

# TVM-PLUS<sup>TM</sup>

Foundational Multivitamin, Mineral,  
Antioxidant and Phytonutrient Support<sup>◇</sup>



**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. Each three-tablet serving contains over 100% of the recommended Daily Values of many of the essential vitamins and minerals, and contains 23% of the Daily Value for calcium. Supplemental iron is excluded because most people don't need it and it can stimulate free radical production. Phosphorus, potassium and sodium are minerals that are prevalent even in diets of poor quality, and are also not included. TVM-Plus is also formulated in the exclusive Lifeplus PhytoZyme<sup>®</sup> 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.

A three-tablet serving of TVM-Plus contains over 100% of the Daily Values of the essential vitamins A, B-1 (Thiamin), B-2 (Riboflavin), B-12, Biotin, Folate and Pantothenic Acid, and contains over 100% of the Daily Values of the essential minerals Chromium, Molybdenum and Zinc. TVM-Plus also contains significant

amounts of the essential vitamins B-6, D, K and Niacin, along with significant amounts of the essential minerals Copper, Iodine, Magnesium and Manganese. 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 375 mcg RAE (Retinol Activity Equivalents) (1250 IU) of preformed vitamin A, which is well within the recommended 3000 mcg (5000 IU) limit for preformed vitamin A for women of childbearing age. In addition, it also contains 416 mcg DFE (Dietary Folate Equivalents) of folate (250 mcg 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.<sup>◊</sup>

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.<sup>◊</sup>

#### **REFERENCES:**

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**Supplement Facts**  
**Serving Size / 3 Tablets**  
**Servings Per Container / 60**

Amount Per Serving	% Daily Value	Amount Per Serving	% Daily Value	Amount Per Serving	% Daily Value
Vitamin A (67% as Beta-Carotene)	1125 mcg RAE 125%	Iodine	75 mcg 50%	Parsley Leaf	3 mg *
Vitamin C	150 mg 167%	Magnesium	200 mg 48%	Dog Rose Fruit	3 mg *
Vitamin D	8.4 mcg 42%	Zinc	15 mg 136%	Eleuthero Root Extract	3 mg *
Vitamin E	33 mg α-TE 220%	Selenium	63 mcg 115%	Watercress Leaf	3 mg *
Vitamin K	40 mcg 33%	Copper	0.5 mg 56%	Alpha Lipoic Acid	3 mg *
Thiamin (Vitamin B-1)	1.5 mg 125%	Manganese	1 mg 43%	Hesperidin	5 mg *
Riboflavin (Vitamin B-2)	1.7 mg 131%	Chromium	90 mcg 257%	Inositol	15 mg *
Niacin	10 mg 63%	Molybdenum	60 mcg 133%	Lecithin (Soy)	10 mg *
Vitamin B-6	1.5 mg 88%	PABA	3 mg *	Lemon Bioflavonoids Whole Fruit	25 mg *
Folate	416 mcg DFE 104%	Boron	375 mcg *	Lycopene Extract	0.6 mg *
Vitamin B-12	6 mcg 250%	Silicon	3 mg *	Lutein Extract	1 mg *
Biotin	150 mcg 500%	Acerola Fruit Extract	3 mg *	Rutin	5 mg *
Pantothenic Acid	7 mg 140%	Alfalfa Leaf	3 mg *	Soy Isoflavones Extract	6 mg *
Choline	1.5 mg 0.3%	Bilberry Fruit Extract	5 mg *		
Calcium	300 mg 23%	Kelp Whole Plant	5 mg *		

\* Daily Value not established.

INGREDIENTS: Calcium Carbonate, Magnesium Oxide, Microcrystalline Cellulose, Vitamin C (Ascorbic Acid), Zinc Gluconate, Magnesium Gluconate, Croscarmellose Sodium, Stearic Acid, Vitamin E (D-Alpha-Tocopheryl Acid Succinate; from Soy), Magnesium Stearate, Magnesium Carbonate, Lemon Bioflavonoids, PhytoZyme® proprietary blend (Bromelain, Papain, Alfalfa, Parsley, Carrots, Broccoli, Pea, Banana, Cantaloupe, Lima Beans, Mango, Pumpkin, Spinach, Tomato, Cauliflower, Orange, Papaya, Sweet Potato, Asparagus, Beet, Green Bean, Snow Pea, Blueberry, Chili Pepper, Cranberry, Cucumber, Guava, Grapefruit, Kale, Lemon, Maitake Mushroom, Peach, Pineapple, Watercress, Zucchini), Calcium Citrate, Inositol, Silica, Niacin (Nicotinamide), Lecithin (Soy), Manganese Gluconate, Calcium-D-Pantothenate, Soy Isoflavones Extract, Hesperidin Complex, Bilberry Fruit Extract, Kelp (*Ascophyllum nodosum* Le Jol.) Whole Plant, Rutin, Copper Gluconate, Sodium Borate Decahydrate, PABA, Acerola (*Malpighia punicifolia* L.) Fruit Extract, Alfalfa Leaf, Alpha Lipoic Acid, Choline Bitartrate, Parsley Leaf, Rose Hips (Dog Rose; *Rosa canina* L.) Fruit, Eleuthero (*Eleutherococcus senticosus* (Rupr. et Maxim.) Maxim.) Root Extract, Watercress Leaf, Preformed Vitamin A (Retinyl Acetate), Riboflavin (Vitamin B-2), Vitamin B-6 (Pyridoxal-5-Phosphate), Thiamin (Vitamin B-1), Lutein Extract, Chromium Picolinate, Lycopene Extract, Vitamin A (Beta-Carotene), Calcium L-Methylfolate, Sodium Molybdate, Biotin, Sodium Selenite, Potassium Iodide, Vitamin K-1 (Phytomenadione), Vitamin D-3 (Cholecalciferol), and Vitamin B-12 (Cyanocobalamin).

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CAUTION: Contains preformed Vitamin A. Women trying to conceive or those pregnant should not consume more than 3,000 mcg RAE 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.

This product 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.

DIRECTIONS: Three tablets, two times a day.

⚠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.

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