

TVM-PLUS™

Foundational Multivitamin, Mineral,
Antioxidant and Phytonutrient Support[◇]



How does TVM-Plus differ from other multivitamin/mineral products? For those who are on the go and want to take a truly comprehensive multiple-vitamin-mineral supplement in tablet form, TVM-Plus is the one of choice. It contains 100% of the recommended Daily Values of all the essential vitamins and minerals, except iron, phosphorous, potassium, sodium and calcium. It contains 60% of the Daily Value for calcium. Supplemental iron is excluded because most people don't need it and it can stimulate free radical production, while phosphorous, potassium and sodium are minerals that are prevalent even in diets of poor quality. TVM-Plus is also formulated in the exclusive Lifeplus PhytoZyme[®] base of plant enzymes and synergistic fruit, vegetable and herbal concentrates.

Wide Variety of Nutrient Categories

For those who are on the go and want simplicity when taking a Multivitamin/mineral supplement, TVM-Plus is ideal. TVM-Plus represents one of the most complete "multi's" available.

It provides a wide variety of nutrient categories, including essential and other vitamins, major minerals, trace minerals, ultra-trace elements, herbal concentrates, antioxidants, phytonutrients, enzymes, and other associated nutrients.

TVM-Plus contains 100% of the Daily Values of all the essential vitamins and minerals, except calcium, iron, phosphorous and sodium. An "essential" vitamin is one that the body does not produce, but which is essential to healthy body function, and must therefore be acquired from the diet.

Major minerals are those which are required often and in amounts greater than 100 mg daily, such as calcium of which the body requires about 1 gram (1000 mg) per day. "Trace minerals" are those for which the Federal Government's recommended Daily Value is less than 100 mg per day, such as zinc, copper, manganese, and boron. "Ultra trace elements" are minerals that are needed in very small (microgram) quantities, such as selenium, molybdenum and chromium.

Iron-free Plus Accessory Nutrients

Unless an iron deficiency exists, supplemental iron may be counter-productive because it can stimulate increased free radical formation. Children and women in their reproductive years need up to 18 mg a day, which is supplied by most diets, except for strict vegetarian

(vegan). Vitamin C improves the absorption of iron from the diet without risking iron excess that can result from iron supplements. TVM-Plus is formulated without added iron, as many people don't need it, and too much is undesirable.

Those who desire iron supplementation should always check with a licensed health care professional before beginning iron supplements.

The blend of numerous herbs and associated nutrients included in TVM-Plus make it a unique product that's different from other Multivitamin/mineral supplements sold today. TVM-Plus contains 1250 IU of preformed vitamin A, which is well within the recommended limits for women of childbearing age. In addition, it also contains 250 mcg of folic acid.

While many companies use less expensive, synthetic forms of

vitamins D and E in their multiple vitamins, TVM-Plus contains only the natural forms of these important essential nutrients. Valuable antioxidants (in addition to vitamins A, C, and E) not found in most "multi's," include lemon bioflavonoids, natural carotene extract, alpha lipoic acid, lutein, lycopene, hesperidin, rutin, bilberry fruit extract, rose hips, and acerola cherries.

Other important herbs include alfalfa, parsley, Eleuthero root and watercress leaf. Concentrated enzymes from papaya and pineapple are included to improve assimilation of flavonoids and other nutrients.[◊]

Some diets may not include sufficient amounts of one or more nutrients for a variety of reasons. Special diets such as weight-loss, pure vegetarian, and macrobiotic, as well as several others, can be lacking in certain nutrients. The "typical Western diet" often provides less than adequate amounts of several essential vitamins and minerals. This can be illustrated by the fact that recent nutrition surveys in the United States and Europe have found that large numbers of people do not consume sufficient amounts of calcium, magnesium, zinc, copper, chromium and manganese.

Studies have also found that elderly people, living in their own homes, often need additional nutrients in their diets, including vitamins A and E, calcium, and zinc, and sometimes vitamins D, B1, and B2. Studies indicate pre-menopausal women often need additional calcium, magnesium, vitamin A, and vitamin C in their diets as well.

Additional Support for Foods in Our Diet That Lack in Nutrients

It has been estimated that less than 20% of the U.S. population eat the National Institute of Health's recommended 5 or more servings of fruits and vegetables daily. In addition, improved efficiency in growing, harvesting, storing, and distributing fruits and vegetables has also had an impact on their nutritional content.

According to United States Department of Agriculture (USDA) published data, between 1963 and 2000, the calcium and carotene content in broccoli has decreased nearly 50%. The vitamin A equivalent of carotenes in collard greens has fallen 42%, potassium has dropped nearly 60% and magnesium is only 16% of the level measured in 1963. Vitamin C in peppers has dropped

from 128 mg to 89 mg, beta-carotene in apples from 90 to 53 mg. Calcium in pineapple has dropped from 17 mg per 100 grams raw fruit, to 7 mg in the year 2000. Vitamins B1, B2, and C have fallen nearly by half in cauliflower over the past 37 years. Many important nutrients, such as selenium, chromium, zinc, folic acid, indole-3-carbinol, and flavonoids, were not measured in the past, and some of these are still not being monitored, so their status is unknown.

By taking TVM-Plus daily, you can be assured that not only are you receiving all the nutrients classified as "essential", but also a spectrum of nutrition that goes far beyond that. No supplement can replace healthy eating habits, but many people who need certain nutrients at higher levels during specific stages of their life, such as the elderly, are not getting adequate amounts from today's diets.

TVM-Plus is one of the Lifeplus foundational multiple vitamin-mineral-nutrient products, and is a sound investment in helping to ensure promotion of optimal health for you and your loved ones over an entire lifetime.[◊]

◊These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

Supplement Facts

Serving Size
Servings Per Container

3 Tablets
60

Amount Per Serving	% Daily Value	Amount Per Serving	% Daily Value
Vitamin A (Preformed)	1250 IU 25%	PABA	3 mg *
Carotenes	2500 IU 50%	Boron (as Sodium Borate Decahydrate)	375 mcg *
Vitamin C (Ascorbic Acid, Acerola, Rose Hips)	150 mg 250%	Silicon (as Silicic Acid)	500 mcg *
Vitamin D-3 (Cholecalciferol)	300 IU 75%	Acerola (<i>Malpighia puniceifolia</i> L.) Fruit Extract	3 mg *
Vitamin E (D-Alpha Succinate)	50 IU 167%	Alfalfa Leaf	3 mg *
Vitamin K-1 (Phytomenadione)	40 mcg 50%	Bilberry Fruit Extract	5 mg *
Thiamin HCl (Vitamin B-1)	1.5 mg 100%	Norwegian Kelp (<i>Ascophyllum nodosum</i> L.) Whole Plant	5 mg *
Riboflavin (Vitamin B-2)	1.7 mg 100%	Parsley Leaf	3 mg *
Niacin (Nicotinamide)	10 mg 50%	Rose Hips Fruit	3 mg *
Vitamin B-6 (Pyridoxine HCl)	1.5 mg 75%	Eleuthero (<i>Eleutherococcus senticosus</i> (Rupr. et Maxim.) Maxim.) Root Extract	3 mg *
Folic Acid	250 mcg 63%	Watercress Leaf	3 mg *
Vitamin B-12 (Cyanocobalamin)	6 mcg 100%	Alpha Lipoic Acid	3 mg *
Biotin	150 mcg 50%	Choline Bitartrate	3 mg *
Pantothenic Acid (as Calcium-D-Pantothenate)	7 mg 70%	Hesperidin (from Hesperidin Complex)	5 mg *
Calcium (Total)	300 mg 30%	Inositol	15 mg *
Phosphorus (Total)	185 mg 19%	Lecithin (Soy)	10 mg *
Iodine (as Potassium Iodide)	75 mcg 50%	Lemon Bioflavonoids Whole Fruit	25 mg *
Magnesium (Total)	200 mg 50%	Lycopene Extract	0.6 mg *
Zinc (as Zinc Gluconate)	15 mg 100%	Lutein Extract	1 mg *
Selenium (as Sodium Selenite)	63 mcg 90%	Rutin	5 mg *
Copper (as Copper Gluconate)	0.5 mg 25%	Soy Isoflavones Extract	6 mg *
Manganese (as Manganese Gluconate)	1 mg 50%		
Chromium (as Chromium Picolinate)	90 mcg 75%		
Molybdenum (as Sodium Molybdate)	60 mcg 80%		

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

**Daily Value not established.

INGREDIENTS: Dicalcium Phosphate, Tricalcium Phosphate, Magnesium Oxide, Vitamin C (Ascorbic Acid), Zinc Gluconate, Magnesium Gluconate, Microcrystalline Cellulose, Stearic Acid, Vitamin E (D-Alpha Succinate), Croscarmellose Sodium, Magnesium Stearate, Magnesium Carbonate, Lemon Bioflavonoids, PhytoZyme® proprietary blend (Bromelain, Papain, Alfalfa, Parsley, and vegetable and fruit concentrates from Blueberry, Carrots, Broccoli, Spinach, Cauliflower, Kale, Asparagus, Beet, Chili Pepper, Green Bean, Pea, Sweet Potato, Cucumber, Pumpkin, Snow Pea, Tomato, Watercress, Zucchini, Lima Beans, Mushroom, Banana, Cantaloupe, Cranberry, Guava, Lemon, Mango, Orange, Papaya, Peach, Pineapple and Grapefruit), Carotenoids (Palm/Carrot Oil), Calcium Carbonate, Calcium Citrate, Inositol, Niacin (Nicotinamide), Lecithin (Soy), Manganese Gluconate, Calcium-D-Pantothenate, Soy Isoflavones Extract, Hesperidin Complex (from Citrus Fruit including Oranges, Lemons, and Grapefruit), Bilberry Fruit Extract, Norwegian Kelp (*Ascophyllum nodosum* L.) Whole Plant, Rutin, Copper Gluconate, Sodium Borate Decahydrate, Silica, Acerola Fruit Extract, Alfalfa Leaf, Alpha Lipoic Acid, Choline Bitartrate, PABA, Parsley Leaf, Rose Hips Fruit, Eleuthero (*Eleutherococcus senticosus* (Rupr. et Maxim.) Maxim.) Root Extract, Watercress Leaf, Vitamin A Acetate, Riboflavin (Vitamin B-2), Thiamin (Vitamin B-1), Vitamin B-6 (Pyridoxine HCl), Silicic Acid, Lutein Extract, Chromium Picolinate, Lycopene Extract, Vitamin D-3 (Cholecalciferol), Biotin, Folic Acid, Sodium Molybdate, Sodium Selenite, Potassium Iodide, Vitamin B-12 (Cyanocobalamin), and Vitamin K-1 (Phytomenadione).

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DIRECTIONS: Three tablets, two times a day.

CAUTION: Contains preformed Vitamin A. Women trying to conceive or those pregnant should not consume more than 10,000 IU of preformed Vitamin A per day from both supplements and the diet together. As with all supplements, please consult your physician prior to taking if you are pregnant or attempting to become pregnant, breast-feeding, under a doctor's care or taking prescription medication.

Allergy Information: This product contains soy-based lecithin and isoflavones, and is processed in the same facility that processes products containing fish/shellfish, soy and dairy.

This product was not tested on animals.

Suitable for Vegetarians.

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