



# Vital Vitamins

*Vitamins & Supplements: What's the Difference & Why Do We Take Them?*

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## *What is a Vitamin?*

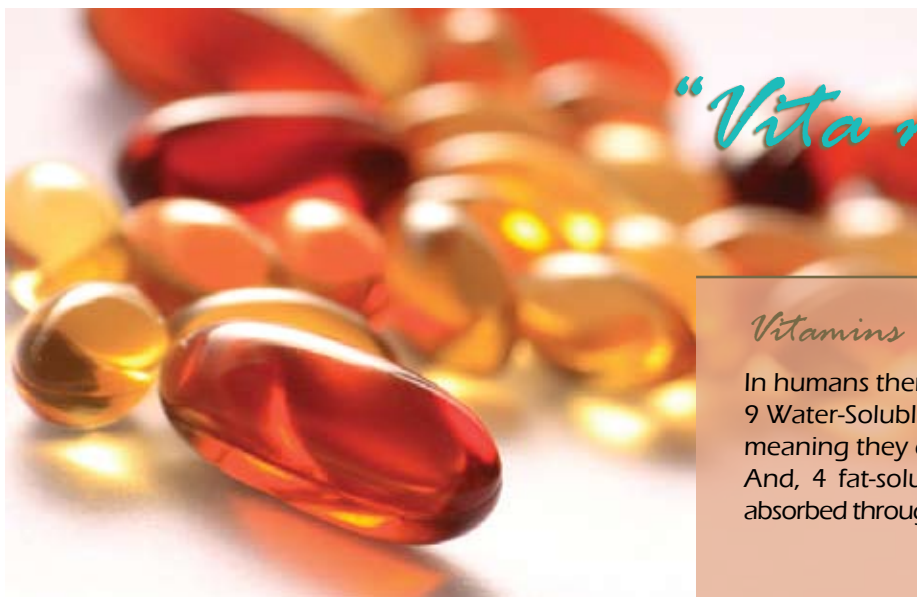
A vitamin is an organic substance, a molecule that helps you and your body respond well to life; vitamins are organic compounds required in very small amounts by an organism in order to be healthy, strong and to fight infection and disease. The only way one can absorb vitamins is as energy from the sun, from natural and organic foods, and from nutritional sources – i.e. natural and organic vitamins.

A compound is called a vitamin when an organism cannot produce or store sufficient amounts of the required compound and therefore must ingest it through diet in order to stay healthy. Vitamins are required for the normal growth and cellular development of any living organism. Deficiencies in certain vitamins may be the result of either poor diet and lifestyle or, on a more concern-

ing note, the result of some disease in the body which prevents the absorption of particular nutritional bodily requirements. For any of these, supplementation with nutritional vitamins and supplements has been proven effective over time.

The term vitamin does not include other essential nutrients such as dietary minerals, essential fatty acids, essential amino acids or a host of other nutrients that can help to promote health and well-being, but may not be an essential service to survival.

The science of vitamins is an ancient history. Even though vitamins were available solely via food and sunshine prior to the 1800s, the value of eating certain foods to maintain health was recognized by nearly all civilizations before vitamins were ever identified. For example, the ancient Egyptians knew that feeding a



*“Vita means Life”*

### *Vitamins Have Classes of Their Own*

In humans there are 13 vitamins:  
9 Water-Soluble, (8 B Vitamins & Vitamin C) meaning they dissolve easily in water.  
And, 4 fat-soluble (A, D, E & K), meaning they are absorbed through the intestinal tract with the help of fats.



### *Nutrient Essentials*

1. High quality multivitamin
2. Essential Fatty Acids
3. Greens
4. Immune Support
5. Anti-oxidant

patient liver would help cure night blindness, an illness now known to be caused by a deficiency in Vitamin A.

1749 proved to be the year when Scottish surgeon James Lind discovered that citrus foods helped prevent scurvy. Despite the fact that Lind's findings were refuted and denied until the 20th century, we now know that he was correct. We now know that nothing is more important to the achievement and maintenance of good health as a diet rich in varied, fresh and nutrient-rich foods. However, modern life with all its knowledge and conveniences is faced with many new and unique challenges to health.

The erosion of organic soil and the highly processed food diets of modern North America have resulted in epidemic levels of vitamin deficiencies for many people. Even once we are fully grown, vitality and good health are maintained by proper diet, exercise and getting all the vitamins our bodies require to live well. Processed and fast foods are so depleted of the essential vitamins and nutrients that any person relying solely on modern convenience foods risks nutritional starvation and ill-health even though they may be eating large quantities of food.

Other modern factors which support the daily use of vitamin supplementation include; stress, pollution and environmental factors. These days a good quality, natural-sourced multivitamin is considered the bare minimum recommended daily vitamin intake for all children and adults.

### *How Do Vitamin Deficiencies Occur?*

Vitamins are essential to the normal growth, development and maintenance of any multi-cellular organism. In human beings, vitamin deficiencies are classified as either primary or secondary depending on the source and the severity of the problem.

A primary deficiency typically occurs when someone is not getting enough essential vitamins in their food. Primary deficiencies are easily reversed with proper diet and vitamin supplementation. A secondary deficiency is considered more severe and is typically the result of some underlying disorder that prevents or limits the body's absorption or use of required vitamins. This could be the result of "lifestyle factors" such as smoking, excessive alcohol or the use of particular medications that may interfere with the body's natural tendency to absorb and use vitamins. Fat-free diets can interfere with the body's absorption of fat-soluble vitamins because the body requires good fats to break down and absorb vitamins A, D, E & K – the fat soluble vitamins.

It's also worth noting that many vitamins sold on the mass markets are not water or fat soluble enough to ever be broken down by the body. For example, while you may think you are getting high doses of Vitamin C, your body may in fact be eliminating the vitamin pill as quickly as you ingested it into your system. Hence, the rumors and stories we all hear of vitamins as "expensive

### *Important Vitamin Tips*

1. Know the quality of your brand of vitamins
2. Shop at a reliable vitamin & supplement retailer
3. Ask for advice – if the salespeople don't sufficiently answer your questions, don't buy from them
4. Follow the instructions on the label – they are there for a reason
5. Know why you are taking what you are taking
6. Listen to your body ~ it will tell you if what you are taking is working for you

pee” for it would seem that cheap, low-grade, synthetic vitamins have certainly earned this reputation.

Our bodies are incapable of storing vitamins; therefore, we must continually find ways of acquiring what we need for survival. However, human beings have evolved themselves to a point where for many of us, basic survival is just the beginning. We’ve moved beyond simply surviving. More than ever, humanity desires to thrive. We want to live well, live long and lead a life beyond the hopes and expectations of our foremothers. In this thrival mode of living, vitamins and supplements, along with a healthy, natural and organic diet, exercise and a positive attitude, are all the crucial elements.

### *What is a Supplement?*

A dietary supplement will often have vitamins in it, but will also likely contain a variety of minerals, enzymes, amino acids or even herbs. Supplements tend to be more complex formulations which are designed to meet the needs of partic-

ular ailments or nutritional deficiencies.

We can supplement our diets with vitamins alone, or, as most of us do, we can supplement our diet with vitamins and the other biological needs our bodies have.

Minerals, like vitamins, are crucial to the body’s health and well-being and are needed in varying amounts. Minerals give the body energy and, as with vitamins, the best way to get adequate minerals is with a healthy and varied diet.

Whole food supplements are exactly as the name describes them. Derived from whole foods, which research has proven to be beneficial to the human body, whole food supplements deliver high doses of vitamins and minerals. A popular example of this is phytoplankton supplements derived from marine algae, which most of us would never eat, but has been proven to dramatically increase well-being in the body.

### *Live Well. Live Organic.*

There are big discrepancies in the types and kinds of vitamins available. The biggest difference is between

natural and synthetic vitamins. Synthetic vitamins are mass produced or chemically processed in laboratories. Such synthetic products may be good for profit and shelf life, but they over stimulate the body, can be toxic, and cannot be used by the body for health.

An example of a synthetic vitamin is


*Mineral Essentials*

- Calcium • Sodium • Magnesium
- Boron • Copper • Cobalt • Chromium
- Iodine • Sulpher • Manganese
- Selenium • Iron • Vanadium
- Zinc • Potassium • Silicon
- Phosphorous

ascorbic acid, which some large drug companies sell as vitamin C. Ascorbic acid is not vitamin C, but rather a fraction of the outside layer of the biologically utilizable vitamin C complex. As our knowledge of vitamins grows, we become increasingly empowered to live our lives full of vitality. Check back next issue for more on vital vitamins!

# INTRODUCING

RAW - Uncooked, Untreated, Unadulterated  
RAW - Live Enzymes & Probiotics  
RAW - 100% Active Ingredients  
RAW - No Binders or Fillers  
Vegan  
Gluten Free  
Dairy Free  
No Soy Allergens




Individual Nutrient Creation for Maximized Potency  
Nutrient-Specific Peptides for Cellular Delivery  
Highest Quality Standards to Preserve Raw Nutrients  
Dual Process Cultivation for Creation of Wide Array of Vitamin & Mineral Co-Factors  
“Body Ready” RAW Living Nutrients as Nature Intended

## THE VITAMIN CODE

RAW

### Beyond Vitamins & Minerals



When You Want the Best, Ask for Garden of Life.