

The Best Supplements For Your Health: Separating Fact from Fiction

Don Goldberg, R.Ph.

- The Best Supplements For Your Health: Separating Fact From Fiction
Don Goldberg, R.Ph. - NY Open Center, June 20, 2008
- Introduction
 - Why Take Nutritional Supplements?
 - Which Supplements Do YOU Need?
 - Choosing the Best Supplements
 - Frequently Asked Questions
 - Red Flags

- ## Who is Don Goldberg?
- Registered Pharmacist, California
 - Dir Quality Control, Ingram Pharmaceutical Co
 - Dir Quality Control, Boericke & Runyon
 - Dir Quality Control, Shaklee Corp
 - President, Vitamix Inc
 - VP Operations, Faraday Labs/Nutri Dyn
 - Sales/Marketing, Lewis-Gitomer Labs
 - Prod Dev/Marketing, Arkopharma Inc
 - President, Pharmaceutical Nutritional Systems
 - Co-Owner, Willner Chemists

WILLNER CHEMISTS


2 location in Manhattan

100 Park Avenue
(41st & Park)
New York, NY 10017

253 Broadway
(corner Murray)
New York, NY 10007

(800) 633 1106

www.willner.com




The Best Supplements For Your Health

A comprehensive discussion of nutritional and herbal supplements—how to choose and use the ones that are right for you. Learn how to recognize misleading advertising and marketing hype.

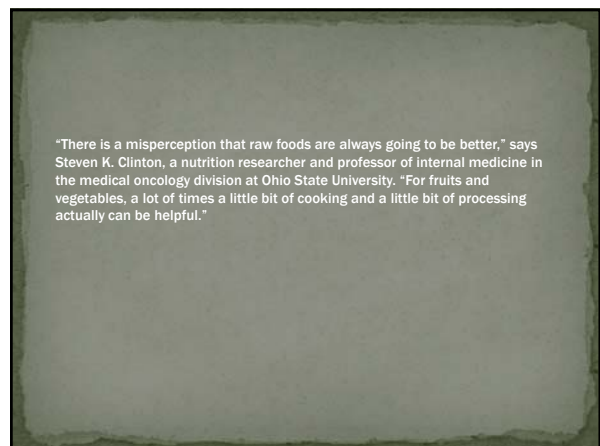
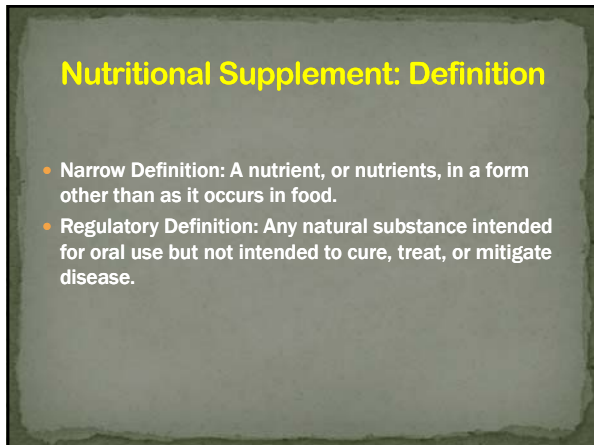
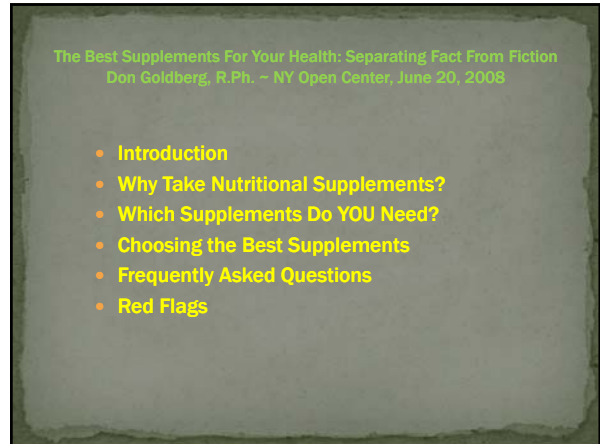
Includes over 300 pages of specific product information and recommendations.

Available at Willner Chemists, willner.com, and all fine bookstores.

The Willner Window Radio Program



Join Don Goldberg, Arnie Gitomer, Dr. Richard Podell and Sam Forbes for a discussion of nutritional supplements, herbs & homeopathic remedies. Sunday, from 2 pm to 4 pm, on WOR 710 AM or www.wor710.com



Two Roles:

- As Supplements
 - Prevent Overt and Subclinical Deficiency
 - Insure Optimal Health
 - Optimal Function
 - Optimal Immune System
- As Therapeutic Agents
 - To Prevent and Treat Disease

From Food to Drug?

- Food
 - ↓ Remove Water (Dehydrate)
- Food Concentrate
 - ↓ Remove Unwanted Components
- Extract
 - ↓ Purify, Separate Active Ingredient
- Isolate
 - ↓ Modify or Synthesize Active Component
- Derivative

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What Supplements Do *YOU* Need?

Creating An Individualized Nutritional Supplement Regimen

- Dietary Inadequacies?
- Special Needs and/or Goals?
- Specific Health Problems?
- Specific Areas of Concern?

Dietary Inadequacies?

Are You a Vegetarian?

- Vitamin B12

Do You Dislike Vegetables & Fruit?
Do You Love Sugar and Grease?

- Green Food Concentrate
- Omega 3 Oils

Special Needs & Goals?

- Sports, Training?
 - Protein and/or Amino Acids
 - B-complex Vitamins
 - Connective Tissue Support
- Longevity?
 - Anti-Oxidant Nutrients
- Pregnancy?

Health Problems?

- Overweight?
- Blood Sugar Control Problems? (Diabetes, Hypoglycemia)
- Heart Disease?
- Osteoporosis?
- Arthritis?

Overweight?

- Fiber Supplements
- CLA (Conjugated Linoleic Acid)
- Licorice Flavonoid Extract (Glavonoid)
- GreenTea
- Chromium
- Meal Replacement Formulas
- Hydroxycitric Acid, Hoodia, Bitter Orange, Guarana

Blood Sugar Control (Diabetes)

- ALA (Alpha Lipoic Acid)
- Chromium
- Fenugreek, Ginseng, Cinnamon, Gymnema
- Fiber, Beta-Glucan
- Acetyl-L-Carnitine
- B-Complex vitamins

Heart Disease?

- Coenzyme Q-10
- Omega-3 Oils
- Garlic, Hawthorn, Fenugreek, Gum Guggul
- Phytosterols, Sytrinol, Water-Soluble Fiber
- Niacin, Inositol Hexaniacinate
- Tocotrienols
- Folic Acid, B12 & B6
- Pantethine, L-carnitine

Osteoporosis?

- Calcium
- Magnesium & Trace Minerals
- Vitamin D
- Strontium
- Boron, Silicon
- Ipriflavone (Soy Isoflavones)
- Vitamin K



COMBINATION FORMULAS!

Four Bone Complex tablets contain:

Calcium (from MCHC, Citrate, Carbonate)	800 mg	
Magnesium (from Oxide, Citrate)	400 mg	
Ipriflavone	600 mg	
Soy Isoflavone Concentrate	300 mg	
Vitamin D (Cholecalciferol)	200 IU	
Zinc (as Glycinate)	10 mg	
Copper (as Lysinate)	0.5 mg	
Manganese (as Citrate)	5 mg	
Horsefall Extract (4:1)	25 mg	
Boron (as Glycinate)	1.5 mg	
Vitamin K (as Phylloquinone)	80 mcg	



Osteoarthritis?

- Glucosamine Sulfate
- Chondroitin Sulfate
- MSM (Methylsulfonylmethane)
- Collagen Supplements
- Boswellia, Turmeric, Devil's Claw, Cat's Claw
- CMO (Cetyl myristoleate)
- Omega-3 Oils

Special Concerns?

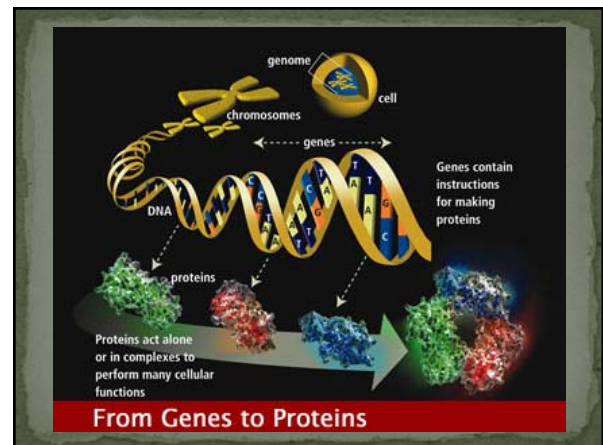
- Predisposition to Cancer?
- Predisposition to Heart Disease?
- Predisposition to Cataract and/or Glaucoma?
- Exposure to Environmental Toxins?
- Identified Genetic Vulnerabilities (Nutrigenomics)
(Personalized Genetic Testing – GeneLink®)



March 13, 2007

Richard A. Passwater, Ph.D.

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The Personalized Nutrition Revolution

Solgar NutrigenomX™
Program

Nutrigenomics

There are a multitude of nutrient-related interactions at the gene, protein and metabolic levels. As a result, nutrition research has shifted from epidemiology and physiology to molecular biology and genetics.

Müller M, Kersten S. (2003). "Nutrigenomics: Goals and Perspectives." *Nature Reviews Genetics* 4. 315-322

Personalized Nutrition

- Nutrigenetics examines the individual's unique make-up and determines which vitamins, minerals and other nutrients are necessary for optimal health.
- Diet and lifestyle also are important in determining supplement needs.
- It's all about understanding what one's unique genetic profile is. We've now established that some people have naturally higher requirements in certain areas, based on their genetic profile.

Our physical uniqueness is largely due to SNPs

The DNA between any two humans is about 99.1% identical. Except for identical twins, variations in just a small fraction of our DNA account for the major ways in which one human is different from another. These small variations in DNA are called SNPs, which stands for '**single nucleotide polymorphisms**' or (SNPs, pronounced 'snips').

Traffic pollution linked to childhood allergies, study says

- German researchers say they have found some of the strongest evidence yet linking traffic pollution to childhood allergies.
- The risk of developing asthma, hay fever, eczema or other allergies is about 50 percent higher for children living 50 metres (yards) from a busy road than for those living 1,000 meters away, they said. . .
- The study followed 3,000 healthy children from all over Munich for six years from birth to determine rates of allergy-related diseases and exposure to traffic pollution.

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How Do You Choose The Right Supplement Product?

Separating Fact from Fiction



Science
and/or
**COMMON
SENSE**

**Marketing
Hype**

Your Most Important Decision?

- Multivitamin-Multimineral
 - One A Day
 - Two A Day
 - Four/Six A Day
 - Specialty Multi Formulas



- Do you really think a second-grade school teacher was able to come up with a cure for the common cold?
- Do you really think that if someone really invented a supplement that would make belly fat melt away while you sleep, they would be selling it on late night TV infomercials?
- Do you really think that if the impressive testimonials on the infomercials were truly valid, they would put a "results not typical" disclaimer across the bottom of the screen, in small print?
- Do you really believe that if something seems too good to be true, it actually might be?

Type Of Product

- Tablet
 - Cost; Versatile; Proven; Disintegration Vs Dissolution
- Capsule
 - Easy to Swallow; Less Excipients?
- Liquid
 - Easy to Swallow; Stability; Flavors & Sweeteners
- Powder
 - Stable; Inexpensive

Natural?



- How Significant?
 - With Few Exceptions, all vitamins in supplements are synthetic.
- Vitamin E
- Beta-Carotene
- "Drug Store Vitamins"

"Food Based?"

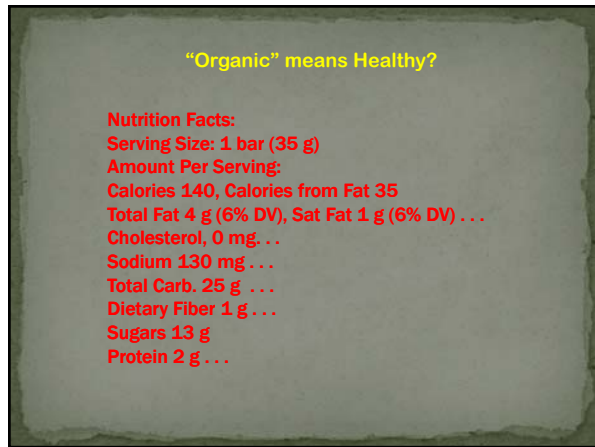
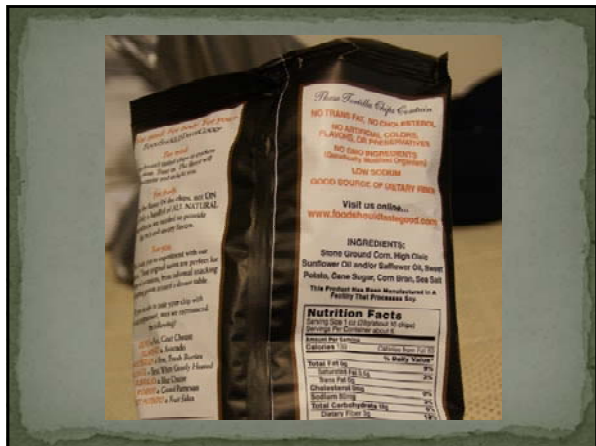


- Fortified Yeast "T6361" (Red Star, Universal Food)
- Contents: Brewer's Type Yeast, Thiamine Hydrochloride, Riboflavin, Pyridoxine Hydrochloride, Niacinamide . . ."
- Not necessarily a bad thing, as long as not misled!



"Sweet Potato?"





SmithSorensen
NUTRACEUTICALS

ADVANCED FAT & CARB BLOCKER PATCH-CR™



Advanced FAT & CARB BLOCKER PATCH-CR™
Topical Weight Loss Patch
White Kidney Bean Extract
Psyllium Extract
Time Released
30 patches (1 month supply)

Why SmithSorensen Patches?

- ✓ Timed Released
- ✓ Preferred Delivery System
- ✓ Apply patch just once-a-day
- ✓ No big pills to swallow
- ✓ No shakes
- ✓ Skin-sensitive adhesive
- ✓ Product Guarantee!!

SmithSorensen
NUTRACEUTICALS

ADVANCED HOODIA & GREEN TEA PATCH-CR™



Advanced HOODIA & GREEN TEA PATCH-CR™
Topical Weight Loss Patch
Hoodia Goniacum
Green Tea Extract
Time Released
30 patches (1 month supply)

Why SmithSorensen Patches?

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- ✓ Product Guarantee!!

SmithSorensen
NUTRACEUTICALS

ADVANCED JOINT PATCH-CR™



Advanced JOINT PATCH-CR™
Topical Joint Pain Relief Patch
Glucosamine Sulfate
Chondroitin Sulfate
Magnesium
Vitamin E
Time Released
30 patches (1 month supply)

Why SmithSorensen Patches?

- ✓ Timed Released
- ✓ Preferred Delivery System
- ✓ Apply patch just once-a-day
- ✓ No big pills to swallow
- ✓ No shakes
- ✓ Skin-sensitive adhesive
- ✓ Product Guarantee!!

SmithSorensen
NUTRACEUTICALS

SmithSorensen Nutraceuticals was established in order to fill the increasing market need for high quality consumable Topical Patches with natural ingredients. As a result of our recent growth, SmithSorensen Nutraceuticals is now one of the leading manufacturers and wholesalers of Topical Patches in the United States.

SmithSorensen Nutraceuticals contracting facilities are filled with the most current equipment available in the market. Straight line, piston, rotary and electronic fillers, as well as a high speed conveyers, are used for maximum efficiency. Quality controlled mixing systems use homogeneous tanks and other equipment to provide the highest quality products for our customers. Pouring, sealing and side screening exceed industry standards. SmithSorensen Nutraceuticals utilizes the finest research and development staffs in the industry. Laboratories are equipped with the most modern and up-to-date computers and equipment. Our exceptionally high quality standards are never compromised. Quality control employees are constantly supervised by a Director of Quality Control. Rigor controls over the manufacturing and packaging processes developed by the Quality Control Department are absolute. SmithSorensen Nutraceuticals control requirements set the industry standard. Our firm utilizes state-of-the-art manufacturing procedures and facilities in Nevada and Hong Kong. Today our numerous efforts involve research, preparation and the manufacture of products that are distributed worldwide.

SmithSorensen's product selection includes topical patches for weight loss, joint pain, sleep and many more. In addition, we also manufacture complementary products in capsule and tablet form.

SmithSorensen is also focused on maximizing the consumer appeal of all its products. We feel that it is equally as important to make sure that the consumers get a superior product and that the company's licensed retailers are able to move SmithSorensen's products off their shelves effectively and efficiently.

SmithSorensen does not focus on direct-to-consumer transactions. When consumers call the company to order product, they are referred to a local retailer and/or a nationwide mail order retailer.

SmithSorensen prides itself on taking Customer Service very seriously. The entire team at SmithSorensen knows that its success is always directly tied to satisfaction levels of our licensed retailers. All licensed retailers of SmithSorensen get a designated Sales Consultant.

Provia label of SmithSorensen's products is available at surprisingly low quantities. Please contact your Sales Consultant for more details.

What Is The Problem?

**Is there any reason to think it works?
... i.e. any reason to think these nutrients will be delivered through the skin?**

PROBIOTICS

American Health® is one of today's leading manufacturers of exceptional quality probiotic formulas. Probiotics help stimulate the growth of "friendly" bacteria in the digestive tract and encourage proper nutrient absorption. Super potency, milk-based and soy-based (milk-free) liquid supplements offer approximately 20 billion "friendly" organisms per serving.** They contain a unique blend of specially selected strains of potent lactic bacteria cultures, including the famed Hetchnikoff and Pasteur Institute forms, and are available in pleasant flavors. For on-the-go support, you can't beat the naturally delicious fruit flavors of our milk-free yummy chewables. Mixable powder and easy-to-swallow capsules provide alternative ways to help maintain daily intestinal health.® Whatever you choose, you can count on our superb probiotics from American Health to deliver the essential nutritional support your body needs to support digestion, intestinal health and immune function.®

**At time of manufacture.

Promotes Intestinal Health™

CHEWABLE ACIDOPHILUS with bifidus

MILK FREE

One Billion Organisms Guaranteed!

Natural Blueberry Flavor

DIETARY SUPPLEMENT
100 wafers

AMERICAN HEALTH

Supplement Facts
Serving Size 1 Wafer
Amount Per Wafer % Daily Value
Lactobacillus acidophilus 1.0 billion 100%
Bifidobacterium bifidus 1.0 billion 100%
Lactobacillus Bifidus 100 mg

PROBIOTIC BLEND
Lactobacillus Acidophilus, Lactobacillus Bifidus, Bifidobacterium Bifidus, and Lactobacillus Bifidus are guaranteed to contain 2.5 billion organisms per wafer.

Other Ingredients: Maltitol, Mannitol, Fructose, Cellulose, Plant Glycerin, Vegetable Stearin Acid, Citric Acid, Polydextrose, Natural Flavors, Xylitol, Gum Arabic, Citric Acid, Vegetable Magnesium Stearate, Malted Cellulose Gum.

AMERICAN HEALTH is a leading manufacturer of natural fruit flavored Acidophilus chewable wafers.

WARNING: If you are pregnant, nursing or taking any medications, consult your doctor before you take this wafer and consult your doctor if any adverse reactions occur.

DIETARY SUPPLEMENT: Do not use if seal is broken or missing. **KEEP OUT OF REACH OF CHILDREN.** Store in a dry place at room temperature.

Manufactured by American Health, Inc., Rockton, MA 01551, U.S.A. www.americanhealth.com © 2007 American Health, Inc.

Promotes Intestinal Health™

Probiotic ACIDOPHILUS

Billions Of Organisms Guaranteed!

A Natural Balance Of Specially Selected Strains Of Acidophilic Cultures

Plain Flavor

DIETARY SUPPLEMENT
16 fl. oz. (472 mL)

AMERICAN HEALTH

Supplement Facts
Serving Size 2 Tablespoons (30 mL)
Amount Per Serving % Daily Value
Lactobacillus acidophilus 2.5 billion 100%
Lactobacillus bifidus 2.5 billion 100%
Lactobacillus casei 2.5 billion 100%
Lactobacillus plantarum 2.5 billion 100%
Lactobacillus rhamnosus 2.5 billion 100%
Lactobacillus acidophilus Bifidus 2.5 billion 100%
Lactobacillus acidophilus Bifidus 2.5 billion 100%

PROBIOTIC BLEND
Lactobacillus acidophilus, Lactobacillus bifidus, Lactobacillus casei, Lactobacillus plantarum, Lactobacillus rhamnosus, Lactobacillus acidophilus Bifidus, and Lactobacillus acidophilus Bifidus are guaranteed to contain 2.5 billion organisms per 1/2 ounce (15 mL) serving.

Other Ingredients: Maltitol, Mannitol, Fructose, Cellulose, Plant Glycerin, Vegetable Stearin Acid, Citric Acid, Polydextrose, Natural Flavors, Xylitol, Gum Arabic, Citric Acid, Vegetable Magnesium Stearate, Malted Cellulose Gum.

AMERICAN HEALTH is a leading manufacturer of natural fruit flavored Acidophilus chewable wafers.

WARNING: If you are pregnant, nursing or taking any medications, consult your doctor before you take this wafer and consult your doctor if any adverse reactions occur.

DIETARY SUPPLEMENT: Do not use if seal is broken or missing. **KEEP OUT OF REACH OF CHILDREN.** Store in a dry place at room temperature.

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BerryDophilus™ Chewable - 100 Chewables

NOW® BerryDophilus™ is a combination of probiotic bacterial strains designed to support gastrointestinal health, as well as immune system function. In addition, healthy intestinal flora also helps to create a favorable environment for the absorption and utilization of nutrients. FOS (fructooligosaccharides) has been included to help facilitate the healthy growth of acidophilus and bifidus organisms. NOW® BerryDophilus™ is potent enough for adults, yet perfectly safe for growing children and young adults.*

Each animal shaped, berry-flavored chewable contains 750 million organisms from a blend of four strains that yields 2.5 billion organisms at the time of manufacturing. We've sweetened BerryDophilus™ with Xylitol, a naturally-occurring sugar alcohol that contributes to its great taste without harming teeth.

AMERICAN HEALTH

CHEWABLE SUPER PAPAYA ENZYME PLUS

the "after meal" supplement

DIETARY SUPPLEMENT
180 tablets

AMERICAN HEALTH

Supplement Facts
Serving Size 3 Tablets
Amount Per Serving % Daily Value
Papaya (100 mg) 100 mg 100%
Mango (100 mg) 100 mg 100%
Alpha Bromelain (100 mg) 100 mg 100%
Cellulose (100 mg) 100 mg 100%
Papaya (100 mg) 100 mg 100%
Mango (100 mg) 100 mg 100%
Alpha Bromelain (100 mg) 100 mg 100%
Cellulose (100 mg) 100 mg 100%

Other Ingredients: Maltitol, Cellulose, Cellulose, Stearin Acid, Citric Acid, Gum Arabic, Citric Acid, Vegetable Magnesium Stearate, Malted Cellulose Gum.

AMERICAN HEALTH is a leading manufacturer of natural fruit flavored Acidophilus chewable wafers.

WARNING: If you are pregnant, nursing or taking any medications, consult your doctor before you take this wafer and consult your doctor if any adverse reactions occur.

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#1 NEW YORK TIMES BESTSELLER

How well do you know your body? TAKE THE QUIZ!

YOU THE OWNER'S MANUAL

An Insider's Guide to the Body That Will Make You Healthier and Younger

MICHAEL F. ROIZEN, M.D.
MEHMET C. OZ, M.D.

Both glucosamine and the supplement chondroitin have also been shown to be effective in decreasing the symptoms of osteoarthritis for those who are already experiencing joint pain. The theory is that it works like aspirin and ibuprofen by decreasing inflammation at the joint that's causing the pain. Though no one is quite sure how or why it works, there's some excellent data in four randomized and controlled studies (the gold standard of science). These studies show that the supplements actually restore youth to your joints by modifying the basic disease process—they cause the regeneration of cartilage in the knee and hip joints and reduce the production of inflammatory cytokines (many of which are known to be involved in the disease process).

... Bromelain—an Ingredient found in pineapples [an enzyme] ... Has shown anti-inflammatory abilities. Take 100 milligrams once a day if your joints feel stiff. of the ingredient in each pill.

SUPPORT HAWAII'S ECONOMY Bromelain—an ingredient found in pineapples—isn't really a nutrient for preventing bone and joint disease, but it can be used to help speed recovery. That's because bromelain has shown anti-inflammatory abilities. Take 100 milligrams once a day if your joints feel stiff.

Ingredients

Supplement Facts

Serving Size: 1 capsule
Servings per container: 30 servings

	Amount per serving	% Daily Value
Bromelain	576 GDU	†
Papain	10,077,000 PU	†
Amylase	36,000 DU	†
Lipase	405 FCC FIP	†
Neutral protease	738 NU	†
Fungal protease 4.0	34,800 HUT	†
Bacterial protease	62,250 HUT	†
Rutin	30 mg	†
Serratiapeptidase	120,000 SFU	†

† Daily Value not established.

Other Ingredients: Vegetarian capsule (cellulose).
Suggested Adult Use: Take 3 capsules daily away from food (one hour before or two hours afterwards), or as recommended by a healthcare professional.
Suitable for Vegetarians
CONTAINS NOTHING OTHER THAN LISTED INGREDIENTS



Ingredients

Supplement Facts

Serving Size: 1 capsule
Servings per container: 90

	Amount per serving	% Daily Value
Best Digestive Enzyme Blend		
Amylase Blend (2 strains)	20,000 DU	†
Protease (20 Plus Blend (4 strains))	75,000 FIP	†
Protease having LRP for activity	20,000 HUT	†
Bromelain	60 GDU	†
Papain	500,000 FCC PU	†
Invertase	100 Fwy	†
Cellulase	1250 CU	†
Beta glucuronase	45 BCU	†
Alpha galactosidase	500 GCU	†
Hydrolyase	750 HCU	†
Xylanase	850 XU	†
Phytase	150 FE	†
Glucosylase	50 AGU	†
Lipase	3000 FIP	†
Lactase	1000 ALU	†
Berberubritol	1 billion CFU	†

† Daily Value not established.

Other Ingredients: Vegetarian capsule (cellulose).
Suggested adult use: Take 1 capsule with each meal.
Suitable for Vegetarians
CONTAINS NOTHING OTHER THAN LISTED INGREDIENTS



Both glucosamine and the supplement chondroitin have also been shown to be effective in relieving the symptoms of osteoarthritis for those who are already experiencing joint pain.

Both glucosamine and the supplement chondroitin have also been shown to be able enough to help maintain adequate lubrication between your joints and to act as a shock absorber between bones.

Both glucosamine and the supplement chondroitin have also been shown to be effective in relieving the symptoms of osteoarthritis for those who are already experiencing joint pain.

... Take 1,500 milligrams a day of the two combined [glucosamine and chondroitin] ... Only three current preparations of the supplement have more than 25% of the ingredient on the label in the pill, so we recommend you use these three brands, which have between 80 and 100 percent of the ingredient in each pill. ...

They are Triple Flex, Osteo Bi-Flex, and Cosamin DS.

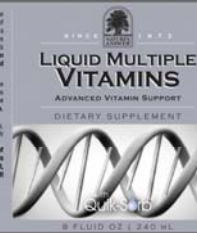
SUPPORT HAWAII'S ECONOMY Bromelain—an ingredient found in pineapple—isn't really a nutrient for preventing bone and joint disease, but it can be used to help speed recovery. That's because bromelain has shown anti-inflammatory abilities. Take 100 milligrams once a day if your joints feel stiff.

Supplement Facts

Serving Size: 1 Tablespoon (15 mL)
Servings Per Container: 12

	Amount Per Serving	% Daily Value
Calories	25	
Total Carbohydrate	6 g	2%
Sugars	1 g	†
Vitamin A (as Retinolate and as Beta-Carotene)	10,000 IU	200%
Vitamin C (as Ascorbic Acid)	300 mg	500%
Vitamin D (as Calciferol)	400 IU	100%
Vitamin E (as D-Alpha-Tocopheryl Acetate)	60 IU	200%
Thiamine (as Thiamine HCl (M B1))	5 mg	400%
Riboflavin (as Riboflavin 5-H)	5 mg	294%
Niacin (as Nicotinamide)	60 mg	300%
Vitamin B-6 (as Pyridoxine HCl)	20 mg	1,000%
Folate (as Folic Acid)	400 mcg	1,000%
Vitamin B-12 (as Cyanocobalamin)	30 mcg	500%
Biotin	300 mcg	100%
Pantothenic acid (as Calcium Pantothenate)	30 mg	300%
Chromium (as Chromium Nicotinate)	200 mcg	167%
Manganese	50 mg	†
Citrus Bioflavonoids Extract	50 mg	†
Choline (as Choline Bitartrate)	30 mg	†
Grape Seed Extract	10 mg	†
Ppara-Aminobenzoic Acid	10 mg	†
Evening Primrose Oil (as)	10 mg	†
Soy Protein	10 mg	†
Alve Vera Leaf Extract 200:1	500 mcg	†

† Percent Daily Values are based on a 2,000 calorie diet.
† Daily Value not established.



Supplement Facts

Serving Size: 1 Tablespoon (15 mL)
Servings Per Container: 12

	Amount Per Serving	% Daily Value
Calories	25	
Total Carbohydrate	6 g	2%
Sugars	1 g	†
Vitamin A (as Retinolate and as Beta-Carotene)	10,000 IU	200%
Vitamin C (as Ascorbic Acid)	300 mg	500%
Vitamin D (as Calciferol)	400 IU	100%
Vitamin E (as D-Alpha-Tocopheryl Acetate)	60 IU	200%
Thiamine (as Thiamine HCl (M B1))	5 mg	400%
Riboflavin (as Riboflavin 5-H)	5 mg	294%
Niacin (as Nicotinamide)	60 mg	300%
Vitamin B-6 (as Pyridoxine HCl)	20 mg	1,000%
Folate (as Folic Acid)	400 mcg	1,000%
Vitamin B-12 (as Cyanocobalamin)	30 mcg	500%
Biotin	300 mcg	100%
Pantothenic acid (as Calcium Pantothenate)	30 mg	300%
Chromium (as Chromium Nicotinate)	200 mcg	167%
Manganese	50 mg	†
Citrus Bioflavonoids Extract	50 mg	†
Choline (as Choline Bitartrate)	30 mg	†
Grape Seed Extract	10 mg	†
Ppara-Aminobenzoic Acid	10 mg	†
Evening Primrose Oil (as)	10 mg	†
Soy Protein	10 mg	†
Alve Vera Leaf Extract 200:1	500 mcg	†

† Percent Daily Values are based on a 2,000 calorie diet.
† Daily Value not established.



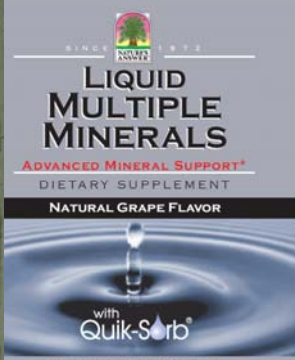
Supplement Facts

Serving Size: 1 Tablespoon (15 mL)
Servings Per Container: 12

	Amount Per Serving	% Daily Value
Calories	30	
Total Carbohydrate	7 g	2%
Sugars	<1 g	†
Calcium (as Calcium Citrate and Calcium Oxide)	75 mg	8%
Iron (as Ferrous Gluconate)	120 mcg	<1%
Phosphorus (as Phosphorus Citrate)	25 mg	3%
Magnesium (as Magnesium Citrate and Magnesium Oxide)	30 mg	8%
Zinc (as Zinc Oxide)	7.5 mg	50%
Selenium (as Selenium Selenite)	30 mcg	40%
Copper (as Copper Oxide)	1 mg	30%
Manganese (as Manganese Aspartate)	2 mg	100%
Chromium (as Chromium Nicotinate)	50 mcg	42%
Methylcobalamin (as Methylcobalamin-Aspartate)	50 mcg	67%
Potassium (as Potassium Chloride)	10 mg	<1%
Alve Vera Leaf Extract 200:1	5 mg	†
Boron (as Boron Citrate)	200 mcg	†
Vanillin (as Vanillin Sodium)	5 mcg	†

† Percent Daily Values are based on a 2,000 calorie diet.
† Daily Value not established.

Suggested Use: As a dietary supplement take one (1) Tablespoon (15 mL) daily with a meal, or as directed by your healthcare practitioner. May be mixed with water or food. Shake well before use. Refrigerate after opening.



My Favorite Multiple® (Liquid) Product Information
Back to Product

Supplement Facts
 Serving Size: 2 Teaspoons (10ml)
 Servings Per Container: 13

Ingredients	Amt Per Serving	% Daily Value
Calories	20	
Total Carbohydrates	3g	2%
Sugars		
Vitamin A (as Beta Carotene)	10,000IU	200%
Vitamin C (as Calcium Ascorbate)	200mg	333%
Vitamin D (as Cholecalciferol)	400IU	100%
Vitamin E (as β -Alpha Tocopheryl Acetate)	100IU	333%
Thiamin (Vitamin B-1) (as Thiamine HCl)	3.5mg	500%
Riboflavin (Vitamin B-2)	8.5mg	500%
Niacin (as Niacin Nicotinamide)	20mg	100%
Vitamin B-6 (as Pyridoxine HCl)	17mg	850%
Folate (as Folic Acid)	400mcg	100%
Vitamin B-12 (as Cyanocobalamin)	50mcg	833%
Biotin	300mcg	100%
Pantothenic Acid (as β -Calcium Pantothenate)	50mg	500%
Calcium (as Calcium: Ascorbate, β -Pantothenate)	20mg	3%

*Percent Daily Values are based on a 2,000 calorie diet.
 ** Daily Value Not Established.

Other Ingredients:
 Purified Water, Honey, Brown Rice Syrup, Glycerin, Tropical Fruit Base (Mango, Passion Fruit, Orange, Lime, Cashew Nut, Pineapple, Lemon), Natural Vanilla and Ginger Flavors, Herbal Blend (From Alfalfa Juice Leaf), Shungu Nettles (Leaf), Kelp, Parsley (Leaf), Oat (Grass), Hops, Requeimort (Leaf), Turmeric (Root), Citric Acid, GIP Flavonoid Complex (Extracted from Rose Hips (Fruit), Turmeric (Root), Siliberry (Berry), Hawthorn (Berry)), Grape (Skin), Wild Thistle (Leaf), Citrus Source Flavonoid (Isoperanin, Rutin and Quercetin and Ethnane Angelicifolia and Pteroparia extract), Sodium Benzoate (as preservative).

NO Yeast, Wheat, Corn, Milk, Egg, Gluten, Artificial Colors or Flavors, Added Sugar, Starch or Preservatives.

Other Information
 STORE IN A COOL, DRY PLACE. KEEP OUT OF REACH OF CHILDREN.

ORIGINAL FORMULA



Every molecule of ALL ONE Original is pure nutrition. Powerful enough to be a meal replacement, this unique formula contains 8 grams of protein from the sweet milk of New Zealand dairy cows (free of lactose, fat and synthetic hormones). These naturally occurring whole food amino acids are bound (proteinated) to generous portions of minerals and nestled in a blend containing high potency pure USP grade vitamins and other natural food factors.

- High potency antioxidants
- Stress B-complex + a full gram of vitamin C
- Full spectrum minerals for easy absorption
- 8 grams of protein, enough to be a meal replacement
- Vegetarian, includes iron
- Gluten, yeast and sugar free

What People are Saying

Supplement Facts
 Serving size: 1 heaping tablespoon (4 level teaspoons) (15g)

Amount per serving	% Daily Value*	Amino Acid Profile: Naturally Occurring in Whole Protein
Calories		Calories from fat 10
Total Fat	13g	26%
Total Fat	5g	10%
Cholesterol	5mg	10%
Potassium (as Potassium Citrate, Potassium Aspartate)	30mg	6%
Total Carbohydrate	13g	26%
Dietary Fiber	3g	6%
Vitamin A (as Calcium Ascorbate) More Info	40	80%
Vitamin A (as Vitamin A Palmitate) More Info	5,000IU	100%
Vitamin A (as Beta Carotene) More Info	7,000IU	140%
Vitamin C (as Ascorbic Acid) More Info	1,000mg	187%
Vitamin D2 (as Ergocalciferol) More Info	500IU	125%
Vitamin E (as β -Alpha Tocopheryl Succinate) More Info	400IU	133%
Vitamin K (as Phylloquinone) More Info	50mcg	40%
Thiamine HCl (B-1) More Info	25mg	187%
Riboflavin (B-2) More Info	20mg	142%
Niacin (as Nicotinamide) More Info	100mg	500%
Vitamin B-6 (as Pyridoxine HCl) More Info	25mg	125%
Folic Acid More Info	400mcg	100%
Vitamin B-12 (as Cyanocobalamin) More Info	25mcg	416%
Biotin (as Biotin) More Info	250mcg	625%
Pantothenic Acid (as β -Calcium Pantothenate) More Info	100mg	200%
Calcium** (as Calcium Caseinate/Calcium Carbonate, Dicalcium Phosphate) More Info	110mg	55%
Phosphorus** (as Dicalcium Phosphate, from Calcium Caseinate) More Info	200mg	200%
Iron** (as Ferric Sulfate AA Chelate) More Info	18mg	100%
Zinc** (as Zinc Oxide) More Info	100mcg	125%
Magnesium** (as Magnesium Citrate) More Info	200mg	50%
Copper** (as Copper Protein) More Info	13mcg	100%
Copper** (as Copper Amino Acid Chelate) More Info	3.2mcg	100%
Manganese** (as Manganese Carboxylate) More Info	4mg	200%
Chromium** (as Chromium Amino Acid Chelate) More Info	50mcg	40%
Selenium** (as Selenomethionine Amino Acid Chelate) More Info	50mcg	70%

*Percent Daily Values are based on a 2000 calorie diet.
 **Daily value not established.
 ***Essential Amino Acids

Vitamin D
 Take it Out? ... Or Leave It In?



- Osteoporosis
- Crohn's Disease
- Cystic Fibrosis
- Rickets/Osteomalacia
- Depression
- Prostate Cancer
- Diabetes (Type 1 and Type 2)
- Hypertension
- Breast Cancer
- Colon Cancer
- Migraine Headaches
- Multiple Sclerosis
- Parkinson's Disease

Vitamin D & Depression

A recent study found that people with minor or major depression had lower vitamin D levels than people without depression. The study, published in the *Archives of General Psychiatry*, was conducted in the high-latitude country of the Netherlands (where sun exposure is limited) and included people age 65 and older. Vitamin D levels in 169 people with minor depression and 26 people with major depression were compared with those from 1,087 people without depression.

Vitamin D levels were 14% lower in the people with major and minor depression compared with nondepressed people. Levels of parathyroid hormone, the hormone that helps regulate calcium levels in the body, was 5% higher in people with minor depression and 33% higher in people with major depression. When vitamin D levels are low, parathyroid hormone levels tend to rise, and high levels of this hormone have been linked to depression in the past.

A Good Dietary Source?

"Cod Liver Oil is an excellent dietary source of vitamin D, as are vitamin D-fortified foods. Traces of vitamin D are found in egg yolks and butter. However, the majority of vitamin D in the body is created during a chemical reaction that starts with sunlight exposure to the skin. Cholecalciferol (vitamin D3) is the animal form of this vitamin."

Vitamin D – Dosage?

"Most people take 400 IU per day, a safe amount for adults. Some researchers believe that amounts up to 10,000 IU per day are safe for the average healthy adult, although adverse effects may occur even at lower levels among people with hypersensitivity to vitamin D (e.g. hyperparathyroidism). In fact, of all published cases of vitamin D toxicity for which a vitamin D amount is known, only one occurred at a level of intake under 40,000 IU per day. Nevertheless, people wishing to take more than 1,000 IU per day for long periods of time should consult a physician. People should remember the total daily intake of vitamin D includes vitamin D from fortified milk and other fortified foods, cod liver oil, supplements that contain vitamin D, and sunlight. People who receive adequate sunlight exposure do not need as much vitamin D in their diet as do people who receive minimal sunlight exposure."

Vitamin D - Supplemental

The term "vitamin D" refers to several different forms of this vitamin. Two forms are important in humans: ergocalciferol (vitamin D2) and cholecalciferol (vitamin D3). Vitamin D2 is synthesized by plants. Vitamin D3 is synthesized by humans in the skin when it is exposed to ultraviolet-B (UVB) rays from sunlight. Foods may be fortified with vitamin D2 or D3.

The major biologic function of vitamin D is to maintain normal blood levels of calcium and phosphorus. Vitamin D aids in the absorption of calcium, helping to form and maintain strong bones. Recently, research also suggests vitamin D may provide protection from osteoporosis, hypertension (high blood pressure), cancer, and several autoimmune diseases.



Calcium Supplements

- Just Calcium?
- What Type of Calcium?
 - Carbonate (Oyster Shell, Coral Calcium)
 - Citrate
 - Chelated Calcium
 - Bone Meal, MCHC (Microcrystalline Hydroxyapatite)
- When to Take Calcium Supplements?

Calcium Carbonate	40% Calcium
Calcium Phosphate Tribasic	35% Calcium
MCHC	25% Calcium
Calcium Phosphate Dibasic	23% Calcium
Calcium Lactate	13% Calcium
Calcium Gluconate	9% Calcium

How many tablets to get at least 1,000 mg of Calcium? (Solgar)

Calcium 600	2 tabs (1200 mg Ca)
Calcium Citrate	4 tabs (1000 mg Ca)
Calcium Gluconate	18 tabs (1080 mg Ca)
Calcium Lactate	12 tabs (1013 mg Ca)
Chelated Calcium	6 tabs (1000 mg Ca)

*note: ONLY Calcium!



Omega-3 (Fish Oil) Supplements

Nordic Naturals Product Data:

Product	Size (Oil) In mg	EPA (mg)	DHA (mg)
Omega-3	1000 mg	165 mg	110 mg
Ultimate Omega	1000 mg	325 mg	225 mg
EPA	1000 mg	425 mg	100 mg
DHA	1000 mg	90 mg	450 mg
EPA Xtra	1000 mg	530 mg	137 mg

EPA vs. DHA?

- EPA: Supports Cardiovascular and Circulatory Health • Promotes Anti-Inflammatory Series 3 Prostaglandin (PGE-3)
- DHA: Supports Brain, Nervous System, and Visual Function; important during pregnancy and lactation.

Omega 3-6-9



Supports Joint Mobility and Positive Mental Outlook

An omega-3, omega-6 combination for prostaglandin series 1 & 3 production. Complete Omega-3.6.9 delivers EPA and DHA from fish oil, and GLA from borage oil. Distilled for purity, Complete Omega-3.6.9 is an ideal supplement to ensure adequate intake of essential fatty acids from both fish and plant source. Rosemary extract has been added for freshness, and natural lemon oil for palatability.

The Best Supplements For Your Health: Separating Fact From Fiction
Don Goldberg, R.Ph. - NY Open Center, June 20, 2008

- Introduction
- Why Take Nutritional Supplements?
- Which Supplements Do YOU Need?
- Choosing the Best Supplements
- Frequently Asked Questions
- Red Flags



Frequently Asked Questions . . .

**“Am I taking too much?
... Too little?”**

- Remember, Supplements are not Drugs
- Prevention, or Therapeutic?
- Omega-3 (Fish Oil) Supplements
- CoQ10 Supplements



Frequently Asked Questions . . .

“When should I take my supplements?”

- With Meals?
- Divided Doses?
- Common Sense:
 - Fiber, to suppress hunger: before meals!
 - Melatonin, Valerian: before bedtime!
 - Enzymes for digestion: before & during meals!



Frequently Asked Questions . . .

“How Should I Store My Supplements?”

- Vitamins and Minerals
- Probiotics
- Oils (Omega-3, Flax Oils)
 - Liquids vs Softgels




Frequently Asked Questions . . .

“What is the difference between Flaxseed Oil and Fish Oil?”

Omega-3 fatty acids fall into two major categories: plant derived (flax seed oil, yielding alpha linolenic acid, or ALA) or marine derived (fish oil, yielding both EPA and DHA). The human conversion of ALA to EPA and DHA is somewhat slow and can be inhibited by various conditions such as a diet high in linoleic acid (Omega-6), trans-fatty acids such as fast foods and baked goods, alcohol intake, certain health conditions, and vitamin and mineral deficiencies (B3, B6, C, zinc, magnesium). Fish, on the other hand, is a direct source of EPA and DHA. The general consensus is that only about 15% of ALA converts to EPA, and it may not convert to DHA at all.

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- Results Not Typical
- Multi-Level Marketing
- Testimonials
- "Proprietary Blends"

"Biochemically Formulated"
"Fully bioactive"
"100% vegetable, energized formula."
"Hand-crafted in small batches in an exclusive alchemic process . . ."
"Our own unique super-oxygenated, energized, structured distilled living water"
"These powerful tinctures are electromagnetically infused with color frequencies known to heal the organ or system."
"nutrients that are hydroponically farmed (grown on nutrient activated in water)"
"The inherent benefits of Vital Food Factors not found in ordinary vitamins and minerals."
"Invented by a second-grade school teacher . . ."

Thank You

Don Goldberg
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The Willner Window
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www.willner.com