'Are you paying \$80 a month for vitamins? That's more than I pay for groceries! '

- William Campbell Douglass II, M.D.

Dear Friend and Dr. Douglass' Real Health Breakthroughs Reader,

Let's talk about multivitamins. In no other segment of the health business is there so much conflicting information - and so many contradictory opinions squawking at you from all angles. It's enough to make anyone crazy (including me). For instance:

- Is it better to buy a whole barrel of cheap pills at the wholesale club, then pop a dozen a day to make sure you're getting enough of what matters?
- Should you shell out for the 'Cadillac of multi-nutrients' pitched by the latest new-age 'guru' you saw on Oprah?
- Or should you choose by sheer number of ingredients, opting for those golf-ball sized multi-packs complete with ox bile and skunkweed extract...?

As you probably already know, multivitamins run the gamut from slick, TV-advertised formulas to generic, bulk retail cheapies to \$80-a-month concoctions hyped by nutrition 'gurus' you've never heard

of before. Confusing, isn't it?

C'mon, can't we live without the skunkweed?

The thing you need to realize is that for the most part, the multivitamin business is just that - a business. Some vitamin makers spend all their money on advertising - and skimp on the ingredients! Others rely on exotic-sounding ingredients to justify gouging you with a price tag that requires a second mortgage. But do you really want squid mucous or some kind of root extract from Botswana in your multivitamin? Do you really need those things to be healthy?

Of course not. Yet featuring these types of ingredients are how many of today's multivitamin formulas can justify outrageous prices while still appearing unique in a market flooded with competition. You've seen this kind of thing before in other industries, and so have I - it's just big business as usual. But that doesn't mean you have to buy into all the hype.

Make no mistake - I'm not knocking multivitamins. Quite the contrary, in fact. Everyone needs daily vitamin and nutrient supplementation, especially once you're over 50. I can't stress this fact enough. But there are so many different kinds of multivitamins - which one should you take? So many voices - but which one should you listen to?

This time, I'm not just throwing in my two cents...

Ordinarily, I scour the market for the best products for your health then I try them myself and endorse the ones that are the real deal. But when it came to selecting a multivitamin for you, it just wasn't that simple. Since I started writing newsletters a decade ago, I've gotten thousands of letters from readers just like you asking me to recommend a daily multivitamin that'll give them a foundation for good health. But of the many formulas on the market, I've never found one that's good enough for me to back with my 'Ultimate Guarantee.'

After all, any formula I'd endorse must contain ALL the vitamins, minerals, and nutrients necessary for vibrant health, NONE of the ingredients that could cause harm or interact with prescription meds, and NO wacky root extracts, animal secretions, or other such nonsense. And let's not forget that it also would have to be relatively inexpensive. Pretty tall order, huh? That's why I took my search for the perfect multivitamin one step further...

Do we really need another multivitamin? Well... YES!

What's missing in today's glutted multivitamin market is a good, honest, easily absorbable daily formula with all the basic vitamins, minerals, and nutrients you need for day-to-day health - with a price tag that won't induce a coronary.

But such a thing simply didn't exist - until now.

In an effort to find a multivitamin worthy of my endorsement, I teamed up with a world-renowned group of biochemists. Now these guys aren't big-retail vitamin makers that hawk inferior products at the mall or on TV. No, sir, they're makers of premium quality, labtested formulas exclusively for doctors and other health professionals. These Ph.D.-toting scientists custom-design supplements targeted to specific needs - like yours.

The result of our collaboration is the new Ultimate Daily Support

multivitamin. It's the marquis formula in a new family of vitamins and supplements called Real Advantage, the first and only full line of nutritionals ever to carry my endorsement - and my no-risk 'Ultimate Guarantee.' Taken once a day, Ultimate Daily Support is a safe, powerful foundation for good health that's everything you need and nothing you don't - in a bio-available form that's very wallet-friendly.

Real value, real quality, backed by real science

With new Ultimate Daily Support, I've found a way to give you all the everyday essentials for optimum health - with none of the frills and gimmicks other multis add that cost you an arm and a leg. And because it's a Real Advantage formula, every ingredient in it has been chosen for its safety, effectiveness and quality.

In fact, every component of the entire Real Advantage product line has been evaluated and proven effective by exhaustive lab analysis - independent research I've personally reviewed and scrutinized by me before granting my endorsement. And to ensure that the quality I insist on is the quality that ends up in your bottle, I personally selected the manufacturer with the best reputation for quality, consistency, potency, and freshness.

In other words: If a product bears the Real Advantage name, it has passed muster with me - and it's backed up by hard science, too. The powerful, effective Ultimate Daily Support multivitamin is the first of these exceptional formulas to be made available to you - and it's less than half the money of some other high-profile multis.

Questions about ingredients? Let your (other) doctor guide you...

I'm so sure of the safety and effectiveness of new Ultimate Daily

Support that I invite you to consult your personal physician about it. Just take the attached list of ingredients or the vitamin bottle itself along on your next office visit - and watch your doctor's eyebrows rise as he reads about everything that's included in Ultimate Daily Support. Just don't be surprised if your doctor asks YOU how to get some!

Remember, I'm so confident in this revolutionary multivitamin formula that I'm backing it with my no-risk 'Ultimate Guarantee.' That means that if you aren't 100% satisfied - if you don't feel a difference in your health, energy, and vitality - then you're entitled to a complete refund, including shipping and handling. That's right: All your money back, at any time, for any reason - period.

If you're content with One-A-Day, this isn't the multi for you

If you're satisfied with mass-marketed discount multivitamins, Ultimate Daily Support may not be for you. After all, if the only reason you take a multi is so that you can feel like you're doing something for your health - then by all means keep doing what you're doing and read no further.

Because new Ultimate Daily Support is the product of painstaking scientific research - not aggressive TV and radio marketing - you'll be getting a much more comprehensive health-boosting formulation than what's available on supermarket shelves. Sure, it may be a little more expensive, but that extra money goes into quality ingredients to ensure maximum potency, effectiveness and absorption - not a TV advertising budget. Believe me, I wouldn't endorse it otherwise.

But the only way you'll know is if you try it yourself - totally risk free

I take my responsibility to your health very seriously. I want the products and formulas I endorse to work for you, and the only way I can be sure you'll get a chance to discover their benefits is if there's absolutely no risk to you in trying them.

That's the whole point behind my ironclad no-risk 'Ultimate Guarantee.' It's my way of saying: 'This product is safe and effective - and I'm sure it will help you. But if it doesn't, I don't want you to have lost a dime in trying it.' It's really that simple, because above all, I want to maintain your trust.

My 'Ultimate Guarantee' is my promise to you, a contract - one that binds my reputation as a healer to your good health. Capitalize on it by trying new Ultimate Daily Support today, risk free. A one-month supply is only \$29.95 plus \$4.95 S&H. I know you'll feel healthier, stronger and more energetic as a result - in fact, I guarantee it.

Bound to protecting your health,

William Campbell Douglass II, M.D.

P.S. Not only is new Ultimate Daily Support a great value up front, it's also backed by the strongest money-back guarantee in the business - mine.

Amount per serving	%	Daily Value
Vitamin A (40% as Vitamin A Palmitate/60% [15,000 IU] as Beta-Carotene)	25,000 IU	500%
Vitamin C (Ascorbic Acid)	1,200 mg	2,000%
Vitamin D-3	100 IU	25%
Vitamin E (as Vitamin E	400 IU	1,333%

Succinate)		
Thiamine (as Thiamine HCl)	100 mg	6,667%
Riboflavin	50 mg	2,941%
Niacin/Niacinamide	190 mg	950%
Vitamin B-6 (as Pyridoxine HCl/Pyridoxal-5-Phosphate Complex)	100 mg	5,000%
Folic Acid	800 mcg	200%
Vitamin B-12 (on Ion Exchange Resin)	100 mcg	1,667%
Biotin	300 mcg	100%
Pantothenic Acid (as d-Calcium Pantothenate)	500 mg	5,000%
Calcium (from Calcium Citrate/Ascorbate Complex)	500 mg	50%
Iodine (from Kelp)	200 mcg	133%
Magnesium (from Magnesium Aspartate/Ascorbate Complex)	500 mg	125%
Zinc (from Zinc Amino Acid Chelate)	25 mg	167%
Selenium (Organic Selenium from Krebs Cycle and Kelp)	200 mcg	286%
Manganese (from Manganese Aspartate Complex)	20 mg	1,000%
Chromium (Organically bound with GTF activity-low allergenicity)	200 mcg	167%
Molybdenum (from Molybdenum Krebs)	100 mcg	133%

Potassium (from Potassium Aspartate Complex)	99 mg	2%
L-Cysteine/N-Acetyl-L-Cysteine	200 mg	*
Betaine (from Betaine HCl)	114 mg	*
Inositol	100 mg	*
Citrus Bioflavonoid Complex	100 mg	*
Choline (from Choline Citrate/Bitartrate)	60 mg	*
PABA (para-Aminobenzoic Acid)	50 mg	*
Glutamic Acid (from Glutamic Acid HCl)	20 mg	*
L-Methionine	12.5 mg	*
Boron (from Boron Aspartate/Citrate Complex)	1.5 mg	*
Trace Elements (from Sea Vegetation)	100 mcg	*
Vanadium (from Vanadium Krebs)	50 mcg	*

Other ingredients: Cellulose, vegetable stearate and silica.

Supplement Facts

Serving Size 6 Caplets - Servings Per Container 30 Suggested Usage: As a dietary supplement, adults take 6 caplets daily or as directed by physician. This product is best taken with meals.

Additional Information

This product contains NO yeast, wheat gluten, soy protein,

^{*} Daily Value not established

milk/dairy, corn, sodium, sugar, starch, artificial coloring, preservatives or flavoring.

Keep container tightly closed. Do not use if outer seal is broken or missing. Keep out of reach of children. Protect from heat, light, and moisture. Store at room temperature (59°F-86°F).

Disclaimer

This statement has not been evaluated by the Food and Drug Administration. This product is not to diagnose, treat, cure, or prevent any disease.

Caution: Pregnant or lactating women, or anyone with any illness should consult with their medical doctor prior to taking this product.

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