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ESSENTIALS

# ONCE A DAY

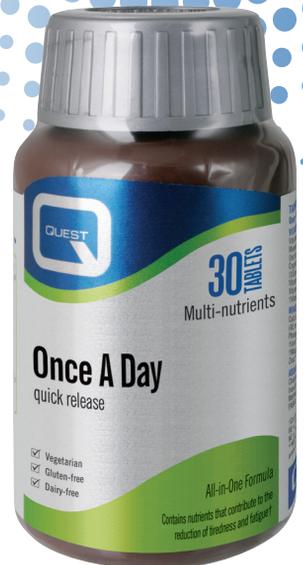
Contains nutrients that contribute to the reduction of tiredness and fatigue

## Nutritional Information

One Tablet provides:

Vitamin A	750 µg	Zinc	4 mg
Mixed Carotenoids	3.14 mg	Iodine	40 µg
‡Equiv. to Vitamin A:	500 µg	Manganese	0.4 mg
Vitamin D	10 µg	Copper	400 µg
Vitamin E (15 i.u.)	10 mg	Molybdenum	10 µg
Vitamin C	150 mg	Chromium	10 µg
Thiamin (B1)	10 mg	Selenium	13 µg
Riboflavin (B2)	11 mg	Choline Bitartrate	20 mg
Niacin (B3)	21 mg	Inositol	20 mg
Vitamin B6	10 mg	Methionine	20 mg
Folacin (Folic Acid)	100 µg	PABA	15 mg
Vitamin B12	15 µg	Bioflavonoids	29 mg
Biotin	12 µg	Lysine HCl	22 mg
Pantothenic Acid	19.5 mg	Lecithin	15 mg
Calcium	138 mg	Papain	2 mg
(16 mg as mineral amino acid blend)		Rutin	2 mg
Phosphorus	94 mg	Betaine HCl	12 mg
Iron	6 mg	Hesperidin	10 mg
Magnesium	4 mg	Cysteine	0.6 mg

Take one tablet daily with the main meal. Swallow with water.



## SUMMARY

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- Comprehensive all-in-one formula
- Quick release
- Amino acid chelated minerals for enhanced absorption and stomach comfort
- 13 vitamins, 11 minerals and 12 additional factors

## DESCRIPTION

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A comprehensive multi nutrient supplement to enhance nutrient intake and support the body's biological processes and everyday needs. Once A Day contains 13 vitamins, 11 minerals and 12 additional factors and is especially useful to those who are at increased risk of insufficient nutrient intake such as vegetarians or anyone following a calorie restricted diet. Once A Day contains additional antioxidants such as mixed carotenoids and hesperidin and additional nutrients to support detoxification such as methionine and cysteine.

## WHAT ARE THE ADVANTAGES OF A QUICK RELEASE FORMULA?

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A quick release formula is beneficial to those who need a high impact multi nutrient formula, for example those who have high energy demands or those who require a strong mental focus for a period of time. Quick release formulas are designed for maximum tissue saturation of nutrients rather than a lower level for a prolonged period of time.

## WHY IS SUPPLEMENTATION RECOMMENDED?

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**Safeguarding nutrition intake:** Once a Day is a great way to safeguard nutrition intake. It is hard to consume all the nutrients required each day. Unfortunately, food quality has significantly decreased over the last century due to intensive farming methods, artificial growing environments and the use of pesticides and herbicides leading to lower nutrient status of food. This combined with an increase in human toxic exposure and therefore an increased need for nutrients leaves a nutrient deficit. Supplementing is a way to ensure that nutritional needs are met.

**Modern diets:** Another reason for poor nutrient intake is the consumption of processed and refined foods. Refining often takes out nutritional value of foods such as the removal of B vitamins with the refining of flour. Refined foods often cause a spike in blood sugar levels which takes vital nutrient stores such as calcium and magnesium to recreate equilibrium within the body. The consumption and choice of convenience foods has increased over the last 100 years. Convenience foods typically contain a large content of fat, salt and sugar and are generally of lower nutritional value.

**Modern lifestyles:** Modern, fast paced and hectic lifestyles often lead to poorer nutrition intake as prepared and convenience food intake increases. Increased stress levels deplete the body of B vitamins, vitamin C and magnesium. A higher consumption of sugar and caffeine is likely with fast paced lifestyles as it serves as quick fuel for a period a high energy demand. This causes a blood sugar spike and loss of nutrition in the process.

## WHY DOES ONCE A DAY CONTAIN MIXED CAROTENOIDS AND ANTIOXIDANTS?

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**Restricted diets:** During times of calorie restriction and other diets that exclude whole food groups, there are many beneficial nutrients that may be missing. Although vitamins and minerals are classed as essential, there are other phytonutrients that are necessary for good health such as antioxidants.

**Mixed carotenoids:** Beta carotene is often cited as the most potent carotenoid. However, there are other types of carotenoids that work with beta carotene to enhance its action further, as well as having their own functions. Lutein and zeaxanthin are both potent carotenoids that form the main pigment of the retina in the eye<sup>1</sup>, and therefore must be consumed to maintain eye health. Interestingly, cryptoxanthin has been shown to stimulate the repair of DNA damage<sup>2</sup>, an important function in maintaining healthy cells.

## ONCE A DAY COMPOSITION

Many standard multi nutrient formulas do not contain additional factors. Additional factors play a role in health, support biochemical pathways and support the absorption and utilisation of other nutrients within the body.

<b>Vitamin A</b>	Vitamin A is required for the health of the immune system, eyes and mucus membranes. Vitamin A is superior to beta carotene alone as some individuals are inefficient at producing the correct $\beta$ , $\beta$ -carotene 15, 15'-monooxygenase enzymes for conversion and should take vitamin A in its retinol form. <sup>3</sup>
<b>Mixed carotenoids (including beta carotene, alpha carotene, cryptoxanthin, zeaxanthin, lutein)</b>	Carotenoids are potent antioxidants that work in synergy with each other. Carotenoids have individual functionality and benefit the eyes and offer some protection against UV sun damage to skin. <sup>4</sup>
<b>Vitamin D</b>	Vitamin D is required for the normal function of the immune system. It aids with the regulation of T and B lymphocytes and self-tolerance. <sup>5</sup>
<b>Vitamin E</b>	Vitamin E is a powerful antioxidant that is required for the membrane of every cell, particularly the skin and mucus membranes. <sup>6</sup>
<b>Vitamin C</b>	Vitamin C is needed for the function of immune cells. It is required for antioxidant protection for neutrophils and increases immune function when it is lowered. <sup>7</sup>
<b>Thiamin (B1)</b>	Vitamin B1 is required for the health of the nerves and can become depleted with the consumption of alcohol. Vitamin B1 is also used for the production of energy. <sup>8</sup>
<b>Riboflavin (B2)</b>	Vitamin B2 is required for the creation of flavoproteins and is necessary for the function of many cells. It is also involved in the Krebs and redox cycle.
<b>Niacin (B3)</b>	Vitamin B3 is required for the synthesis of hormones and neurotransmitters. It is also involved in the metabolism of fats, carbohydrates and protein.
<b>Pantothenic acid (B5)</b>	Vitamin B5 is required for the production of stress hormones which can become depleted in chronic stress states. Vitamin B5 also helps to maintain normal uric acid levels which can become elevated on a modern diet.
<b>Vitamin B6</b>	Vitamin B6 is needed for the activation and conversion of many neurotransmitters. It helps to regulate blood testosterone levels. Vitamin B6 is needed for normal red blood cells and oxygen transportation.
<b>Folacin (Folic acid)</b>	Folic acid is needed for the methylation cycle and works with vitamin B12 to maintain normal homocysteine levels. High homocysteine is a risk factor for cardiovascular disease.
<b>Vitamin B12</b>	Vitamin B12 is required for the myelin sheath that coat the nerves and controls nerve-to-nerve communication. Vitamin B12 is also needed for the normal formation of red blood cells and oxygen transportation.
<b>Biotin</b>	Biotin belongs to the B vitamin family and is needed for the cross linking of proteins in hair and nails. Biotin is also required for normal glucose metabolism.
<b>Calcium (as amino acid blend)</b>	Calcium is the main structural mineral in bones and teeth and is required for their strength. Calcium is also required for the activation of digestive enzymes. <sup>9</sup>
<b>Phosphorus</b>	Phosphorus is required for the homeostasis of calcium and is another main structural component of bones. Phosphorus is required for the activation of B vitamins.
<b>Iron</b>	Iron is needed for the creation of haemoglobin and oxygen transportation. It is also required for the formation of skin and nail cells.
<b>Magnesium</b>	Magnesium is involved in over 300 enzymatic processes within the body. It is a main structural component of bones and teeth and is required for the synthesis of GABA. <sup>10</sup>

<b>Copper</b>	Copper is required for normal skin and hair pigmentation. It works in balance with zinc and should be taken in the correct ratio. Copper is needed for the immune system and for the synthesis of dopamine.
<b>Molybdenum</b>	Molybdenum is a cofactor for many enzymatic reactions and is required for detoxification.
<b>Chromium</b>	Chromium aids with the regulation of blood sugar. Blood sugar often peaks and dips with modern lifestyles and diets. Chronically elevated blood sugar may lead to insulin resistance, diabetes and associated conditions such as obesity and PCOS.
<b>Selenium</b>	Selenium is a mineral that is often deficient due to low levels in European soil. Selenium is an antioxidant and is involved in the recycling of vitamin C and vitamin E. Selenium protects against chromosomal damage.
<b>Choline</b>	Choline is a nutrient required for the liver and normal lipid metabolism. It is required for the production of acetylcholine an important neurotransmitter for learning and memory.
<b>Inositol</b>	Inositol is a vitamin-like substance that is used for increasing insulin sensitivity in metabolic disorders such as polycystic ovary syndrome.
<b>Methionine</b>	Methionine is an amino acid that converts into S-adenosylmethionine, the main biological methylating agent. Methylation is a complex biochemical process essential for the availability of nutrients and for detoxification.
<b>PABA</b>	Para aminobenzoic acid is a constituent of folic acid and is beneficial to the health of the skin.

## WHAT ARE THE BENEFITS OF AMINO ACID CHELATED MINERALS?

Minerals chelated to amino acids have a greater absorbency within the gut compared to other forms of the minerals. Each mineral has different stability within the gut and when joined to various compounds. Inorganic mineral forms such as oxides, sulphates and carbonates are not used effectively by the body. They are also disassociated from each other in the presence of stomach acid and can cause irritation to the gut. Amino acid chelated minerals however have a neutral charge, and an increased bond to each other. This allows them to stay intact as they move further into the gut and bind to specific receptor sites, optimising mineral absorption.

## ARE THERE ANY PRECAUTIONS BEFORE OR WHILE TAKING ONCE A DAY

Once A Day is intended exclusively for adults and is not intended for use by:

- Children
- Pregnant and breastfeeding women

## FEATURES

- Comprehensive all-in-one formula
- Quick release
- Amino acid chelated minerals for enhanced absorption and stomach comfort
- 13 vitamins, 11 minerals and 12 additional factors
- Suitable for vegetarians

## HEALTH NEEDS

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EVERYDAY HEALTH  
& WELLBEING



STRESS & HECTIC  
LIFESTYLE

## SCIENTIFIC REFERENCES

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