

Why You Need Vitamins & How to Choose the Best



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“Most people are unlikely to obtain enough vitamins from their diet and should take either supplements or eat specially fortified foods”. This statement was released by the U.S. Institute of Medicine in 1998. *“70% of ALL health problems in the U.S. are nutritionally related”* the U.S. Surgeon General. World Health Organization estimates that 97% of Americans have some sort of nutritional deficiency. The Journal of the American Medical Association (JAMA) June 19, 2002 issue stated *‘We recommend that ALL adults take a multi-vitamin daily’*. Because low vitamin intake has been linked to a host of illnesses, Harvard Medical School recommends: *everybody, regardless of age or health status take a daily multivitamin*. Harvard doctors also state, *“medical physicians may not understand the importance of vitamin deficiency and may fail to recommend multivitamins.”* Almost 80% of Americans do not eat at least 5 servings of fruits and vegetables a day. Health experts are increasingly worried that Americans do not consume healthy amounts of vitamins in their diet.

A United States Agriculture study from 1994 to 1996 showed that most people do not meet the Recommended Daily Allowances (RDA's) for essential vitamins and minerals. According to the U.S.D.A., it estimated that 62% of the Average American diet consists of three things: sugar, hydrogenated oils, and bleached flour. The first two (sugar and oils) contain no nutrients whatsoever. Bleached flour contains so poor quality protein, B vitamins and minerals that maintaining your health and well being would be impossible. Yet these 3 foods make up over half of what we eat. Only 2% of school-aged children meet all of the RDA of the Food Guide Pyramid, and less than 25% eat the RDA of fruits, vegetables and whole grains.

The U.S. spends more money on health care than any other country, yet Americans have the highest rate of heart disease, cancer, diabetes, drug use and we are the most over-weight country. It is estimated that as much as 80% of all disease in the U.S. is diet and nutrient related. The U.S. ranks behind many third world countries for overall health of its population. True Health is up to you. Americans know the importance of saving money for their future retirement, but very few are taking the time to invest in their own health. By taking preventative action today you can enjoy good health now and in the future. Don't leave your health decisions up to pharmaceutical and insurance companies; they are only concerned with making money. And remember, most drugs create additional nutrient deficiencies which further compromise health.

Maintaining your health will be a never-ending battle, as we all get older. To help you in the fight against aging, stress, fast foods, over eating and nutritional imbalances and deficiencies, a comprehensive, multi-vitamin mineral supplement with each meal is required. One that is scientifically formulated, researched, and processed under the most stringent manufacturing guidelines. This is the only way to guarantee the best raw materials to give you the best absorption rates. All vitamins are not created equal. U.S.P. stands for United States Pharmacopoeia, which is considered by the supplement industry to be the highest standard one can find in a vitamin today. It's your guarantee of quality and purity. So be careful, you really do get what you pay for.



Research has proven that fully reacted minerals have a higher assimilation rate than other forms of minerals. Studies prove that a process of surrounding a mineral with a specific amino acid chelate produces much higher absorption rates. Reacted / chelated minerals have the correct molecular weight, pH, and electrical charge to ensure complete absorption. Watch out for cheaper junk minerals that are poorly absorbed such as: chlorides, oxides, carbonates, colloids, sulfates and gluconates. Cheaper is not better and may be a waste of your money. Laboratories doing blood analysis confirm that the number one mineral deficiency in America today is magnesium. Virtually all-human biochemical reactions require magnesium. This trace mineral is vital for optimal cardiovascular function as well as for bone integrity and calcium absorption, for normal muscular contraction, and for nerve impulses. However, despite the importance of magnesium, 85% of the population consumes less than the RDA, which may be too low to begin with.

Numerous studies show that increased levels of antioxidants are correlated with reduced free radical damage to tissues and therefore reduced the incidence of aging, cancers and other diseases. These essential antioxidants should be part of your daily vitamin regimen.

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Why do we all need to take supplements? As the research shows the American diet is deficient in many vital nutrients. The soil where our fruits and vegetable are grown is so severely depleted of vital nutrients from years of fertilizers, pesticides and constant re-planting, resulting in nutrient deficient foods that contain contaminants. As much as 65% of our diet is processed food. The use of genetically modified foods is growing and the long-term side effects are unknown. The processing destroys vitamins, minerals and enzymes. The cows, chickens, pigs and other animals we eat are feed steroids and antibiotics from the time they are born to the time they are slaughtered. All of our food, water and air contains hundreds of pollutants and contaminants which eventually enter our bodies. These pollutants then are stored in our organs and fat cells. This leads to toxicity that causes undetected health problems initially, and later leads to illness and disease. These toxins add to the stress on our bodies. Any increase of chemical, physical or emotional stress requires additional nutrients to maintain health and prevent disease.

All nutritional supplements are made pretty much the same way. Right? **Wrong!** This is because not all supplement manufactures and suppliers are alike. Many suppliers of nutritional products (from multi-level marketers, all the way up to large corporations), are not even manufactures, they are simply brokers, distributors or re-packers, so you don't even know who is the actual supplier, maker or producer of your supplements.

And if your supplier is actually making the product, there are no strict rules governing the manufacture of nutritional formulas like there are for pharmaceutical products. Unlike pharmaceutical manufacturers in the U.S. and natural medicine manufacturers in Europe, supplement manufacturers have no formal quality control regulations or inspections, except for the most basic cleanliness parameters. It's all about the money!

Making supplements is much more complicated than making food. So if you want the best quality products, you need to work with a company that can assure you the highest level of its raw materials and quality control during the manufacturing process.

For example, how do you know that you are getting 100 *mg* rather than 100 *mcg's* of a nutrient? Numerous studies have shown that many brands do not contain the labeled dosage or actual ingredient listed. Are you sure the product you are taking is the correct species of the herb or plant? Does it contain the correct part of the plant? Is it properly chemically processed to provide **optimum bio-availability**? Are you sure that supplement contains the real thing, or just a mixture of chemically similar acting or similar looking ingredients, or cheaper imitations or fillers. Are they using natural or man-made ingredients? Are the minerals in the proper form for maximum absorption? Cheaper is NOT better! Quality cost more, but in the long run it is a better buy because you will get the desired results and no undesired side effects. The only way to be sure is to use products made in a fully licensed, federally registered manufacturing facility These facilities are required (and are regularly inspected) by the Food & Drug Administration (FDA) to follow very strict quality guidelines and Good Manufacturing Practices (GMP), extremely important procedures which ensure quality manufacturing. There are many things that set a superior manufacturer apart from those who are not registered, or who are only distributors, re-packers or brokers. Every ingredient must be tested to confirm that it is what it says on the lable.

The best professional nutrition companies have staff consultants, chemist, microbiologist, botanist, and/or nutritionist who formulate products and conduct daily analytical testing to ensure the chemical quality of each raw material for identity, strength, purity and safety. If the raw material does not meet their standards, the raw product is returned to the supplier, and is usually sold to less demanding companies.

Once the product is produced, quality control tests are preformed regularly. One important test of nutritional products is the Disintegration Test. Tablets have to "break down" in the digestive tract before the body can use them. If a supplement is not produced under strict quality control, it may be too "hard" to break down in the stomach. This means you do not receive the full benefit of the cheaper supplement because large amounts may be excreted and most contain binders, dyes and fillers that we are allergic to

Many company's formulas look good on the label, but research and development are much more than putting down a good formula on paper. Most herbal products are simply cut and dried plants put into capsule or tablet form. For effective therapeutic use, herbs must go through "extraction" process to break open the plant cell walls and "release" the active ingredients for optimum *bio-availability* and digestibility. This is how herbs are traditionally prepared in China and Europe. But many American companies have produced cheaper, inferior quality products, in an effort to profit from the growing billion-dollar nutrition market. These products are cheaper in cost, but also in effectiveness, which may lead to little or no physiological effect, leading you to believe that the product did not work well for you. Either way you look at it, you get what you pay for.

When it comes to your health, what's more important? Quality, purity and results? Or the Tuesday buy-one, get one free specials, or you neighbors multi-level marketing of the month sales pitch? Saving a few dollars and buying products from the unqualified will ultimately cost you in the long run. Prevention makes much more sense and is much easier than trying to regain your health once illness occurs. Drugs treat symptoms. Proper nutrients restore and correct function allowing the body to heal on its own naturally.

Regular exercise, proper diet, proper rest, and regular quality supplementation will maintain health, slow aging and may help prevent disease. Everyone should take a multi-vitamin 2-3 times per day due to our poor diet, and poor quality of food. Taking your vitamin with each meal insures proper digestion and distribution of the nutrients to all the trillions of cells of your body throughout the course of our stressful days. The body needs a constant source of complete nutrients at regular intervals. Your health care practitioner will only recommend the **best** products from the **best** nutrition companies. Take the challenge and compare your supplements with the doctor recommended professional brands.

Take the Supplement Challenge Test and compare your brand to the recommended products.

Only purchase Nutritional Products that **guarantee** the following:

- | | |
|---|--|
| <input type="checkbox"/> Purest Raw Materials Available | <input type="checkbox"/> No Impure Additives, Binders, Fillers, Dyes |
| <input type="checkbox"/> Organic, No Pesticides, No Hormones | <input type="checkbox"/> Completely Hypoallergenic |
| <input type="checkbox"/> Freshness Dated | <input type="checkbox"/> Quick, Complete Absorption |
| <input type="checkbox"/> No Synthetic Chemicals – Only All Natural Forms | <input type="checkbox"/> Microbial Contamination |
| <input type="checkbox"/> Amino Acid Chelated Minerals for best absorption | <input type="checkbox"/> Contents Fully Labeled |
| <input type="checkbox"/> Nutrient Bio-Availability | <input type="checkbox"/> Manufacturer's Consultants Available |
| <input type="checkbox"/> Activated B vitamins | |

I personally use and recommend products from leading nutritional manufactures. These products are offered only through health care providers because of their purity, quality and potency. Having researched these companies I can guarantee the purest raw materials from around the world, processed under the strictest manufacturing practices that are in compliance with strict Good Manufacturing Practices (GMP) guidelines and based on current scientific research.



Order BioGenesis Products on our website at the ON-LINE STORE tab.