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*How effective are  
the multivitamins you take?*

# The Multivitamin Guide

*What are the best  
multivitamin brands  
on the market?*



2007 EDITION

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**Vitamin supplements are becoming increasingly popular.**

According to a recent national health survey, as many as 78 million Americans use multivitamins on a regular basis.

**But are you getting what you're paying for?**

A study conducted at Yale New Haven Hospital tested 257 vitamin products. Only 49 were judged as having adequate ratios of nutrients.

**Find out which multivitamin products really work.**

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What are the optimal doses for each vitamin and mineral?

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the table below alongside with their recommended daily dose:

1 Vitamin A	7500 IU	21 n-Acetyl-L-Cysteine	56 mg
2 Vitamin D3	350 IU	22 L-Carnitine	750 mg
3 Vitamin K*	180 ug	23 Choline	59 mg
4 Biotin	200 ug	24 Inositol	125 mg
5 Folic Acid	400 ug	25 Lecithin	350 mg
6 Vitamin B1	50 mg	26 Boron*	3 mg
7 Vitamin B2	43 mg	27 Calcium	800 mg
8 Vitamin B3 complex	75 mg	28 Chromium	275 ug
9 Vitamin B5	75 mg	29 Copper	2 mg
10 Vitamin B6	63 mg	30 Iodine	100 ug
11 Vitamin B12	300 ug	31 Iron	23 mg
12 beta-Carotene	12,500 IU	32 Magnesium	450 mg
13 Coenzyme Q10	45 mg	33 Manganese	7 mg
14 Lipoic Acid	35 mg	34 Molybdenum	63 ug
15 Para-Aminobenzoic Acid	35 mg	35 Potassium	300 mg
16 Vitamin C	2,000 mg	36 Selenium	150 ug
17 Vitamin E	500 IU	37 Silicon	8 mg
18 Bioflavonoids (mixed)	555 mg	38 Vanadium	75 ug
19 Phenolic compounds	25 mg	39 Zinc	23 mg
20 Procyanidolic Oligomers	75 mg		

\* Not available in Canadian products

What are the findings of the comparison?

After Mr. MacWilliam assessed all 510 products he assigned each of them a score from 1% to 100%, 100% being the highest. The author believed that a score of 80% and above was commendable.

Surprisingly only 8 out of the 510 products were able to surpass this benchmark.

The products that scored above 80% are listed in the table below:

<b>Company</b>	<b>Product</b>	<b>Score</b>	<b>Rank</b>
USANA Health Sciences	Essentials (U.S.)	96.1%	1
Douglas Laboratories	Ultra Preventive X	95.4%	2
Vitamin Research Products	Extended Plus	93.1%	3
Source Naturals	Life Force Multiple	92.8%	4
Source Naturals	Elan Vital	91.8%	5
USANA Health Sciences	Essentials (Canadian)	90.2%	6
FreeLife	Basic Mindell Plus	82.3%	7
Life Extension Foundation	Life Extension Mix	81.4%	8

The top four manufacturers listed above - **USANA Health Sciences, Douglas Laboratories, Vitamin Research Products, and Source Naturals** – are considered to set the standard for nutritional supplement quality, potency and bioavailability.

What is the score of the multivitamins you are taking?

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The table below provides a summary of the Product Scores of some of the more popular vitamin brands available on the market.

<i>Company</i>	<i>Product</i>	<i>Score</i>	<i>Rank</i>
Atkins	Basic #3	46.1%	104
Bronson Laboratories	Performance Edge for Women	43.8%	120
Centrum	Forte	4.7%	442
DaVinci Laboratories	Spectra Woman	66.8%	17
Dr. Julian Whitaker's	Forward Multi-Nutrient	74.7%	13
Equate	Complete	4.9%	430
GNC	Mega Men's	21.1%	255
Herbalife	Formula 2	14.8%	319
Jamieson	Mega-Vim Level 4 Potency	9.0%	376
Kirkland Signature (Costco)	Daily Multivitamin	5.2%	416
Lifestyles	Lifecycles for Women	14.5%	323
Mannatech	Glycentials	33.1%	181
Melaleuca	Vitality Pak (Mel-VIta, Mela-Cal)	6.2%	402
Metagenics	Multigenics Intensive Care Formula	51.0%	82
Nature Made	Essential Mega	17.9%	292
Nikken	Bio-Directed Multi-Vitamin/Mineral	11.1%	353
Nutrillite (Amway, Quixtar)	Double X	30.0%	201
Nutrition Dynamics	Day Start/Day End Essentials	63.0%	32
One A Day	Active	5.1%	419
Puritan's Pride	Green Source Iron Free	37.1%	156
Purity Products	Perfect Multi Focus Formula	68.9%	16
Safeway Select	Super Women's Multivitamin	28.2%	209
Sundown	Complete Ultra	8.1%	382
Rite Aid	Whole Source	6.2%	403
Shaklee	Basics with Iron	30.5%	200
Solgar	Omnium	56.5%	62
SupraLife	Maxum Essentials	48.9%	91
Thompson	Human Nature Green Multi	29.3%	203
TwinLab	Mega 6 Caps	56.2%	63
USANA Health Sciences	Essentials	96.1%	1
Vitamin Power	Power Source 100	26.9%	215
Vitamin World	Daily 3 With Antioxidant Factors	45.6%	108
Walgreens	Ultra Choice Premium Women	22.1%	247
YourLife	Super Multi with Herbs	7.5%	391

Given that the benchmark for product excellence is 80%, it is obvious that the great majority of multivitamin products on the market do not provide adequate protection against diseases, such as cancer, atherosclerosis, stroke, diabetes, and arthritis.

**Using a multivitamin product with a score of 80% or above is strongly advised.**

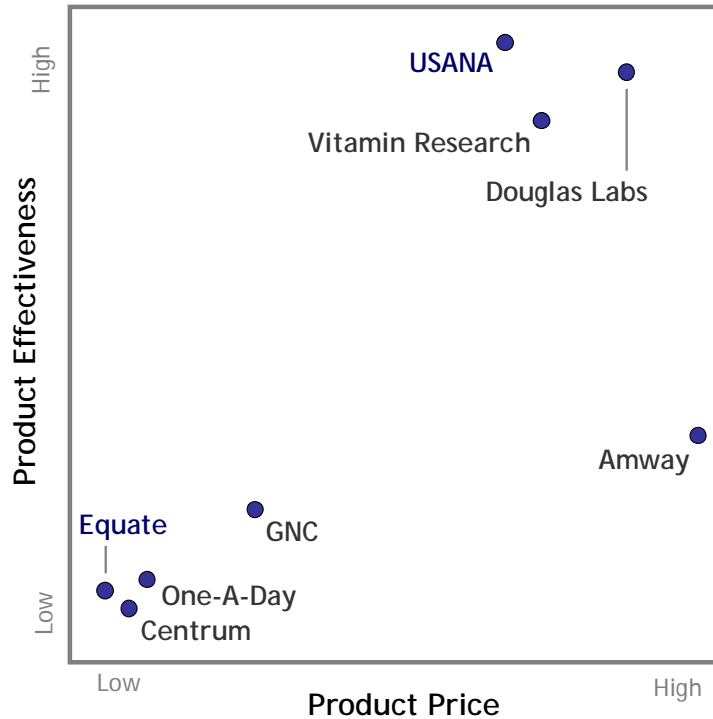
## How do the commonly-available vitamin brands compare?

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The most commonly available multivitamins include Centrum, One-A-Day, and Equate. The above products are very effective from a medical point of view. Centrum, One-A-Day and Equate multivitamins have Product Scores of 4.7%, 5.1%, and 4.9% respectively, while GNC multivitamins (which retail at a slightly higher price) have a Product Score of 21%. Another popular product, Double X from Amway, is on the other end of the price scale with a Cost-Per-Day of over \$2.50 and a Product Score of 30%.

The diagram below provides a visual depiction of the Price versus Effectiveness relationship of the most popular multivitamin brands, relative to the top-ranked nutritional supplements. For simplicity reasons only the top three nutritional supplements were included in this comparison.

**Price vs. Effectiveness Comparison**



The conclusion that can be drawn from the above diagram is that if “price” is your primary buying criteria, then **Equate** multivitamins should be on top of your list.

If product “effectiveness” is your primary buying criteria, then the nutritional supplements from **USANA Health Sciences** will provide you with the best value for money.

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