

Recognizing a Quality Supplement

Would you recognize a great vitamin if you saw one? Can you spot quality? How should you compare one brand to another? What should you avoid? How can you get the most for your money when buying supplements?

To choose vitamins and supplements wisely, these questions need to be answered. And, as we all know, quality varies from one supplement line to another making it difficult to know which lines represent a high quality product. The key is learning what to look for, what to avoid, and how to get the best value from your vitamin dollar.

Here's a checklist to help you choose the supplement line that meets your standards:

Look for a best-by date (not a secret code) that clearly tells you how long this product will be effective. Without a best-by date, there is no guaranteed potency by the time of consumption.

Choose glass bottles whenever possible since dark glass bottles provide the best barrier to sunlight and moisture, ensuring maximum freshness and potency.

Check for unnecessary adders and fillers when comparing supplements, especially synthetic fillers. Ingredients such as carnuba wax, artificial flavors, and dyes are unnecessary, may hinder absorption, and in general are undesirable in dietary supplements.

Consider avoiding products containing sugars, starches, yeast, or gluten, both because many individuals are sensitive to these ingredients and because they add no value to your dietary supplement.

Ask our staff about the manufacturer of our vitamin line. Because we deal directly with the manufacturer, and put our name on their product, we are familiar with their production methods, labs and testing facilities, product quality, and their commitment to high standards.

Once you've determined the line of products right for your needs, there are some guidelines to keep in mind when selecting each particular vitamin or supplement suited to your nutritional needs:

Dosages

Select a dosage that is convenient for your lifestyle. Although it's considered best to take multiple doses throughout the day, the most important issue is choosing a supplement that you will incorporate into your daily routine.

Ingredient Sources

Learn about the sources of ingredients in your vitamin. Generally, the source follows the ingredient and appears in parentheses. Different sources offer different benefits. To decide what is best for you, ask store personnel or try researching it yourself.

Nutrients

Read the label carefully to confirm that the levels of the nutrients match what you need - written either as IUs (international units), mgs (milligrams), or mcgs (micrograms).

| Supplement Facts | | |
|--|-------------------|---------------|
| Serving Size 1 Tablet | | |
| | Amount Per Tablet | % Daily Value |
| Vitamin A (80% from palmitate, 20% from beta-carotene) | 10,000 IU | 200% |
| Vitamin C (as calcium ascorbate) | 200 mg | 167% |
| Vitamin D3 (as cholecalciferol) | 400 IU | 100% |
| Vitamin E (as d-alpha-tocopheryl succinate) | 30 IU | 100% |
| Thiamin (as thiamin HCl) | 10 mg | 667% |
| Riboflavin | 10 mg | 588% |
| Niacin (as niacinamide) | 20 mg | 100% |
| Vitamin B6 (as pyridoxine HCl) | 10 mg | 500% |
| Folic Acid | 400 mcg | 100% |
| Vitamin B12 (as cobalamin) | 15 mcg | 250% |
| Biotin | 30 mcg | 10% |
| Pantothenic Acid (as d-calcium pantothenate) | 20 mg | 200% |
| Calcium (from di-calcium phosphate) | 100 mg | 10% |
| Iron (from ferrous fumarate) | 18 mg | 100% |
| Phosphorous (from di-calcium phosphate) | 50 mg | 5% |
| Iodine (from potassium iodide) | 150 mcg | 100% |
| Magnesium (from magnesium oxide) | 50 mg | 13% |
| Zinc (from zinc gluconate, oxide) | 15 mg | 100% |
| Selenium (from selenium dioxide) | 25 mcg | 36% |
| Copper (from copper gluconate) | 1 mg | 50% |

KEEP OUT OF REACH OF CHILDREN VL 544C

This information is for educational purposes only and should not be construed as medical advice. These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

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