

# Essentials

USANA's foundation products are the **Essentials**—the advanced nutritional products for everyone, every day. They are designed to provide optimal nutritional support for every age group.



To maintain optimal health, we need a variety of vitamins, minerals, bioflavonoids, and other micronutrients. A healthy, diverse, balanced diet provides the foundation for good micronutrition. However, with today's lifestyles, some people may not obtain optimal amounts of all these nutrients from food alone. Furthermore, our diets are often far from balanced. Some people don't obtain even the minimal amounts of micronutrients needed to adequately support health, let alone the amounts needed to function at an optimal level.

USANA understands the importance of providing the right ingredients—in the correct amounts, in the right balance, and in the proper forms—for every age group. USANA created the **Essentials** product line to provide the essential micronutrients that everyone, at every age, should obtain every day.

## The Right Ingredients, Correct Amounts

The "essential" vitamins and minerals, as defined by government agencies and nutrition experts, are those that are needed for metabolic function, but are not manufactured by our bodies. We must obtain these ingredients from outside sources, and thus they are an "essential" part of our diets. These same experts have defined recommended amounts (RDIs) for those ingredients where a clearly defined deficiency disease or symptom has been observed.

USANA has expanded the meaning of "essential" micronutrition to include more than just those with an established intake levels. The **Essentials** are formulated to do more than prevent nutritional deficiency. The nutrients in the **Essentials** are set at levels to maintain optimal health and energy levels, based on the latest scientific data. The **Essentials** also contain trace minerals, mixed carotenoids, bioflavonoids, and other phytochemicals and antioxidants to provide a full arsenal of compounds to help protect against the daily bombardment of free radicals.

## The Optimal Form

To be useful, nutrients must be of high quality and bioavailable—in other words, in a form the body can absorb and use. USANA takes the extra steps needed to obtain the highest quality ingredients with dependable levels of potency. In addition, USANA imposes rigorous quality controls at every step of the manufacturing process, following pharmaceutical GMP guidelines.

## Nutrition For All Generations

The **Essentials**™ for adults are a combination of two products packaged as one:

- **Mega Antioxidant**—a comprehensive formula of high-potency vitamins, antioxidants, and other important nutrients designed for every adult, every day for prevention of nutritional deficiencies and to counteract the damaging effects of free radicals.
- **MultiMineral**—a full-spectrum blend of essential minerals and trace elements in a balanced, highly bioavailable formulation. When taken together with **Mega Antioxidant**, these supplements complete the nutritional foundation for every adult.

The philosophy behind the **Essentials** for adults is carried through in two products for younger age groups:

- **Usanimals**™—a great-tasting chewable vitamin, mineral, and antioxidant supplement designed to provide the high-quality nutrition necessary for children from 1 to 12 years to support normal growth and development.
- **Body Rox**™—advanced and complete vitamins, antioxidants, minerals, and cofactors designed specifically for adolescents 12 to 18 years old for optimal nutritional support through the active teenage years.

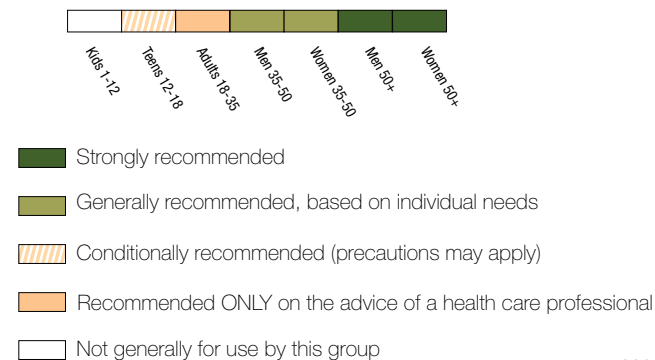
## Balanced Formulas

USANA reviews all the available scientific literature to ensure that the micronutrients present in our Essentials formulas are balanced to work together. While much is still not known about all the interactions that occur with nutrients in our bodies, USANA continues to keep abreast of the latest research to ensure up-to-date formulations.

The following pages fully describe **Body Rox**; **Usanimals**; the two components of the **Essentials** for adults; and the many ways they can help children, teenagers, and adults achieve optimal health.

## Which USANA Products are Right for You?

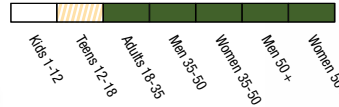
Refer to the below bar on each page for important product recommendations for your age group and sex.  
(For example only)





AUST L 162582

# Essentials™: Mega Antioxidant



USANA's **Essentials™**, including **Mega Antioxidant**, are designed to support general health and well-being and to combat the damaging effects of free radicals (potentially damaging, highly reactive molecules). Together with **MultiMineral**, the **Essentials** provide the advanced nutritional foundation for every adult, every day, to support lifelong health.

## Mega Antioxidant

Daily stress and environmental pollutants bombard us with ever more free radicals. Diets high in processed foods and fewer whole, unrefined foods may increase the need for antioxidant supplementation. **Mega Antioxidant** offers advanced levels of high-quality, highly bioavailable antioxidants to meet this increased need.

In addition to comprehensive antioxidant protection, **Mega Antioxidant** offers nutritional support for healthy circulation and blood vessels, healthy protection from environmental toxins, optimal vision and a sound immune system.

## Advanced Antioxidant Formula

The **Mega Antioxidant** formula contains critical ingredients including lycopene, turmeric extract, coenzyme Q10, and alpha lipoic acid. When combined with the potent antioxidant mixture already present in **Mega Antioxidant** the result is complete antioxidant protection.

## Vitamin E—the Premier Antioxidant

Vitamin E is one of the most important antioxidants in the human body because it helps to maintain strong cell membranes and protects low-density lipoproteins (LDL) from oxidation.<sup>1,2</sup> USANA uses the more active, more bioavailable natural d-alpha form, rather than the synthetic form.

Emerging science has shown that other tocopherols also provide important biological activities and therapeutic benefits.<sup>2</sup> These mixed tocopherols help leverage the health benefits of alpha tocopherol

with other vitamin E compounds to provide a broad spectrum of antioxidant protection. In addition to D-alpha tocopherol, USANA's advanced formula offers a full range of these natural mixed tocopherols to provide you with additional antioxidant support.

## USANA's Unique Poly C™

USANA's **Poly C™** is a complex of mineral ascorbates that helps to prolong vitamin C activity in the body. (See **Poly C** chart on page 41.) Vitamin C is the master water-soluble antioxidant, offering protection throughout the body.<sup>2</sup>

## Mixed Carotenoids—Superior Source for Vitamin A

USANA uses a mixture of several carotenoids, including beta-carotene and lycopene to provide a broad spectrum of antioxidant activity. The body converts beta-carotene into vitamin A as needed, thus avoiding any risk of vitamin A toxicity. Vitamin A promotes healthy skin, a strong immune system, and is important for good vision.

## Coenzyme Q10

Coenzyme Q10 (CoQ10) is a potent antioxidant that plays a vital role for energy production in our cells.<sup>3</sup> The body's ability to synthesise or absorb CoQ10 declines with age, but taking USANA's **Mega Antioxidant** can help you maintain healthy levels of this important nutrient.

## Alpha Lipoic Acid

Alpha lipoic acid is a vitamin-like antioxidant that is both fat- and water-soluble. Easily absorbed through the gut and transported across cell membranes, it offers protection against free radicals, both inside and outside the cell.<sup>4,5</sup>

## Bioflavonoid Complex

Through careful research, USANA has developed a unique bioflavonoid complex designed to provide synergistic antioxidant activity from citrus bioflavonoids, rutin, green tea extract, and bilberry extract, enhancing the protective effectiveness of the **Essentials**.<sup>6</sup>

## Complete Vitamin B Complex

**Mega Antioxidant** contains carefully proportioned B-complex vitamins, which are fundamental to energy production, metabolism, and growth. **Mega Antioxidant** contains, when taken as recommended, a daily amount of 500 µg of folic acid, which if taken prior to and during pregnancy, may reduce the risk of spina bifida and other neural tube defects.<sup>7\*</sup>

## The Heart of the Olive

The benefits of olive fruit and olive oil consumption are extensive. The phenolic compounds, a group of structurally distinctive antioxidants, are rich in olives that have been the staple food in Mediterranean culture. Phenolic antioxidants have been shown to protect low-density lipoproteins (LDL) from oxidation.<sup>8</sup>

**Mega Antioxidant** is laboratory tested, quality guaranteed. Meets British Pharmacopoeia specifications for potency, uniformity, and disintegration where applicable.

## Using Mega Antioxidant

Take four (4) **Mega Antioxidant** tablets daily, preferably with meals. USANA recommends taking two (2) in the morning and two (2) in the evening.

EACH TABLET CONTAINS:	
BETACAROTENE	2.25 mg
VITAMIN C (325 MG ASCORBIC ACID) FROM: CALCIUM ASCORBATE 204.1 MG, POTASSIUM ASCORBATE 138.8 mg, MAGNESIUM ASCORBATE MONOHYDRATE 61.2 mg, ZINC ASCORBATE 4.1 mg	
VITAMIN D3 (200 IU; CHOLECALCIFEROL)	5 µg
VITAMIN E (100 IU; D-ALPHA TOCOPHERYL ACID SUCCINATE)	82.6 mg
NATURAL MIXED TOCOPHEROLS CONCENTRATE (LOW-ALPHA TYPE)	28.3 mg
VITAMIN K (PHYTOMENADIONE)	15 µg
VITAMIN B1 (THIAMINE HYDROCHLORIDE)	6.75 mg
VITAMIN B2 (RIBOFLAVINE)	6.75 mg
NICOTINAMIDE	7.5 mg
VITAMIN B3 (NICOTINIC ACID)	2.5 mg
VITAMIN B6 (PYRIDOXINE HYDROCHLORIDE)	8 mg
FOLIC ACID	125 µg
VITAMIN B12 (CYANOCOBALAMIN)	50 µg
BIOTIN	75 µg
CALCIUM PANTOTHENATE	25 mg
RUTIN 30 mg	
QUERCETIN	6 mg
CITRUS BIOFLAVONOIDS EXTRACT (6 mg HESPERIDIN)	17.1 mg
HERBAL EXTRACTS EQUIVALENT TO:	
OLIVE (OLEA EUROPAEA) FRESH FRUIT*	168.75 mg
GREEN TEA (CAMELLIA SINENSIS) DRY LEAF	37.5 mg
BILBERRY (VACCINIUM MYRTILLUS) FRESH FRUIT	25 mg
POMEGRANATE (PUNICA GRANATUM) FRESH FRUIT	125 mg
CINNAMON (CINNAMOMUM CASSIA) DRY TWIG BARK	10 mg
CURCUMIN	3.75 mg
INOSITOL	37.5 mg
CHOLINE BITARTRATE	25 mg
CYSTEINE HYDROCHLORIDE	25 mg
BROMELAINS	12.5 mg
R,S - ALPHA LIPOIC ACID	5 mg
UBIDECARENONE (COENZYME Q10)	3 mg
LUTEININ	150 µg
LYCOPENE	75 µg
BROCCOLI (BRASSICA OLERACEA) FLOWER POWDER	3.75 mg

\*USANA Olivo™ Protected Under US Patents 6,358,542 or 6,361,803.

## References

- Engelen W, et al., Am J Clin Nutr, 2000; 72:1142-9.
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- Packer L, Roy S, Sen CK, Adv Pharmacol, 1997; 38:79-101.
- O'Reilly JD et al., Free Radic Res, 2000; 33:419-26.
- Fishman MA, Current Treatment Options in Neurology, 2000; 2:117-22.
- Caruso D, et al. Nutr Metab Cardiovasc 1999;9:102-7.

Contains sorbic acid and sodium benzoate.

Do not take while on warfarin therapy without medical advice.

\*Do not exceed the stated dose except on medical advice. Seek expert medical advice if your child has neural tube defect OR spina bifida/neural tube defects.

**Vitamin supplements should not replace a balanced diet.**

USE ONLY AS DIRECTED. ALWAYS READ THE LABEL.

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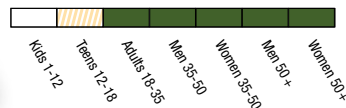
## Essentials™: Mega Antioxidant

- Delivers a comprehensive, high-potency formula that includes a broad spectrum of essential vitamins and cofactors important for long-term optimal health
- Provides high quality ingredients
- Contains a broad range of antioxidants for comprehensive, "wide-ranging protection" from oxidative stress
- Contains olive fruit extract, a unique USANA patented extract
- Provides an advanced level of vitamin D at 800IU per daily dosage
- Vegetarian safe





# Essentials™: MultiMineral



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**MultiMineral** is the perfect complement to **Mega Antioxidant**, providing balanced amounts of important minerals. Minerals and trace elements represent less than one-half of one percent of the total nutrients we consume every day, and yet without them, our bodies would be unable to efficiently use the carbohydrates, proteins, and fats in our diet. Minerals play an essential role in the body. Many vitamins and enzymes need a mineral cofactor for proper function.

## Zinc

Zinc is a component of hundreds of enzymes. It is associated with enzymes involved in carbohydrate, fat, and protein metabolism, as well as DNA and RNA replication. Zinc functions as an antioxidant, aids in maintaining healthy bone structure development,<sup>1</sup> maintains healthy immune functions, maintains healthy vision, and supports normal foetal growth.<sup>2</sup>

## Selenium

Selenium is an essential component of the glutathione peroxidase antioxidant system and also plays an important role in thyroid hormone metabolism.<sup>3</sup> Many studies have shown that selenium is important for maintaining prostate health.<sup>4</sup> Selenium has also been shown to help a healthy immune system.<sup>5</sup>

Studies have shown a decline in serum selenium level in healthy South Australian adults.<sup>6</sup> The selenium intake status of New Zealanders remains low compared with populations of many other countries.<sup>7</sup> Ensuring adequate intake of selenium in highly bioavailable form is of paramount importance.

## Magnesium

Magnesium is essential for the formation and maintenance of healthy bones and teeth where 70 percent of the body's magnesium is found.<sup>8</sup> It is involved in the metabolism of carbohydrates and amino acids, and plays an important role in neuromuscular contractions. It is also an activator of hundreds of enzymes essential to life.

## Chromium

Chromium is an important component of the glucose tolerance factor (GTF) that helps to regulate insulin levels and thus retain healthy glucose metabolism. Today's poor diets and unhealthy lifestyles often put stress on the body's blood glucose control mechanisms. Healthy insulin and glucose levels are critical for weight management and sustained energy levels throughout the day.

## Iodine

Iodine is a crucial component in the synthesis of thyroid hormones, which regulate metabolism, growth, reproduction, and the synthesis of protein. Supplemental iodine is especially important for people on a vegetarian diet, those who avoid seafood, or those who must restrict their salt intake.

## Copper

Copper is essential for enzymes that help to synthesise collagen. Also, copper is a critical component of the enzyme superoxide dismutase (SOD), an important antioxidant in cell cytoplasm, and acts as a catalyst in the formation of hemoglobin.<sup>9,10</sup>

## Manganese

Manganese is an important cofactor in the production of glycosaminoglycans, compounds that make up connective tissues, bones, arteries, and other organs.<sup>11</sup> Manganese is an activator of numerous enzymes,<sup>11</sup> and supplementation with manganese can enhance the SOD enzyme system to increase antioxidant activity.<sup>12</sup>

## Completeness and Bioavailability

Not all mineral forms are created equal. USANA uses minerals in forms that are readily absorbed by the body. USANA has carefully formulated a balance of essential minerals—in bioavailable forms—and has added trace minerals for balance and completeness. USANA continually strives to use ingredients with

proven quality, purity, and bioavailability. Minerals are sourced from the highest quality suppliers and only those that meet USANA's strict guidelines.

**MultiMineral** is laboratory tested, quality guaranteed. Meets British Pharmacopoeia specifications for potency, uniformity, and disintegration where applicable.

## Using MultiMineral

Take four (4) **MultiMineral** tablets daily, preferably with meals. USANA recommends taking two (2) in the morning and two (2) in the evening.

### EACH TABLET CONTAINS:

CALCIUM (EQUIV 67.5 mg CALCIUM AS: CALCIUM CITRATE HYDRATE)	131 mg
CALCIUM CARBONATE	99.8 mg
MAGNESIUM (EQUIV 75 mg MAGNESIUM AS: MAGNESIUM CITRATE)	181.4 mg
MAGNESIUM AMINO ACID CHELATE	290.5 mg
POTASSIUM IODIDE (EQUIV 74.75 µg IODINE)	98.4 µg
ZINC CITRATE DIHYDRATE (EQUIV 5 mg ZINC)	15.7 mg
SELENOMETHIONINE (EQUIV 37.5 µg SELENIUM)	93.8 µg
COPPER GLUCONATE (EQUIV 500 µg COPPER)	3.6 mg
MANGANESE GLUCONATE (EQUIV 1.25 mg MANGANESE)	11.4 mg
CHROMIUM (EQUIV 75 µg AS: CHROMIUM CHLORIDE)	320.5 µg
CHROMIUM PICOLINATE	104.2 µg
MOLYBDENUM TRIOXIDE (EQUIV 12.5 µg MOLYBDENUM)	18.8 µg



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For your convenience, order both of the **Essentials™ – Mega Antioxidant and MultiMineral** – in a single package.

### References

1. Saltman PD, Strause LG, J Am Coll Nutr, 1993; 12:384-89.
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This product contains selenium which is toxic in high doses. A daily dose of 150 µg for adults of selenium from dietary supplements should not be exceeded.

**Vitamin supplements should not replace a balanced diet.**

USE ONLY AS DIRECTED. ALWAYS READ THE LABEL.

USANA  
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Essentials  
Micronutrition

## Essentials™: MultiMineral

- Delivers a comprehensive, high-potency formula that includes a broad spectrum of essential minerals and cofactors that support optimal health
- Provides high quality ingredients
- Contains a balanced blend of minerals and trace minerals
- Contains advanced level of selenium at 150µg / day
- Vegetarian safe



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