

REVISED UNITS OF MEASURE

The chart below provides conversion factors and a quick reference to compare previous and updated equivalent values.

	Previous Value	Updated Equivalent
Vitamin A/ Beta-carotene	To convert from IU of vitamin A or beta-carotene to mcg RAE (Retinol Activity Equivalents), multiply by 0.3	
	3,000 IU	900 mcg
	5,000 IU	1,500 mcg
	10,000 IU	3,000 mcg
	15,000 IU	4,500 mcg
Vitamin E	To convert from IU of vitamin E to mg of d-alpha tocopherol, multiply by 0.67	
	400 IU	268 mg
	800 IU	536 mg
Vitamin D ₃	To convert from IU of vitamin D ₃ to mcg of vitamin D ₃ , multiply by 0.025	
	400 IU	10 mcg
	800 IU	20 mcg
	1,000 IU	25 mcg
	2,000 IU	50 mcg
	5,000 IU	125 mcg
	10,000 IU	250 mcg
Folate	To convert from mcg to mcg DFE (Dietary Folate Equivalents), divide by 0.6. This conversion applies to both folic acid and 5-MTHF.	
	400 mcg	667 mcg DFE
	800 mcg	1,333 mcg DFE



GENESTRA
BRANDS



DIETARY SUPPLEMENT LABEL EASY REFERENCE GUIDE

Revised Daily Values for Adults and Children >4 years

	Previous DV	Updated DV
Total Fat	65 g	78 g
Saturated Fat	20 g	20 g
Added Sugars	N/A	50 g
Cholesterol	300 mg	300 mg
Sodium	2,400 mg	2,300 mg
Potassium	3,500 mg	4,700 mg
Total Carbohydrate	300 g	275 g
Dietary Fiber	25 g	28 g
Protein	50 g	50 g
Vitamin A*	5,000 IU	900 mcg (3,000 IU)
Vitamin C	60 mg	90 mg
Calcium	1,000 mg	1,300 mg
Iron	18 mg	18 mg
Vitamin D*	400 IU	20 mcg (800 IU)
Vitamin E*	30 IU	15 mg (22.4 IU)
Vitamin K	80 mcg	120 mcg
Thiamin	1.5 mg	1.2 mg
Riboflavin	1.7 mg	1.3 mg
Niacin	20 mg	16 mg
Vitamin B ₆	2 mg	1.7 mg
Folate*	400 mcg	400 mcg DFE (240 mcg)
Vitamin B ₁₂	6 mcg	2.4 mcg
Biotin	300 mcg	30 mcg
Pantothenic acid	10 mg	5 mg
Phosphorus	1,000 mg	1,250 mg
Iodine	150 mcg	150 mcg
Magnesium	400 mg	420 mg
Zinc	15 mg	11 mg
Selenium	70 mcg	55 mcg
Copper	2 mg	0.9 mg
Manganese	2 mg	2.3 mg
Chromium	120 mcg	35 mcg
Molybdenum	75 mcg	45 mcg
Chloride	3,400 mg	2,300 mg
Choline	N/A	550 mg

*Denotes nutrients with both a DV change AND a Unit of Measure change. See reverse for Units of Measure conversion guide.



GENESTRA
BRANDS

