



## WHY INNATE CHOICE® ORGANIC SUFFICIENCY™ IS THE WORLD'S PREMIER MULTIVITAMIN/MINERAL!



We have received a number of queries asking this type of question "Why is Innate Choice® Organic Sufficiency™ the World's Premier product and why should I replace my current multivitamin/mineral, juice powder, green drink, superliquid, etc. with Innate Choice® Organic Sufficiency™?"

Since there are so many products on the market it is not practical to conduct specific comparisons. The good news is that such comparisons are NOT necessary. What is necessary is to ask the right questions and get the right answers. The first question is "how do you validly judge a vitamin product?" The second is "what are the most scientifically valid criteria with which to rate the quality and benefits of any given vitamin product?"

Innate Choice® Organic Sufficiency™ was developed with the purpose of maximizing the quality and benefit criteria which are described below. Once you understand the basis of these criteria you can use them to easily and accurately judge any nutritional supplement regardless of who makes it.

### 1. Nutrient and MicroNutrient Content (Daily Values):

Many companies do not even put the micronutrient (vitamin and mineral) content on their label! They simply put a long list of healthy sounding ingredients such as fruits and vegetables and then refuse to disclose the actual vitamin and mineral content that the product contains. This is a RED FLAG. If a company does not tell you what vitamins and minerals their product contains it is not because they cannot find out, it is because they don't want you to know.

When vitamin and mineral content is provided it is required that they are expressed as the percentage of recommended daily intake or recommended daily allowance. Many supplement manufacturers place a large emphasis on achieving or exceeding the full 100% value and employ marketing strategies which convince the public to look for the highest numbers suggesting that this represents more value. Taglines such as "high potency" or "ultra strength" are often used to make their products stand out from the crowd.

There are several serious problems with the current system of daily intake values. The first is that the entire system is based on invalid research on synthetic vitamins which are not absorbed as well, are not as biologically active, and are toxic in large amounts because they are technically manufactured drugs and not nutrients extracted from foods.

The second is that there are no laws stating that you have to disclose that your vitamin and mineral levels are based on the addition of synthetic vitamins rather than from the food sources you put on the label. This allows companies to be VERY misleading by putting a long list of fruits and vegetables on the label and then misleading the consumer to think that the vitamin and mineral values are derived from the fruits and vegetables. In fact it is almost always from the addition of synthetics. If a product is not labeled synthetic-free then you can be sure it is full of synthetic vitamins.

Be warned! Current research is showing that more is not necessarily better, especially if you are comparing the bioavailability of the complete full spectrum of nutrients found in natural whole foods versus isolated compounds found in synthetics. This research is consistently demonstrating that natural form whole foods are more available and more active than isolated or synthetic vitamins. So quality (absorption and bioavailability) is far more important than quantity (milligrams per serving). There is actually a movement within the industry to have an entirely new set of daily allowances made up to more accurately reflect the difference between synthetic and whole food sourced supplements.

Scientific research is indicating that synthetic vitamins may not only be less available, they may in fact be DANGEROUS! A new study on Vitamin C showed adults taking the synthetic version had serious side effects such as weakened mitochondria and reduced antioxidant activity (Gomez-Cabrera MC, Am J Clin Nutr, 2008 Jan;87(1):142-9). Another study compared the effects of antioxidant supplements and found that synthetic beta carotene, vitamin A, and vitamin E may in fact INCREASE mortality (Bjelakovic G, JAMA, 2007 Feb 28;297(8)). The individual results showed that synthetic vitamin A increased death risk by 16%, isolated and non-whole food sourced beta carotene by 7% and vitamin E by 4%. These results might be explained in part by the fact that synthetic vitamins are often made from coal tar, which is widely used in the food and cosmetic industry and is a known carcinogen! (Thiel, R., Medical Hypotheses, Vol. 55 (6), 461-469) (Thiel R., The truth about vitamins in supplements. ANMA Monitor, 2003, 7(2)).

A study conducted in March 2009 showed that taking synthetic vitamin C and synthetic vitamin E actually blocked the beneficial effects of exercise in terms of insulin sensitivity and antioxidant activity! Most importantly the subjects who received naturally occurring vitamin C and vitamin E from whole foods did not have this problem. (Ristow et al. Antioxidants prevent health-promoting effects of physical exercise in humans. PNAS, March 11, 2009).

Some of the values in Innate Choice® Organic Sufficiency™ are lower than you might expect or be used to seeing. Remember that the daily value standards are based on synthetic vitamins and not on whole foods. It would be easy to artificially boost those numbers with the addition of synthetic vitamins but this would be completely counter to our mandate of providing a 100% Whole Food, 100% Natural, 100% Certified Organic supplement. On the other hand, some values in Organic Sufficiency™ are much higher than the recommended daily values. You can rest assured that there is no danger of toxicity because these nutrients are from live whole food.

## **2. Nutrient and Micronutrient Sources (Naturally Occurring versus Synthetic):**

Today there are only two basic categories of supplements:

- A.** Naturally occurring (pure, natural, derived only from natural whole foods, untampered with, and kept in the naturally occurring form) and 100% SYNTHETIC-FREE. Currently there are very few manufacturers of this category; and
- B.** Partially synthetic or fully synthetic (may contain a majority or minority of synthetic vitamins and nutrients added directly or indirectly). Almost all vitamin supplements available today fall into this category.

Don't be fooled by the simple word "natural" on the label. A product may be labeled "natural" but still be full of synthetic ingredients. It is often difficult to determine if a manufacturer is in category B. This is because although they might use synthetic materials (such as ascorbic acid, etc.) they might also add synthetic vitamins to a natural "base". In this case they would claim to use a natural source but in fact they are using synthetics to increase the values on the label. Finally, in some cases manufacturers add synthetic vitamins to a base of fermented yeast, algae or other "foods" which then absorb the synthetics. This technique, under current regulations, allows them to claim that the vitamins come from "food" and are "natural". The fact is that they have simply added synthetics to yeast or bacteria and then extracted them back out and then claimed they are natural vitamins from food. You will often see "probiotics" or other bacteria on these labels.

If any product contains anything other than 100% whole foods and is not clearly marked as 100% Synthetic-Free then stay away. Please check the label of Innate Choice® Organic Sufficiency™ and read it carefully. This is our best marketing tool – our ingredients! You will find nothing other than 100% Whole Foods, a full disclosure of the 100% Naturally Occurring vitamins and minerals and the guarantee that it is 100% Synthetic-Free.

## **3. 100% Certified Organic:**

Even the "organic" designation has become complicated and highly manipulated for marketing purposes. Ultimately if it doesn't say 100% Certified Organic whole food – IT ISN'T! If it contains 95% organic content, the product may display the USDA organic logo but that still means that 5% of the ingredients are NOT organic. If it says "made with organic" that can mean that up to 30% of the total content is not organic! So look for 100% Certified Organic. It's the ONLY way to be certain that what you are getting an organic product and not simply a contaminated product with some organic ingredients added to it.

Another very unethical, but very common, misleading use of the term organic is with reference to farming methods. Many companies advertise that their products are grown with "organic farming methods". What does this mean? It means the product was grown in the ground on a farm and that's all it means! It does NOT mean the produce was organically grown! If it was, they could say that they use CERTIFIED organic growing methods or that their ingredients are CERTIFIED organic. BE AWARE!

Innate Choice® Organic Sufficiency™ contains produce grown on 100% CERTIFIED ORGANIC farms and contains 100% CERTIFIED ORGANIC ingredients. We don't need to mislead the consumer, our high standards are all the marketing we need.

## USE THIS COMPREHENSIVE CHECKLIST TO EVALUATE SUPPLEMENTS

If you are still confused, try comparing your current supplement against this checklist. If you find yourself guessing in any category it's likely that there is a reason the manufacturer has not provided more information. If your supplement scores 100% then you can breathe easily knowing that you have made a wise choice. If not, look no further than Organic Sufficiency™!

### Organic Sufficiency™

- 100% Certified Organic
- 100% Naturally Occurring
- 100% Whole Food Sourced
- 100% Unheated
- 100% Synthetic FREE
- 100% Gluten FREE
- 100% Soy FREE
- 100% Corn FREE

### Your Current Choice

(check if it is)

- 100% Certified Organic
- 100% Naturally Occurring
- 100% Whole Food Sourced
- 100% Unheated
- 100% Synthetic FREE
- 100% Gluten FREE
- 100% Soy FREE
- 100% Corn FREE