

# The Integrity in Vitamins

## BUYER BEWARE!!

Regarding vitamins, Shaklee leads the world in clinical research on nutritional products, having already invested well over 180 million dollars and backed by an 85-year history track record. No other company today even comes close or has spent anywhere near that much. Read below for some of the reasons why this is so important in today's world of food supplements and be very careful when shopping for vitamins.

### About product quality: People say:

1. "A vitamin is a vitamin. They're all the same aren't they?"
2. "There are lots of companies claiming that their product is the Best!"
3. "Does one company's products REALLY work better than another's?"
4. "Why not just buy the cheapest?"
5. "Who do you believe?"

Consumer CONFUSION is rampant in the 'Holistic Arena.

The bottom line is ..... **QUALITY determines RESULTS!** There are 1000's of brands of food supplements on the market place, but let's look at some quality control reviews:

**Example 1: BIOAVAILABILITY** (which means....do the nutrients in the product get absorbed into the bloodstream AND is there published, clinical evidence to prove it?)

A simple test on Vitamin E showed the following results:

Five brands of 200 I.U. Vitamin E was tested for delivery to the blood stream. The results were:

Brand 1 = 0.15 units absorbed

Brand 2 = 15.0 units absorbed

Brand 3 = 1.0 units absorbed

Brand 4 = 67.0 units absorbed

Brand 5 = 200.0 units absorbed (this was Shaklee)

**Example 2: PRODUCT STABILITY** is a big issue.

Here's an example:

Acidophilus and Bifidus products are being highly promoted today. BUT the following is a university study showing the amount of active bacteria found when microflora products were randomly selected and tested off the store shelf: The label claimed the following numbers "At the time of manufacture": Obviously the body will benefit only from what gets delivered to the intestines.

### Label Claim Microanalysis Results:

Brand 1: 2 billion claimed – NONE found.

Brand 2: 100 million claimed – only 1,500 found.

Brand 3: 250 billion claimed – only 30 million found.

Brand 4: 1million claimed – NONE found.

Brand 5: 500 million claimed – ALL 500 million found. (This was Shaklee)

Shaklee goes one step further – They guarantee all will be delivered to the gut.

**Example 3:** In January 2000, the University of Guelph did an investigative report and found the following: They tested JAMIESON Imperial Ginseng, Red Dragon Brand (on the label it said "Premium Ginsengs of the Chinese Emperors"). They were 500 mg capsules. Two test lots were done:

Lot #1 = 0.3 mg active ginsenosides found per 500 mg capsule claimed.

Lot #2 = NO active ginsenosides found per 500 mg capsule claimed.

The results are obvious - this product is pretty useless.

**Example 4:** In 1998 the U.S. Department of Agriculture Report randomly selected 43 Ginseng-labeled products and tested them for active ingredients.

The results:

39 of 43 had NONE! That's 91% that had no active ingredients!

**Example 5:** In January 2000, the University of Guelph reported on Garlic tablets tested:

100% of all Garlic tablets tested DID NOT meet the label claim for "Allicin" - the medicinal ingredient in Garlic.

33% had NO ACTIVE ALLICIN at all.

**Example 6:** This was a 1999 CTV report on St. John's Wort.

70% of products tested contained fewer active ingredients than the industry standard.

10% contained NO ACTIVE INGREDIENTS at all.

**Example 7:** This was the same 1999 CTV report on Ginkgo Biloba.

50% of Ginkgo Biloba products tested contained fewer active ingredients than the industry standard.

25% contained NO ACTIVE INGREDIENTS at all.

The supplement and herbal industry is very poorly regulated, and therefore, it is up to the buyer to BEWARE! That's why Shaklee is the most trusted name in Clinical Science. They follow stringent QUALITY CONTROL STANDARDS, some of which are as follows:

1. Up to 176 separate tests for PURITY, FRESHNESS, POTENCY and SAFETY are performed on the raw materials for a single product.
2. To protect delicate enzymes and confirm PRODUCT STABILITY temperature controls are monitored (not more than 55 degrees C or 131 degrees F)
3. Products undergo as many as 262 separate QUALITY ASSURANCE TESTS throughout the manufacturing process.
4. Shaklee performs more than 250 propriety tests beyond industry norms on herbal ingredients.
5. The products are clinically tested for absorption into the blood stream.

### **So what is the SHAKLEE DIFFERENCE?**

The Best of Science + the Best of Nature = Best of Quality. THIS IS SHAKLEE. And the body only responds to quality. The cells of the body know nothing about advertising or price - only Quality! Shaklee Science would never put us in this position. As a matter of fact I heard Dr. Shaklee say (in 1977) that, "his company would never create a product that would hurt a single human cell." You can use our energy bars (Peanut & Cocoa) and trust that you won't be hurting your liver.

### **Tuesday May 8, 2001, 8:24 PM ET Metabolife Recalls Energy Bars**

By SETH HETTENA, Associated Press Writer SAN DIEGO (AP) –

Metabolife International is voluntarily recalling its nationally distributed energy bars that may contain toxic levels of vitamin A, the company announced Tuesday. The recall involves 1.5 million Metabolife Diet & Energy Bars made Dec. 25 through May 4. San Diego-based Metabolife said the excessive amounts of vitamin A were discovered during recent routine sampling. The company reported its tests to the contract manufacturer, which confirmed the results, and then contacted the Food and Drug Administration (news - web sites).

The bars contain about 32,500 International Units or IUs of vitamin A. According to Metabolife, vitamin A levels above 25,000 IU can cause severe liver damage, bone and cartilage abnormalities, increased pressure in the brain and birth defects. No illnesses have been associated with the product so far, but it poses special risk to pregnant women and people with liver disease or viral hepatitis. Women who are breast-feeding children could also pass excessive vitamin A through their milk.

The bars were made by Fairfield-based MLO Products, which makes nutritional products and supplements. Company president Mel Williamson said a "transposition error" involving a misplaced decimal resulted in too much vitamin A being added to the energy bar mix. The bars have a red label and come in the varieties: Outrageous Oatmeal Raisin, Perfectly Peanut, Downright Chocolate and Lemony Lemon.

## **Compare Any Other Supplement Company to Shaklee**

When comparing the competition to Shaklee, Shaklee recommends that consumers and potential customers consider these fundamental questions:

### **1.) What kind of information is available on ingredient specifications, safety and quality testing?**

As many as 63,000 laboratory tests for quality are performed on Shaklee Nutritional Products and their ingredients in a single year, and as many as 176 separate tests for purity, freshness, potency, and safety are performed on the raw ingredients for a single product. Shaklee products also undergo as many as 262 separate quality assurance tests throughout the manufacturing process.

### **2.) Are the health and nutrient claims, if any, based on anecdotal information or on scientific data?**

The success and superiority of Shaklee food and nutritional supplements lay in Shaklee's scientific approach. All product label claims are based on documented substantiation, not heresy, testimony, or anecdotal evidence. This is an important test of product efficacy.

### **3.) Are the products backed by published clinical research studies?**

Ask to see published research. How much is there? Is it peer-reviewed as is Shaklee published research? Where has it been published? Over the years, Shaklee has conducted numerous clinical studies whose results have undergone the difficult and rigorous process of peer-review. Nearly 90 clinical studies relating to Shaklee products have been published with many of them appearing in prestigious scientific journals such as the American Journal of Clinical Nutrition  
American Journal of Cardiology  
Journal of Applied Physiology  
Journal of the American College of Nutrition.

### **4.) Does the company invest in and operate their own Research and Development Center and Food and Nutritional Supplement manufacturing plant?**

The Forrest C. Shaklee Research Center in Hayward, California dedicates 52,000 square feet of space to research and development laboratories to bring scientifically based superior products to Shaklee customers. Shaklee's advanced-technology Food and Nutritional Supplement Manufacturing Facility in Norman, Oklahoma dedicates 312,000 square feet to the high quality production of Shaklee's superior food and nutritional supplements. With a commitment to the future, Shaklee jointly operates with its parent company, Yamanouchi Pharmaceutical, Yamanouchi-Shaklee Pharma, a multi-million dollar research facility located in Palo Alto, California at the Stanford University Research Park.

## **Shaklee Corporation**

In the booklet, Discover the Difference, Dr. Bruce Miller, D.D.S., C.N.S states that he has sent the following "idiot letter" to many companies and has never received any valid answers except from Shaklee. Here is what he writes:

Dear Sirs:

I am extremely interested in (name of product). I have just one request. Please send me a complete bibliography of all of your research that has been accepted for publication in refereed or peer reviewed professional journals. This should be published research done by scientists employed by you or those on your advisory board concerning work on the actual products you are selling.

Sincerely,

(Your name) Shaklee was the only company to ever respond to him.

**Also see the soy protein debate** that Bob Andolina had with a company when seeking information about their claims on the testing of their product. You can read it on line at <http://www.youfoundyourfuture.com> It is listed on the site map page under "Special Pages".

## **HEALTH CARE PROFESSIONALS SPEAK OUT:**

### **FROM CHRISTOPHER SCOTT, M.D., Saskatoon:**

"Supplements are absolutely crucial due to the quality of our soil and food today. There are a lot of different supplements available on the market, but labels do not accurately reflect contents. Over the past ten years I have been using Shaklee supplements for personal use, as well as confidently recommending them to my patients."

### **FROM LINDA RODRIQUEZ, M.D., Pediatrician**

"For over 19 years Shaklee has been a blessing for me, my family, and my patients who have all benefited from scientifically proven products for quality health and healthy living. Our food today is so deficient in nutrients because of what we have done to it; it is no longer the same food that Mother Nature offered to us. For my fellow physicians who are looking into incorporating nutrition in their practice, I encourage you to consider using Shaklee's quality health products that you can trust and recommend with full confidence."

### **FROM KATHY WICKENS, Chiropractor, Perth, ON**

"Patients get results with Shaklee! There is a definite difference in the holding patterns for chiropractic adjustments for patients taking Shaklee supplements."

### **FROM CHARLENE DAY, Registered Nutritional Consultant, Toronto, ON**

"I have been in practice for over 26 years and have used many brands of supplements, including Professional brands. About 7 years ago, I was given information about the Shaklee Corporation. I was impressed when I read that over 80 research studies and articles about Shaklee products were published in prestigious nutritional and medical journals. Wanting the best for my clients, I started recommending Shaklee supplements. I was amazed at the results. My clients experienced a level of wellness far exceeding anything I had experienced in the previous 19 years."

### **FROM NEIL PAGETT, M.D., Internal Medicine**

"Supplements make sense. You have to have good double blind, peer-reviewed clinical studies in order to evaluate them. As a medical professional, that's the only thing I will listen to. Except for Shaklee, I am not aware of any company that does on going, in depth studies. Shaklee is the only company I can professionally recommend."

### **FROM RICK MEDORA, Chiropractor, Kingston, ON**

"The most trusted name in clinical science is Shaklee." A Pharmacist tells why he takes Shaklee and only Shaklee! I thought you might be interested in this e-mail. I asked my friend, Harry Shurley, a pharmacist, why he took Shaklee vitamins when he could get others, as samples, for free. Here is his reply.....

Why do I take Shaklee vitamins? From a pharmacist's view you have to look at the clinical research that is done by Shaklee. Mrs. Lindley and I are writing a book on prenatal nutrition -- not quite complete -- and we requested clinical studies from the makers of prenatal vitamins and NO major company (except Shaklee) could provide us with any studies!

Also, as you know, the Shaklee vitamins are natural as opposed to the synthetic prenatal vitamins available in drug stores. The makers of those prenatal vitamins stress the amount of folic acid in them, which is 1 mg. Because they have 1 mg of folic acid they have to be on prescription because folic acid can mask pernicious anemia, but if you look at the prenatal vitamins they have very few of the other vitamins and most leave out biotin completely.

It is funny that you ask me this question because a few weeks ago I had a nurse call in for some prenatal vitamins and I asked her what was the best prenatal vitamin and she said, "I don't know." So I asked her how did they determine what brand of vitamin to give to the patients and she said, "Whatever they can tolerate". There are so many reasons why I take Shaklee over the vitamins I could get from pharmaceutical companies. I don't have time to explain all, but the main reason is because the Shaklee vitamins produce results!