

WHY VITALLEO?

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WHY VITALLEO OVER CHEAPER BRANDS?

The only way for cheap vitamins to be cheap is to use poorer forms of certain vitamins, lower doses of nutrients, minimize what is available in the blend, and not invest in purer ingredients.

FORM

FOLATE v. FOLIC ACID – While some synthetic nutrients are helpful in overcoming deficiencies, the synthetic version of Folate is Folic Acid. Folic acid is unhealthy and the body is limited in its ability to convert it into the active, useable form of Vitamin B9.

Cyanocobalamin v. Methylcobalamin

The methylated, healthy form is methylcobalamin while the “cyano” in cyanocobalamin is literally from cyanide. It’s the cheaper, less effective form of B12.

Turmeric – Forms with curcuminoids cause the clinical effect.

Vitamin E – There are 4 tocopherols. Most products only offer alpha-tocopherol.

ALA v. R-ALA – R-ALA is the better form. You need double the ALA to get the same benefit.

DOSE

- Nutrient deficiencies plague us today due to medications, toxins, stress, and poor diet. To be a cheap product, you cannot get enough of a dose to increase the body’s nutrient levels and solve deficiencies.
- Studies show the effective dose to be 150-200mg.
- Vitamin D is a common nutrient deficiency. Yet, it is responsible for the function of over 900 genes and healthy levels decrease the risk of cancer, heart disease, depression, and auto-immunity. It often requires at least 5000+IU to create healthy D levels on a lab result.
- Too much of a particular nutrient such as calcium or iron can also be unhealthy. High calcium levels increase the risk of colon cancer, cause decreased zinc absorption, and elevate the risk of heart disease and stroke.

BLEND

- The blend determines whether or not a multi-vitamin helps someone to thrive in today’s environment.
- Nutrients require a synergy of ingredients. As an example, the Edison Pack contains Vitamin K2 to allow for the absorption of Vitamin D in the pack or taken in an additional product.
- The right blend also provides for daily needs such as antioxidants, managing inflammation, cardiovascular and immune support, and assisting with detoxification.

PURITY OF INGREDIENTS

A professional brand will avoid toxins and ingredients known to potentially cause toxin-related issues. Our manufacturing standards include:

- **No copper:** Toxic, penetrates the blood brain barrier and leads to dementia.
- **No iron in Men’s Formula.**
- **No GMO ingredients.**
- **No common allergens:** Gluten, Dairy, Soy, Nuts, and Shellfish.
- **No fillers.**

OUTDATED RDA AND RDI NUMBERS ON YOUR PRODUCTS

Although the RDAs have been revised occasionally, they still essentially act as minimum recommendations. They also don’t tell you anything about what you need during pregnancy, with illnesses, for times of stress, athletics, or a whole host of variables that separate your nutritional needs from the nutritional needs of your neighbors.

Consider the case of Vitamin E. The RDA for Vitamin E is only about 15mg/day, or about 22IU. Yet one study found that an amount of 100-200mg/day helped endurance athletes. Another study found those who took 400IU of Vitamin E daily showed a 41% reduction in heart disease, a 22% reduction in death from cancer, and a 27% decrease in all-cause mortality.⁽ⁱ⁾ It’s unlikely that you’ll get these ideal levels of Vitamin E without supplements.

Quality, professional brands look beyond the RDA or RDI and into what science has proven people need to lower their risk of illness and optimize their health.

i. Losonczy KG, et al, Vitamin E and vitamin C supplement use and risk of all-cause and coronary heart disease mortality in older persons: the established populations for epidemiological studies of the elderly, Amer J Clin Nutr. 1996; 64; 2:190-6.

