



# HOW DO YOU DETERMINE TRUE QUALITY IN SUPPLEMENTS?



**NUTRITIONAL  
FRONTIERS™**

Making the world healthy

[NUTRITIONALFRONTIERS.COM](http://NUTRITIONALFRONTIERS.COM)

# **NUTRACEUTICAL STANDARDS**

FDA DSHEA

# **MANUFACTURING FACILITIES**

cGMP

# **INGREDIENT SELECTION**

GENERIC VS PRT

# **PRODUCT VS FORMULATIONS**

SINGLE NUTRIENT OR COMPREHENSIVE

# **CLINICAL EFFICACY**

WOW BRAND AMBASSADORS



# **GNC reaches agreement with New York Attorney General to expand testing of its herbal supplements.**



By Katharyn Grant (US) on April 1, 2015

# Quality Control:



**Failure to follow food safety regulations**

**Unsanitary conditions**

**Adulteration and misbranding**

**Undeclared allergens-Cross-contamination**

**Failure to correct deficiencies**

# JAMA<sup>®</sup>

The Journal of the American Medical Association

**Drs. Kathleen M. Fairfield/Robert H. Fletcher  
Harvard Medical School**

**Because low vitamin intake has been linked to a host of illnesses, recommend that everybody—regardless of age or health status—take a [daily multivitamin](#).**

# **3 Things You Need to know MULTI AND FISH OIL**

**Potency** – Amount of Ingredients

**Form** – Bioavailability

**Purity** – What else is in there?

# MULTIVITAMIN



## Supplement Facts

Serving Size 1 Tablet

	Amount Per Serving	% Daily Value
Vitamin A (as retinyl acetate and 50% as beta-carotene)	5000 IU	100%
Vitamin C (as ascorbic acid)	60 mg	100%
Vitamin D (as cholecalciferol)	400 IU	100%
Vitamin E (as dl-alpha tocopheryl acetate)	30 IU	100%
Thiamin (as thiamin mononitrate)	1.5 mg	100%
Riboflavin	1.7 mg	100%
Niacin (as niacinamide)	20 mg	100%
Vitamin B <sub>6</sub> (as pyridoxine hydrochloride)	2.0 mg	100%
Folate (as folic acid)	400 mcg	100%
Vitamin B <sub>12</sub> (as cyanocobalamin)	6 mcg	100%
Biotin	30 mcg	10%
Pantothenic Acid (as calcium pantothenate)	10 mg	100%

Other ingredients: Gelatin, lactose, magnesium stearate, microcrystalline cellulose, FD&C Yellow No. 6, propylene glycol, propylparaben, and sodium benzoate.

# Supplement Facts

Serving Size 2 Tablets  
Servings Per Container 30

Amount Per Serving	% Daily Value	Amount Per Serving	% Daily Value
Vitamin A (from mixed carotenoids and retinyl acetate) ...	3,000 mcg ..... 333%	Molybdenum (as molybdenum aspartate complex) .....	50 mcg ..... 111%
Vitamin C (as ascorbic acid and ascorbyl palmitate) .....	120 mg ..... 133%	Proprietary Phytonutrient Blend of: .....	400 mg ..... **
Vitamin D (as cholecalciferol).....	25 mcg (1,000 IU)..... 125%	Citrus bioflavonoid complex [standardized to 45% hesperidin], green coffee bean	
Vitamin E (as d-alpha tocopheryl succinate).....	67 mg ..... 447%	extract [standardized to 45% chlorogenic acid], pomegranate whole fruit extract	
Vitamin K (as phytonadione USP).....	120 mcg ..... 100%	[standardized to 43.2 mg gallic acid], grape seed extract	
Thiamin (as thiamin mononitrate) .....	25 mg ..... 2,083%	[standardized to 90% oligomeric procyanidins], blueberry (Vaccinium spp.)	
Riboflavin.....	15 mg ..... 1,154%	fruit extract [standardized to 20% anthocyanins],	
Niacin (as niacinamide and niacin).....	50 mg ..... 313%	green tea leaf extract [stan	
Vitamin B <sub>6</sub> (as pyridoxine HCl).....	25 mg ..... 1,471%	melon fruit extract, prune	
Folate (as calcium L-5-methyltetrahydrofolate).....	1,350 mcg DFE..... 340%	Chinese cinnamon (Cinnam	
Vitamin B <sub>12</sub> (as methylcobalamin) .....	200 mcg ..... 8,333%	bark and heartwood extrac	
Biotin.....	500 mcg ..... 1,667%	[standardized to 7.5% min	
Pantothenic Acid (as calcium D-pantothenate).....	75 mg ..... 1,500%	[containing cynarin and ch	
Choline (as choline bitartrate) .....	25 mg ..... 5%	Myo-Inositol.....	25 mg ..... **
Iron (as ferrous bis-glycinate) .....	18 mg ..... 100%	Resveratrol (from Polygonu	10 mg ..... **
Iodine (as potassium iodide) .....	150 mcg ..... 100%	Lutein.....	6 mg ..... **
Magnesium (as magnesium citrate).....	40 mg ..... 10%	Lycopene.....	6 mg ..... **
Zinc (as zinc citrate) .....	15 mg ..... 136%	Zeaxanthin.....	2 mg ..... **
Selenium (as selenium aspartate).....	100 mcg ..... 182%		
Copper (as copper citrate).....	1 mg ..... 111%		
Manganese (as manganese citrate) .....	0.5 mg ..... 22%		
Chromium (as chromium polynicotinate).....	200 mcg ..... 571%		



\*\*Daily Value not established.

Other Ingredients: Microcrystalline cellulose, croscarmellose sodium, cellulose, stearic acid (vegetable), coating [hydroxypropylmethylcellulose, medium-chain triglycerides, hydroxypropylcellulose, and sodium copper chlorophyllin (color)] and silica.

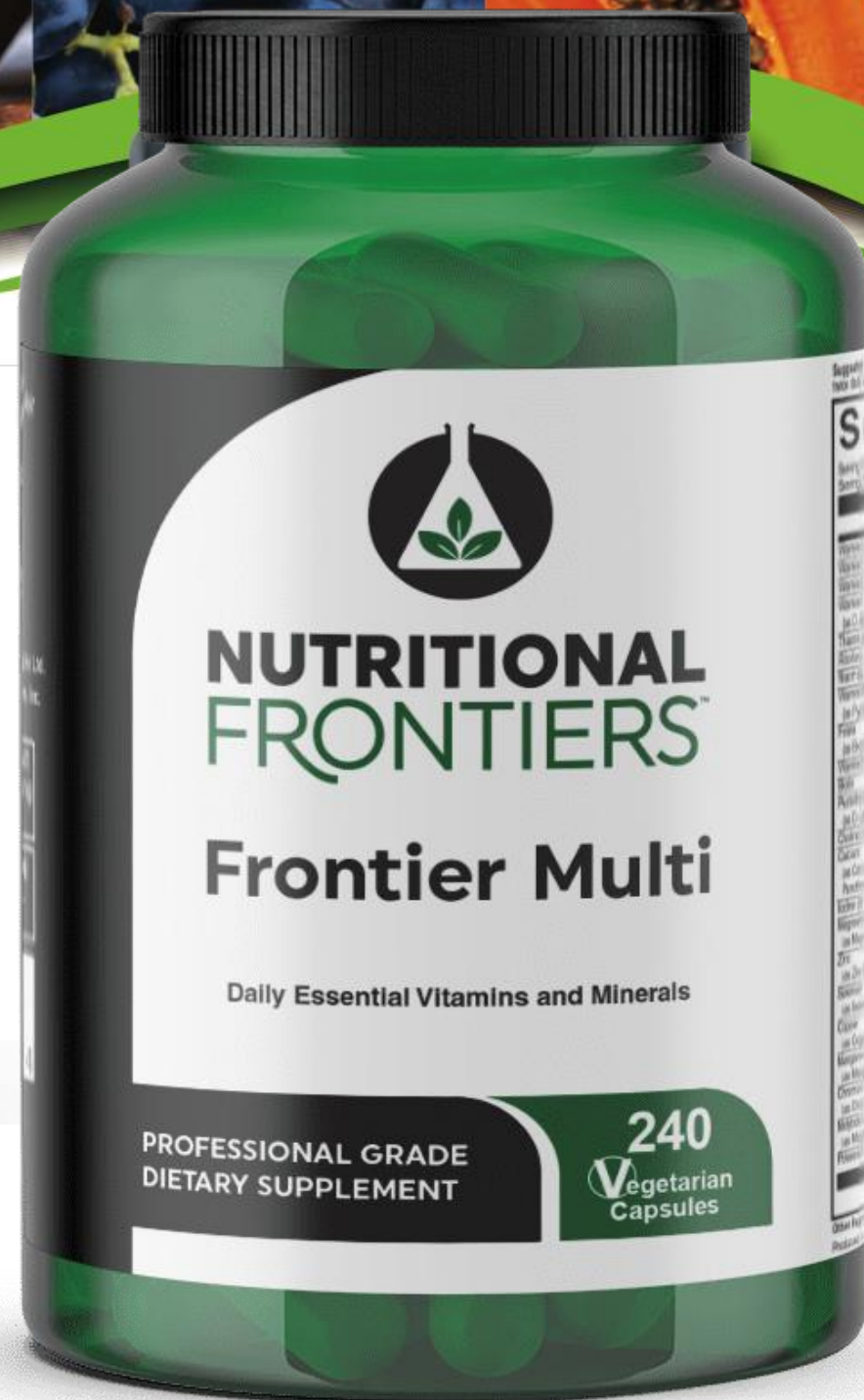
**WARNING: Accidental overdose of iron-containing products is a leading cause of fatal poisoning in children under 6. Keep this product out of the reach of children. In case of accidental overdose, call a doctor or poison control center immediately.**



# New Improved Formula!

## Now includes:

- Quatrefolic®
- Red Beet Powder
- LuteMax™ 2020
- Albion® Chelated Minerals TRACCS®
- 10 X more Vitamin D
- CoQ10



**Frontier Multivitamin is a Complete Multivitamin delivering more than 60 well-balanced nutrients in an easy-to-swallow and absorb vegetarian capsule.**



Lutemax 2020 is a trademark of OmniActive Health Technologies Ltd.  
 TRAACS® and Albion® are registered trademarks of Albion Laboratories, Inc.  
 Quatrefolic® is a registered trademark of Gnosis S.p.A U.S. Patent No. 7,947,662

### SUPPLEMENT FACTS

**Serving Size: 4 Capsules**

**Servings Per Container: 30 or 60**

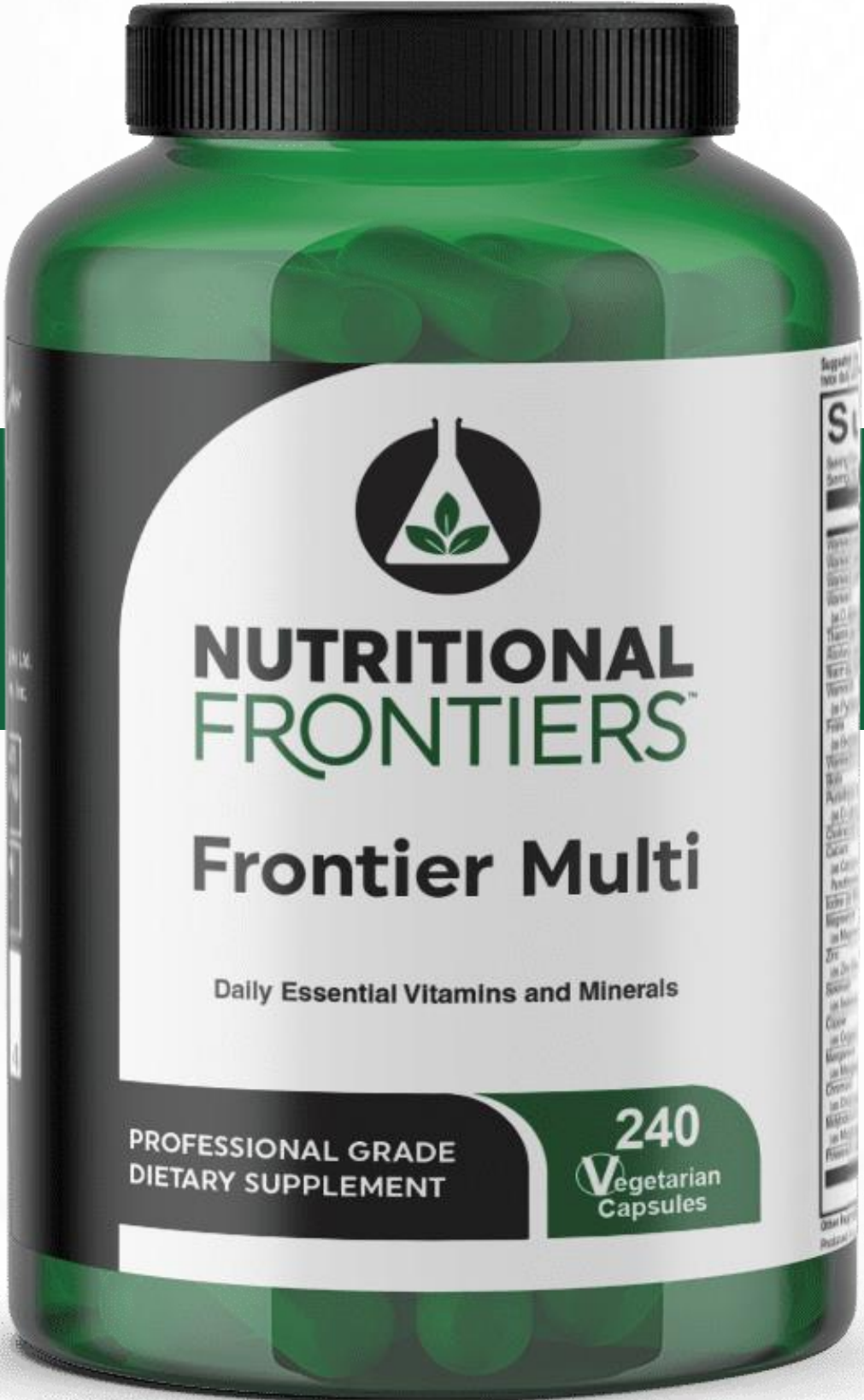
Vitamin A (10% Beta Carotene)	2,500 IU
Vitamin C (Ascorbic Acid)	300 mg
Calcium (as Calcium Citrate)	200 mg
Vitamin D3 (Cholecalciferol)	1,000 IU
Vitamin E	20 IU
Vitamin B1 (Thiamine)	25 mg
Vitamin B2 (Riboflavin)	12.5 mg
Vitamin B3 (Niacinamide)	47.5 mg
Vitamin B6 (as Pyridoxal-5-Phosphate Monohydrate)	24.75 mg
Folic Acid (as Quatrefolic® (equivalent to 800mcg of (6S)-5-Methyltetrahydrofolic acid, glucosamine salt))	400 mcg
Vitamin B12 (as Methylcobalamin)	300 mcg
Vitamin B5 (Pantothenic Acid)	125mcg
Biotin	15 mcg
Iodine (as Kelp (Ascophyllum Nodosum))	50 mcg
Magnesium (as TRAACS® Magnesium Biglycinate Chelate)	100 mg
Zinc (as TRAACS® Zinc Bisglycinate Chelate)	7.5 mg
Selenium	50 mcg
Copper (as TRAACS® Copper Bisglycinate Chelate)	5 mg
Manganese (as TRAACS® Manganese Bisglycinate Chelate)	2.5 mg
Chromium (as TRAACS® Chromium Nicotinate Glycinate Chelate)	50 mcg
Molybdenum (as TRAACS® Molybdenum Glycinate Chelate)	25 mcg
Potassium (as Albion® Potassium Glycinate Complex)	25 mg
<b>Proprietary Superfoods Blend</b>	<b>400 mg</b>
Cranberry Extract (Vaccinium macrocarpon), Broccoli Powder (Brassica oleracea) (sprout), Garlic Powder (Allium Sativum) (Bulb), Grape Seed Extract (95% Procyranidolic oligomers), Wheat Grass (Triticum Aestivum) (Grass), Apple Pectin, Celery Seed, Chlorella (Chlorella Pyrenoidosa), Papaya Fruit Extract 4:1, Spirulina	
N-Acetyl L-Cysteine	50 mg
Citrus Bioflavonoids	50 mg
Betaine HCl	30 mg
CoQ10 (Coenzyme Q10)(Ubidecarenone)	30 mg
Citrus Pectin	25 mg
Green Tea (50% Polyphenols) (Camellia sinensis)	25 mg
Horseradish Powder	25 mg
Lemon Bioflavanoid	25 mg
Red Beet Powder (Beta vulgaris)	25 mg
Zeaxanthin	25 mg
Choline BiTartrate	15 mg
Inositol	15 mg
Bromelain (2000GDU/g)	10 mg
Lutemax 2020 vegetarian Beadlets (25% Lutein, 5% Zeaxanthin)	10 mg
Glutamic Acid Hydrochloride	5 mg
L-Methionine	3 mg
Lycopene 5% (Lycopersicon Esculentum)	2.5 mg
Vanadyl Sulfate (20% Vanadium)	750 mcg
Boron (as Albion® Bororganic™ Glycine)	150 mcg

**Other Ingredients:** Rice Flour, Magnesium stearate, Hypromellose, Water.

**Suggested Use:** As a dietary supplement, take 4 capsules daily with food. For those with average or poor health, take 4 capsules twice daily with food.

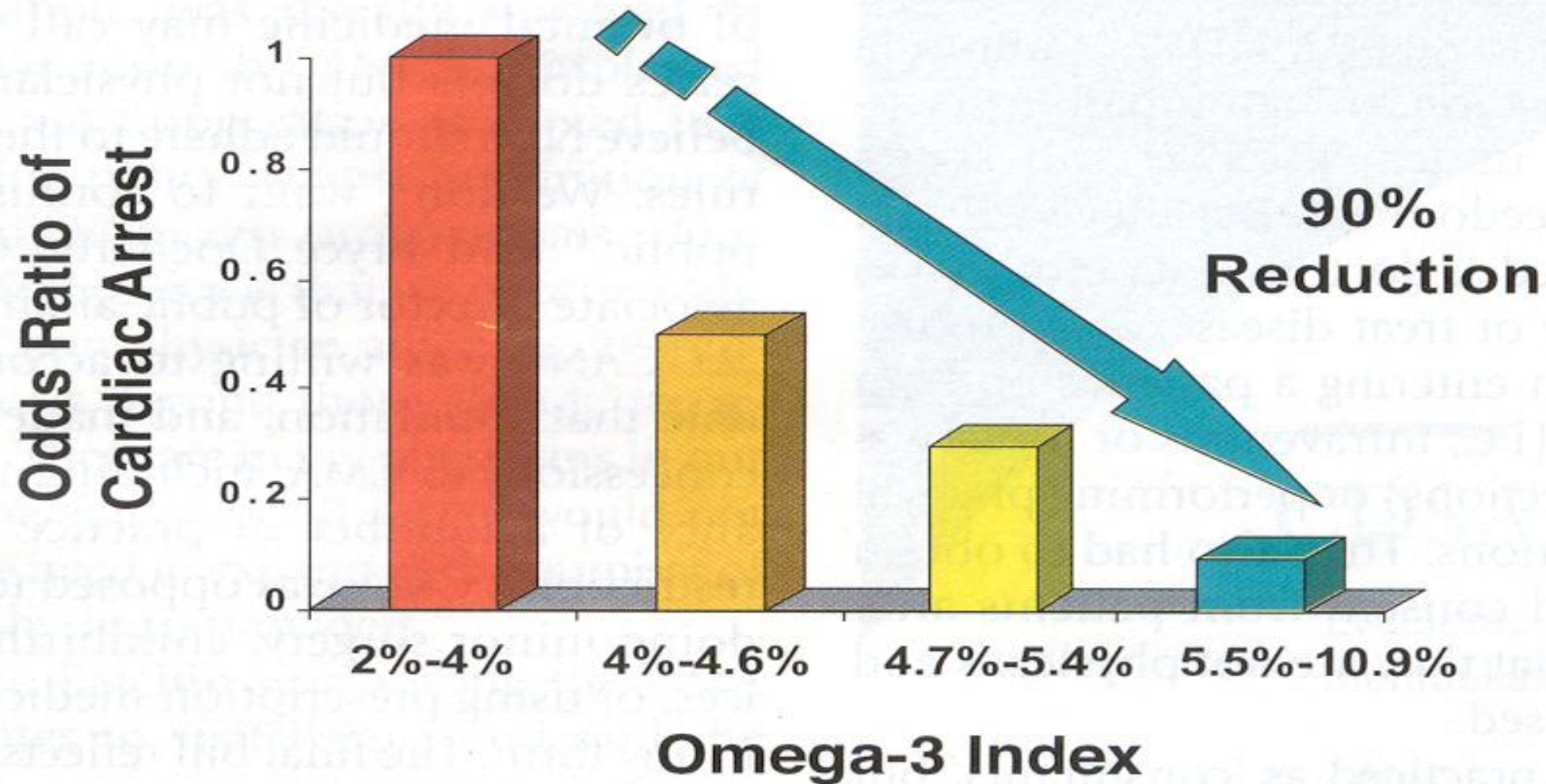
**Warning:** If pregnant or nursing, consult your healthcare practitioner before taking this product.

# MULTI BUNDLE

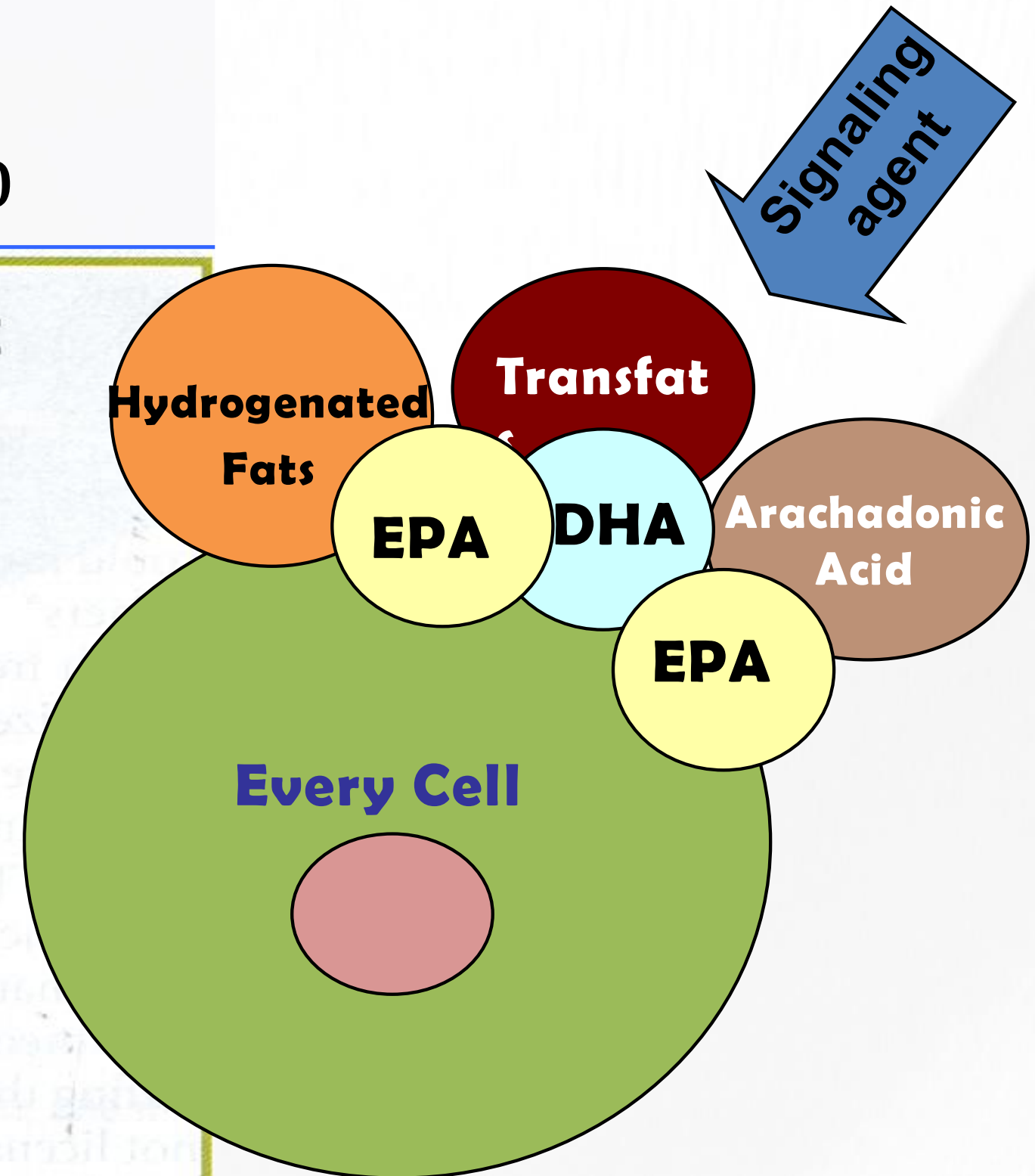


# Omega-3's Reduce the Risk of Heart Attacks by up to 90%

**Risk of Primary Cardiac Arrest and the Omega-3 Index**



mean of the third quartile) was associated with a 70% reduction in the risk of primary cardiac ar 0.3; 95% CI, 0.2 to 0.6). CONCLUSION--Dietary intake of n-3 polyunsaturated fatty acids from associated with a reduced risk of primary cardiac arrest.



# FISH OIL



**25% OFF**

## Supplement Facts

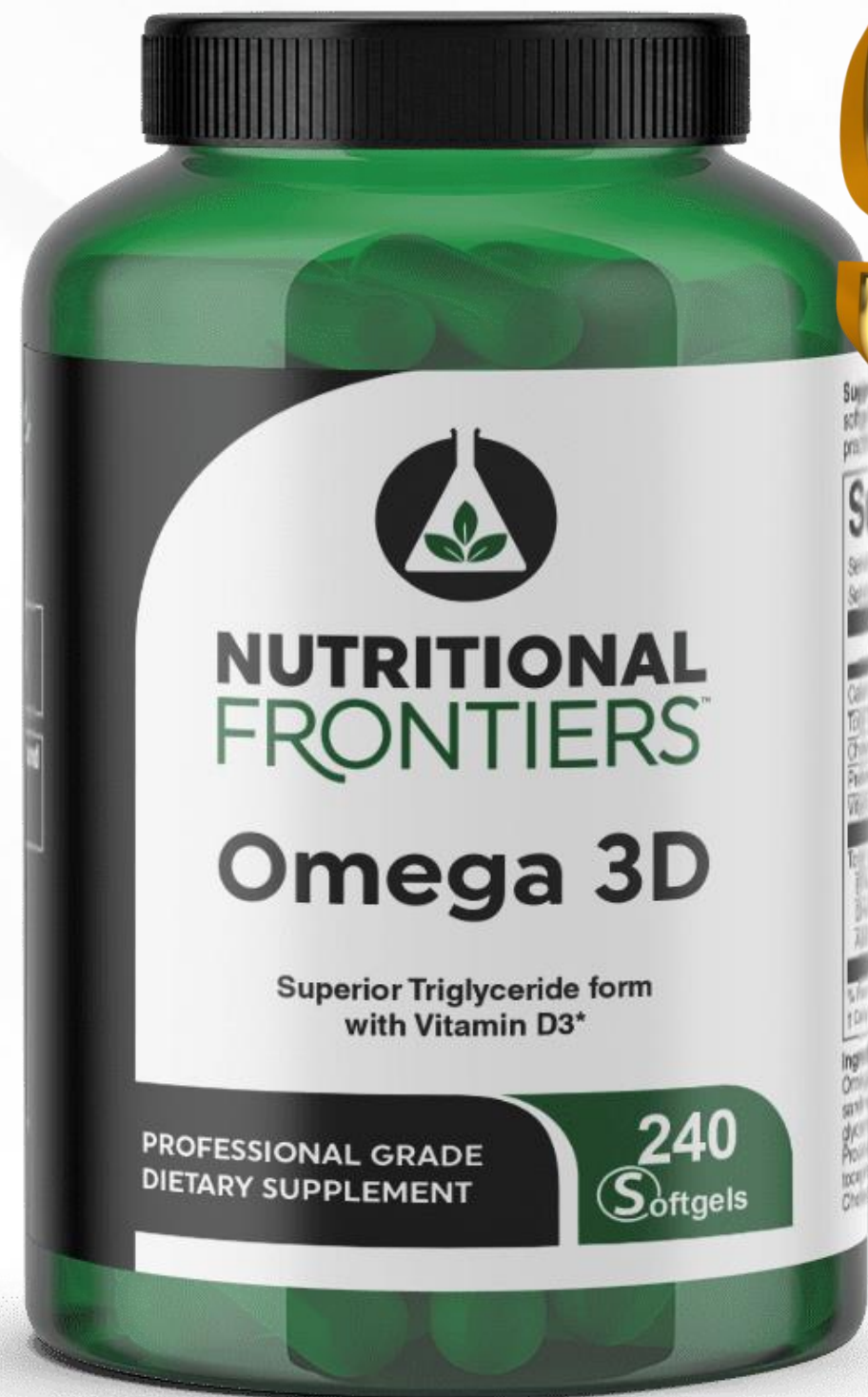
Serving Size 1 Softgel

Each Softgel Contains	% Daily Value
Calories 10	
Calories from Fat 10	
Total Fat 1 g	2%**
Cholesterol 10 mg	3%**
Fish Oil Concentrate Containing 1000 mg	*
Omega-3 Fatty Acids (EPA+DHA) 250 mg	*
Other Omega-3 Fatty Acids 50 mg	*

\*Daily Value not established.

\*\*Percent Daily Values are based on a 2,000 calorie diet.

# FISH OIL



90%

## Supplement Facts

SOFTGEL

Serving Size: 2 Softgels

Softgels Per Container: 60, 120, or 240

Calories (energy)	30
Calories from Fat	25
Total Fat	3 g
Cholesterol	15 mg
Protein <1 g	
Vitamin D (as Cholecalciferol)	1000 IU
Highly Concentrated Omega-3 Marine Oil	2.6 g
EPA (Eicosapentaenoic Acid)	960 mg
DHA (Docosahexaenoic Acid)	640 mg

**Ingredients:** *Highly Refined and Concentrated Omega-3 Marine Oil as Fish Oil and Calamarine® Squid Oil, Capsule Shell (gelatin, glycerin, purified water), Natural Lemon Flavor, Proprietary Antioxidant Blend (consisting of natural tocopherols, rosemary extract, and ascorbyl palmitate), Cholecalciferol.*

# Product vs. Formulation

\$300



# GI COMPLETE

\$70  
ONLY



## **POWDER**

**Available Bottle Size: 262 g Raspberry - 275 g Lemon Lime**

**Serving Size: 1 Scoop (8.7g Raspberry - 9.2g, Lemon Lime)**

**Servings Per Container: 30**

Amount Per Serving

L-Glutamine	5,000 mg
Galactoarabinan (Arabinogalactans)	1,000 mg
DMG HCL	500 mg
DGL (Deglyrrhizinated Licorice)	500 mg
Aloe Vera Leaf Extract (200:1)	250 mg
Slippery Elm Bark (ulmus rubra)	200 mg
Marshmallow Root (Althaea Officinalis)	100 mg
Red Beet Powder	100 mg
Zinc Carnosine	75 mg
Stevia	60 mg

**Other Ingredients (Raspberry):** Natural Flavors, Citric Acid, and Silicon Dioxide

**Other Ingredients (Lemon Lime):** Natural Flavors, Citric Acid, Malic Acid, Silicon Dioxide, Beta Carotene

# NEW 2025 HORMONE BUNDLE

