

## FREQUENTLY ASKED QUESTIONS

# Vitalizer™

Everyday nutrition for life



### WHAT IS VITALIZER?

Vitalizer provides a comprehensive spectrum of clinically supported vitamins, minerals, antioxidants, phytonutrients, omega-3 fatty acids, probiotics, and more in one convenient daily serving. There are four custom formulations created specifically for today's active women, men, and adults over 50.

### WHY DO I NEED VITALIZER?

Vitamins are essential to life, but most are not produced naturally in the body. A recent study showed that many North Americans are lacking key nutrients in their diets. Even if you're conscientious about your diet, with hectic work and family schedules it's almost impossible to ensure that you're getting all the nutrients your body needs every day. Many common factors such as stress and aging can also increase your body's need for essential vitamins and minerals.

That's why supplementing with a broad spectrum of high-quality vitamins, minerals, and other nutrients is so important.

### WHAT'S IN VITALIZER?

#### Vita-Lea® Advanced Multivitamin

- High-potency formulation providing more than 20 essential vitamins and minerals
- Dissolves in the stomach in less than 30 minutes and is designed to enhance absorption of folic acid from the patented micro coating

#### B+C Complex

- Optimal levels of vitamin C, as well as essential B vitamins: thiamine, riboflavin, niacin, pantothenic acid, and biotin
- Sustained-release delivery to the small intestine; clinically shown to provide up to 198% greater absorption of B vitamins over 12 hours

#### Caroto-E-Omega

- Ultra-pure, pharmaceutical-grade fish oil that contains seven omega-3 fatty acids
- Full spectrum of naturally sourced vitamin E: the most effective form
- Robust blend of antioxidants including lutein, lycopene, beta-carotene, and alpha-carotene
- Carotenoids, vitamin E, and omega-3 fatty acids are enteric coated for release in the upper intestine to reduce fishy aftertaste

#### OptiFlora® Probiotic

- Extensively studied active cultures of *Lactobacillus acidophilus* and *Bifidobacterium longum*
- Triple-layer encapsulation protects the live cultures against harmful stomach acid for release in the lower intestine

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## WHICH VITALIZER IS DESIGNED FOR YOU?

Depending on your gender and age, you have different nutritional needs at different times in your life. It's not a one-size-fits-all solution when it comes to key nutrients. That's why it's so important to find the right supplementation formulation for your specific needs.

**Vitalizer Without Iron** is formulated with key nutrients to help meet the specific health needs of today's healthy active man, including benefits for:

- Cardiovascular health – with omega-3 fatty acids\*
- Prostate health – with lycopene
- Cognitive health and/or brain function – with omega-3 fatty acids and biotin
- Immune function – with vitamins A, C, and D, plus zinc
- Energy metabolism and/or production – with all essential B vitamins, plus magnesium
- Bone health – with calcium, magnesium, and phosphorus, plus vitamins A, C, D, and K
- Digestive health – with probiotics
- Joint health – with omega-3 fatty acids
- Healthy skin, teeth, and gums – with vitamins A and C, plus magnesium and zinc
- Healthy eyesight – with vitamin A, beta-carotene, and lutein

**Vitalizer With Iron** is formulated with key nutrients to help meet the specific health needs of today's healthy active woman, including benefits for:

- Cardiovascular health – with omega-3 fatty acids\*
- Pre- and post-pregnancy health – with 800 IU folic acid, 200 mcg iodine, and 18 mg iron<sup>†</sup> per daily dosage
- Cognitive health and/or brain function – with omega-3 fatty acids and biotin
- Immune function – with vitamins A, C, and D, plus zinc
- Energy metabolism and/or production – with all essential B vitamins, plus magnesium
- Bone health – with calcium, magnesium, and phosphorus, plus vitamins A, C, D, and K

- Digestive health – with probiotics
- Joint health – with omega-3 fatty acids
- Healthy skin, teeth, and gums – with vitamins A and C, plus magnesium and zinc
- Healthy eyesight – with vitamin A, beta-carotene, and lutein

**Vitalizer Gold**, available With or Without Vitamin K, is formulated with key nutrients to help meet the specific health needs of today's healthy active adult over 50, including benefits for:

- Healthy aging – with N-acetylcysteine to help protect against free radical damage
- Cardiovascular health – with omega-3 fatty acids\*
- Cognitive health and/or brain function – with omega-3 fatty acids and biotin
- Bone health – with magnesium, and phosphorus, plus vitamins A, C, D, and K
- Joint health – with omega-3 fatty acids
- Immune function – with vitamins A, C, and D, plus zinc
- Healthy eyesight – with vitamin A, beta-carotene, and lutein
- Digestive health – with probiotics
- Healthy skin, teeth, and gums – with vitamins A and C, plus magnesium and zinc
- Energy metabolism and/or production – with all essential B vitamins, plus magnesium

## CAN I TAKE VITALIZER WITH IRON IF I'M PREGNANT OR NURSING?

Vitalizer With Iron is excellent for use as a prenatal and postnatal supplementation choice because it includes optimized micronutrient levels designed especially for women before, during, and after pregnancy, and while breastfeeding. Vitalizer With Iron provides a full spectrum of nutritional support including 800 IU folic acid, 200 mcg iodine, and 18 mg iron.<sup>†</sup>

\*Supportive but not conclusive research shows that consumption of EPA and DHA omega-3 fatty acids may reduce the risk of coronary heart disease.

<sup>†</sup>Iron-deficient women should consider taking Shaklee Iron Plus Vitamin C supplement for additional, enhanced absorption iron.

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### WHAT IS THE SHAKLEE LANDMARK STUDY?

Shaklee scientists have based the formulation of Vitalizer on 12 published Shaklee clinical studies, including a first-of-its-kind Landmark Study. In this groundbreaking study, Shaklee collaborated with researchers from the UC Berkeley School of Public Health to evaluate long-term Shaklee supplement users. Results of that study were published in *Nutrition Journal* and showed that the people who took multiple Shaklee supplements had markedly better health than either single multivitamin or non-supplement users.

Specifically, the study showed that Shaklee users had 33% lower triglyceride levels, 11% lower ratio of total cholesterol to HDL (“good”) cholesterol, nearly 60% lower levels of C-reactive protein, and 36% lower levels of homocysteine – all of which are key biomarkers of current and future health.

### WHAT IS THE SHAKLEE MICRONUTRIENT ADVANCED RELEASE TECHNOLOGY™ (S.M.A.R.T.™) SYSTEM?

To help ensure enhanced absorption, vitamins, minerals, and other nutrients should be delivered to specific regions of your digestive system, where they’ll have the most impact. The Shaklee science team didn’t just research what should go into Vitalizer; they also researched how and where those nutrients would be best absorbed by the body.

Vitalizer and our Life-Strip are the only multinutrient supplement packs in the marketplace with S.M.A.R.T., a patent-pending, cutting-edge delivery system designed to improve absorption of key nutrients, ensuring the right nutrients get to the right place in the gastrointestinal tract at the right time.

### WHAT’S THE BENEFIT OF THE EASY-OPEN BLISTER PACKAGE?

The Vitalizer Vita-Strip® blister pack ensures product freshness and potency, offers extra protection against moisture, and prevents interaction between tablets, which can cause product quality to decline over time.

### WHAT IS THE VITALIZER GUARANTEE?

**Feel good in 30 days or get your money back.** We’ve brought together the very best of science and nature to help you achieve your goals of better vitality today and optimal health in the future. In fact, we’re confident that you’ll feel better or we’ll give you your money back.

### WHEN SHOULD I TAKE VITALIZER?

Take Vitalizer as directed on the product packaging – that is, once a day every day. However, if you’re accustomed to splitting your dietary supplement intake throughout the day, you may also take this approach with Vitalizer.

### WHY IS THERE A VITALIZER GOLD WITHOUT VITAMIN K?

Because vitamin K plays a role in the blood-clotting process, vitamin K intake may be a concern for people who take prescription blood-thinning medications. Vitalizer Gold With Vitamin K provides 100 mcg of vitamin K<sub>1</sub>; therefore, we also offer Vitalizer Gold Without Vitamin K as an alternative for people who take prescription blood-thinning medications and have been advised by their doctors to avoid supplements with added vitamin K.

### IS VITALIZER GLUTEN FREE?

Yes.

### IS VITALIZER KOSHER?

No. The softgel and probiotic capsules contain gelatin, a non-kosher ingredient.

### CAN I RECYCLE THE PACKAGING?

The Vitalizer decorator carton is recyclable; however, the Vita-Strip blister pack is not.