

# Discover a New Chapter

## in Multivitamins

More than food supplements,  
they're supplemental food!<sup>®</sup>

### Beyond an "Insurance Policy"

Most people would agree that taking a daily multivitamin is a good idea—it's often referred to as an "insurance policy" for covering nutritional gaps left by a less than optimal diet. New Chapter<sup>®</sup> believes a daily multi can be much more than a nutrient backstop. Simply avoiding deficiency misses a major opportunity to promote wellness! The perfect whole-food cultured multivitamin can be a firm foundation of your complete nutrition program, delivering multiple benefits to support your overall health and wellness.

### Finely Tuned Potencies

New Chapter's formulation team, led by Founder, Formulator, and Master Herbalist Paul Schulick, sets each nutrient level in our multis while considering daily intake of that nutrient absorbed from food. This conscious and detailed review of each nutrient results in specialized multivitamin formulations that support **vitality and wellness** while honoring the first formulation philosophy of New Chapter: Do no harm.\*

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease. Certified Organic by International Certification Services, Inc., Keelina, NJ, USA

Which New Chapter Multivitamin is Perfect for You?

For Those Under Age 40

Every Man<sup>®</sup> || Every Woman<sup>®</sup>

Every Man's One Daily || Every Woman's One Daily

For Those Age 40 and Beyond

Every Man<sup>®</sup> II || Every Woman<sup>®</sup> II

Every Man's One Daily 40+ || Every Woman's One Daily 40+

The Perfect Multivitamin for Pregnancy\*  
Perfect Prenatal<sup>®</sup>



We are committed to sustainable practices in the sourcing, production, and promotion of our products.

### Taking a Stand on Non-GMO

New Chapter has long been committed to avoiding genetically modified organisms (GMOs). More than 85% of our products have already been granted verified status by the Non-GMO Project. We are the first vitamin and supplement company to achieve this extraordinary depth of verification. We're proud to be a leading advocate of the Non-GMO movement in the industry.

### Our Commitment to Sustainability

At New Chapter, we believe in sustainable business practices. Our Sustainability Department focuses on everything from making certain that we use the most energy-efficient lighting to the ethical sourcing of all our raw materials. We are also continually engaging with our supply partners to uphold a socially responsible and environmentally conscious supply chain. This ongoing and complex process reflects our intention to honor our well-being as well as that of our planet.

Every year we devote a portion of our after-tax profits to the conservation of tropical rainforests and the sacred seeds that sustain all herbal traditions. We proudly work with recycled and recyclable materials, and are ecologically sensitive.



This brochure is printed on XX% recycled post-consumer waste paper.

### Get the Whole Truth!

Sign up for our e-newsletter at [newchapter.com/newsletter](http://newchapter.com/newsletter).  
New Chapter, Inc., 90 Technology Drive  
Brattleboro, VT 05301 • 888-874-4461

PROXXX-XX

© 2014 New Chapter, Inc.

# NEWCHAPTER<sup>®</sup>



## Discover the New Chapter Difference

Whole-food cultured multivitamins made with organic vegetables and herbs, formulated for you.



Gentle enough to take anytime,  
even on an empty stomach!



# Delivering Nutrition cultured for Your Benefit

Gentle enough to take anytime,  
even on an empty stomach!

## The Traditional Goal of Culturing

For thousands of years, societies around the world have been fermenting foods with good bacteria to create **gentle, cultured products** such as yogurt, miso, and kefir. Fermented foods are broadly consumed today, and highly valued for their unique compounds.

## The New Chapter Difference

We bring the tradition of beneficial fermentation to all of our multivitamins, a culturing process that helps create **dynamic whole foods**. Our vitamins and minerals are individually cultured using proprietary recipes of organic yeast, live probiotics, and whole foods such as organic carrot, organic alfalfa, and organic orange peel. The result? Transformed, whole-food cultured nutrients, ready to support your health.

## Whole-Food Cultured Nutrients

Each New Chapter® multivitamin is an innovative blend of cultured whole-food vitamins and minerals, formulated to **meet your specific life stage needs**. We also include artisanal, herbal therapeutic blends of targeted herbs to support specific areas of wellness.

## Committed to Organic and Non-GMO

The whole-food ingredients are grown without the use of added chemical pesticides, herbicide residues, or genetic engineering. New Chapter believes **organic nutrition** is better for people and better for our environment. We're also proud to be the first vitamin and supplement company **verified by the Non-GMO Project**.

New Chapter multivitamins are Non-GMO Project verified and third-party certified to be made with organic vegetables and herbs.



These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease. Certified Organic by International Certification Services, Inc., Medina, ND, USA.



## New Chapter's Culturing Process

- 1. Initial Culturing**  
To begin the first core stage of fermentation, organic yeast (*Saccharomyces cerevisiae*) is mixed with natural plant carbohydrates.
- 2. Targeted Nutrient Addition**  
The targeted nutrient (vitamin or mineral) is added into the active yeast solution to be cultured.
- 3. Whole Food Addition**  
Organic, non-GMO soy and additional organic whole foods, such as alfalfa, carrot, and orange peel, are added for continued fermentation. The yeast begins to absorb the nutrient into its structure.
- 4. Enzyme Addition**  
Enzymes (Papain and Bromelain) from tropical fruit are added to slow down the culturing process as the enzymes soften the yeast walls.
- 5. Probiotic Culturing**  
In the second core stage of fermentation, select lactic acid bacteria (*L. acidophilus*, *B. bifidum*, and *L. rhamnosus*) are added. Probiotic culturing begins as the lactic acid bacteria grows, using the whole-food solution as sustenance.
- 6. Whole-Food Complex Activation**  
Low heat is applied to complete the live culturing process. Each individually fermented nutrient is now preserved as an active whole-food complex, ready for blending.
- 7. Blending & Tableting**  
Individual whole-food complexed nutrients are intelligently blended to create exclusive formulations for different needs and life stages. In addition, we include artisanal blends of targeted herbs to support specific areas of wellness.