

Essentials[®]

by MegaFood[™]



*Full Color Spectrum
FoodBased Nutrition[™]*

The Foods That Make Your Vitamins Work[™]

70% - 93% Whole Food^{*}

**Vitamin, Mineral & Herbal
PRODUCT GUIDE**

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* Based on equivalent fresh weights of wholefood concentrates & herbal extracts, containing essential co-factors, with potencies up to 50 times their actual weight. Essential Food Factors™ are necessary for the highest levels of utilization.

All Essentials™ minerals are in the bioavailable form of 100% Amino Acid Chelates for safety and efficacy.

Do You Take Your Vitamins With A Quality Meal?

Suggested Dose: As a dietary supplement,
one tablet **WITH FOOD.**

(Source - All Leading Vitamin Companies)

WHAT IS A MEANT BY A QUALITY MEAL?

A quality meal must contain all of the vitamins and minerals that are in your supplement. Sound complicated? Most of us don't have the time or knowledge to create such a meal. Science has proven that vitamins don't work without the proper supportive foods. Essentials provides both. Your vitamins, along with a quality meal, delivered in a tablet.

FOOD

THE KEY TO NUTRIENT UTILIZATION

Nobel Laureate's confirm:

Nutrient utilization is dependent on

Essential Food Factors™ and Protein Chaperones™.

Essential Food Factors™

In 1937 Albert Szent-Gyorgyi was awarded the Nobel Prize for discovering and isolating a fraction of vitamin C known as ascorbic acid. Professor Szent-Gyorgyi discovered that vitamin C rich concentrated whole food is more bioavailable than isolated ascorbic acid. This increase in bioavailability is due to complex food factors known as the Essential Food Factors™.

Protein Chaperones™

The 1999 Nobel Prize was awarded to Dr Günter Blobel for his work that concluded "Each protein (chaperone) carries in its structure the information needed to specify its proper location in the cell"

The Protein Chaperones™ are the key delivery mechanisms, the "addresses" and "zip codes", that carry the nutrients to the specific sites within the cell, where they are utilized. These chaperones are necessary for nutrient utilization.

Research

Research and identification of these Essential Food Factors™ has begun to unravel the complexity of food and its use within the body. The discovery of Protein Chaperones™ has created an enhanced understanding of nutrient utilization. By definition, no isolated food fraction (vitamin or mineral) can provide the Essential Food Factors™. The exact structure of food is unknown. There are at least 103,000 known phyto-nutrients (a tomato contains at least 10,000).

Nutrients Must Have Their Essential Food Factors™

ESSENTIALS FOODBASED NUTRIENTS

Nutrients should always be taken with food.

FoodBased Nutrition™, a system that Essentials® has used since 1973, is the delivery of essential nutrients with nutrient rich whole foods.

Our goal is to provide the absolute best foodbased formulas. This process of finding and combining the most essential foods for our foodbase is a labor of love. Essentials® was the first company to embrace the new science that food is the essential key to all nutrient delivery. We believe the food base should provide a carefully chosen, comprehensive spectrum of Essential Food Factors™, Protein Chaperones™, phyto-nutrients, antioxidants and color. These foods, when properly identified, enhance the effectiveness of the nutrients in each formula.

Research shows that delivering vitamins and minerals with a food base enhances utilization. Nutrients cannot be delivered to the cells without specific messengers attached. These messengers naturally occur in whole foods. Numerous studies have demonstrated that supplements containing the Essential Food Factors™ in the base, provide better results. Ascorbic acid functions better when taken with vitamin C rich foods, calcium functions better when taken with calcium rich foods.

One reason for increased utilization is the complex nature of nutrients. Nutrients do not function alone, but rather in synergy with the Essential Food Factors™. These Essential Food Factors™ are shown to have powerful supportive effects on the physiology. Essential Food Factors™ are not produced by the body and must be supplied in our food.

Not just any food - the right food One can attempt to achieve the results of FoodBased Nutrition™ by taking their nutrients with a high quality meal. However, not just any meal will do. The foods must be well thought out to guarantee the best possible utilization of the nutrients. Foods in the meal must be rich in the same nutrients you are supplementing in order to enhance utilization.

Providing the right foods in every formula facilitates the body's ability to deliver nutrients. The necessary messengers (Protein Chaperones™) naturally occur in the food base.

The potential number of vitamins, minerals and Essential Food Factors™ in a supplement:

Regular "natural" vitamins	25 vitamins and minerals
Food Based Nutrients	103,000 vitamins, minerals and Essential Food Factors™

Essentials® is 100% FoodBased Nutrition™

MINERALS

If all the available forms of minerals were absorbed with equal efficiency, we would eat soil as the most direct source of nutrients. This soil source doesn't work because the minerals in the soil are in what is known as an "inorganic" form. Minerals are classified as organic only when they have been incorporated into living cells.

Most inorganic minerals are positively charged. The intestinal wall has a negative charge. The conflict between these charges causes the vast majority of minerals ingested in the inorganic form to be lost. Only a small percentage of inorganic minerals can be transformed within the body, into the organic form and delivered to the cells. For example, it is now generally accepted that only a small portion of iron, 5 - 10%, is transformed and utilized when it is ingested in the inorganic form. The rest has potential to be stored as a toxin and creates problems within the body.

AMINO ACID CHELATES

Since most forms of inorganic minerals are positively charged, the need arose to develop an organic mineral delivery system that is negatively charged. Amino acid chelates are an organic form which combines minerals with amino acids. This chelation process increases assimilation by as much as 300%.

Some forms of minerals, such as citrates and gluconates, form weak organic complexes that rapidly ionize in situ. Evidence presently available indicates that these complexes do not significantly increase the utilization of minerals. In fact, a published study on intravenous (direct delivery to the blood) calcium gluconate delivery revealed no increase in utilization.* The organic structure that is best suited for mineral delivery is amino acid chelation.

Amino Acid Chelate Utilization.

It is theorized that Amino Acid Chelates enhance the body's ability to utilize the attached minerals through their affinity for other amino acids. These amino acids combine to form the Protein Chaperones™ that are necessary for the delivery of the mineral.

Amino Acid Chelate Safety.

Another important aspect of the Amino Acid Chelate delivery system is the effect the amino acids have on the mineral ion. Inorganic minerals, when ionized, have the potential to fly around the body causing damage much like free radicals. When these inorganic minerals are attached to amino acids they are calmed and become safe.

* (1973) *The American Journal Of Medicine*, Evaluation of Intravenous calcium as Therapy for Osteoporosis Volume 55; pg. 14

EXTRACTED WHOLE HERBS

*“Whole plant extracts, artfully and scientifically prepared, provide the most complete range of the plant’s chemistry and synergy and therefore exercise the most holistic influence on the physiology.”**

Extracts. In most cases using extracts is the best means of herbal delivery. If the herb is not extracted the active constituents can be locked within the cell walls. The more concentrated the extract the more active constituents are available for delivery. For example, 8:1 means eight pounds of whole herb are extracted and concentrated to equal one pound of whole herb extract. In this case, the value of the extract is at least eight times greater than the value of the non-extracted herb. Using these potent whole herb extracts is important for maximum efficacy of the herbs. Extraction creates a huge advantage.

Whole Plant. Our herbal extracts are created with an understanding of the advantages of the whole plant verses an isolated fraction of the plant. Research indicates that the whole plant extract, when compared to the isolated fraction, delivers superior results. This whole plant advantage is due to the synergistic effect of the thousands of phyto-nutrients contained in the plant.

The delivery mechanism of whole herbs with their synergistic phyto-nutrients intact creates the same advantage as the delivery of whole food nutrients.

Whole plant extracts are safer than isolated fractions of plants. Examination of the US Pharmacopeia** reveals that isolated fractions of plants are often the basis for therapeutic drugs, many of which exhibit side effects. With few exceptions, whole herb extracts do not exhibit these side effects.

The cost of extracted Herbs.

When purchasing herbs that have been artfully and scientifically prepared in ratios of 4:1 to 50:1 the costs are measurably greater.

Herb	Bulk Cost	Extract Cost	Concentration
Ginkgo Biloba	\$8.00	\$72.00	8:1
Scullcap	\$11.76	\$68.00	4:1
Panax Ginseng	\$12.00	\$68.00	4:1
Oat Straw	\$4.51	\$42.00	4:1

* (1996) **Naturopathic Handbook of Herbal Formulas**, Herbal Research Publications, Inc., Ayer, MA., pg. 14

** (1995) **US Pharmacopeia\National Formulary**, Rand McNally, Taunton, MA.

Essentials® is 100% Extracted Whole Herbs

THE IMPORTANCE OF FULL COLOR SPECTRUM

Why be concerned about color in your diet?

Worldwide research, including studies done by The National Cancer Institute, indicates the importance of including a full spectrum of colorful whole foods (red, blue, green, yellow, orange) in the daily diet. The color pigments in whole foods, such as anthocyanins, carotenes, chlorophyll and flavonoids, are recognized as being essential protective components of our diet. Essentials® helps meet the challenge by including a daily dose of full color spectrum pigments.

Food	Phyto-Nutrient Macro Nutrient	Color
Acerola Berry	Vitamin C	Red
Alfalfa	Chlorophyll	Green
Black Currant	Bioflavonoids	Purple
Barley Grass	Chlorophyll	Green
Beet Root	Betanin	Red - Purple
Blueberry	Anthocyanin	Blue
Broccoli	Sulforaphane, Lutein	Green
Cabbage	Indole-3-Carbinol	Green
Carrot	Alpha & Beta Carotenes	Orange
Cranberry	Anthocyanin	Deep Red
Green Pepper	Bioflavonoids	Green
Lemon Peel	Bioflavonoids	Yellow
Orange Peel	Bioflavonoids	Orange
Rose Hips	Bioflavonoids	Red
Orange	Rutin	Orange
Tomato Concentrate	Lycopene	Red

The carefully chosen food base containing a Full Color Spectrum gives Essentials® a marked Advantage.

Essentials® Delivers a Full Color Spectrum

LIFE™

Full Color Spectrum FoodBased Nutrition™ Vitamin, Mineral & Herbal Formula

71% Whole Food

Essentials® for LIFE supplies exceptional nutritional well being through a select combination of advanced antioxidants, phyto-nutrient rich foods and balancing herb extracts. Powerful antioxidant protection and nutritive balance are provided for the entire body by revered tonic mushroom extracts, Genistein rich soy extract, Resveratrol rich grape extract and adaptogenic botanicals. Key herbal inclusions are Siberian Ginseng Root, Ginkgo Leaf and Milk Thistle Seed extracts. **Essentials® for LIFE** is the first **Full Color Spectrum Food Based Nutrition™** formula exclusively using 100% Amino Acid Chelated Minerals to enhance utilization and safety. Cutting edge scientific research on optimum health maintenance and preventative care indicates the undeniable importance of food and the factors in food. Our carefully crafted **Full Color Spectrum Food Base** enhances bioavailability of the formula and provides a complete spectrum of naturally-occurring health supportive natural color pigments. Scientific research indicates that color pigments in whole foods are important aspects of protective phyto-nutrients. A comprehensive blend of plant based enzymes round out this all inclusive formula. *Hydrilla verticillata* is a nutrient-rich green food providing a bountiful array of trace minerals, essential fatty acids, polysaccharides, amino acids, macro and micro nutrients.

Essentials® for LIFE - The Name Says It All!

Supplement Facts

Serving Size 3 Tablets

Amount per Serving	% Daily Value ▼
Vitamin A (from Vitamin A Acetate)	5000 IU 100
Vitamin C	500 mg 833
Vitamin D3	200 IU 50
Vitamin E (from d-alpha Tocopheryl Acetate)	100 IU 336
Vitamin K1	60 mcg 75
Thiamine (B-1) (from Vitamin B1 HCl)	25 mg 1667
Riboflavin (B-2)	25 mg 1471
Niacin	25 mg 125
Vitamin B-6 (from Vitamin B6 HCl)	25 mg 1250
Folic Acid	400 mcg 100
Vitamin B-12	125 mcg 2083
Biotin	300 mcg 100
Pantothenic Acid (as Calcium d-pantothenate)	50 mg 500
Calcium (from 100% Amino Acid Chelates)	200 mg 20
Iron (from 100% Amino Acid Chelates)	18 mg 100
Iodine (from Kelp)	150 mcg 100
Magnesium (from 100% Amino Acid Chelates)	100 mg 25
Zinc (from 100% Amino Acid Chelates)	15 mg 100
Selenium (from 100% Amino Acid Chelates)	50 mcg 71
Copper (from 100% Amino Acid Chelates)	200 mcg 10
Manganese (from 100% Amino Acid Chelates)	3 mg 150
Chromium (GTF) (from 100% Amino Acid Chelates)	50 mcg 42
Molybdenum (from 100% Amino Acid Chelates)	50 mcg 67

Essentials® for LIFE Formula Continued

Additional Nutrients:

Beta Carotene	5000 IU
Bioflavonoids (from citrus)	250 mg
Choline (from Bitartrate)	30 mg
Potassium (from Amino Acid Complex)	99 mg
Inositol	30 mg
PABA	20 mg
Boron (from 100% Amino Acid Chelates)	1 mg
Vanadium (from 100% Amino Acid Chelates)	30 mcg

Superior Foods:

<i>Hydrilla verticillata</i> 50:1	110 mg
Barley Grass Concentrate	100 mg
Alfalfa	100 mg
Lecithin (naturally containing 56-60% Linoleic Acid, 6-8% Linolenic Acid)	50 mg

Advanced Phyto-Nutrients & Antioxidants:

Soy 1% Isoflavones / Genistein	50 mg
Cranberry Fruit Extract 25:1	20 mg
Full Spectrum Grape Extract w/ 400 ppm Resveratrol	10 mg
Reishi Mushroom Mycellia Extract 7:1	10 mg
Shiitake Mushroom Extract 4:1	10 mg
Alpha Lipoic Acid	5 mg

Tonic Whole Herb Extracts:

Siberian Ginseng Root 5:1	40 mg
Turmeric Root 10:1	30 mg
Schizandra Berry 4:1	25 mg
Astragalus Root 4:1	25 mg
Ginkgo Leaf 8:1	20 mg
Nettle Leaf 4:1	15 mg
Fo-Ti Root 5:1	15 mg
Licorice Root 4:1	15 mg
Gotu Kola 5:1	15 mg
Spring Horsetail Leaf 5:1	15 mg
Dandelion Leaf & Root 4:1	10 mg
Milk Thistle Seed 4:1	10 mg

Plant Source Enzymes:

Amylase	1000 DU
Protease	3750 HUT
Lipase	20 LU
Glucoamylase	1.1 AG
Cellulase	25 CU
Invertase	0.03 IAU
Lactase	100 LacU

Food Enzymes Factors:

Green Papaya 4:1	25 mg
Ginger Root 5:1	20 mg

Food Base:

Alfalfa, Apple Pectin Fiber, Barley Grass, Beet Root, Cabbage, Carrot, Flax Seed, Lemon Peel, Oat Bran, Orange Peel, Rice Bran, Acerola Berry Concentrate 4:1, Broccoli 5:1, Tomato Concentrate 4:1, Rose Hips Concentrate 4:1, Black Currant Concentrate 3:1, Cranberry Extract 25:1, Green Pepper Extract 5:1, Blueberry Concentrate 6:1, Kale, Quercetin, Rutin	120 mg
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Other Ingredients:

Guar Gum, Vegetable Lubricant, Food Glaze, Silica

100% Satisfaction Unconditionally Guaranteed.

Suggested Use: 3 tablets daily.

Essentials® for LIFE - The Name Says It All!

WOMEN

Full Color Spectrum FoodBased Nutrition™
Vitamin, Mineral & Herbal Formula

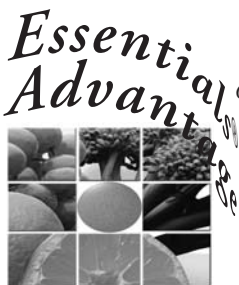
79% Whole Food

For centuries women have successfully used herbs and foods to balance the female system. **Essentials® for WOMEN** continues that tradition with **Full Color Spectrum FoodBased Nutrition™** targeted to support the female system through all cycles, including PMS, Menstruation and Menopause. **Essentials® for WOMEN** supplies essential vitamins, 100% amino acid chelated minerals, phyto-nutrient supportive foods and herbal extracts with a strong emphasis on balance. This formula features Chaste Tree Berry (Vitex) and Red Raspberry Leaf, long honored as female tonics. **Essentials® for WOMEN** is the supplement for women of all ages.

Essentials™ for WOMEN supplies:

- Essential vitamins including B-6 and Folic Acid
- 100% Amino Acid Chelated Minerals
- Phyto-nutrient rich supportive foods
- 100% extracted herbs
- Emphasis on balance

This formula features Chaste Tree Berry (Vitex) and Red Raspberry Leaf, long honored as female tonics.



Chaste Tree - Vitex

*Throughout Europe, ... vitex is the number one herb to help relieve the symptoms of female hormonal imbalances such as depression, cramps, mood swings, water retention, weight gain and other PMS symptoms . . . **

*(Ref: Hobbs, Christopher, L.Ac., Vitex The Women's Herb, Santa Cruz, CA: Botanica Press 1996)

Red Raspberry

"The high concentration of vitamins and minerals, especially calcium and iron, make raspberry a wonderful nutritive tonic for use during all of the cycles of womanhood" ²

** (Ref: Gladstar, Rosemary, Herbal Healing for Women, New York: Simon & Schuster, 1993)

Essentials® for WOMEN
is the balancing formula for women of all ages.

Supplement Facts

Serving Size 3 Tablets

Amount per Serving	% Daily Value ▼	
Vitamin A (from Vitamin A Acetate)	5000 IU	100
Vitamin C	150 mg	250
Vitamin D3	200 IU	50
Vitamin E (from d-alpha Tocopheryl Acetate)	50 IU	167
Vitamin K1	75 mcg	94
Thiamine (B-1) (from Vitamin B1 HCl)	50 mg	3333
Riboflavin (B-2)	50 mg	2941
Niacin (as Niacinamide)	75 mg	375
Vitamin B-6 (from Vitamin B6 HCl)	50 mg	2500
Folic Acid	800 mcg	200
Vitamin B-12	100 mcg	1667
Biotin	300 mcg	100
Pantothenic Acid (as Calcium d-pantothenate)	75 mg	750
Calcium (from 100% Amino Acid Chelates)	200 mg	20
Iron (from 100% Amino Acid Chelates)	18 mg	100
Phosphorous . . (from 100% Amino Acid Chelates)	3 mg	<1
Iodine (from Kelp)	125 mcg	83
Magnesium . . . (from 100% Amino Acid Chelates)	100 mg	25
Zinc (from 100% Amino Acid Chelates)	10 mg	67
Selenium (from 100% Amino Acid Chelates)	50 mcg	72
Copper (from 100% Amino Acid Chelates)	1 mg	50
Manganese (from 100% Amino Acid Chelates)	2 mg	100
Chromium (GTF) (from 100% Amino Acid Chelates)	50 mcg	42
Molybdenum . . (from 100% Amino Acid Chelates)	25 mcg	33

Additional Nutrients:

Beta Carotene	5000 IU
Bioflavonoids (from citrus)	100 mg
Potassium (from Amino Acid Complex)	50 mg
Inositol	30 mg
Choline (from Bitartrate)	30 mg
PABA	10 mg
Vanadium (from 100% Amino Acid Chelate)	25 mcg

Superior Foods:

<i>Hydrilla verticillata</i> 50:1	200 mg
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Tonic Whole Herb Extracts:

Chastetree Berry 5:1 (Vitex)	25 mg
Red Raspberry Leaf 5:1	15 mg
Licorice Root 5:1	15 mg
Nettle Leaf 4:1	10 mg
Ginger Root 5:1	10 mg
Yellow Dock Root 4:1	10 mg
Wild Green Oat Seed 4:1	10 mg

Food Base: Alfalfa, Apple Pectin Fiber, Barley Grass, Beet Root, Cabbage, Carrot, Flax Seed, Lemon Peel, Oat Bran, Orange Peel, Rice Bran, Acerola Berry Concentrate 4:1, Broccoli 5:1, Tomato Concentrate 4:1, Rose Hips Concentrate 4:1, Black Currant Concentrate 3:1, Cranberry Extract 25:1, Green Pepper Extract 5:1, Blueberry Concentrate 6:1, Kale, Quercetin, Rutin 120 mg

Other Ingredients:

Guar Gum, Vegetable Lubricant, Food Glaze

100% Satisfaction Unconditionally Guaranteed.

Suggested Use: 3 tablets daily.

MENOPAUSE

Full Color Spectrum FoodBased Nutrition™
Vitamin, Mineral & Herbal Formula

73% Whole Food

Essentials® for MENOPAUSE is the consummate formula for assisting a woman in restoring balance and radiance during the climacteric years (ages 40-60).

Research indicates that phyto-nutrients and phyto-hormones in plants may benefit a woman during this time of change and onward in her life. Extracts of Soy and Kudzu are rich in the phyto-nutrients, Isoflavones, Genistein and Daidzin. Reishi and Shiitake mushrooms are renowned for enhancing the body's natural resistance. **Essentials® for MENOPAUSE** is a comprehensive **Full Color Spectrum FoodBased Nutrition™** formula rich in antioxidants, adaptogenic and tonic herbs. **Essentials® for MENOPAUSE** features Chaste Tree Berry (Vitex), a female tonic and hormone balancing herb, as well as providing a broad range of botanicals revered for their support to the female physiology. The combination of botanicals and nutrients in **Essentials® for MENOPAUSE** provides nutritional support for this period in a woman's life. *Hydrilla verticillata* is a nutrient-rich green food providing a bountiful array of trace minerals, essential fatty acids, polysaccharides, amino acids, macro and micro nutrients.

Essentials® for MENOPAUSE for vitality and optimum well being!

Supplement Facts

Serving Size 3 Tablets

Amount per Serving	% Daily Value ▼	
Vitamin A (from Vitamin A Acetate)	5000 IU	100
Vitamin C	250 mg	417
Vitamin D3	200 IU	50
Vitamin E (from d-alpha Tocopheryl Acetate)	100 IU	335
Vitamin K1	60 mcg	75
Thiamine (B-1) (from Vitamin B1 HCl)	25 mg	1667
Riboflavin (B-2)	25 mg	1471
Niacin	25 mg	125
Vitamin B-6 (from Vitamin B6 HCl)	25 mg	1250
Folic Acid	800 mcg	200
Vitamin B-12	75 mcg	1250
Biotin	300 mcg	100
Pantothenic Acid (as Calcium d-pantothenate)	50 mg	500
Calcium (from 100% Amino Acid Chelates)	200 mg	20
Iron (from 100% Amino Acid Chelates)	9 mg	50
Iodine (from Kelp)	150 mcg	100
Magnesium (from 100% Amino Acid Chelates)	100 mg	25
Zinc (from 100% Amino Acid Chelates)	15 mg	100
Selenium (from 100% Amino Acid Chelates)	50 mcg	71
Copper (from 100% Amino Acid Chelates)	200 mcg	10
Manganese (from 100% Amino Acid Chelates)	2 mg	100
Chromium (GTF) (from 100% Amino Acid Chelates)	100 mcg	83
Molybdenum (from 100% Amino Acid Chelates)	25 mcg	33

Essentials® for MENOPAUSE Formula Continued

Additional Nutrients:

Beta Carotene	5000 IU
Bioflavonoids (from citrus)	250 mg
Choline (from Bitartrate)	30 mg
Potassium (from Amino Acid Complex)	30 mg
Inositol	30 mg
PABA	5 mg
Boron (from 100% Amino Acid Chelates)	3 mg
Silicon (from 100% Amino Acid Chelates)	1 mg
Vanadium (from 100% Amino Acid Chelates)	15 mcg

Tonic Whole Herb Extracts:

Chaste Tree Berry (Vitex) 5:1	125 mg
Alfalfa Concentrate 4:1	50 mg
Wild Yam Root 10:1	40 mg
Siberian Ginseng Root 5:1	35 mg
Nettle Leaf 4:1	25 mg
Ginger Root 5:1	20 mg
Ginkgo Leaf 8:1	20 mg
Hawthorn Berry 4:1	20 mg
Turmeric Root 10:1	20 mg
Saw Palmetto Berry 5:1	20 mg
Licorice Root 4:1	15 mg
Chamomile Flower 4:1	15 mg
Kudzu Root 10:1	10 mg
Wild Green Oat Seed 4:1	10 mg
Fennel Seed 4:1	10 mg

Advanced Phyto-Nutrient & Antioxidants:

Soy 1% Isoflavones/Genistein	100 mg
Cranberry Extract 25:1	20 mg
Full Spectrum Grape Seed Extract w/400 ppm Resveratrol	10 mg
Reishi Mushroom Mycellia Extract 7:1	10 mg
Shiitake Mushroom Extract 4:1	10 mg
Alpha Lipoic Acid	5 mg

Superior Foods:

Alfalfa	100 mg
<i>Hydrilla verticillata</i> 50:1	75 mg
Lecithin (naturally containing 56-60% Linoleic Acid, 6-8% Linolenic Acid)	50 mg
Sea Vegetable (Dulse)	50 mg

Food Base:

Alfalfa, Apple Pectin Fiber, Barley Grass, Beet Root, Cabbage, Carrot, Flax Seed, Lemon Peel, Oat Bran, Orange Peel, Rice Bran, Acerola Berry Concentrate 4:1, Broccoli 5:1, Tomato Concentrate 4:1, Rose Hips Concentrate 4:1, Black Currant Concentrate 3:1, Cranberry Extract 25:1, Green Pepper Extract 5:1, Blueberry Concentrate 6:1, Kale, Quercetin, Rutin	120 mg
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Other Ingredients:

Guar Gum, Vegetable Lubricant, Food Glaze

100% Satisfaction Unconditionally Guaranteed.

Suggested Use: 3 tablets daily. For optimal results use for at least 3 cycles.

**Essentials® for MENOPAUSE
for vitality and optimal well being**

MEN

**Full Color Spectrum FoodBased Nutrition™
Vitamin, Mineral & Herbal Formula**

78% Whole Food

For centuries men have successfully used herbal tonics and foods to promote energy, vitality and enhance general well being. **Essentials® for MEN** carries on this tradition with **Full Color Spectrum FoodBased Nutrition™** targeted to enhance the vitality of the male physiology. **Essentials® for MEN** supplies essential vitamins, 100% amino acid chelated minerals, phyto-nutrient supportive foods and herbal extracts in the balance necessary for peak performance. The revered adaptogenic herb Siberian Ginseng is combined with Sarsaparilla and Ginger in highly concentrated extracts for vitality. **Essentials® for MEN** supplies all known essential minerals, featuring 20 mg of Zinc, in the bioavailable form of 100% amino acid chelate and also contains a complete spectrum of trace minerals.

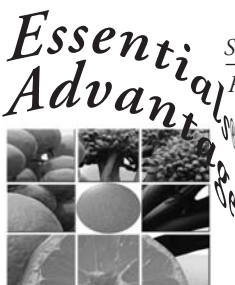
Research indicates the need to supplement to maintain peak male performance, as many diets do not contain adequate levels of the essential nutrients.

Essentials® for MEN is the choice for men of all ages seeking optimal well-being and peak performance.

Essentials® for MEN supplies:

- Essential vitamins
- 100% Amino Acid Chelated Minerals
- Phyto-nutrient rich supportive foods
- 100% extracted herbs
- Balanced for peak performance

This formula features Siberian Ginseng and Zinc.



Siberian Ginseng

*Regular use of Siberian Ginseng helps restore vigor, improve general health, restore memory, promote good appetite and increase longevity, basically serving as a preventative medicine and general tonic. **

* (Ref: Foster, Steven, *Siberian Ginseng, Eleutherococcus senticosus*, Austin, TX: American Botanical Council series No. 302, 1991, Duke, JA and ES Ayensu. *Medicinal Plants of China*. Algonac, MI: reference publications 1985)

Zinc

*Zinc is a constituent of at least 25 enzymes involved in digestion and metabolism . . . Zinc is essential for normal function of the prostate. ***

** (Ref: Dunne, Lavon J., *Nutrition Almanac*, McGraw-Hill Publishing Company, 1990)

**Essentials® for MEN is the balancing formula
for Men seeking peak performance**

Supplement Facts

Serving Size 3 Tablets

Amount per Serving	% Daily Value ▼
Vitamin A (from Vitamin A Acetate)	5000 IU 100
Vitamin C	150 mg 250
Vitamin D3	200 IU 50
Vitamin E (from d-alpha Tocopheryl Acetate)	100 IU 335
Vitamin K1	60 mcg 75
Thiamine (B-1) (from Vitamin B1 HCl)	100 mg 6667
Riboflavin (B-2)	100 mg 5882
Niacin (as Niacinamide)	100 mg 500
Vitamin B-6 (from Vitamin B6 HCl)	100 mg 5000
Folic Acid	400 mcg 100
Vitamin B-12	100 mcg 1667
Biotin	300 mcg 100
Pantothenic Acid (as Calcium d-pantothenate)	100 mg 1000
Calcium (from 100% Amino Acid Chelates)	150 mg 15
Iron (from 100% Amino Acid Chelates)	9 mg 50
Phosphorous (from 100% Amino Acid Chelates)	3 mg <1
Iodine (from Kelp)	125 mcg 83
Magnesium (from 100% Amino Acid Chelates)	100 mg 25
Zinc (from 100% Amino Acid Chelates)	20 mg 133
Selenium (from 100% Amino Acid Chelates)	50 mcg 72
Copper (from 100% Amino Acid Chelates)	1 mg 50
Manganese (from 100% Amino Acid Chelates)	2 mg 100
Chromium (GTF) (from 100% Amino Acid Chelates)	50 mcg 42
Molybdenum (from 100% Amino Acid Chelates)	25 mcg 33

Additional Nutrients:

Beta Carotene	5000 IU
Bioflavonoids (from citrus)	100 mg
Potassium (from Amino Acid Complex)	55 mg
Inositol	30 mg
Choline (from Bitartrate)	30 mg
PABA	10 mg
Vanadium (from 100% Amino Acid Chelates)	25 mcg

Superior Foods:

<i>Hydrilla verticillata</i> 50:1	200 mg
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Tonic Whole Herb Extracts:

Siberian Ginseng Root 5:1	25 mg
Licorice Root 4:1	25 mg
Ginger Root 5:1	10 mg
Sarsaparilla Root 4:1	10 mg
Wild Green Oat Seed 4:1	5 mg

Food Base:

Alfalfa, Apple Pectin Fiber, Barley Grass, Beet Root, Cabbage, Carrot, Flax Seed, Lemon Peel, Oat Bran, Orange Peel, Rice Bran, Acerola Berry Concentrate 4:1, Broccoli 5:1, Tomato Concentrate 4:1, Rose Hips Concentrate 4:1, Black Currant Concentrate 3:1, Cranberry Extract 25:1, Green Pepper Extract 5:1, Blueberry Concentrate 6:1, Kale, Quercetin, Rutin	100 mg
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Other Ingredients:

Guar Gum, Vegetable Lubricant, Food Glaze

100% Satisfaction Unconditionally Guaranteed.

Suggested Use: 3 tablets daily.

ONE DAILY for WOMEN

Full Color Spectrum FoodBased Nutrition™
Vitamin, Mineral & Herbal Formula

76% Whole Food

For centuries women have successfully used herbs and foods to balance the female system. **Essentials® ONE DAILY for WOMEN** continues that tradition with **Full Color Spectrum FoodBased Nutrition™** targeted to support the female system through all cycles, including PMS, Menstruation and Menopause.

Essentials® ONE DAILY for WOMEN supplies essential vitamins, 100% amino acid chelated minerals, phyto-nutrient supportive foods and herbal extracts with a strong emphasis on balance. This formula features Chaste Tree Berry (Vitex) and Red Raspberry Leaf, long honored as female tonics. **Essentials® ONE DAILY for WOMEN** is the formula for women of all ages in a convenient one a day form.

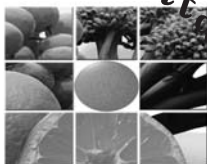
Essentials® ONE DAILY for WOMEN supplies:

- Essential vitamins including B-6 and Folic Acid
- 100% Amino Acid Chelated Minerals
- Phyto-nutrient rich supportive foods
- 100% extracted herbs
- Emphasis on balance

This formula features Chaste Tree Berry (Vitex) and Red Raspberry Leaf, long honored as female tonics.

*Essential
Advantage*

Chaste Tree - Vitex



*Throughout Europe, ... vitex is the number one herb to help relieve the symptoms of female hormonal imbalances such as depression, cramps, mood swings, water retention, weight gain and other PMS symptoms . . . **

* (Ref: Hobbs, Christopher, L.Ac., Vitex The Women's Herb, Santa Cruz, CA: Botanica Press 1996)

Red Raspberry

*"The high concentration of vitamins and minerals, especially calcium and iron, make raspberry a wonderful nutritive tonic for use during all of the cycles of womanhood" ***

** (Ref: Gladstar, Rosemary, Herbal Healing for Women, New York: Simon & Schuster, 1993)

Essentials® ONE DAILY for WOMEN
is the balancing formula for women of all ages

Supplement Facts

Serving Size 1 Tablet

Amount per Serving	% Daily Value ▼
Vitamin A (from Vitamin A Acetate)	5000 IU 100
Vitamin C	100 mg 167
Vitamin D3	200 IU 50
Vitamin E (from d-alpha Tocopheryl Acetate)	100 IU 335
Vitamin K1	60 mcg 75
Thiamine (B-1) (from Vitamin B1 HCl)	10 mg 667
Riboflavin (B-2)	10 mg 588
Niacin	20 mg 100
Vitamin B-6 (from Vitamin B6 HCl)	10 mg 500
Folic Acid	400 mcg 100
Vitamin B-12	50 mcg 833
Biotin	300 mcg 100
Pantothenic Acid (as Calcium d-pantothenate)	20 mg 200
Calcium (from 100% Amino Acid Chelates)	50 mg 5
Iron (from 100% Amino Acid Chelates)	10 mg 55
Iodine (from Kelp)	100 mcg 67
Magnesium (from 100% Amino Acid Chelates)	25 mg 6
Zinc (from 100% Amino Acid Chelates)	10 mg 67
Selenium (from 100% Amino Acid Chelates)	50 mcg 71
Copper (from 100% Amino Acid Chelates)	200 mcg 10
Manganese (from 100% Amino Acid Chelates)	2 mg 100
Chromium (GTF) (from 100% Amino Acid Chelates)	50 mcg 42
Molybdenum (from 100% Amino Acid Chelates)	25 mcg 33

Additional Nutrients:

Beta Carotene	5000 IU
Bioflavonoids (from citrus)	100 mg
Potassium (from Amino Acid Complex)	15 mg
Inositol	10 mg
Choline (from Bitartrate)	10 mg
PABA	2 mg
Vanadium (from 100% Amino Acid Chelates)	50 mcg

Superior Foods:

<i>Hydrilla verticillata</i> 50:1	65 mg
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Tonic Whole Herb Extracts:

Chastetree Berry 5:1 (Vitex)	25 mg
Red Raspberry Leaf 4:1	15 mg
Licorice Root 4:1	15 mg
Nettle Leaf 4:1	10 mg
Ginger Root 5:1	10 mg
Yellow Dock Root 4:1	10 mg
Wild Green Oat Seed 4:1	10 mg

Food Base:

Alfalfa, Apple Pectin Fiber, Barley Grass, Beet Root, Cabbage, Carrot, Flax Seed, Lemon Peel, Oat Bran, Orange Peel, Rice Bran, Acerola Berry Concentrate 4:1, Broccoli 5:1, Tomato Concentrate 4:1, Rose Hips Concentrate 4:1, Black Currant Concentrate 3:1, Cranberry Extract 25:1, Green Pepper Extract 5:1, Blueberry Concentrate 6:1, Kale, Quercetin, Rutin	100 mg
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Other Ingredients:

Guar Gum, Vegetable Lubricant, Food Glaze

100% Satisfaction Unconditionally Guaranteed.

Suggested Use: 1 tablet daily.

ONE DAILY for MEN

Full Color Spectrum FoodBased Nutrition™
Vitamin, Mineral & Herbal Formula

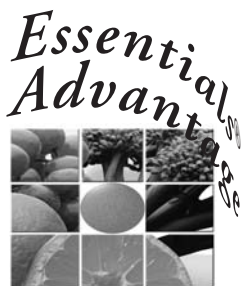
77% Whole Food

For centuries men have successfully used herbal tonics and foods to promote energy, vitality and enhance general well being. **Essentials® ONE DAILY for MEN** carries on this tradition with **Full Color Spectrum FoodBased Nutrition™** targeted to enhance the vitality of the male physiology. **Essentials® ONE DAILY for MEN** supplies essential vitamins, 100% amino acid chelated minerals, phyto-nutrient supportive foods and herbal extracts in the balance necessary for peak performance. The revered adaptogenic herb Siberian Ginseng is combined with Sarsaparilla and Ginger in highly concentrated extracts for vitality. **Essentials® ONE DAILY for MEN** supplies all known essential minerals, featuring 10 mg of Zinc, in the bioavailable form of 100% amino acid chelate and also contains a complete spectrum of trace minerals. Research indicates the need to supplement to maintain peak male performance, as many diets do not contain adequate levels of the essential nutrients. **Essentials® ONE DAILY for MEN** is the choice for men of all ages seeking optimal well-being and peak performance in a convenient one a day form.

Essentials™ ONE DAILY for MEN supplies:

- Essential vitamins
- 100% Amino Acid Chelated Minerals
- Phyto-nutrient rich supportive foods
- 100% extracted herbs
- Balanced for peak performance

This formula features Siberian Ginseng and Zinc.



*In a study of 120 men only 12% had normal blood serum levels of all vitamins tested 88% were deficient! Of these deficient men 61% were consuming what was considered a normal American diet.
Is the plight due to failing quantity or quality?*

* Ref: CM Leavy et al Am J Clin Nutr (1985) pg 259

**Essentials® One Daily for MEN is the
balancing formula for Men seeking peak performance**

Supplement Facts

Serving Size 1 Tablet

Amount per Serving	% Daily Value ▼
Vitamin A (from Vitamin A Acetate)	5000 IU 100
Vitamin C	100 mg 167
Vitamin D3	200 IU 50
Vitamin E (from d-alpha Tocopheryl Acetate)	100 IU 335
Vitamin K1	60 mcg 75
Thiamine (B-1) (from Vitamin B1 HCl)	10 mg 667
Riboflavin (B-2)	10 mg 588
Niacin	20 mg 100
Vitamin B-6 (from Vitamin B6 HCl)	10 mg 500
Folic Acid	400 mcg 100
Vitamin B-12	50 mcg 833
Biotin	300 mcg 100
Pantothenic Acid (as Calcium d-pantothenate)	20 mg 200
Calcium (from 100% Amino Acid Chelates)	50 mg 5
Iron (from 100% Amino Acid Chelates)	10 mg 55
Iodine (from Kelp)	100 mcg 67
Magnesium (from 100% Amino Acid Chelates)	25 mg 6
Zinc (from 100% Amino Acid Chelates)	10 mg 67
Selenium (from 100% Amino Acid Chelates)	50 mcg 71
Copper (from 100% Amino Acid Chelates)	200 mcg 10
Manganese (from 100% Amino Acid Chelates)	2 mg 100
Chromium (GTF) . (from 100% Amino Acid Chelates)	50 mcg 42
Molybdenum (from 100% Amino Acid Chelates)	25 mcg 33

Additional Nutrients:

Beta Carotene	5000 IU
Bioflavonoids (from citrus)	100 mg
Potassium (from Amino Acid Complex)	15 mg
Inositol	10 mg
Choline (from Bitartrate)	10 mg
PABA	2 mg
Vanadium (from 100% Amino Acid Chelate)	50 mcg

Superior Foods:

<i>Hydrilla verticillata</i> 50:1	75 mg
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Tonic Whole Herb Extracts:

Siberian Ginseng Root 5:1	25 mg
Licorice Root 4:1	25 mg
Ginger Root 5:1	10 mg
Sarsaparilla Root 4:1	10 mg
Wild Green Oat Seed 4:1	5 mg

Food Base:

Alfalfa, Apple Pectin Fiber, Barley Grass, Beet Root, Cabbage, Carrot, Flax Seed, Lemon Peel, Oat Bran, Orange Peel, Rice Bran, Acerola Berry Concentrate 4:1, Broccoli 5:1, Tomato Concentrate 4:1, Rose Hips Concentrate 4:1, Black Currant Concentrate 3:1, Cranberry Extract 25:1, Green Pepper Extract 5:1, Blueberry Concentrate 6:1, Kale, Quercetin, Rutin	100 mg
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Other Ingredients:

Guar Gum, Vegetable Lubricant, Food Glaze

100% Satisfaction Unconditionally Guaranteed.

Suggested Use: 1 tablet daily.

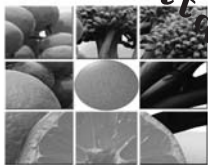
ONE DAILY

Full Color Spectrum FoodBased Nutrition™
Vitamin & Mineral Formula

74% Whole Food

Essentials® ONE DAILY provides **Full Color Spectrum FoodBased Nutrition™** in the convenience of a one tablet per day formula. This inclusive supplement contains the powerful antioxidant Vitamin's A, C, E, Beta-Carotene and Selenium which create a synergy when taken together. A colorful Phyto-Nutrient FoodBase and a full spectrum of 100% amino acid chelated minerals contribute to the efficacy. **Essentials® ONE DAILY** supplies all known essential minerals, in the bioavailable form of 100% amino acid chelates with a complete spectrum of trace minerals. Research indicates the need to supplement essential minerals, as many diets do not contain adequate levels. The superior foods are an important inclusion as Alfalfa and *Hydrilla verticillata* are nutrient-rich green foods providing a bountiful array of trace minerals, essential fatty acids, polysaccharides, chlorophyll and amino acids. For those who desire **Full Color Spectrum FoodBased Nutrition™** in a single tablet formulation, **Essentials® ONE DAILY** with its full compliment of essential nutrients, is the perfect supplement choice.

*Essential
Advantage*



"There is starvation in America. This type of starvation is not due to insufficient food but deficiency of needed food elements (Essential Food Factors™) in food.

Nutritive shortages such as vitamin deficits cannot be fixed by a vitamin pill consisting of chemically - isolated vitamins alone. Whole foods containing all related nutrients

(co-factors): vitamins, minerals, trace minerals, enzymes, co-enzymes, amino acids, fatty acids and unknown factors (phyto-nutrients) that function together for the biochemical equilibrium of the human body are needed as well":

* Ref: Harold N Simpson - *Unhealthy Food = Unhealthy People* (Chicago: Peter JN Simpson 1994)

Essentials® ONE DAILY FoodBased Nutrition™
contains the necessary whole food co-factors

Supplement Facts

Serving Size 1 Tablet

Amount per Serving	% Daily Value ▼
Vitamin A (from Vitamin A Acetate)	5000 IU 100
Vitamin C	100 mg 167
Vitamin D3	200 IU 50
Vitamin E (from d-alpha Tocopheryl Acetate)	100 IU 335
Vitamin K1	60 mcg 75
Thiamine (B-1) (from Vitamin B1 HCl)	10 mg 666
Riboflavin (B-2)	10 mg 588
Niacin	20 mg 100
Vitamin B-6 (from Vitamin B6 HCl)	10 mg 500
Folic Acid	400 mcg 100
Vitamin B-12	50 mcg 833
Biotin	300 mcg 100
Pantothenic Acid (as Calcium d-pantothenate)	20 mg 200
Calcium (from 100% Amino Acid Chelates)	50 mg 5
Iron (from 100% Amino Acid Chelates)	10 mg 55
Iodine (from Kelp)	100 mcg 67
Magnesium . . . (from 100% Amino Acid Chelates)	25 mg 6
Zinc (from 100% Amino Acid Chelates)	10 mg 67
Selenium (from 100% Amino Acid Chelates)	50 mcg 72
Copper (from 100% Amino Acid Chelates)	200 mcg 10
Manganese (from 100% Amino Acid Chelates)	2 mg 100
Chromium (GTF)(from 100% Amino Acid Chelates)	50 mcg 42
Molybdenum . . (from 100% Amino Acid Chelates)	25 mcg 33

Additional Nutrients:

Beta Carotene	5000 IU
Bioflavonoids (from citrus)	100 mg
Potassium (from Amino Acid Complex)	15 mg
Inositol	10 mg
Choline (from Bitartrate)	10 mg
PABA	2 mg
Vanadium (from 100% Amino Acid Chelate)	50 mcg

Superior Foods:

Alfalfa	100 mg
<i>Hydrilla verticillata</i> 50:1	75 mg

Food Base:

Alfalfa, Apple Pectin Fiber, Barley Grass, Beet Root, Cabbage, Carrot, Flax Seed, Lemon Peel, Oat Bran, Orange Peel, Rice Bran, Acerola Berry Concentrate 4:1, Broccoli 5:1, Tomato Concentrate 4:1, Rose Hips Concentrate 4:1, Black Currant Concentrate 3:1, Cranberry Extract 25:1, Green Pepper Extract 5:1, Blueberry Concentrate 6:1, Kale, Quercetin, Rutin	100 mg
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Other Ingredients:

Guar Gum, Vegetable Lubricant, Food Glaze

100% Satisfaction Unconditionally Guaranteed.

Suggested Use: 1 tablet daily.

Also Available in an Iron-Free Formulation

Mini's™

MINI'S™

Full Color Spectrum FoodBased Nutrition™
Vitamin, Mineral & Herbal Formula

72% Whole Food

Optimum health requires a superior nutritional foundation. **Essentials® MINI'S™** provides that vital foundation with the most advanced phyto-nutrient, vitamin, mineral and herbal formula compacted into a **Mini** tablet. The complete **Mini** formula with protective Antioxidants and Adaptogens including Reishi and Shiitake mushrooms, Soy Genistein, Grape Seed extract rich in Resveratrol, Siberian Ginseng and Astragalus. **Essentials® MINI'S™** supplies all known essential minerals, in the bioavailable form of 100% amino acid chelates with a complete spectrum of trace minerals. Research indicates the need to supplement essential minerals, as many diets do not contain adequate levels. The superior foods are an important inclusion as Alfalfa and *Hydrilla verticillata* are nutrient rich green foods providing a bountiful array of trace minerals, essential fatty acids, polysaccharides, chlorophyll and amino acids. **Essentials® MINI'S™** is the easy-to-swallow nutritional foundation for vitality.

Supplement Facts

Serving Size 9 Tablets

Amount per Serving	% Daily Value ▼
Vitamin A (from Vitamin A Acetate)	2500 IU 50
Vitamin C	250 mg 417
Vitamin D3	400 IU 100
Vitamin E (from d-alpha Tocopheryl Acetate)	200 IU 671
Vitamin K1	40 mcg 50
Thiamine (B-1) (from Vitamin B1 HCl)	10 mg 667
Riboflavin (B-2)	10 mg 588
Niacin	25 mg 125
Vitamin B-6 (from Vitamin B6 HCl)	10 mg 500
Folic Acid	400 mcg 100
Vitamin B-12	50 mcg 833
Biotin	200 mcg 67
Pantothenic Acid (as Calcium d-pantothenate)	25 mg 250
Calcium (from 100% Amino Acid Chelates)	100 mg 10
Iron (from 100% Amino Acid Chelates)	10 mg 56
Iodine (from Kelp)	100 mcg 67
Magnesium (from 100% Amino Acid Chelates)	50 mg 13
Zinc (from 100% Amino Acid Chelates)	15 mg 100
Selenium (from 100% Amino Acid Chelates)	75 mcg 107
Copper (from 100% Amino Acid Chelates)	75 mcg 4
Manganese (from 100% Amino Acid Chelates)	2 mg 100
Chromium (GTF) .. (from 100% Amino Acid Chelates)	75 mcg 63
Molybdenum (from 100% Amino Acid Chelates)	30 mcg 40

Essentials® MINI'S Formula Continued

Additional Nutrients:

Beta Carotene	2500 IU
Bioflavonoids (from citrus)	250 mg
Choline (from Bitartrate)	30 mg
Potassium (from Amino Acid Complex)	20 mg
Inositol	20 mg
PABA	2 mg
Boron (from Amino 100% Acid Chelates)	3 mg
Vanadium (from 100% Amino Acid Chelates)	25 mcg

Superior Foods:

Rice Bran	100 mg
Lecithin (naturally containing 56-60% Linoleic Acid, 6-8% Linolenic Acid)	100 mg
<i>Hydrilla verticillata</i> 50:1	50 mg
Barley Grass Concentrate	50 mg
Alfalfa	50 mg

Advanced Phyto-Nutrients & Antioxidants:

Soy 1% Isoflavones / Genistein	100 mg
Blueberry Fruit 6:1	50 mg
Cranberry Fruit Extract 25:1	20 mg
Kudzu Root 10:1	20 mg
Reishi Mushroom Mycellia Extract 7:1	10 mg
Shiitake Mushroom Extract 4:1	10 mg
Full Spectrum Grape Seed Extract w/ 400 ppm Resveratrol	10 mg

Tonic Whole Herb Extracts:

Hawthorn Berry 4:1	30 mg
Rosemary Herb 4:1	25 mg
Siberian Ginseng Root 5:1	25 mg
Astragalus Root 4:1	25 mg
Ginkgo Leaf 8:1	25 mg
Ginger Root 5:1	20 mg
Red Clover Blossom 5:1	20 mg
Saw Palmetto Berry 5:1	20 mg
Turmeric Root 10:1	20 mg
Spring Horsetail Leaf 5:1	20 mg
Dandelion Leaf & Root 4:1	20 mg
Nettle Leaf 4:1	15 mg
Milk Thistle Seed 4:1	10 mg
Wild Green Oat Seed 4:1	10 mg

Food Base:

Alfalfa, Apple Pectin Fiber, Barley Grass, Beet Root, Cabbage, Carrot, Flax Seed, Lemon Peel, Oat Bran, Orange Peel, Rice Bran, Acerola Berry Concentrate 4:1, Broccoli 5:1, Tomato Concentrate 4:1, Rose Hips Concentrate 4:1, Black Currant Concentrate 3:1, Cranberry Extract 25:1, Green Pepper Extract 5:1, Blueberry Concentrate 6:1, Kale, Quercetin, Rutin	100 mg
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Other Ingredients:

Guar Gum, Vegetable Lubricant, Food Glaze

100% Satisfaction Unconditionally Guaranteed.

Suggested Use: 9 Mini tablets daily.

**Essentials® MINI'S™
delivering complete easy to swallow nutrition**

Mini's™

KIDS & US™

**Full Color Spectrum FoodBased Nutrition™
Vitamin, Mineral & Herbal Formula**

72% Whole Food

Essentials® KIDS & US™ Mini's™ - The easy-to-swallow nutritional solution for your entire family. **KIDS & US™ Mini's™** provides protective antioxidants, phyto-nutrient rich wholesome fruits and vegetables and tonic herbs, supporting the body's natural resistance. All the herbs in **KIDS & US™ Mini's™** are safe tonic herbs which have been traditionally used in the diet for their balancing, nourishing and adaptogenic support. The broad spectrum of phyto-nutrients and colors in the included foods and the full compliment of essential nutrients in this formula, will enhance your family's nutritional well being. **KIDS & US™ Mini's™** supply all known essential minerals, in the bioavailable form of 100% amino acid chelates with a complete spectrum of trace minerals. Research indicates the need to supplement essential minerals, as many diets do not contain adequate levels. The superior foods are an important inclusion as Barley Grass, Alfalfa and *Hydrilla verticillata* are nutrient rich green foods providing a bountiful array of trace minerals, essential fatty acids, polysaccharides, chlorophyll, amino acids, macro and micro nutrients. **KIDS & US™ Mini's™** easy-to-swallow size provides a sweetener free alternative to chewable supplements - a great way to provide the vital nutrients your active family needs!

Supplement Facts

Serving Size 3 Tablets

Amount per Serving	% Daily Value ▼
Vitamin A (from Vitamin A Acetate)	833 IU 17
Vitamin C	50 mg 83
Vitamin D3	133 IU 33
Vitamin E(from d-alpha Tocopheryl Acetate)	30 IU 100
Vitamin K1	17 mcg 21
Thiamine (B-1) (from Vitamin B1 HCl)	1.7 mg 113
Riboflavin (B-2)	1.3 mg 76
Niacin (as Niacinamide)	10 mg 50
Vitamin B-6 (from Vitamin B6 HCl)	3.3 mg 165
Folic Acid	133 mcg 33
Vitamin B-12	8 mcg 133
Biotin	67 mcg 22
Pantothenic Acid (as Calcium d-pantothenate)	5 mg 50
Calcium (from 100% Amino Acid Chelates)	33 mg 3
Iron (from 100% Amino Acid Chelates)	5 mg 28
Iodine (from Kelp)	50 mcg 33
Magnesium (from 100% Amino Acid Chelates)	17 mg 4
Zinc (from 100% Amino Acid Chelates)	5 mg 33
Selenium (from 100% Amino Acid Chelates)	17 mcg 24
Copper (from 100% Amino Acid Chelates)	33 mcg 2
Manganese (from 100% Amino Acid Chelates)	1 mg 50
Chromium (GTF) (from 100% Amino Acid Chelates)	17 mcg 14

Essentials® Kids & Us™ Formula Continued

Additional Nutrients:

Beta Carotene	1666 IU
Bioflavonoids (from citrus)	50 mg
Choline (from Bitartrate)	7 mg
Inositol	7 mg
Potassium (from Amino Acid Complex)	3 mg
PABA	0.7 mg

Superior Foods:

Barley Grass Concentrate	30 mg
Alfalfa	30 mg
<i>Hydrilla verticillata</i> 50:1	15 mg

Phyto-Nutrient Rich Foods:

Beet Powder 5:1	2 mg
Blueberry Fruit Concentrate	2 mg
Broccoli 5:1	2 mg
Cabbage	2 mg
Carrot	2 mg
Cranberry Fruit 25:1	2 mg
Lemon Peel	2 mg
Orange Peel	2 mg
Tomato Concentrate 4:1	2 mg

Tonic Whole Herb Extracts:

Astragalus Root 4:1	10 mg
Dandelion Leaf & Root 4:1	7 mg
Turmeric Root 10:1	7 mg
Nettle Leaf 4:1	7 mg
Ginger Root 5:1	5 mg
Wild Green Oat Seed 4:1	3 mg

Food Base:

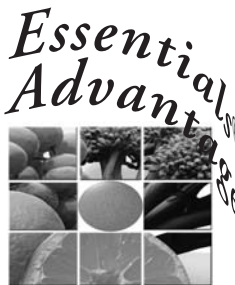
Alfalfa, Apple Pectin Fiber, Barley Grass, Beet Root, Cabbage, Carrot, Flax Seed, Lemon Peel, Oat Bran, Orange Peel, Rice Bran, Acerola Berry Concentrate 4:1, Broccoli 5:1, Tomato Concentrate 4:1, Rose Hips Concentrate 4:1, Black Currant Concentrate 3:1, Cranberry Extract 25:1, Green Pepper Extract 5:1, Blueberry Concentrate 6:1, Kale, Quercetin, Rutin	33 mg
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Other Ingredients:

Guar Gum, Vegetable Lubricant, Food Glaze

100% Satisfaction Unconditionally Guaranteed.

Suggested Use: 3 Mini tablets daily for children, 9 Mini tablets daily for adults.



Price examples of mineral raw materials:

Calcium Carbonate Powder \$2.60 kilo

Amino Acid Chelated Calcium \$5.45 kilo

This example illustrates the Amino Acid Chelate form of the mineral is more than twice the cost of the inorganic form.

Essentials® Kids & Us™ Mini's™
easy to swallow sugar-free nutrition

Mini's™

PRE-NATAL

Full Color Spectrum FoodBased Nutrition™
Vitamin, Mineral & Herbal Formula

70% Whole Food

The essential nutrients taken on a daily basis have never been more important than now, when you are pregnant. **Essentials® PRE-NATAL Mini's™** carefully provides Full Color Spectrum FoodBased Nutrition™ in small, easy to swallow tablets.

The important pre-natal minerals Iron and Calcium along with all essential minerals are supplied in the bioavailable form of 100% Amino Acid Chelates for advanced utilization and safety.

Essentials® PRE-NATAL Mini's™ furnish 800 mcg of the vital nutrient Folic Acid. The time honored pre-natal herbs, Red Raspberry, Chamomile and Dandelion are an important part of this formula. These herbs provide balance, support and nourishment. All herbs are GRAS (generally regarded as safe) or have centuries of uses with no known adverse effects.

**Essentials® PRE-NATAL Mini's™ is superior
FoodBased Nutrition™ for pregnancy and lactation.**

Supplement Facts

Serving Size 9 Tablets

Amount per Serving

% Daily Value ▼

Vitamin A (from Vitamin A Acetate)	3000 IU	60
Vitamin C	100 mg	167
Vitamin D3	400 IU	100
Vitamin E (from d-alpha Tocopheryl Acetate)	100 IU	335
Vitamin K1	65 mcg	81
Thiamine (B-1) (from Vitamin B1 HCl)	15 mg	1000
Riboflavin (B-2)	15 mg	882
Niacin (as Niacinamide)	25 mg	125
Vitamin B-6 (from Vitamin B6 HCl)	15 mg	750
Folic Acid	800 mcg	200
Vitamin B-12	50 mcg	833
Biotin	300 mcg	100
Pantothenic Acid (as Calcium d-pantothenate)	20 mg	200
Calcium (from 100% Amino Acid Chelates)	250 mg	25
Iron (from 100% Amino Acid Chelates)	18 mg	100
Iodine (from Kelp)	150 mcg	100
Magnesium (from 100% Amino Acid Chelates)	100 mg	25
Zinc (from 100% Amino Acid Chelates)	15 mg	100
Selenium (from 100% Amino Acid Chelates)	50 mcg	71
Copper (from 100% Amino Acid Chelates)	500 mcg	25
Manganese (from 100% Amino Acid Chelates)	5 mg	250
Chromium (GTF) . . (from 100% Amino Acid Chelates)	50 mcg	42

Essentials® PRE-NATAL MINI'S™ Formula Continued

Additional Nutrients:

Beta Carotene	3000 IU
Bioflavonoids (from citrus)	250 mg
Potassium (from Amino Acid Complex)	50 mg
Choline (from Bitartrate)	26 mg
Inositol	25 mg
PABA	5 mg

Superior Foods:

Cranberry Fruit 25:1	150 mg
Rice Bran	100 mg
Blueberry Fruit 6:1	100 mg
Alfalfa	100 mg
Barley Grass Concentrate	50 mg
Beet Root Extract 5:1	10 mg

Tonic Whole Herb Extracts:

Red Raspberry Leaf 4:1	75 mg
Dandelion Leaf & Root 4:1	45 mg
Turmeric Root 10:1	45 mg
Chamomile Flowers 4:1	35 mg
Red Clover Blossoms 5:1	25 mg

Plant Source Enzymes:

Green Papaya 5:1	15 mg
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Food Base:

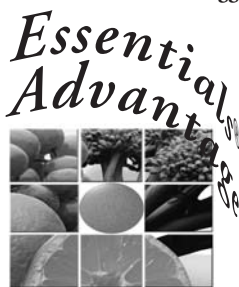
Alfalfa, Apple Pectin Fiber, Barley Grass, Beet Root, Cabbage, Carrot, Flax Seed, Lemon Peel, Oat Bran, Orange Peel, Rice Bran, Acerola Berry Concentrate 4:1, Broccoli 5:1, Tomato Concentrate 4:1, Rose Hips Concentrate 4:1, Black Currant Concentrate 3:1, Cranberry Extract 25:1, Green Pepper Extract 5:1, Blueberry Concentrate 6:1, Kale, Quercetin, Rutin	100 mg
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Other Ingredients:

Guar Gum, Vegetable Lubricant, Food Glaze

100% Satisfaction Unconditionally Guaranteed.

Suggested Use: 9 Mini tablets daily.



Red Raspberry

*“Considered the “herb supreme” for pregnancy, raspberry leaf tones and nourishes the uterine muscles, is rich in vitamins and minerals and is especially high in naturally chelated iron, which the body can readily assimilate.”**

Chamomile

*Traditionally used by pregnant women. “This delicate gentle flower is a must for pregnant women. Its sunny disposition is helpful for lifting the spirits and its calming relaxing attributes are very soothing to the soul.”**

Dandelion

“For centuries the greens of dandelion, that brightly flowered common pest of garden and field, have been relished as a potent source of vitamins and minerals.” Both the leaf and the root are “a gentle remedial for pregnant women.”

* (Ref; Gladstar, Rosemary, Herbal healing for Women, New York: Fireside, Simon & Schuster Inc. © 1993)

ESSENTIAL ENERGY

Full Color Spectrum FoodBased Nutrition™
Mineral & Herbal Formula

84% Whole Food

STIMULANT FREE

The “Feel Good” Formula from Essentials

Essential Energy™ was created for active people who need to sustain high energy levels. We need energy for health, sport, fitness, weight loss and maintenance; for fun, work, family needs, sexual activity, intellectual and mental occupation and to feel the natural high of being alive. Essential Energy™ targets nutritional enhancement and peak performance.

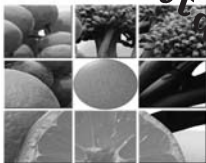
Essential Energy™ is a potent formulation of carefully selected, stimulant-free energy factors, such as Cordyceps mushroom and Amino Acid Chelated Minerals, enhanced by a Full Color Spectrum FoodBase. Essential Energy™ provides for improved performance and a tangible increase in energy.

Essential Energy™ delivers superior adaptogens, including Chinese and Siberian Ginsengs, Ashwaganda and Schizandra Berry. These adaptogens enhance the body's ability to deal with and recover from stress. They are particularly valuable in supporting the body through environmental and biological changes such as temperature, altitude, pollution and jet lag.

Energetic activity increases the need for antioxidant protection. The antioxidants: Alpha Lipoic Acid, NAC, and full spectrum grape extracts support performance and optimal health.

Optimal energy and performance are only possible if the immune system is functioning at its peak. Tonic herbal extracts including Ashwaganda, Astragalus and Reishi mushroom support the body's specific and non-specific immune response systems.

*Essential
Advantage*



Antioxidant - Cordyceps

“The women of China's track and field team have broken many world records using one of the most regarded tonic foods of China . . . cordyceps (Cordyceps sinensis).”

*Traditionally prized as a potent tonic having properties similar in action to ginseng, being used for fatigue, debility, exhaustion and for building the body's natural resistance.***

* (Ref. Jones, Kenneth, “Mushrooms Sports Supplements of Tomorrow”, Healthy and Natural Journal Vol. 3 Issue 1)

Adaptogen - Ashwagandha

*Ashwagandha is an important tonic, energy builder and rejuvenating herb. Traditionally used for support of general vitality, muscle, bone, nervous system and connective tissue. Also a wonderful tonic for recovery after physical activity.***

** (Ref. Frawley, David, Dr., “Ashwaganda Is The Great Tonic Of Ayurveda”, Let's Live Dec. 1993)

Essentials® Essential Energy
Full Color Spectrum FoodBased Nutrition™

Supplement Facts

Serving Size 2 Tablets

Amount per Serving	% Daily Value ▼	
Calcium (from 100% Amino Acid Chelates)	125 mg	12
Magnesium (from 100% Amino Acid Chelates)	125 mg	31
Selenium (from 100% Amino Acid Chelates)	50 mcg	71
Manganese (from 100% Amino Acid Chelates)	2 mg	100
Chromium (GTF) (from 100% Amino Acid Chelates)	50 mcg	42

Additional Nutrients:

- Potassium (from Amino Acid Complex) 20 mg
- Boron (from 100% Amino Acid Chelates) 3 mg

Superior Foods:

- Hydrilla verticillata* 50:1 100 mg
- Alfalfa 100 mg

Energy & Antioxidant Factors:

- Cordyceps Mycelia 4:1 100 mg
- Reishi Mushroom Mycelia 7:1 20 mg
- Alpha Lipoic Acid 10 mg
- N-Acetyl-L-Cysteine (NAC) 10 mg
- Full Spectrum Grape Extract w/ 400ppm Resveratrol 10 mg

Tonic Whole Herb Extracts:

- Tribulus terrestris* Fruit 20% Furanosterols 100 mg
- Siberian Ginseng Root 5:1 75 mg
- Panax Ginseng Root 4:1 75 mg
- Schizandra Berry 4:1 50 mg
- Ashwagandha Root 50 mg
- Astragalus Root & Leaf 6:1 30 mg
- Ginger Root 5:1 25 mg
- Licorice Root 4:1 25 mg
- Spring Horsetail Leaf 5:1 25 mg
- Fo-Ti Root 5:1 25 mg
- Ginkgo Biloba Leaf 8:1 20 mg
- Dandelion Root & Leaf 4:1 20 mg

Food Base:

- Alfalfa, Apple Pectin Fiber, Barley Grass, Beet Root, Cabbage, Carrot, Flax Seed, Lemon Peel, Oat Bran, Orange Peel, Rice Bran, Acerola Berry Concentrate 4:1, Broccoli 5:1, Tomato Concentrate 4:1, Rose Hips Concentrate 4:1, Black Currant Concentrate 3:1, Cranberry Extract 25:1, Green Pepper Extract 5:1, Blueberry Concentrate 6:1, Kale, Quercetin, Rutin 100 mg

Other Ingredients:

Vegetable Lubricant, Guar Gum, Food Glaze.

100% Satisfaction Unconditionally Guaranteed.

Suggested Use: 2 tablets daily. For the optimal nutritional program take with our CornerStone Formula **Essentials® for LIFE.**

ANTIOXIDANTS

Full Color Spectrum FoodBased Nutrition™
Vitamin & Mineral Formula

93% Whole Food

Essential® Antioxidants is Full Color Spectrum FoodBased Nutrition™ targeted to provide comprehensive Antioxidant protection for all systems of the body. The inclusion of the antioxidant factors N-Acetyl-L-Cysteine, Alpha Lipoic Acid and Glutathione position this formula on the scientific cutting edge. **Essential® Antioxidants** provides vitamins, chelated minerals, phyto-nutrient rich supportive foods and herbal extracts in the balance necessary for peak performance.

Supplement Facts

Serving Size 2 Tablets

Amount per Serving	% Daily Value ▼	
Vitamin C	250 mg	417
Vitamin E (from d-alpha Tocopheryl Acetate)	100 IU	333
Zinc (from 100% Amino Acid Chelates)	10 mg	67
Selenium (from 100% Amino Acid Chelates)	100 mcg	143

Additional Nutrients:

Beta Carotene 5000 IU
Bioflavonoids (from citrus) 100 mg

Superior Foods:

Hydrilla verticillata 50:1 200 mg
Barley Grass Concentrate 50 mg

Advanced Antioxidant Factors:

N-Acetyl-L-Cysteine 50 mg
L-Glutathione 10 mg
Coenzyme Q-10 5 mg
Alpha Lipoic Acid 5 mg

Herbs and Phyto-Nutrients:

Turmeric Root 10:1 20 mg
Ginger Root 5:1 20 mg
Rosemary Leaf 4:1 10 mg
Milk Thistle Seed 4:1 10 mg
Grape Seed Extract 5:1 10 mg

Food Base:

Alfalfa, Apple Pectin Fiber, Barley Grass, Beet Root, Cabbage,
Carrot, Flax Seed, Lemon Peel, Oat Bran, Orange Peel, Rice Bran,
Acerola Berry Concentrate 4:1, Broccoli 5:1, Tomato Concentrate 4:1,
Rose Hips Concentrate 4:1, Black Currant Concentrate 3:1, Cranberry
Extract 25:1, Green Pepper Extract 5:1, Blueberry Concentrate 6:1,
Kale, Quercetin, Rutin 150 mg

Other Ingredients: Guar Gum, Vegetable Lubricant, Silica, Food Glaze

100% Satisfaction Unconditionally Guaranteed.

Suggested Use: 1 tablet daily. For the optimal nutritional program take with our CornerStone Formula **Essentials™ for LIFE.**

Complete Full Color Spectrum Antioxidant Support

STRESS

Full Color Spectrum FoodBased Nutrition™
Vitamin & Herbal Formula

77% Whole Food

Essentials® for Stress is a Full Color Spectrum FoodBased Nutrition™ formula designed to optimize the body's response to the challenges of stress. Along with FoodBased nutrients, Essentials® for STRESS combines botanicals revered for their antioxidant, adaptogenic and balance restoring properties.

Supplement Facts

Serving Size 2 Tablets

Amount per Serving	% Daily Value ▼	
Vitamin C	500 mg	833
Thiamine (B-1) (from Vitamin B1 HCl)	50 mg	3333
Riboflavin (B-2)	50 mg	2941
Niacin	100 mg	500
Vitamin B-6 (from Vitamin B6 HCl)	50 mg	2500
Folic Acid	800 mcg	200
Vitamin B-12	200 mcg	3333
Biotin	300 mcg	100
Pantothenic Acid(as Calcium d-pantothenate)	150 mg	1500

Additional Nutrients:

Bioflavonoids (from citrus)	250 mg
Choline (from Bitartrate)	50 mg
Inositol	50 mg
PABA	20 mg

Superior Foods:

Alfalfa	100 mg
<i>Hydrilla verticillata</i> 50:1	50 mg
Barley Grass Concentrate	50 mg

Tonic Whole Herb Extracts:

Siberian Ginseng Root 5:1	60 mg
Schizandra Berry 5:1	60 mg
Licorice Root 4:1	50 mg
Gotu Kola Leaf 5:1	50 mg
Rosemary Leaf 4:1	40 mg
Wild Green Oat Seed 4:1	30 mg
Lavender Flower 4:1	30 mg
Ginger Root 5:1	20 mg

Food Base:

Alfalfa, Apple Pectin Fiber, Barley Grass, Beet Root, Cabbage, Carrot, Flax Seed, Lemon Peel, Oat Bran, Orange Peel, Rice Bran, Acerola Berry Concentrate 4:1, Broccoli 5:1, Tomato Concentrate 4:1, Rose Hips Concentrate 4:1, Black Currant Concentrate 3:1, Cranberry Extract 25:1, Green Pepper Extract 5:1, Blueberry Concentrate 6:1, Kale, Quercetin, Rutin	400 mg
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Other Ingredients: Guar Gum, Vegetable Lubricant, Food Glaze

100% Satisfaction Unconditionally Guaranteed.

Suggested Use: 2 tablets daily. For the optimal nutritional program
take with our CornerStone Formula Essentials® for LIFE.

BONE

**Full Color Spectrum FoodBased Nutrition™
Vitamin & Mineral Formula**

78% Whole Food

Essentials® for Bone is **Full Color Spectrum FoodBased Nutrition™** targeted to support skeletal health. Increased levels of FoodBased calcium are provided by *Hydrilla verticillata*, a phyto-nutrient and micro nutrient-rich fresh water rooted algae. **Essentials™ for Bone** provides vitamins, 100% Amino Acid Chelated minerals including **Boron**, phyto-nutrients and nutrient dense foods in the balance necessary for peak performance.

Supplement Facts

Serving Size 3 Tablets

Amount per Serving	% Daily Value ▼	
Vitamin D3	100 IU	25
Vitamin K1	50 mcg	63
Calcium (from 100% Amino Acid Chelates)	300 mg	30
Magnesium (from 100% Amino Acid Chelates)	150 mg	38
Phosphorous (from 100% Amino Acid Chelates)	3 mg	<1

Additional Nutrients:

Silicon (from 100% Amino Acid Chelates) 25 mg
 Boron (from 100% Amino Acid Chelates) 3 mg

Superior Foods:

Hydrilla verticillata 50:1 200 mg

Food Base:

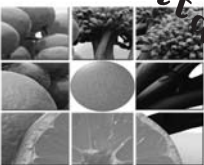
Alfalfa, Apple Pectin Fiber, Barley Grass, Beet Root, Cabbage, Carrot, Flax Seed, Lemon Peel, Oat Bran, Orange Peel, Rice Bran, Acerola Berry Concentrate 4:1, Broccoli 5:1, Tomato Concentrate 4:1, Rose Hips Concentrate 4:1, Black Currant Concentrate 3:1, Cranberry Extract 25:1, Green Pepper Extract 5:1, Blueberry Concentrate 6:1, Kale, Quercetin, Rutin 100 mg

Other Ingredients: Guar Gum, Food Glaze, Vegetable Lubricant

100% Satisfaction Unconditionally Guaranteed.

Suggested Use: 3 tablets daily. For the optimal nutritional program take with our CornerStone Formula **Essentials® for LIFE**.

Essential Advant



*There is no word for Osteoporosis in the Chinese language. Cultures that obtain their Calcium from vegetable sources have the lowest incidence of Osteoporosis. Research in groups of people who consume 300 mgs of Calcium (from vegetable sources) per day or less show they have low incidences of Osteoporosis.**

*(Ref: Bone Mineral Density in a Native Population of Argentina with Low Calcium Intake, Albert Spindler 1995, The Journal of Rheumatology 22:11 pp 2148-2151)

PROSTATE

Full Color Spectrum FoodBased Nutrition™
Mineral & Herbal Formula

91% Whole Food

Essentials® for Prostate is targeted to provide nutritional support for the male genito-urinary tract. **Essentials® for Prostate** uses a comprehensive nutritional approach with a combination of key amino acids, concentrated whole herb extracts, phyto-nutrient rich foods and 100% Amino Acid Chelated Zinc. Current research indicates that Lycopene and Lycopene-Rich Tomato concentrate may provide important protective factors.

Supplement Facts

Serving Size 2 Tablets

Amount per Serving

% Daily Value ▼

Zinc (from 100% Amino Acid Chelates)	40 mg	267
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Amino Acids:

L-Glutamic Acid 250 mg
DL-Alanine 100 mg
Glycine 50 mg

Herbs & Phyto-Nutrients:

Saw Palmetto Berry 5:1 (20 - 25% Fatty Acids) 160 mg
Pygeum Bark 5:1 100 mg
Tomato Concentrate 4:1 (with naturally occurring Lycopene) 40 mg
Marshmallow Root 4:1 25 mg
Nettle Leaf 4:1 25 mg
Pumpkin Seed Extract 4:1 (25% Fatty Acids) 25 mg
Cranberry Fruit Extract 25:1 25 mg

Superior Foods:

Hydrilla verticillata 50:1 100 mg

Food Base:

Alfalfa, Apple Pectin Fiber, Barley Grass, Beet Root, Cabbage,
Carrot, Flax Seed, Lemon Peel, Oat Bran, Orange Peel, Rice Bran,
Acerola Berry Concentrate 4:1, Broccoli 5:1, Tomato Concentrate 4:1,
Rose Hips Concentrate 4:1, Black Currant Concentrate 3:1, Cranberry
Extract 25:1, Green Pepper Extract 5:1, Blueberry Concentrate 6:1,
Kale, Quercetin, Rutin 100 mg

Other Ingredients: Guar Gum, Vegetable Lubricant, Food Glaze, Silica

100% Satisfaction Unconditionally Guaranteed.

Suggested Use: 2 tablets daily.

Complete Prostate Support

B COMPLEX

Full Color Spectrum FoodBased Nutrition™
Vitamin Formula

78% Whole Food

Essentials® B-COMPLEX contains a complete spectrum of B vitamins in a synergistic Full Color Spectrum FoodBase. B vitamins act as co-enzymes, working with proteins facilitating many metabolic functions in the body. The B vitamins work synergistically and are water soluble.

Supplement Facts

Serving Size 1 Tablet

Amount per Serving	% Daily Value ▼	
Thiamine (B-1) (from Vitamin B1 HCl)	50 mg	3333
Riboflavin (B-2)	50 mg	2941
Niacin	50 mg	250
Vitamin B-6 (from Vitamin B6 HCl)	50 mg	250
Folic Acid	400 mcg	100
Vitamin B-12	100 mcg	1667
Biotin	50 mcg	17
Pantothenic Acid (as Calcium d-pantothenate)	50 mg	500

Additional Nutrients:

Choline (from Bitartrate)	50 mg
Inositol	50 mg
PABA	10 mg

Superior Foods:

Rice Bran	100 mg
Alfalfa	50 mg
<i>Hydrilla verticillata</i> 50:1	25 mg

Food Base:

Alfalfa, Apple Pectin Fiber, Barley Grass, Beet Root, Cabbage, Carrot, Flax Seed, Lemon Peel, Oat Bran, Orange Peel, Rice Bran, Acerola Berry Concentrate 4:1, Broccoli 5:1, Tomato Concentrate 4:1, Rose Hips Concentrate 4:1, Black Currant Concentrate 3:1, Cranberry Extract 25:1, Green Pepper Extract 5:1, Blueberry Concentrate 6:1, Kale, Quercetin, Rutin 100 mg

Other Ingredients: Guar Gum, Vegetable Lubricant, Silica, Food Glaze

100% Satisfaction Unconditionally Guaranteed.

Suggested Use: 1 tablet daily.

For the optimal nutritional program take with our CornerStone formula
Essentials® for LIFE.

Balanced B's delivered with complementary foods

C-500

Full Color Spectrum FoodBased Nutrition™
Vitamin Formula

73% Whole Food

Essentials® C-500 plus Bioflavonoid Complex is Full Color Spectrum FoodBased Nutrition™ created to provide the ultimate in delivery and utilization of this essential nutrient. FoodBased Nutrition™ with its Essential Food Co-factors guarantees peak retention and utilization. Essentials® C-500 has added Cranberry Extract, Flavonoids and 8 other foods and co-factors to its foodbase to enhance the effectiveness of this formula. The nutritional benefits of these foods and co-factors has been confirmed by extensive research.

Supplement Facts

Serving Size 1 Tablet

Amount per Serving	% Daily Value ▼	
Vitamin C	500 mg	833

Additional Nutrients:

Bioflavonoids (from citrus) 100 mg

Phyto-Nutrient Rich Superior Food:

Cranberry Extract 25:1 50 mg

Food Base:

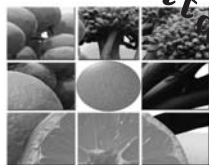
Lemon Peel, Orange Peel, Acerola Berry
Concentrate 4:1, Black Currant Concentrate 3:1,
Rose Hips Concentrate 4:1, Hesperidin, Rutin,
Green Pepper Extract 5:1, Quercetin 98 mg

100% Satisfaction Unconditionally Guaranteed.

Suggested Use:

1 tablet daily. For the optimal nutritional program
take with our CornerStone Formula Essentials® for LIFE.

*Essential
Advantage*



*We reviewed the biochemical, clinical and epidemiological evidence to date for a role of Vitamin C in chronic disease prevention. The data suggests that an intake of 90-100mg of Vitamin C is required for optimal reduction of disease in non smoking men and women**

*(Ref: The Linus Pauling Institute, Oregon State University, Corvallis, Am J Clin Nutr 1999;69:1086-107)

**Maximum C Recommendation
with Essential Food Factors™**

MINERALS

Full Color Spectrum FoodBased Nutrition™
100% Amino Acid Chelated Minerals

70% Whole Food

Essentials® Minerals provides a complete mineral complex in the form of 100% Amino Acid Chelates along with a full spectrum of Trace Minerals. **Essentials® Minerals** provides Calcium and Magnesium in a 2:1 ratio, the balance found in 171 fruits, vegetables and whole grains as listed in the Nutrition Almanac. Minerals are important to the health and well being of the body. Research indicates the need to supplement essential minerals, as many diets do not contain adequate levels.

Supplement Facts

Serving Size 3 Tablets

Amount per Serving	% Daily Value ▼	
Calcium (from 100% Amino Acid Chelates)	500 mg	50
Iron (from 100% Amino Acid Chelates)	10 mg	55
Phosphorous (from 100% Amino Acid Chelates)	10 mg	<1
Iodine (from Kelp)	75 mcg	50
Magnesium (from 100% Amino Acid Chelates)	250 mg	62
Zinc (from 100% Amino Acid Chelates)	20 mg	133
Selenium (from 100% Amino Acid Chelates)	50 mcg	71
Copper (from 100% Amino Acid Chelates)	100 mcg	5
Manganese (from 100% Amino Acid Chelates)	10 mg	500
Chromium (GTF) (from 100% Amino Acid Chelates)	50 mcg	42
Molybdenum . . . (from 100% Amino Acid Chelates)	30 mcg	40

Additional Nutrients:

Potassium (from Amino Acid Complex) 45 mg
Vanadium (from 100% Amino Acid Chelates) 50 mcg

Superior Foods:

Alfalfa 150 mg
Hydrilla verticillata 50:1 200 mg

Food Base:

Alfalfa, Apple Pectin Fiber, Barley Grass, Beet Root, Cabbage, Carrot, Flax Seed, Lemon Peel, Oat Bran, Orange Peel, Rice Bran, Acerola Berry Concentrate 4:1, Broccoli 5:1, Tomato Concentrate 4:1, Rose Hips Concentrate 4:1, Black Currant Concentrate 3:1, Cranberry Extract 25:1, Green Pepper Extract 5:1, Blueberry Concentrate 6:1, Kale, Quercetin, Rutin 50 mg

Other Ingredients: Guar Gum, Vegetable Lubricant, Food Glaze

100% Satisfaction Unconditionally Guaranteed.

Suggested Use: 3 tablets daily. For the optimal nutritional program take with our CornerStone Formula **Essentials™ for LIFE.**

CAL MAG

Full Color Spectrum FoodBased Nutrition™
Calcium & Magnesium Mineral Formula

70% Whole Food

Essentials® CAL MAG provides two of the most important supplemental minerals in the form of 100% Amino Acid Chelates. CALCIUM and MAGNESIUM are important to the health and well being of the body. **Essentials® CAL MAG** provides Calcium and Magnesium in a 2:1 ratio, the balance found in 171 fruits, vegetables and whole grains as listed in the Nutrition Almanac. Research indicates the need to supplement these essential minerals, as many diets do not contain adequate levels.

Supplement Facts

Serving Size 3 Tablets

Amount per Serving	% Daily Value ▼	
Calcium (from 100% Amino Acid Chelates)	500 mg	50
Magnesium (from 100% Amino Acid Chelates)	250 mg	63

Superior Foods:

- Alfalfa 150 mg
- Hydrilla verticillata* 50:1 150 mg

Food Base:

- Alfalfa, Apple Pectin Fiber, Barley Grass, Beet Root, Cabbage, Carrot, Flax Seed, Lemon Peel, Oat Bran, Orange Peel, Rice Bran, Acerola Berry Concentrate 4:1, Broccoli 5:1, Tomato Concentrate 4:1, Rose Hips Concentrate 4:1, Black Currant Concentrate 3:1, Cranberry Extract 25:1, Green Pepper Extract 5:1, Blueberry Concentrate 6:1, Kale, Quercetin, Rutin 100 mg

Other Ingredients:

- Guar Gum, Vegetable Lubricant, Food Glaze

Nutritional Support for Healthy Bones*

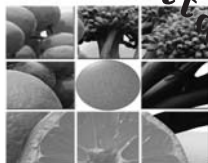
*This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

100% Satisfaction Unconditionally Guaranteed.

Suggested Use: 3 tablets daily.

For the optimal nutritional program take with our CornerStone Formula **Essentials® for LIFE.**

Essential Advantages



*ABSORPTION OF CALCIUM
200mg Load**

Mineral Forms	% Absorbed	Total mg Absorbed
100% Amino Acid Chelate	44%	88 mg
Calcium Citrate	24%	48 mg
Calcium Carbonate	24%	48 mg
Hydroxyapatite	17%	34 mg

*Reference: Heaney HP, Recker RR and Weaver CM (1990) Absorbability of Calcium Sources: The limited role of Solubility. *Calcified Tissue International*, 46:300-304

WHY DO WE USE HYDRILLA

THE GREEN FOOD FOR THE NEW MILLENNIUM™

You know the value of Aquatic Green Foods. You are concerned about where your green foods are grown. MegaFood® searched for a green food that was grown in pristine waters.

Our green food had to provide a superior nutritive value when compared to others. Our search led us to the backwaters of Southern Georgia and Northern Florida. Much to our surprise we found a spring fed, pristine source of an exceptional green food.

Hydrilla *verticillata* is not only clean, it is a sustainable rooted algae that is superior in almost every nutritive value to the other Aquatic green foods.

When compared by typical analysis to other Aquatic Green Foods, Hydrilla is superior in Calcium, Magnesium, Manganese, Potassium, Zinc, Copper, B-1, B-2, B-5, B-6, B-12, Vitamin C and Vitamin E.

Hydrilla is an abundant source of Bioavailable Nutrition also supplying Phosphorus, Iron, Chlorophyll, B Complex, Beta Carotene, 17 Amino Acids, 8 Fatty Acids, Essential Trace Minerals and a complete Food Matrix.

- **A Wild Harvested Rooted Fresh Water Algae.**
- **Energy Enhancing Green Food.**
- **Muscular-Skeletal Support.**
- **Weight Management.**
- **Blood Builder.**
- **Natural Antioxidant and Anti Aging Factors.**
- **Vegetarian Source B-12:**
Compared to other green foods, Hydrilla has 30 to 70 times more B-12.
- **Rich Source of Phyto-Nutrients:**
Including Polysaccharides, Chlorophyll and Beta Carotene.
- **Biopotentiator - Enhances Nutrient Utilization.**
- **Trace Minerals.**
- **Supports General Well-Being.**
- **Processed at Low Temperatures.**
- **Ecologically Sound:**
Hydrilla is self-sustaining and grows abundantly in fresh waters.

ESSENTIALS® AND THE ENVIRONMENT

Essentials® commitment goes beyond our providing the highest quality FoodBased supplements. By packaging in 100% recyclable amber-glass we provide maximum potency protection for our formulas. At the same time glass enables us to use packaging that is friendly to our environment.

Environmental regulation of packaging has become a hot topic outside the U.S. More than 20 countries now have some form of “producer responsibility” law on the books or in the works. For example, the fee for using plastic in Germany is \$1882.00 per metric ton of plastic versus \$96.00 per metric ton of glass. The reason for this is simple. Plastic is very difficult to recycle. Glass is friendly to the environment.

Plastic bottles breathe exposing the product to the destructive properties of oxygen. There are also serious questions about “off gas” damage to the product that is packaged in plastic. Products packaged in glass do not breathe or give off gas and are protective of the food within the tablets.

ESSENTIALS® MANUFACTURING

Essentials® manufactures all our own tablets in an FDA registered facility that is independently audited and rated AIB “**Excellent**”. We have direct control of the tablets being produced, and run our tableting machines at very low speeds. This is important with foodbased products because excessive heat from production will destroy the natural food components necessary to deliver the nutrients.

ESSENTIALS® AND AIB

Essentials®, being a company that is focused on food, thought we needed a method to measure our food processing quality. The *AIB Consolidated Standards for Food Safety* is published for food processors. It is used to evaluate the food safety risks and compliance levels as measured by the criteria in the standards.

These standards create programs and techniques that protect food from adulteration during storage of raw materials, transfer and handling of ingredients, operational appearance, operational practices, delivery practices and personnel practices.

Using the *AIB Consolidated Standards for Food Safety* criteria and rating system, a certificate of Achievement was awarded to Essentials® by the AIB Staff Food Safety Auditors. The inspection resulted in a rating of “**Excellent**”.

ESSENTIALS® HISTORY



For over 25 years Essentials® by MegaFood® has been a leader in providing the most natural, bio-available and effective food-based nutritional supplements.

Essentials® was the first company, in 1973, to recognize the importance of food in the delivery of nutrients.

MegaFood's philosophy has always been that humans are intended to receive their nutrition from food sources. Essentials® by MegaFood® carries on that tradition with FoodBased Nutrition™. Essentials® FoodBased Nutrition™ provides nutrients

in a form that enhances their utilization. Essentials® delivers nutrients with supportive natural whole food concentrates containing naturally occurring Essential Food Factors™.

ESSENTIALS®

“The foods that make your vitamins work”

- Full Color Spectrum FoodBased Nutrition™
- 70% to 93% Concentrated Foods
- Not Just Any Food - The Right Food
- Essential Food Factors™
- Enhanced Utilization
- 100% Amino Acid Chelates
- 100% Extracted Herbs

All Essentials® Products Are 100% Satisfaction Unconditionally Guaranteed!

Essentials® by MegaFood™ manufactures all products, in our facility, to meet stringent USA and International Standards. Essentials tablets are FREE from Corn, Milk, Wheat and Yeast and are formulated WITHOUT Artificial Colors, Flavors, Sugars or Preservatives. Product Potency and Quality are guaranteed by independent laboratory tests.

MegaFood
FOCUSSED ON FOOD

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