

recommending many times higher than the RDA on certain nutrients. It's no secret, for the majority of the U.S. population the diet is poorly lacking in essential nutrients. Half of all Americans past sixty years are deficient in Vitamin A, C, and E, even by minimum standard RDA. As we age our bodies run out of steam; therefore, we need more nutrients. Growing old itself can even be viewed as a vitamin deficiency disease of a monumental magnitude. Worse, these deficiencies, have virtually been ignored for the past century. To add to this perplexity, it has been proven that food cannot give us all the vitamins and minerals we need to slow down aging. Additionally, nearly all Americans are deficient even in the minimal RDA requirements, and are therefore exposed to premature death. More and more doctors are recommending their patients take an optimal daily allowance multivitamin.

Why Buy from the Essential Therapeutic's Line of Supplements?

The Essential Therapeutics line of supplements are produced in licensed manufacturing facilities that strictly adhere to current Good Manufacturing Practices (cGMP's). Products are made in a manufacturing facility registered with the Food and Drug Administration as a drug manufacturing establishment. The facility is also approved by governmental agencies in the United Kingdom, the European Community (EC) and Australia to manufacture a drug product. Current GMP's and written standard operating procedures (SOP's) are strictly followed through all stages of production to produce products that meet or exceed United States Pharmacopeia (USP) standards.

Raw Material Specifications

Active ingredients used in Essential Therapeutics products are selected based on their purity, bioavailability, documented actions, and safety characteristics.

Quality Control Laboratory

On-site laboratory personnel evaluate physical characteristics of each finished product including hardness, disintegration, moisture balance, friability, and pH. Purity and potency of finished product is independently verified through outside commercial laboratories using a randomized ingredient and batch-testing program.

Additives/Fillers

Essential Therapeutics products are free of artificial flavors, preservatives, and colorings. These products contain no yeast, sugar, wheat or gluten. These products are protected with an inert, water-soluble cellulose coating that dissolves readily upon ingestion.

Ask your health care professional about Essential Therapeutics Products.

Recommended Daily Allowance vs. Optimal Daily Allowance

Vit./Mineral	RDA vs.	ODA
Vitamin A	1,000 mcg	10,000 mg. (I.U.)*
Vitamin D	200 I.U.	100 I.U.
Vitamin E	151. U.	400 I.U.
Vitamin K	80 mcg.	60-80 mcg.
Vitamin B-1	1.5 mg.	50-100 mcg.
Vitamin B-2	1.7 mg.	50 mg.
Vitamin B-3	19 mg.	50 mg. - 100 mg.
Vitamin B-5	7 mg.	200 mg. - 400 mg.
Vitamin B-6	2 mg.	50 mg. - 200 mg.
Folic Acid	200 mcg.	400 mcg. - 800 mcg.
Vitamin C	60 mg.	1,000 mg. - 2,000 mg.
Calcium	800 mg.	500 mg. - 1,200 mg.
Chloride	750 mg.	Not usually Recommended
Chromium	50-200 mcg.	200 mg. - 400 mg.
Copper	1.5-3.0 mg.	1 mg.
Fluoride	1.5-4.0 mg.	Not usually Recommended
Iodine	150 mcg.	Not usually Recommended
Iron	10 mg.	Not supplemented unless needed
Magnesium	350 mg.	500 mg. - 1,000 mg.
Manganese	2.5-5.0 mg.	10 mg. - 20 mg.
Molybdenum	75-250 mcg.	Same (unless deficient)
Phosphorus	800 mg.	Not usually Recommended
Potassium	2,000 mg.	100 mg.
Selenium	70 mcg.	200 mcg.
Sodium	500 mg.	Not usually Recommended
Zinc	15 mg.	25 mg.

For more information
call toll free **1-888-884-9577**

or visit—

Doctor's site— www.EssentialThera.com

Why You Need to Take An Optimal Daily Allowance MULTIVITAMIN & MINERAL FORMULA

Many so-called experts will tell you not to worry about taking vitamins if you are eating a balanced diet. Unfortunately, dieting alone can't provide enough essential vitamins and minerals to promote optimal health. **For instance, you would need to consume 5,000 calories per day (mostly fat) in order to get the recommended minimum (400IU) of vitamin E, and 12,000 calories per day to get the minimum amount of chromium.** Most of our foods are processed and, therefore, the nutrients have been leached out of them. Could this be one of the reasons pre-senile dementia and Alzheimer's disease have increased so dramatically over the last few decades?

Thousands of studies validate the benefits of taking a multivitamin/mineral formula on a daily basis. These studies have been reported in medical journals, popular newspapers and magazines. A good multivitamin/mineral formula offers a broad range of health benefits.

Taking a daily multivitamin/mineral formula reduces the incidence of heart disease, heart attack, stroke, glaucoma, depression, macular degeneration, diabetes, senile dementia, and various cancers.

A FEW VITAMIN FACTS

1. Multivitamin Use Is Associated With Lowering A Risk Factor For Cardiovascular Disease.

A recent study published in the American Journal of Medicine states that an independent risk factor for cardiovascular disease, C-reactive protein (CRP), can be reduced by the intake of a multivitamin. An elevated CRP level found in one's blood serum is associated with the risk of cardiovascular disease and diabetes.

SOURCE: *American Journal of Medicine, Vol. 115, Issue 9*

2. Daily Multivitamin Use May Bring Significant Savings To Older Americans.

According to a new study, the daily use of a multivitamin by older adults could bring about more than \$1.6 billion in Medicare savings over the next five years.

3. Slash Cancer Odds.

Taking 200 micrograms of selenium daily for four and a half years cut cancer rate 42% and cancer deaths in half in a group of 1300 individuals. The incidence of colorectal cancer dropped 64% and prostate cancer an amazing 69%!

University of Arizona Study.

4. Prevent Alzheimer's.

Not a single elderly person who took separate doses of vitamin E (200-800 I.U.) or vitamin C (500-1000 mg.) developed Alzheimer's disease during a four-year double blind study.

Chicago Rush Institute for Healthy Aging.

5. Boost Immune System.

Taking 200 I.U. of natural vitamin E daily boosted immune functioning in older people. A supplement with only 60 mg. of vitamin E daily did not improve immune functioning. Obviously, superior immune functioning lessens infections, possibly cancer and heart disease.

Tufts University Study.

6. Stop Heart Attacks.

A daily dose of 400-800 I.U. of natural vitamin E cut subsequent heart attacks in men with heart problems by an astonishing 77%.

Cambridge University, England.

7. Stop Strokes.

High doses of B vitamins decreased the amount of plaque in carotid (neck) arteries by 10% during a four-year study. Blocked carotid arteries can cause strokes. Plaque increased by 50% in non-vitamin B takers.

University of Toronto.

8. Prevent Fractures.

Taking 500 mg. of calcium and 700 I.U. of vitamin D daily for three years significantly cut the rate of bone loss and non-vertebral fractures in men and women older than age 65.

Tufts University Study.

9. Save Vision.

Women taking vitamin C supplements cut their risk of cataracts by 77%.

Tufts University and the National Institutes of Aging.

10. Prolong Life.

Taking vitamin E and vitamin C (in higher doses than in a multivitamin) cut changes of death from all causes by 42%. Vitamin E users were 47 percent less apt to die of heart disease and 59 percent less likely to die of cancer.

National Institute on Aging.

11. Help Decrease The Risk of Stroke.

According to researchers from Harvard, the long-term dietary intake of folate and vitamin B12 may help decrease the risk of ischemic stroke. An ischemic stroke is the most common kind of stroke caused by an interruption in the flow of blood to the brain.

SOURCE: *Stroke, Volume 35, 2004*

12. Vitamin C Deficiency May Be Linked To Respiratory Disorders.

In a recent two-year study, researchers found that vitamin C may prevent systems linked to airway diseases such as asthma, cystic fibrosis, and chronic obstructive pulmonary disease (COPD)

SOURCE: *Proceedings of the National Academy of Sciences, Volume 101, Number 10, 2004*

13. Reduce The Risk of Alzheimer's Disease.

Johns Hopkins University researchers recently reported that the intake of vitamins E and C in

combination reduced both the prevalence and incidence of Alzheimer's disease.

14. Increased Vitamin C May Help People Live Longer.

A recent study conducted at the University of Cambridge School of Clinical Medicine shows that vitamin C may reduce the risk of heart disease and other illnesses. It also shows that those who have higher levels of vitamin C in their blood may actually live longer, compared to those who had lower levels.

SOURCE: *Lancet, March 3, 2001*

RECOMMENDED DAILY ALLOWANCE VS. OPTIMAL DAILY ALLOWANCE

Almost as unacceptable as not recommending vitamin and mineral supplements is the recommendation of them based on the Recommended Daily Allowance (RDA). The RDA is the measured amount or dosage of nutrient per vitamin and minerals recommend. The U.S. federal government sets these levels based on the "average adult." **The "average person plan" assumes that you are an adult under 60 years old who is in good health, has normal digestion, isn't overweight, leads a relatively stress-free life, has no medical problems, doesn't take any medication, eats a balanced diet, and consumes 5 servings of fruits and vegetables each day. Needless to say, most of us don't fit into the definition of the average person defined by RDA.** In fact, most adult women don't meet the RDA for zinc, Vitamin B, calcium, magnesium, and Vitamin E. Likewise, most adult men don't meet the RDA for zinc and magnesium. Fewer than 29% of people eat 5 fresh fruits and vegetables a day. Furthermore, 20% of the U.S. population doesn't eat ANY fruits or vegetables at all!

The recommended daily allowance is some fifty years out of date. It was never intended to advance health, only to prevent malnutrition diseases like scurvy or rickets. Taking the minimum amount of a nutrient to prevent gross deficiency diseases doesn't help those people who want to be truly healthy and not just be free of symptoms.

The RDA is inadequate if your goal is for prevention and or treatment of heart disease, cancer, cataracts, depression, senility, diabetes, arthritis and other age related disorders. For optimal health and well-being, many health practitioners are