



GENESTRA
BRANDS®



Liquid Multi Vite Min

Dietary Supplement

Ten vitamins and 12 minerals for optimal health[‡]

- Helps to support lens and macular health[‡]
- Helps to maintain healthy bones, hair, nails, skin and immune function[‡]
- Provides support for healthy glucose metabolism[‡]
- **Improved**
 - Formulation update based on current nutritional guidelines
 - Added nutrients, including lutein, zeaxanthin and vitamin K₂
 - Now available in a delicious natural lemon-cardamom flavor
 - Increased bottle size – now providing one-month supply per bottle

Liquid Multi Vite Min is a great-tasting combination of vitamins, minerals and antioxidants for the maintenance of good health. Available in a convenient, once-daily format, it can help adults meet daily recommended micronutrient levels. It provides seven B vitamins, which are involved in energy metabolism through their roles as cofactors. Also included are vitamins D and K, which help support bone formation and strength. Vitamin D has an additional role in helping to maintain immune function by mediating the proliferation and activity of immune cells. The minerals zinc, magnesium and manganese are included to further support bone health. Zinc also contributes to the maintenance of healthy hair, nails, skin and immune function, while magnesium has additional effects in maintaining normal muscle function. This formula also provides a variety of antioxidants, such as vitamin E and selenium, to help limit oxidative damage to cells. Lutein and zeaxanthin, natural carotenoid pigments in the lens and macula of the retina, provide key protection against oxidative damage in the eye produced by metabolic activity and light exposure. Increased intake of these carotenoids has been associated with support for lens health and macular density.[‡]

Supplement Facts

Serving Size 1 Tablespoon (15 ml)
Servings per Container 30

	Amount Per Serving	% DV
Calories	20	
Total Carbohydrate	4 g	1% [^]
Vitamin D (as cholecalciferol)	20 mcg (800 IU)	100%
Vitamin E (as <i>d</i> -alpha tocopherol)	15 mg	100%
Thiamin (as thiamin hydrochloride)	5 mg	417%
Riboflavin	5 mg	385%
Niacin (as niacinamide)	20 mg	125%
Vitamin B ₆ (as pyridoxine hydrochloride)	5 mg	294%
Vitamin B ₁₂ (as hydroxocobalamin acetate/ methylcobalamin)	25 mcg	1042%
Biotin	300 mcg	1000%
Pantothenic Acid (as <i>d</i> -panthenol)	10 mg	200%
Choline (as choline chloride)	55 mg	10%
Calcium (as calcium lactate)	65 mg	5%
Iodine (as potassium iodine)	150 mcg	100%
Magnesium (as magnesium gluconate)	20 mg	5%
Zinc (as zinc citrate)	20 mg	182%
Selenium (as sodium selenate)	100 mcg	182%
Copper (as copper gluconate)	1 mg	111%
Manganese (as manganese gluconate)	2.5 mg	109%
Chromium (as chromium nicotinate)	100 mcg	286%
Molybdenum (as molybdenum citrate)	50 mcg	111%
Chloride (as choline chloride)	20 mg	1%
Potassium (as potassium gluconate)	50 mg	1%
Vitamin K ₂ (as menaquinone-7)	20 mcg	*
Vanadium (as vanadium citrate)	100 mcg	*
Inositol	5 mg	*
Lutein (from <i>Tagetes erecta</i> herb flowering oleoresin)	5 mg	*
Zeaxanthin (from <i>Tagetes erecta</i> herb flowering oleoresin)	1 mg	*

* Daily Value (DV) not established

[^] Percent Daily Values are based on a 2,000 calorie diet

Other ingredients: Purified water, glycerin, natural flavors, citric acid, medium chain triglycerides, xanthan gum, potassium sorbate, rebaudioside A (stevia leaf extract), rosemary leaf extract, natural mixed tocopherols

Recommended Adult Dose: Take one tablespoon daily with a meal, a few hours before or after taking medications or other supplements, or as recommended by your healthcare practitioner. Shake well before each use.

Product Size: 15.2 fl oz (450 ml)

Product Code: 03122A



Non
GMO



Gluten
Free



Dairy
Free



Vegetarian

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[‡] These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

Liquid Multi Vite Min

Dietary Supplement

Scientific Rationale:

Research has reported that many Americans do not consume the adequate amount and variety of food required to meet recommended micronutrient intakes.¹ In fact, low intakes of nutrient-rich foods combined with sedentary lifestyles have resulted in adults meeting or exceeding energy requirements, while failing to meet vitamin and mineral recommendations.¹ The Dietary Guidelines for Americans has identified calcium, potassium, magnesium and vitamin E among nutrients with high inadequate intakes.¹ They also recommend increased intake of vitamin B₁₂ in adults over 50 due to a decreased ability to digest food-bound B₁₂ with age.¹ Similarly, they recommend increased vitamin D for those with little sunlight exposure, the elderly and dark skinned-individuals (due to reduced ability in synthesizing vitamin D from sunlight).¹

Regular multivitamin consumption can help fill in nutrient gaps that are not met through the diet alone.^{1‡} These supplements may be effective in increasing nutrient intakes to help meet recommended values.^{1‡} Research has reported that multivitamins can be particularly important in decreasing the prevalence of inadequacy for nutrients, including vitamins E and B₆ and the mineral zinc.^{1‡} Liquid Multi Vite Min provides a comprehensive combination of 10 vitamins and 12 minerals to help maintain good health.[‡]

Vitamin D is one of the major nutrients involved in bone health.^{2‡} It plays an essential role in building strong bones and teeth as it helps in the absorption of calcium, a primary structural component of the skeleton.^{2‡} Vitamin D also helps to stimulate bone mineralization and maturation, while regulating the differentiation of cells present in bone.^{2‡} Furthermore, vitamin D receptors are present on most immune cells, demonstrating its importance in maintaining immune function.^{3‡} Vitamin K is also involved in skeletal health as it helps in the maintenance of bones, and adequate intake levels are required for bone formation and strength.^{2‡} Vitamin K₂ is provided as menaquinone-7, a more bioavailable and effective form than vitamin K₁ (likely due to its longer half-life time).^{4‡}

B vitamins play an important role in energy metabolism as cofactors for numerous biochemical reactions in the body.^{5‡} Vitamins B₆, B₁₂ and riboflavin are particularly critical in the metabolism of the amino acid

metabolite homocysteine.^{3‡} Vitamin B₁₂ has an additional role supporting immune system function and is involved in red blood cell formation alongside copper and vitamin B₆.^{3,5‡} In addition, biotin is associated with cognitive function and healthy hair, nails, mucous membranes, and skin.^{3‡}

Furthermore, this formula contains magnesium, a mineral known for its involvement in bone health and normal muscle function.^{5‡} Similarly, zinc is included for its roles in bone health and energy metabolism.^{7,8‡} Zinc is also critical to the immune system as a cofactor of thymulin, a hormone involved in T cell maturation and differentiation, and is required for proper macrophage development, natural killer cell activity and cytokine production.^{9-11‡} Zinc has additional roles in normal DNA synthesis and collagen formation to help form hair, nails, skin.^{10‡} Also included are iodine to help in the function of the thyroid gland, plus chromium to provide support for healthy glucose metabolism.^{5‡}

Additionally, Liquid Multi Vite Min contains choline and inositol, two vitamin-related compounds that have important roles in essential physiological functions.^{3‡} Choline is a precursor to the methyl donor betaine, the key neurotransmitter acetylcholine and phospholipids, structural compounds in the cell membrane.^{3‡} Inositol is also an important component of cell membranes and is involved in the phosphatidylinositol second messenger system, which is especially important in the central nervous system.^{3‡}

Liquid Multi Vite Min also provides a combination of antioxidants, such as vitamin E and selenium, to help limit oxidative damage to cells.^{5‡} Included in this antioxidant blend are lutein and zeaxanthin, natural carotenoid pigments that are highly concentrated within the lens and macula of the retina.^{12‡} As the primary carotenoids in these areas, lutein and zeaxanthin have a unique ability to protect the eye against oxidative damage produced by metabolic activity and light exposure, which can accumulate over time.^{12‡} They have been shown to help scavenge free radicals and inhibit lipid peroxidation in ocular tissue, while absorbing blue light to further support eye health.^{12‡} Increased intake of these carotenoids has been shown to support lens health as well as the density of the macula.^{13-15‡}

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