

# USANA ESSENTIALS RATED #1

**USANA Essentials** continues its exceptional #1 ranking in markets around the world, coming in on top in an independent comparison to hundreds of other nutritional supplements.

Canadian biochemist and author Lyle MacWilliam uses a rigorous 14-point quantitative score, from his popular new book, the *Comparative Guide to Nutritional Supplements* (3rd Edition), to assess product quality. His Blended Standard for optimal daily intake is derived from the independently published recommendations of several well-known nutritional authorities. Using these criteria, MacWilliam evaluates nutritional supplements, concluding that **USANA's Essentials** formulation sets a new standard for product quality.

MacWilliam also dispels the myths that anything less than broad-spectrum supplementation with a pharmaceutical-grade multiple vitamin and mineral product will not supply optimal health benefits. In other words, avoid the hype created by marketing of the "flavor of the month" by choosing the nutritional supplement that supplies a high-potency, broad-spectrum and balanced approach — the **USANA Essentials**.

## **Myth #1: All you need is....**

People often approach nutritional supplementation in a piecemeal fashion. Some take vitamin E to promote cardiovascular health. Others use vitamin C or zinc to support healthy immune function. And many simply skip from one product to another, month after month, following the call of the latest buzzword or "magic bullet" that has been highlighted in the press.

This approach to choosing a nutritional supplement is just plain wrong. It runs counter to the most basic principles of optimal nutrition — balance and completeness.

## ***The Synergy of Teamwork***

The human body is a complex organism that requires a full complement of essential vitamins, minerals and antioxidants for optimal performance. When taken together in balanced amounts, these nutrients provide the bricks and mortar to build a strong foundation for long-term health. Leave any nutrient out or provide it in insufficient quantities and the strength of that foundation is weakened.



**USANA's #1 Nutritional line includes products for everyone: Usanimals for the little ones; Body Rox for teens; and Essentials for adults and seniors.**

For that reason, it's imperative that the supplement you choose provides an essential nutritional foundation. A quality nutritional product should comprise the complete range of vitamins, minerals, cofactors, and trace elements, as well as a diverse group of potent antioxidants. It must also supply these nutrients in the correct balance and at potencies shown to promote good health lifelong. Avoid nutritional fads. Insist on balance, completeness and quality.

*Your health depends on it.*

## **Myth #2: An apple a day....**

It may once have been true that eating well could provide all the nutrients your body needs. Today, our faster-paced, higher-tress jobs, combined with nutrient depletion in our soil and toxic pollutants in the air, ground and water, can easily overwhelm our body's defenses — unless we provide them with extra nutrients through supplementation.

## ***Nourishment for your cells***

USANA founder Dr. Myron Wentz came to nutrition through scientific research requiring him to keep cells alive in petri dishes for months at a time. Realizing that if he found the secrets to nourishing individual cells, he could also feed human cells in the body. Dr. Wentz transferred his vast cellular nutrition experience into the finest supplements available anywhere — the **USANA Essentials**.

***Look inside, and see for yourself.***

# HOW THE COMPARISONS ARE MADE

## The Blended Standard

To compare products, biochemist Lyle MacWilliam developed a Blended Standard based on the recommendations of seven recognized and published nutritional authorities:

**Phyllis Balch, CNC**, is a leading nutritional counselor in America and a recognized advocate of nutritional therapies. She is author of *Prescription for Nutritional Healing: The A-to-Z Guide to Supplements* (2002).

**Dr. Michael Colgan, Ph.D.**, is an internationally recognized authority on sports nutrition and author of *The New Nutrition: Medicine for the Millennium* (1995) and *Hormonal Health: Nutritional and Hormonal Strategies for Emotional Well-Being and Intellectual Longevity* (1996).

**Dr. Earl Mindell, Ph.D.**, is one of America's leading nutritionists and an internationally recognized authority on nutrition, drugs, vitamins and herbal remedies. Dr. Mindell has authored several books, including *Earl Mindell's Vitamin Bible for the 21st Century* (1999) and *Dr. Earl Mindell's What You Should Know About Creating Your Own Personal Health Plan* (1996).

**Dr. Michael Murray, N.D.**, is one of the world's leading authorities on natural medicine. Dr. Murray has published over 20 books on natural medicine, including the *Encyclopedia of Nutritional Supplements* (1996) and the *Encyclopedia of Natural Medicine* (1998).

**Dr. Richard Passwater, Ph.D.**, is an acknowledged expert in free radical pathology and trace element research. A biochemist renowned for his contributions to the advancement of science, Dr. Passwater is also the author of best-selling guide, *The New Supernutrition* (1991) and *The Antioxidants* (1997).

**Dr. Ray Strand, M.D.**, has been a practicing family physician for 26 years. Dr. Strand is the author of *Bionutrition: Winning the War Within* (1998) and *What Your Doctor Doesn't Know About Nutritional Medicine May Be Killing You* (2002).

**Dr. Julian Whitaker, M.D.**, is author of the best selling guide, *Dr. Whitaker's Guide to Natural Healing* (1996), he is also the author and publisher of *Health & Healing* — a leading health newsletter in the U.S., with a circulation of nearly 700,000.

Where at least three of the authors recommend everyone supplement their diet with a particular nutrient, the median value of the recommendations is chosen for inclusion in the Blended Standard.

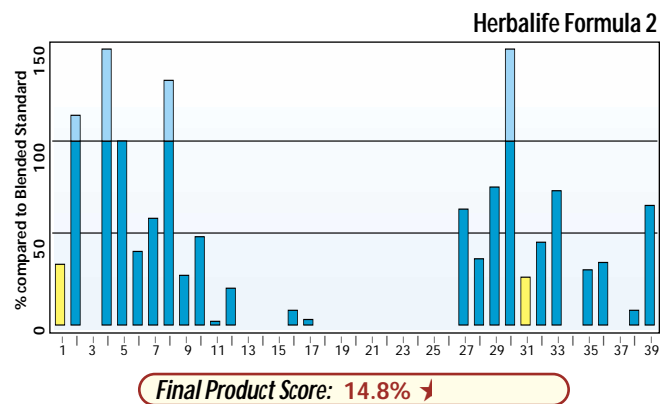
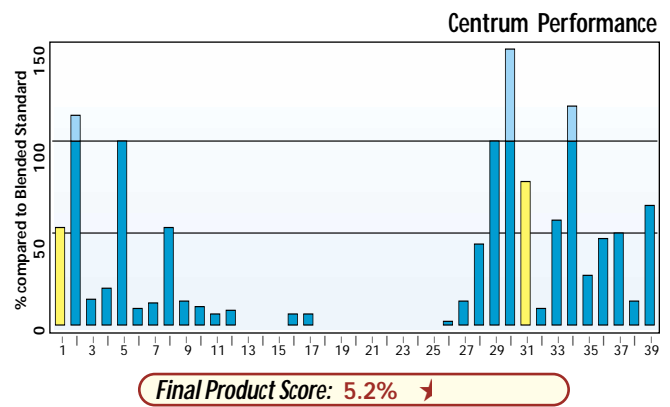
## Reading the Graphs

Each bar in the graphs represents a single nutrient, as shown in the Legend.

Note that each graph changes colour for those nutrients that exceed 100 percent of the recommended daily intake, based on the Blended Standard.

All products shown are U.S. formulations. There may be differences in formulations in different countries, depending on local regulations.

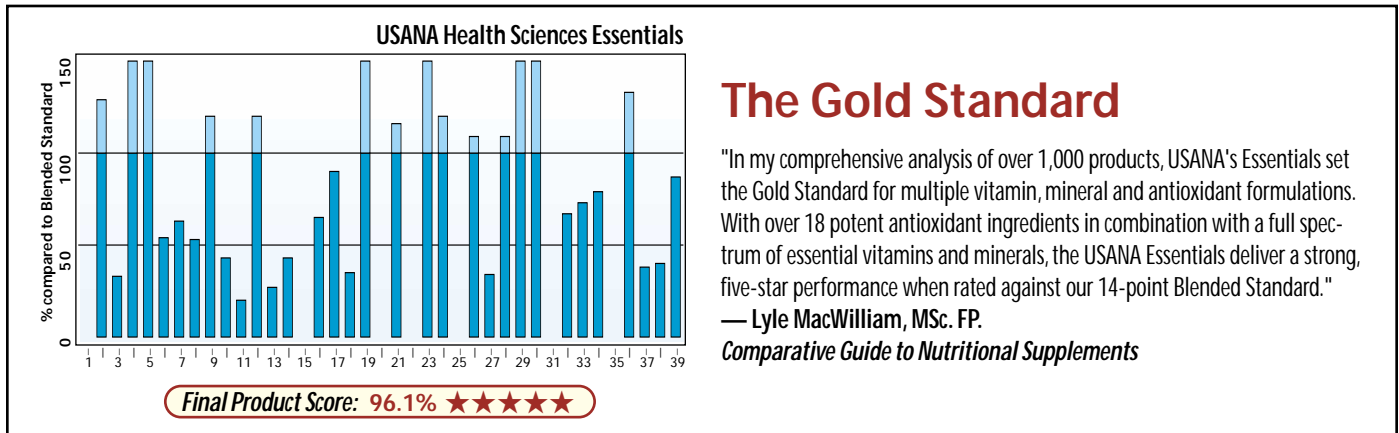
Blended Standard			
1 Vitamin A	7500 IU	21 n-Acetyl-L-Cysteine	56 mg
2 Vitamin D3	350 IU	22 L-Carnitine	750 mg
3 Vitamin K	180 ug	23 Choline	59 mg
4 Biotin	200 ug	24 Inositol	125 mg
5 Folic Acid	400 ug	25 Lecithin	350 mg
6 Vitamin B <sub>1</sub>	50 mg	26 Boron	3 mg
7 Vitamin B <sub>2</sub>	43 mg	27 Calcium	800 mg
8 Vitamin B <sub>3</sub> complex	75 mg	28 Chromium	275 ug
9 Vitamin B <sub>5</sub>	75 mg	29 Copper	2 mg
10 Vitamin B <sub>6</sub>	63 mg	30 Iodine	100 ug
11 Vitamin B <sub>12</sub>	300 ug	31 Iron	23 mg
12 beta-Carotene	12,500 IU	32 Magnesium	450 mg
13 Coenzyme Q <sub>10</sub>	45 mg	33 Manganese	7 mg
14 Lipic Acid	35 mg	34 Molybdenum	63 ug
15 Para-Aminobenzoic Acid	35 mg	35 Potassium	300 mg
16 Vitamin C	2,000 mg	36 Selenium	150 ug
17 Vitamin E	500 IU	37 Silicon	8 mg
18 Bioflavonoids (mixed)	555 mg	38 Vanadium	75 ug
19 Phenolic compounds	25 mg	39 Zinc	23 mg
20 Procyranidolic Oligomers	75 mg		



For vitamin A and iron, daily intakes up to 100 percent of the Blended Standard are highlighted in yellow. This simply denotes the need for cautionary use of this particular nutrient. Intakes exceeding 100 percent of the values listed in the Blended Standard are highlighted in red.

## Final Product Score

Below each graph is the Final Product Score and a five-star rating. These are based on the product's value, based on the fourteen-point supplement criteria (see back page) developed by Lyle MacWilliam.

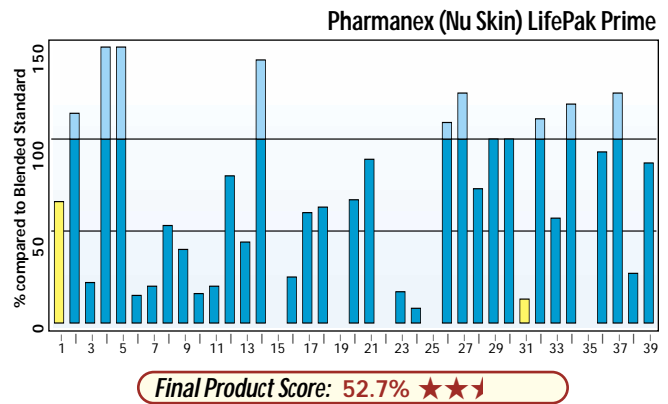
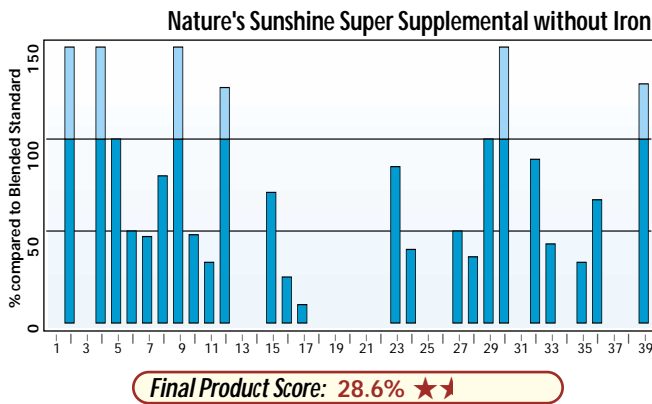
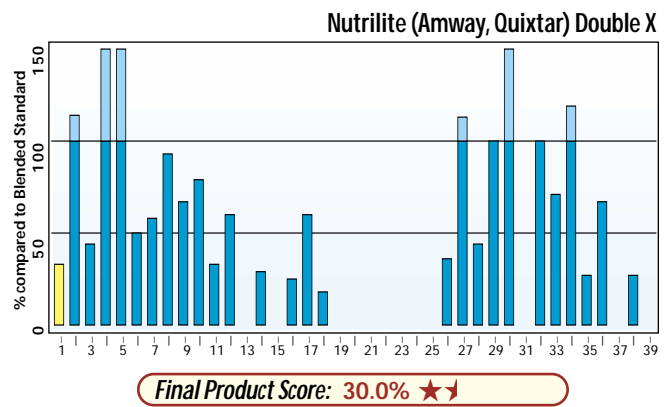
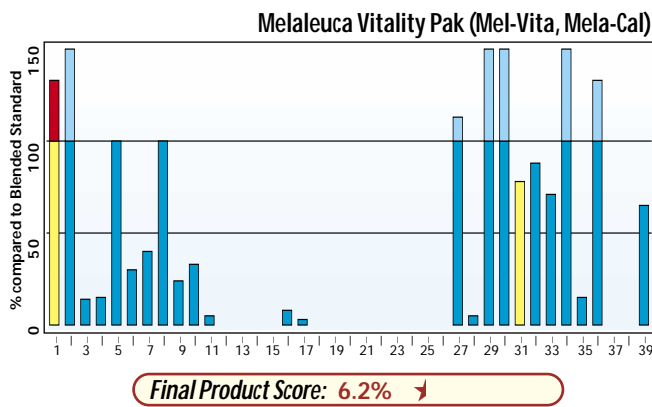
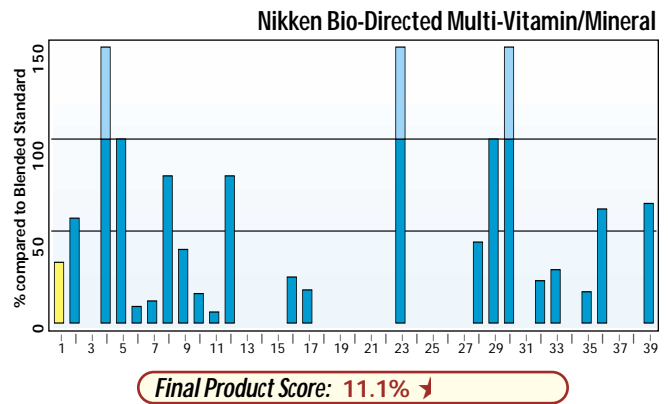
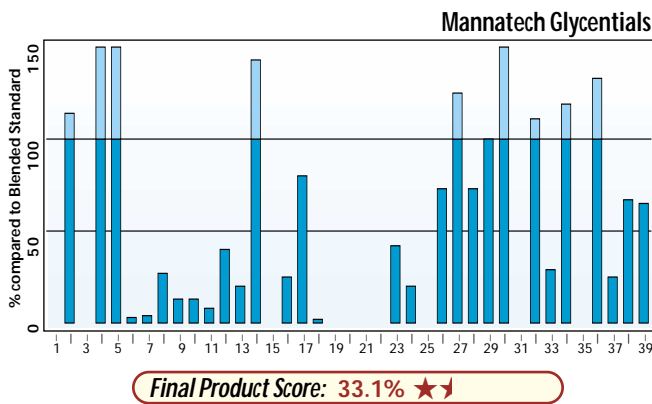


## The Gold Standard

"In my comprehensive analysis of over 1,000 products, USANA's Essentials set the Gold Standard for multiple vitamin, mineral and antioxidant formulations. With over 18 potent antioxidant ingredients in combination with a full spectrum of essential vitamins and minerals, the USANA Essentials deliver a strong, five-star performance when rated against our 14-point Blended Standard."

— Lyle MacWilliam, MSc. FP.

*Comparative Guide to Nutritional Supplements*



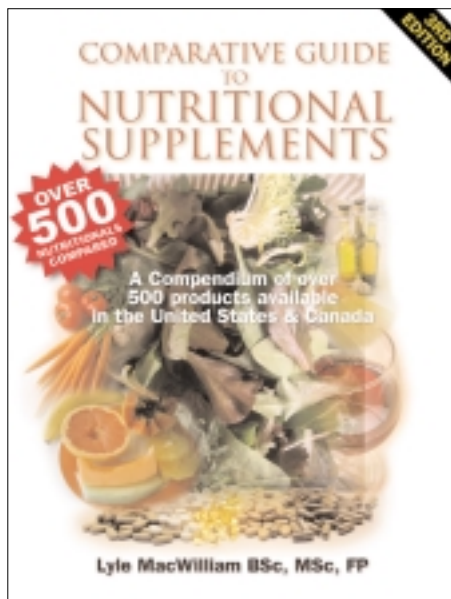
## About the Author

Author, educator and biochemist, Lyle MacWilliam's scientific training took him to the frontiers of research into the biological properties of antioxidants. His scientific investigations focused on the damage caused by radiation to heart cell membranes and the effects of exercise and dietary supplementation with Vitamin E.

Mr. MacWilliam is a former Canadian Member of Parliament (MP) and Member of the Legislative Assembly (MLA) for British Columbia. He recently served, at the behest of Canada's federal Minister of Health, on an expert advisory team for natural health products, and helped develop a new regulatory framework to ensure Canadians have access to safe, effective and high quality nutritional products.



**Lyle MacWilliam**  
BSc, MSc, FP



His wide-ranging consulting experience includes work in the fields of management and public policy consulting for the British Columbia Science Council, Environment Canada, Human Resources Development Canada and Health Canada.

An accomplished martial artist, Mr. MacWilliam is passionate about personal fitness and optimal health. He has authored several previous publications comparing the nutritional profiles of Canadian and American dietary supplements. His writing hits hard at today's lifestyle and dietary patterns and their role in the development of degenerative disease.

Lyle's scientifically rigorous, no-nonsense delivery, lightened with a gentle touch of humor, has earned him praise across Canada and the U.S. as a sought-after speaker on the importance of nutrition and lifestyle.

## The Essential Criteria

### *What does the comparison examine?*

- **Completeness** – A principal criterion for product quality is a wide range of individual nutrients present.

- **Potency** – A product must provide ingredients at optimal potencies, not minimal DRI or RDA levels.

- **Bioactivity of Vitamin E** – like your right hand and your left hand, vitamin E exists in forms that are mirror images of one another. The body can only use one form efficiently. This form is called d-alpha-tocopherol or natural vitamin E.

- **Antioxidant Synergy** – Vitamins C, E and beta carotene each carry out important antioxidant functions on their own; however, it is their synergistic activities in combination with other antioxidants that provide surprising health benefits.

- **Glutathione Profile** – Glutathione and ascorbic acid, two of the pre-eminent cellular antioxidants, are tightly linked. Glutathione's formidable reducing power, along with ascorbate's antioxidant prowess, protects the entire spectrum of biomolecules within the cell.

- **Metabolic Support** – Together, vitamins B<sub>3</sub>, B<sub>6</sub>, B<sub>12</sub>, biotin, vitamins C and E, chromium, magnesium, manganese and zinc help regulate glucose metabolism and support the body's ability to generate, store and utilize energy.

- **Cardiac Health Triad** – The triad of coenzyme Q<sub>10</sub>, vitamin E and magnesium plays a central role in maintaining sound cardiovascular health.

- **Phenolic Compound Profile** – Olive oil's phenolic acids are potent antioxidants that have been shown to support healthy cardiovascular and immune function.

- **Homocysteine Reduction Triad** – Folic acid, vitamin B<sub>12</sub> and vitamin B<sub>6</sub> have been shown to help regulate healthy levels of blood homocysteine, an important consideration for long-term cardiovascular health.

- **Bone Health** – As living tissue, bones require 24 bone building materials, including trace elements and protein. The most important minerals are calcium, magnesium, phosphorus and potassium. Bone health also requires the presence of magnesium, vitamins D and K, manganese, silicon, boron, zinc, copper, vitamin C, and vitamins B<sub>6</sub>, B<sub>12</sub> and folic acid.

- **Bioflavonoid Profile** – Bioflavonoids represent an important class of antioxidants that, like the phenolic compounds from olive, help promote sound cardiovascular and immune function.

- **Bioavailability** – To facilitate absorption, many manufacturers chemically bind their minerals to an amino acid or organic acid carrier. This appears to be particularly important for trace elements like selenium, which are preferentially absorbed as organic complexes.

- **Lipotropic Factors** – Choline, inositol, and related lipotropic factors are essential for healthy neurological function.

- **Potential Toxicities** – Pre-formed Vitamin A (retinal) can be toxic when taken in high doses over a long period of time. Similarly, iron can become an aggressive oxidant, if taken in excessive amounts.