

---

## SHAKLEE CANADA'S VITA-LEA® TABLETS

### A Long History

Shaklee **Vita-Lea®** is our flagship multivitamin/multimineral product. Based on Dr. Forrest C. Shaklee's original "Vitalized Minerals" product, which he first developed in 1915 to be given to patients recovering at home after their surgeries, it was formulated by Dr. Shaklee to be a daily-use product containing a wide spectrum of vitamins and minerals. Dr. Shaklee felt that vitamins and minerals – from as many natural-source ingredients as possible – were "vitaly" important to the body's ability to function properly and maintain good health throughout one's life.

Since the start of Shaklee Corporation in 1956, **Vita-Lea®** formulations have been enhanced many times by Shaklee's research and development scientists to keep pace with advancements in the field of human nutrition, and to include improved technology to provide better bioavailability of their ingredients.

### The Family Expands

Shaklee Canada originally sold only one kind of **Vita-Lea®** for all adults, and it contained an organic form of iron. When scientific research indicated that most adult men and menopausal women don't require additional iron, because they typically get enough from their diets, Shaklee developed **Vita-Lea® Without Iron**. As the North American population aged in lockstep with the baby boomer generation, Shaklee scientists developed **Vita-Lea® Gold**, designed especially for adults over 50 years of age. Most recently, to recognize that some adults take medications that require them to avoid vitamin K, Shaklee launched **Vita-Lea® Gold Without Vitamin K**. Shaklee Canada is now pleased to be able to offer all four different **Vita-Lea®** formulations to its members and customers.

### Choose the Right One for You

Each **Vita-Lea®** is designed for a specific sub-population:

- ◆ **Vita-Lea® With Iron** can be used by growing teenagers, women of child-bearing age, or adults of either sex with iron deficiencies
- ◆ **Vita-Lea® Without Iron** can be used by adult men, women past their menopause, or adults of either sex who need to limit their intakes of iron
- ◆ **Vita-Lea® Gold With Vitamin K** is balanced and enhanced with extra antioxidants that are best for adults over 50 not restricted by medications
- ◆ **Vita-Lea® Gold Without Vitamin K** is for use by adults over 50 who take anticoagulant (aka blood-thinning) medications and have to avoid foods or supplements containing vitamin K

The new products have some key features that are different from those of the **Advanced Formula Vita-Lea®** products we've previously sold in Canada.

---

### **1. Less Preformed Vitamin A, More Provitamin A**

Vitamin A is a fat-soluble vitamin that helps maintain eyesight (especially night vision), skin membranes, bones, teeth, and immune function. Daily vitamin A intakes up to 3,000 mcg of retinol activity equivalents (10,000 IU) are permitted by Health Canada, but pregnant women are advised not to exceed about 2600 IU per day. Several large-scale population studies have also found that there's an increased risk of hip fracture in adults who consume excessive amounts of vitamin A.

For these reasons, Shaklee scientists reduced the amount of vitamin A in all the **Vita-Lea**<sup>®</sup> tablets to just 1,500 IU per daily dose. But, in case some people need more than that per day, they added beta-carotene to each formulation. Beta-carotene, also known as provitamin A, will convert to vitamin A in your body *only when it's needed*. If it's not needed, it circulates as an antioxidant. Beta-carotene has its own International Units that are different than vitamin A units, so it's declared separately on the Canadian product labels (2 IU beta-carotene = 1 IU vitamin A). A daily maximum of 18,000 IU of beta-carotene is allowed in natural health products by Health Canada.

### **2. Folic Acid in the Aqueous Film Coating**

Folic acid is an important B vitamin that helps metabolize proteins and form red blood cells. Folic acid depletion is the most common vitamin deficiency during pregnancy, so some foods are now fortified in an effort to raise the average daily consumption by Canadians. To ensure the highest possible bioavailability of the folic acid in all our **Vita-Lea**<sup>®</sup> formulations, Shaklee scientists developed a patented process that incorporates it in the aqueous film coating of the tablets. As soon as the tablets reach your stomach, the coating starts to release its folic acid for absorption.

### **3. Increased Vitamin D**

Research performed by scientists around the globe in recent years has indicated that vitamin D has far more functions than previously thought, and that many North Americans are often deficient in this important vitamin. Its role in the development of bones and teeth and its enhancement of the absorption of calcium and phosphorus are the only claims currently permitted by Health Canada, but additional functions of vitamin D are being supported by new research annually; you just need to read any health magazine to hear the latest news. For this reason, our scientists recommended higher doses of vitamin D in all the formulations, including extra in the **Vita-Lea**<sup>®</sup> **Gold** products.

### **Specific Nutrients for Each Target Group**

The chart on the next page gives the nutritional breakdown for each of the **Vita-Lea**<sup>®</sup> formulations. Values in purple have been adjusted to suit the main target group of each product. More than ever before, the new Shaklee Canada **Vita-Lea**<sup>®</sup> multivitamin/multimineral supplements provide a smorgasbord of essential nutrients for any target group. They make a great starting point for anyone's nutritional supplementation program.

## NEW CANADIAN VITA-LEA® PRODUCTS COMPARISON

**Directions:** take **two** tablets daily. The daily doses are as follows:

<b>Nutrient Description (Source)</b>	<b>Vita-Lea w/o Iron</b>	<b>Vita-Lea With Iron</b>	<b>Vita-Lea Gold With Vitamin K</b>	<b>Vita-Lea Gold w/o Vitamin K</b>
Beta-carotene ( <i>Blakeslea trispora</i> ) (in b-c units)	7,000 IU	7,000 IU	7,000 IU	7,000 IU
Vitamin A (vitamin A acetate) (in vit. A units)	1,500 IU	1,500 IU	1,500 IU	1,500 IU
Vitamin C (ascorbic acid)	120 mg	120 mg	120 mg	120 mg
Vitamin D <sub>3</sub> (cholecalciferol)	800 IU	800 IU	1,000 IU	1,000 IU
Vitamin E (d-alpha tocopheryl acetate, mixed tocopherols)	60 IU	60 IU	60 IU	60 IU
Vitamin K <sub>1</sub> (phytonadione)	100 mcg	80 mcg*	100 mcg	–
Thiamine (thiamine mononitrate)	1.5 mg	1.5 mg	2.25 mg	2.25 mg
Riboflavin	1.7 mg	1.7 mg	2.55 mg	2.55 mg
Niacinamide	20 mg	20 mg	30 mg	30 mg
Vitamin B <sub>6</sub> (pyridoxine hydrochloride)	2 mg	2 mg	4 mg	4 mg
Folate (folic acid)	400 mcg	400 mcg	400 mcg	400 mcg
Vitamin B <sub>12</sub> (cyanocobalamin)	6 mcg	6 mcg	24 mcg	24 mcg
Biotin	300 mcg	300 mcg	300 mcg	300 mcg
Pantothenic acid (calcium d-pantothenate)	10 mg	10 mg	15 mg	15 mg
Calcium (dicalcium phosphate)	450 mg	450 mg	450 mg	450 mg
Iron (ferrous fumarate)	–	18 mg	–	–
Phosphorus (calcium phosphate)	350 mg	350 mg	350 mg	350 mg
Iodine (potassium iodide and kelp)	150 mcg	150 mcg	150 mcg	150 mcg
Magnesium (magnesium oxide)	225 mg	200 mg	225 mg	225 mg
Zinc (zinc gluconate)	15 mg	15 mg	22.5 mg	22.5 mg
Selenium (sodium selenate <sup>†</sup> or selenite <sup>‡</sup> )	70 mcg <sup>†</sup>	70 mcg <sup>†</sup>	70 mcg <sup>†</sup>	70 mcg <sup>†</sup>
Copper (copper gluconate)	1 mg	1 mg	1 mg	1 mg
Manganese (manganese gluconate)	2 mg	2 mg	2 mg	2 mg
Chromium (chromium chloride)	120 mcg	120 mcg	120 mcg	120 mcg
Molybdenum (sodium molybdate)	75 mcg	75 mcg	75 mcg	75 mcg
Sodium	5 mg	5 mg	5 mg	5 mg
N-acetyl-L-cysteine	–	–	50 mg	50 mg
Nickel (nickel sulphate)	15 mcg	15 mcg	5 mcg	5 mcg
Tin (stannous chloride)	10 mcg	10 mcg	10 mcg	10 mcg
Vanadium (sodium metavanadate)	20 mcg	20 mcg	20 mcg	20 mcg
Boron (sodium tetraborate)	1 mg	1 mg	1 mg	1 mg
Silicon (silicon dioxide)	2 mg	2 mg	2 mg	2 mg

**\*Note:** nutrient values in purple are adjusted for the main target group of each product. **Vita-Lea With Iron** is usually used by women of child-bearing age; **Vita-Lea Without Iron** by men; **Vita-Lea Golds** by persons over 50.