

the right ratios or in the most absorbable forms. The better formulae will include high quality, scientifically proven ingredients. For example, better formulas provide active forms of vitamins such as pyridoxal-5-phosphate (active vitamin B6), and more absorbable minerals such as magnesium chelate. These are better utilised by the body and give better results.

MULTIVITAMINS



B VITAMINS - FOR EXTRA SUPPORT

There are certain situations in which you will need to select a multivitamin and mineral supplement that specifically provides high levels of the B-complex vitamins. This particular group of vitamins is important when you are under physical and/or mental stress and when you feel you need more energy. A B-complex can be safely taken with or instead of a normal multivitamin and mineral supplement during times of greater need.

SUMMARY

- Due to poor dietary intake of micronutrients and increased demands, multivitamin and mineral supplementation is essential for adults for supporting optimal health.
- A good multivitamin and mineral supplement can help to reduce the risk of many chronic diseases, including heart disease, cancer and dementia.
- Vitamin and mineral supplementation can be particularly useful for women, the elderly and people with food allergies or intolerances.
- A good multivitamin and mineral formula must contain good quality ingredients in the right amounts and in a form that your body can actually use.
- A B-complex supplement is especially beneficial in times of stress and when extra energy is required.

References available upon request.



WHY YOU NEED A MULTIVITAMIN EVERYDAY

For more information ask your Practitioner about Multivitamins.



Metagenics

Genetic Potential Through Nutrition

is a division of

HEALTH WORLD LIMITED
Cnr Nudgee & Toombul Rds
Northgate, Queensland 4013
www.metagenics.com.au

METAGENICS NEW ZEALAND LIMITED
P.O. Box 35383, Browns Bay,
Auckland, New Zealand
www.metagenics.co.nz

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WHY YOU NEED A MULTIVITAMIN AND MINERAL FORMULA

There are some simple things that you can do to optimise your health and wellbeing: Eat well, exercise and take a good quality, comprehensive multivitamin and mineral supplement. Daily supplementation with a multivitamin and mineral formula has been scientifically proven to improve health and reduce the risk of chronic diseases. Inadequate vitamin and/or mineral intake can be associated with fatigue, poor immune resistance, difficulty coping with stress and increased incidence of disease, and studies show that modern Western diets are often low in essential vitamins and minerals. The issue of vitamin and mineral deficiencies is further compounded by the fact that our busy, stressful lifestyle tends to increase requirements for many of these nutrients. Supplementing with vitamins and minerals, therefore, makes sense.

TAKING MULTIVITAMIN AND MINERAL SUPPLEMENTS HAS BEEN SHOWN TO:

- **Reduce the risk of heart disease.**
Homocysteine is a chemical found in the body that has been associated with heart disease, the leading cause of death and disability in Australia. A daily multivitamin containing 400 mcg of folic acid with additional vitamins B6 and B12 can help to reduce homocysteine levels, and can therefore reduce the risk of cardiovascular disease.
- **Protect against free radicals and reduce the risk of cancer.**
Exposure to pollution, excessive sunlight, toxins and chemicals in our food can lead to free radicals being produced in our bodies. Free radicals cause oxidative

damage if left uncontrolled. Oxidative damage is a causative factor in many chronic diseases - including cancer and cardiovascular diseases. Micronutrients such as selenium, zinc, vitamin A and vitamin E are antioxidants that provide protection from free radical formation and oxidative damage. Studies show that because of this, the regular use of multivitamins is directly associated with a reduced risk of cancer.

- **Improve women's health.**
Multivitamins have been shown to reduce the symptoms of premenstrual syndrome, as well as improving maternal health during pregnancy and lowering the risk of serious birth defects, premature delivery and low birth weight. Women of child-bearing age who wish to fall pregnant are commonly advised to take a daily multivitamin and mineral formula containing at least 400 mcg folic acid.
- **Support children's growth and development.**
Many children are fussy eaters and have a small range of foods they will eat, which can create deficiencies. In addition, children are going through very rapid growth, which creates additional demands. Nutritional deficiency has been associated with learning and behavioural disorders, poor immune resistance and increased risk of health problems in later life. A multivitamin for children should be in a pleasant tasting, powdered form, which makes it easy to administer and provides a full range of essential nutrients.
- **Support health in people who are fussy eaters or with allergies.**
Many people have food allergies which means they can only eat a limited range of foods. This can create deficiencies that have been associated with increased risk of disease. For these people, a good multivitamin and mineral supplement is particularly important.
- **Support good health with advancing age.**
Multivitamin supplementation can be considered especially essential for elderly people, because they are at higher risk of deficiency than younger adults. This is due to the limited diet many older people consume and a reduced ability

to digest foods properly in old age. Nutritional supplementation can reduce the risk of infection and can improve general immune health in advanced age. Supplementation improves the micronutrient status in the elderly and reduces their risk for several chronic diseases, including dementia, heart disease and cancer.

THREE STEPS TO CHOOSING A GOOD MULTIVITAMIN & MINERAL

With such an abundance of multivitamin and mineral supplements to choose from in every Pharmacy, health food shop and clinic, how do you recognise a good one? There are three things to watch out for when choosing a good multivitamin and mineral:

1. Make sure the formula contains vitamins and minerals in correctly balanced ratios.

A good multivitamin and mineral formula is more than a collection of constituents, all present in the same quantities (e.g. all at levels of 50 mg or 100 mg). There must be a balance of vitamins and minerals that matches the ratio of nutrients required by your body. If the multivitamin and mineral formula is not physiologically ratio-balanced there will be a degree of waste as you will not be able to utilise the nutrients properly. A good formula has varying amounts of constituents, at levels designed to work together to produce optimal results.

2. Make sure constituents are biologically active and absorbable.

Each vitamin and mineral should be in a form that is physiologically active and absorbable; that is, the nutrients must be in a form that your body can actually use. You should avoid multivitamins that only use inorganic mineral salts such as oxides, chlorides and sulfates, which tend to be poorly absorbed and can cause undesirable side-effects such as diarrhoea or constipation. For improved absorption, organic salts

such as citrates and gluconates are preferable, and amino acid chelates are best.

3. Make sure the ingredients are good quality and provide true value for money.

As with everything, you tend to get what you pay for. Cheaper products contain lower doses and cheaper forms of the important nutrients that are often not in

