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## ESSENTIALS

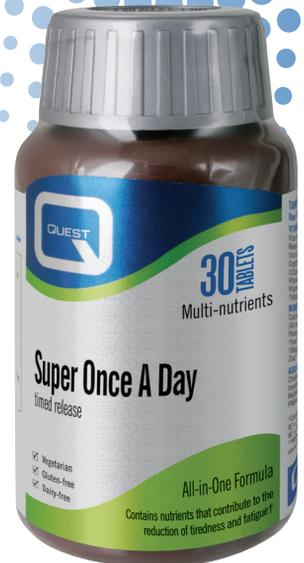
# SUPER ONCE A DAY

All in one high potency formula to support optimal health. Contains nutrients that contribute to the reduction of tiredness and fatigue.

### Nutritional Information

One Tablet provides:

Vitamin A	750µg	Zinc*	10 mg
Mixed Carotenoids	6.14 mg	Iodine*	100 µg
‡Equiv. to Vitamin A:	1000 µg	Manganese*	1 mg
Vitamin D	10 µg	Copper*	1000 µg
Vitamin E (50 i.u.)	34 mg	Molybdenum*	25 µg
Vitamin C	150 mg	Chromium*	25 µg
Thiamin (B1)	39 mg	Selenium*	32.5 µg
Riboflavin (B2)	50 mg	Choline Bitartrate	50 mg
Niacin (B3)	50 mg	Inositol	50 mg
Vitamin B6	41 mg	Methionine	50 mg
Folacin (Folic Acid)	200 µg	PABA	50 mg
Vitamin B12	50 µg	Bioflavonoids	28.6 mg
Biotin	50 µg	Lysine HCl	22 mg
Pantothenic Acid	50 mg	Lecithin	100 mg
Calcium	158 mg	Papain	2 mg
(40 mg as mineral amino acid blend)		Rutin	2 mg
Phosphorus	91 mg	Betaine HCl	12 mg
Iron*	15 mg	Hesperidin	10 mg
Magnesium*	60 mg	Cysteine	0.6 mg



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



## SUMMARY

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- A broad spectrum of 17 vitamins and vitamin like substances and 12 minerals for your everyday needs.
- Patented timed-release formula that provides a steady supply of nutrients over 6 hours.
- Contains synergistic phytonutrients and antioxidants.
- With gentle iron and papain for enhanced digestive comfort.

## DESCRIPTION

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A high potency formula for comprehensive everyday support. Super Once A Day contains 17 vitamins and vitamin like substances and 12 minerals and is designed to enhance dietary nutrition intake. It is especially useful to those who are at increased risk of insufficient nutrient intake such as vegetarians or anyone following a calorie restricted diet.

Super Once A Day contains additional antioxidants such as mixed carotenoids and hesperidin and additional nutrients to support detoxification such as methionine and cysteine.

## ENERGY

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**The Krebs cycle:** Super Once A Day contains a potent level of nutrients such as the B vitamins required directly for the energy production cycle, also called the krebs cycle. Insufficient intake of B vitamins can impair energy production and cause fatigue.

**Thyroid:** Iodine is another nutrient in Super Once A Day that supports the production of energy. Iodine is required for the creation of thyroid hormones. T4 requires 4 molecules of iodine, which then travels to the liver where 20% of it is converted into T3. T3 is much more potent than T4, but requires selenium and zinc for conversion. Thyroid hormones ultimately regulate metabolism and are therefore essential for a constant energy supply.

## RESTRICTED DIETS

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When diets are limited such as in the case of vegetarianism, food intolerances, allergies and calorie restricted diets, taking a multi-nutrient formula can help to cover some dietary losses.

**Vegetarians:** Vegetarians typically consume a much higher level of phytic acid which is found in beans and grains. Phytic acid has the potential to be anti-nutrient as it easily chelates to essential minerals<sup>1</sup> such as zinc and iron and can transport them out of the body. Phytic acid should not be avoided however as it does have other health benefits. Increased consumption must be supported with a multi-nutrient formula. Vegetarians may also be low in vitamin A. The body is able to convert beta carotene into vitamin A, but only in the presence of adequate zinc.

**Allergies and intolerance:** The current spike in food allergies and intolerances poses some risk of nutrient deficiencies if not managed properly. When dairy is missing, so is calcium lactate, a highly absorbable form of calcium. This calcium needs to come from other sources, which in the case of milk alternatives are often consumed with phytic acid which decreases absorption rates.

**Gluten sensitivity:** Gluten avoidance poses another common problem. Primarily people who must avoid gluten often have issues with nutrient absorption, increasing the need for nutrient intake. Secondly, traditional gluten free substitutes often have a lower nutritional value<sup>2</sup>, and contain higher levels of sugars<sup>3</sup> to make them palatable. These sugars compete with vitamin C for absorption, and use up valuable stores of magnesium within the body<sup>4</sup>.

**Calorie restricted diets:** Calorie restricted diets are often low in a few essential nutrients. Calorie restricted diets usually limit fat due to its high calorific profile. The limitation of dietary fats lead to a restriction in essential fat soluble nutrients including vitamins A, D and E. The stores of these fat-soluble vitamins may quickly become depleted, and need to be replaced.

## STRESS AND ANXIETY

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**Resistance to infection during stress states:** Vitamin C is released by the adrenal glands alongside stress hormones, which can cause vitamin C levels to become quickly depleted in chronic stress states which then decreases resistance to infection.

**Neurotransmitters:** Magnesium is required for the production of gamma-aminobutyric acid (GABA), a neurotransmitter that helps to relieve anxiety and fear. One study found that an increase in magnesium levels in the brain led to decreased fear<sup>5</sup>. Another animal study found that decreased magnesium levels were a direct cause of anxiety<sup>6</sup>. Stress itself increases the need for magnesium<sup>7</sup>, further potentiating the situation.

Molybdenum is a trace mineral required for many enzymatic processes within the body, including for the breakdown of amino acids. These amino acids are then used in many other functions of the body such as for the production of neurotransmitters including serotonin which helps us to deal with stress.

## IMMUNITY

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The immune system requires certain vitamins and minerals to function effectively. Sometimes these nutrients may work indirectly to facilitate immune function.

**Vitamin D:** Vitamin D is one of the more well known nutrients for the immune system. Vitamin D aids with the regulation of T helper cells and is involved with self-tolerance. It is found in large quantities in the gut associated lymphoid tissue (GALT). Vitamin D ensures that the immune system is regulated rather than under or over functioning. Vitamin D is often deficient in autoimmune patients<sup>8</sup>.

**Vitamin C:** Vitamin C is required for the proper function of Natural Killer T and B cells. One study showed that vitamin C was able to increase Natural Killer T and B cell function by 10 fold in patients who had the immune cell suppressed by toxins, completely restoring immune function<sup>9</sup>.

**Zinc:** Zinc is also a major nutrient required for proper immune function. Diminished stores rapidly decrease antibody responses which result in low resistance to infections<sup>10</sup>.

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

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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>11</sup>, and therefore must be consumed to maintain eye health. Interestingly, cryptoxanthin has been shown to stimulate the repair of DNA damage<sup>12</sup>, an important function in maintaining healthy cells.

## WHY DOES SUPER ONCE A DAY CONTAIN ADDITIONAL FACTORS?

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Cysteine is a sulphur containing amino acid. Sulphur is the 6<sup>th</sup> most abundant micromineral in the body. It is converted in the body into glutathione a potent antioxidant and detoxification aid in the body. Glutathione can become depleted with poor diet and stress, which in turn affects antioxidant capacity of the body.

Choline, part of the B vitamin family may be useful for those who want to support a healthy body weight. Studies show that choline supplementation leads to lower body fat mass due to its role in fat metabolism<sup>13</sup>.

## WHAT ARE THE BENEFITS OF CALCIUM – AMINO ACID CHELATE?

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Calcium bound to amino acid chelates has benefits over other forms of calcium. When amino acids are attached to calcium it creates a stable structure which decreases the chance of negative changes occurring and therefore

increasing absorption rates. Once absorbed, the amino acids and calcium split apart and complete their necessary functions throughout the body.<sup>24</sup>

## WHY IS IT IMPORTANT TO TAKE A MULTINUTRIENT SUCH AS SUPER ONCE A DAY?

**Safeguarding nutrition intake:** Super 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 the increase in toxic exposure and therefore increased need for nutrients leaves a nutrient deficit.

**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 of high energy demand. This causes a blood sugar spike and loss of nutrition in the process.

## WHAT IS IN SUPER ONCE A DAY AND WHAT BIOLOGICAL EFFECT DOES IT HAVE?

<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>14</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>15</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>16</sup>
<b>Vitamin E</b>	Vitamin E is a powerful antioxidant is required for the membrane of every cell, particularly the skin and mucus membranes. <sup>17</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>18</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>19</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>20</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>21</sup>
<b>Zinc</b>	Zinc is another enzyme that is required for many enzymatic reactions. It is required for the proper function of immune cells and as an antioxidant.
<b>Iodine</b>	Iodine is required for the manufacture of thyroid hormones which are essential for metabolism and energy production. T4, T3, T2 and T1 thyroid hormones require 4,3,2 and 1 molecules of iodine retrospectively.
<b>Manganese</b>	Manganese is required for the activation of many enzymes and as a cofactor in lipid and carbohydrate metabolism.
<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.

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

Super Once A Day is intended for the sole use by adults who wish to improve their nutrient intake and support their wellbeing and is not intended for use by:

- Pregnant and breastfeeding women,
- Children.

Consult your doctor before taking Super Once A Day if you are on any medication or being treated for any medical condition.

## HOW SHOULD I TAKE SUPER ONCE A DAY?

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

## FEATURES

- High potency comprehensive formula.
- Patented timed-release tablet releases nutrients over 6 hours.
- Provides 17 vitamins and vitamin like substances and 12 minerals.
- With additional synergistic cofactors.
- Contains amino acid chelated minerals to maximise absorption
- Provides a gentle form of iron less likely to cause constipation or digestive discomfort.

## HEALTH NEEDS



STRESS & HECTIC  
LIFESTYLE



DETOX AND CELL  
PROTECTION



IMMUNITY



SENIOR'S HEALTH



WEIGHT  
MANAGEMENT



ENERGY

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