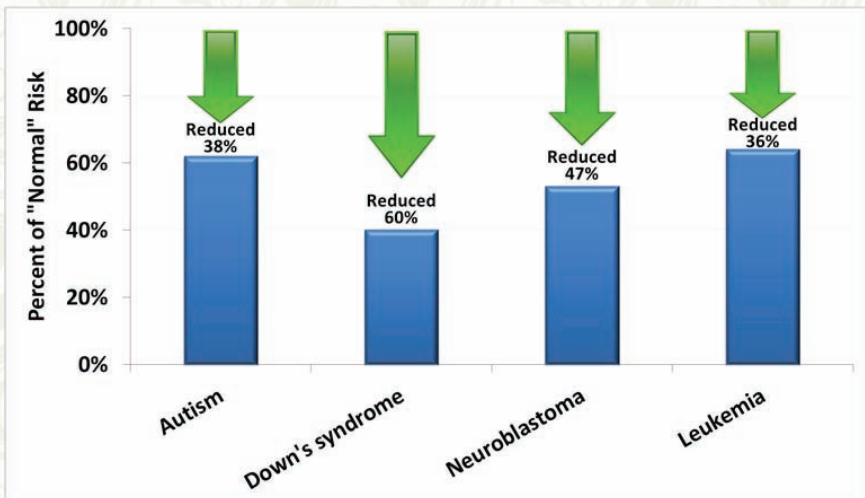


Sources: *American Journal of Clinical Nutrition* (1997), *Arch Ophthalmol* (2008), *J Nutr Health Aging* (2011)

Supplementing mothers reduces baby's health risks.

According to the scientific literature, the risk of having a baby with autism was reduced 38% when the mother took a multivitamin-mineral supplement before and during pregnancy. Supplementation similarly reduced the risk of giving birth to a baby with Down Syndrome by 60%, a baby affected with neuroblastoma by 47%, and a baby afflicted with leukemia by 36%. No wonder *The American College of Obstetricians and Gynecologists* now recommends that all women of childbearing age should take a daily multivitamin supplement.

Supplementing Mom Reduces Baby's Health Risks

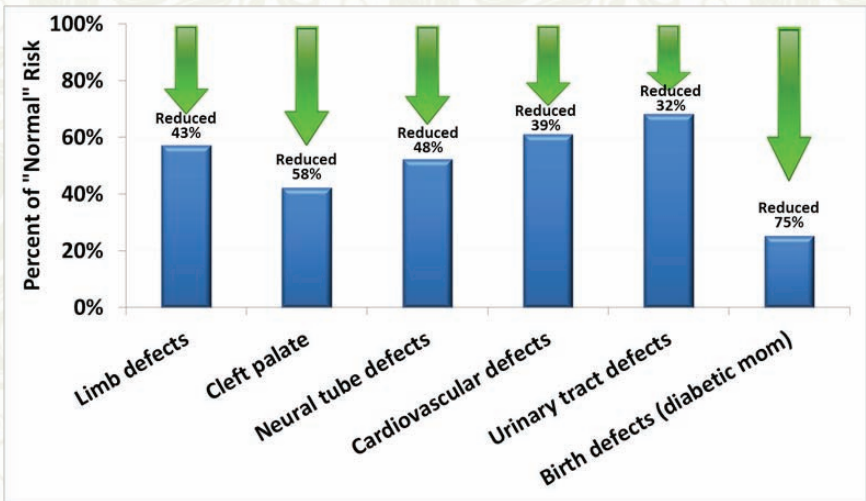


Sources: *Am J Clin Nutr* (2012), *Nutrition* (2005), *Clin Pharmacol Ther* (2007)

Supplementing mothers reduces baby's risk of having birth defects.

The strong association between supplementing mothers and reducing birth defects is very well established in the scientific literature. Here are only a few examples. When mothers took a mineral-vitamin supplement, limb defects were reduced by 43%. The associated risk of a mother giving birth to a baby with a cleft palate was reduced by 58%. Neural tube defects, which have been known for years to be associated with folic acid deficiencies, were reduced by 48%. Cardiovascular defects were reduced 39% in newborn babies. Urinary tract defects were reduced by 32%. Supplementing a mother with diabetes reduced birth defects by 75% (making the risk of having a baby with a birth defect the same as the normal population)!

Supplementing Mom Reduces Birth Defects

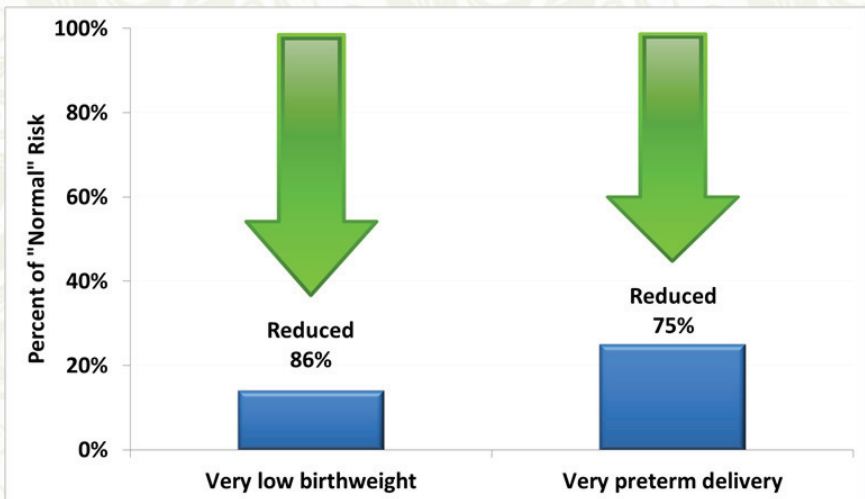


Sources: *J Obstet Gynaecol Can* (2006), *Pediatrics* (2003)

Supplementing mothers significantly reduces the risks of having a low birth-weight or preterm delivery.

When mothers are undernourished, their babies are born prematurely, which is strongly linked to many different birth defects, as well as many types of childhood problems (including behaviour and psychiatric problems). Low birth-weight babies have 11 times the normal risk of adolescent depression and 5 times the normal risk of having a birth defect! According to the *American Journal of Epidemiology*, the risk of a mother having a very low birth-weight baby is reduced 86% by taking a mineral-vitamin supplement, and the risk of a very pre-term birth drops 75% if the mother is taking a mineral-vitamin supplement!

Supplementing Mom Reduces Risks of Low Birth-weight or Preterm Delivery



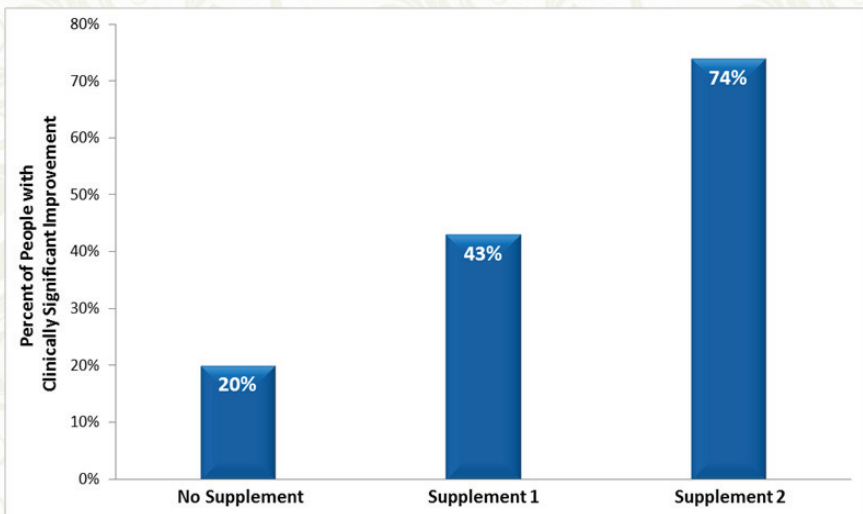
Sources: *Br J Psychiatry* (2004); *Matern Child Health J* (2009); *Am J Epidemiol* (1997)

Vitamin-mineral supplementation has been shown to significantly reduce acute stress.

After an earthquake struck Christchurch, New Zealand, in 2011 researchers randomized adults to take one of two available multivitamin supplements and compared the response to those taking no supplement.

The researchers assessed the effects of each supplement on real-life depression, anxiety, and stress using standard scientific measures. After 4 weeks, only 20% of those taking no supplement showed a clinically significant improvement. 43% of those taking the first supplement showed a clinically significant improvement. And, 74% of those taking the second supplement showed a clinically significant improvement. Researchers concluded, "This study supports micronutrients as an inexpensive and practical treatment for acute stress."

Under Stress? Better Take a Multivitamin-Mineral Supplement



Source: Hum Psychopharmacol (2012)

Vitamin-mineral supplements can help reduce stress in the workplace.

Research has shown that stress is one of the biggest drivers of healthcare costs in the workplace. Since indirect (or hidden) costs, such as poor employee performance and missed work, are typically about 4 times the direct healthcare costs, reducing stress in the workplace for both employers and employees is a big deal!

Because taking vitamin-mineral supplements can help significantly reduce stress, they can give employees a competitive advantage at work by helping them be more productive and healthy. For employers, reducing stress in the workplace can translate into substantial short-term and long-term cost savings! Healthier employees means a healthier bottom line!



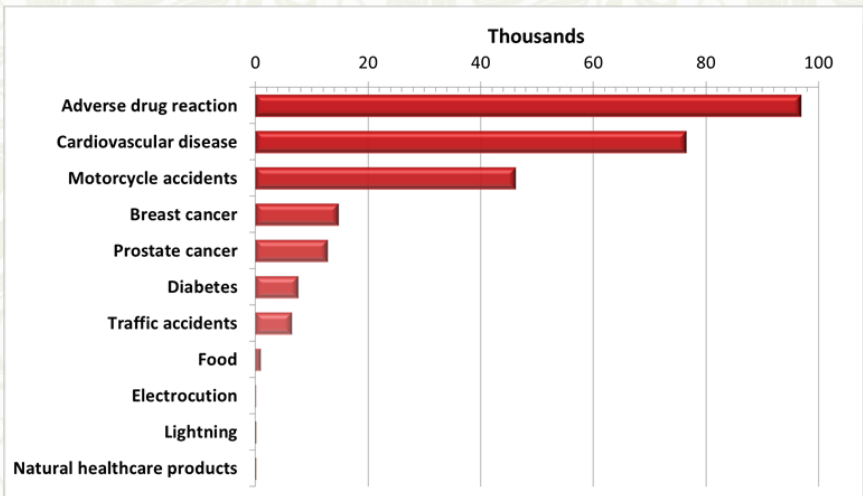
Sources: Mayo Clinic Health Solutions (2008); Hum Psychopharmacol (2012)

Multivitamin-mineral supplements are safe.

Most of the ingredients in multivitamin-mineral supplements have an impressive history of safe use (spanning more than 60 years). The graph (below) compares the risk of dying from taking any natural health product (including vitamins, minerals, and herbs) with the risk of dying from various other causes.

For every 1 person who dies taking a natural health product, 5 people die from being struck by lightning, more than 6,000 people die in traffic accidents, 75,000 people die of heart disease, and nearly 100,000 people die from a reaction to a prescription drug. Supplements, in general, are extremely safe. Minerals and vitamins, in particular, are even safer. This is hardly surprising because they are in all the foods we eat and are essential for life.

Relative Risk of Supplements



Source: Consumers For Health Choice (2012)

Our bodies need optimal levels of ALL the essential vitamins and minerals to be healthy.

Essential vitamins and minerals are vital inputs for many processes in every cell in our bodies, so when one nutrient is deficient, it can cause problems in multiple body systems and lead to chronic disease. So, in order for our bodies to function optimally, we need optimal levels of *all* the essential nutrients.

Most supplements on the market are single ingredient supplements which can at best address only one of the many deficiencies in our diets. Multivitamins can be effective in fixing more of the nutrient deficiencies in our bodies; however, even many multivitamins give poor results because they don't contain optimal levels or forms of nutrients. Selecting the right high-quality supplement can make all the difference to your health.



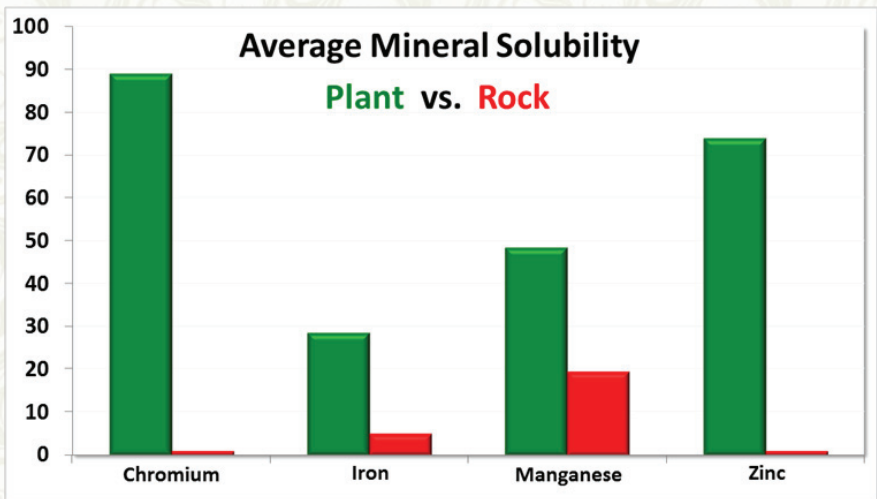
Sources: Journal of Nutrition (2004)

The form of minerals in supplements is critical to their effectiveness.

Nearly all multivitamins contain the rock form of minerals, which our bodies can't use effectively. The form of minerals found in plants is much more useful to the body.

The graph (below) shows that many of the minerals in plants are 100 times more soluble than the rock forms used in nearly all multivitamins. For this reason alone, it's easy to see how it's better to take a high-quality vitamin-mineral supplement (which uses forms of minerals your body can effectively utilize) than a poorly formulated one.

The Form of Minerals in Supplements is Critical



Source: Food Chemistry (2000)

Most Americans buy supplements that can't effectively address multiple nutrient deficiencies.

Of the approximately \$30 Billion Americans spend on dietary supplements annually, just 42% is used to buy supplements that contain vitamins or minerals. Most of these supplements are actually single-vitamin or single-mineral products which can at best address only one of the many deficiencies in our diets. Multivitamin-mineral products account for only 18% of the total spent and many of them don't contain optimal levels or forms of vitamins and minerals. Some products don't even dissolve. For example, in one study, university researchers found that 54% of common multivitamin products either dissolved incompletely or failed to dissolve at all!

Finding the right supplement is important for your health. It's certainly worth an investment of both your time and money to make sure you get the full value for what you pay for.



Sources: Nutrition Business Journal (2010); J Pharm Pharmaceut Sci. (2006)

You can afford a quality daily multi-vitamin mineral supplement.

Because supplementing is important for your health and because your health directly affects everything else you can accomplish in your life, adding a small amount of money to your food budget shouldn't be a hard thing to do. However, there is a simple way that you can justify this valuable addition to your diet without increasing your food budget even 1 penny! Simply substitute the multivitamin-mineral supplement for one of your daily bad habits—like the extra pop, cup of coffee, bag of chips, or chocolate bar—that you really could do without. Everybody has at least one health-hindering habit they could drop.

Do yourself a big favor. Put your health first by ensuring that you find the right multivitamin-mineral supplement for you. It will complement the other positive health choices you are currently trying to make and you'll see the payback in your health!



NutraTek™-enhanced products are superior to regular multivitamins.

Our vitamin-mineral formulations are powered by our proprietary NutraTek™ mineral delivery technology, which mimics nature by combining every mineral with specialized organic molecules. This allows the minerals to be absorbed and optimally utilized by your body's cells like plant minerals. Our superior formulations provide the *full* recommended amounts of *all* the essential vitamins and trace minerals in optimal forms.

Our NutraTek™-enhanced formulations have been studied by independent researchers for nearly 20 years at a dozen universities. The results show that they are completely safe for everyday use and are much more effective than other recognized brand name multi-vitamins in reducing real-world stress and improving mood.





NutraTek Health Innovations Inc.

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Product Websites:

Hardy Nutritionals™
www.GetHardy.com

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