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Why Supreme Multivitamin Clobbers the Competition

How does your multivitamin compare?

Based on recommended daily usage.*

	SUPREME MULTIVITAMIN	CENTRUM SILVER	ONE-A-DAY MAXIMUM	NATURE MADE MULTI- COMPLETE	KIRKLAND SIGNATURE DAILY MULTIVITAMIN
					
Form	Vegetarian capsule	Tablet	Tablet	Tablet	Tablet
Binders	None	Yes	Yes	Yes	Yes
Vitamin D	1000 IU	400 IU	400 IU	1000 IU	400 IU
Vitamin C	1000 mg	60 mg	60 mg	180 mg	120 mg
Vitamin E	200 IU	45 IU	30 IU	50 IU	60 IU
Vitamin B1	50 mg	1.5 mg	1.5 mg	1.5 mg	1.5 mg
Vitamin B5	50 mg	10 mg	10 mg	10 mg	10 mg
Folic acid	400 mcg	400 mcg	400 mcg	400 mcg	400 mcg
Calcium [†]	150 mg (citrate)	200 mg (carbonate)	162 mg (dicalcium phosphate)	162 mg (carbonate)	162 mg (form unspecified)
Magnesium ^{††}	150 mg (amino acid chelate)	100 mg (oxide)	100 mg (oxide)	100 mg (oxide)	100 mg (oxide)
Iron [‡]	—	—	18 mg	18 mg	18 mg
Zinc ^{††}	10 mg (amino acid chelate)	15 mg (oxide)	15 mg (oxide)	15 mg (oxide)	22.5 mg (oxide)
Selenium	75 mcg	20 mcg	20 mcg	70 mcg	45 mcg
Manganese	3 mg	2 mg	3.5 mg	4 mg	2.5 mg

The most popular multivitamin contain low amounts of, and poorly absorbed, nutrients. This includes Centrum Silver, One-A-Day Maximum, Multi-Complete and Kirkland Signature Daily Multivitamin.

**Tablets versus capsules. Tablets are generally more difficult to break apart in your stomach because they contain binders that hold it together. These pills can go right through you without being dissolved or absorbed. While not all tablets have this problem, it would be extremely difficult for the general consumer to know if any one tablet is good or not. But capsules don't have this problem. They are superior to tablets. Always buy capsules if you can.

†Calcium. Calcium carbonate is poorly absorbed. The most absorbable form of calcium is calcium citrate.

††Magnesium and Zinc. The "oxide" form of minerals, such as magnesium and zinc, is an inferior form of mineral. The body can only absorb 2% of the magnesium when it's in the oxide form. Even though it says you're getting 100 mg magnesium, your body can only absorb about 2 mg. The rest passes right through you and out your stool.

‡Iron. It is recommended by medical professionals that men and post-menopausal women avoid dietary supplements containing iron. This is because it puts them at risk for a condition called "iron overload." This is a potentially dangerous situation that can cause damage to kidneys, pancreas, liver, the heart and other organs.

*These statements have not been evaluated by the FDA. These products are not intended to diagnose, treat, cure, or prevent any disease.

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