

How Real Is Your Vitamin?

To achieve standardized levels of vitamin and mineral ingredients, there are only two sources:

Synthetically Made

Synthetic vitamins are produced chemically in a laboratory and may be made from petroleum or coal tar; they're not in a food form.



Because they are less expensive, most minerals used for supplementation are mined from the ground or manufactured from chemical processes.

Tests have shown that these minerals do not dissolve well (they are not soluble) in either the stomach or small intestine.



Plant-Sourced

Naturally sourced vitamins are extracted from foods or plants or are cultured in yeast.

Plants use multiple processes to accumulate minerals from the soil, predigest them and then bond them into a food matrix. Minerals from plants are, therefore, more soluble.



Research suggests that naturally sourced vitamins are easier to absorb and retain than synthetically made vitamins.

Nutrition the way your body wants it.



NutriVerus™ powder is a real-food solution providing glyconutrients, phytonutrients, antioxidants, vitamins and minerals

Do You Know Where *Your* Multivitamin Comes From?

Approximately 150 million consumers in North America now take a vitamin/mineral supplement daily! But most people don't even know the source, quality or efficacy of the products they take. Mannatech believes that the best vitamin and mineral supplementation should include:

- Naturally sourced vitamins with standardized and properly labeled amounts
- Plant-sourced minerals at standardized and properly labeled amounts

†Datamonitor: Dietary Supplements Market Trends & Opportunities 4/29/09 (Dietary Supplement Market USA)

*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.



How to Read a Supplement Label

Amount Per Serving heads the listing of nutrients contained in the supplement, followed by the quantity present in each serving.

Milligram (mg) and microgram (mcg) are units of measurement for water soluble vitamins (C and B complex) and minerals. A milligram is equal to .001 grams. A microgram is equal to .001 milligrams.

The list of all **ingredients** includes nutrients and other ingredients used to formulate the supplement, in decreasing order by weight.

Supplement Facts

Serving Size 1 tablet
Suggested Use: Adults, take one tablet per day with meal

Amount Per Serving	% Daily Value
Vitamin A 5000 I.U.	50% as Beta Carotene
Vitamin C 250 mg	417%
Vitamin D 400 I.U.	100%
Vitamin E 200 I.U.	667%
Vitamin K 80 mcg	100%
Thiamin 5 mg	333%
Riboflavin 5 mg	294%
Niacin 20 mg	100%
Vitamin B ₆ 5 mg	250%
Folic acid 400 mcg	100%
Vitamin B ₁₂ 6 mcg	100%
Biotin 150 mcg	50%
Pantothenic Acid 10 mg	100%
Calcium 200 mg	20%
Iron 18 mg	100%
Phosphorus 200 mg	20%
Iodine 150 mcg	100%
Selenium 35 mcg	50%
Magnesium 200 mg	50%
Zinc 15 mg	100%
Copper 2 mg	100%
Boron 150 mcg	*

* Daily Value not established

Ingredients: Dicalcium phosphate, calcium carbonate, magnesium oxide, ascorbic acid, dl-alpha-tocopheryl acetate, niacinamide, ferrous fumarate, zinc oxide, d-calcium pantothenate, microcrystalline cellulose, beta-carotene, thiamin mononitrate, riboflavin, sodium carboxymethylcellulose, magnesium stearate, silicon dioxide, vitamin A acetate, pyridoxine hydrochloride, copper sulfate, folic acid, biotin, potassium iodide, boric citrate, phytonadione, sodium selenate, vitamin D, vitamin B12.

Serving size is the manufacturer's suggested serving expressed in the appropriate unit (tablet, capsule, softgel, packet, teaspoonful).

Percent Daily Value (DV) tells what percentage of the recommended daily intake for each nutrient for adults and children ages 4 and up is provided by the supplement serving.

International Unit (IU) is a standard unit of measure for fat soluble vitamins (A, D and E).

An **asterisk (*)** or symbol (†) under the "Percent Daily Value" heading indicates that a Daily Value has not been established for that nutrient.

The FDA requires that all dietary supplement product labels include a Supplement Facts box. This box must show the amount (if present in a measurable amount) of calories, calories from fat, fat, saturated fat, cholesterol, sodium, carbohydrates, dietary fiber, sugars, protein, vitamin A, vitamin C, calcium and iron in a product. The Percent Daily Value for any dietary ingredient for which the FDA has established daily values must also be included. Vitamins and minerals added for purposes of supplementation or for which a claim is made must also be declared. A list of product ingredients is also required.

Dietary supplement companies have some freedom regarding how they present this information. At Mannatech, our expert Regulatory Affairs and Quality Assurance teams work very hard to ensure that what you read on our labels is what you will find in our products. Basically, with us, what you see is what you get.

GET THE FACTS

Check out the label on our NutriVerus powder. It contains naturally sourced vitamins from foods like acerola cherries, broccoli and grape pomace; plant-sourced minerals; cell-supporting glyconutrients; stabilized rice bran; and an organic fruit and vegetable base. No unpronounceable or unrecognizable names here. Become a label reader and you can be more confident in your choices. **It's only natural to want the best for yourself and your family.**

Easily Identify Synthetics

Synthetic vitamins may include:	Listed as:
Vitamin B2	riboflavin
Vitamin C	ascorbic acid
Vitamin D	calciferol
Vitamin E	dl-alpha tocopherol
Vitamin K	menadione or phytonadione
Pantothenic acid	calcium D-pantothenate
Folic acid	pteroylglutamic acid

Any vitamin ending in the following is synthetic: acetate, hydrochloride, mononitrate, palmitate or succinate

Synthetic mineral names will usually end in one of the following:

ascorbate	aspartate	carbonate	chloride
citrate	disulfide	gluconate	glycerophosphate
iodide	lactate	malate	methionine
orotate	oxide	picolinate	sulfate

For more info on Supplements 101, check out our blog copy on HealthyScience.net. A portion of this copy was sourced from material produced by Proevity Continuing Education Group. Label modified from: www.crnusa.org/pdfs/CRN_How_to_read_a_ds_label.pdf

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