

INCLUDES 2009
EDITOR'S CHOICE

NUTRISEARCH

COMPARATIVE GUIDE TO

Nutritional SupplementsTM

Consumer Edition

A compendium of over 200 products
available in Australia and New Zealand

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Disclaimer

This comparative guide has been developed to assist the public in sorting through the maze of nutritional supplements available today. The guide does not endorse any product or manufacturer, nor does it make any health claims. It simply documents and summarizes recent findings in the scientific literature. Those manufacturers listed in our Top-Rated Products section of the guide have been profiled to provide the consumer with information on leading manufacturers and their products. NutriSearch did not request nor did it receive remuneration from any of these manufacturers—this information is provided by NutriSearch as a public service to readers of this guide and to consumers throughout Australia and New Zealand.

This comparative guide was not commissioned by any public or private body, trade association, or individual company. Research and development of the guide was made possible through the combined creative efforts of NutriSearch Corporation (Canada) and author, Lyle MacWilliam, MSc, FP. All costs for the research, development, and publication of the guide have been borne by NutriSearch Corporation and its publisher, Northern Dimensions Publishing (Canada).

For purposes of analysis, this guide uses an independent analytical standard developed by NutriSearch Corporation. To avoid the introduction of any potential bias on the part of NutriSearch or the author, the NutriSearch Blended Standard incorporates the published recommendations of 12 independent and leading authorities in nutritional science. Using a median value of daily intakes as recommended by these authorities, the NutriSearch Blended Standard is, to our knowledge, the only independent standard currently available for comparing nutritional supplements.



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I don't want to achieve immortality through my work.

I want to achieve immortality through not dying.

— Woody Allen (1935 -)

CHAPTER 1:

THE CASE FOR SUPPLEMENTATION

Insufficient vitamin intake is apparently a cause of chronic diseases. Recent evidence has shown that suboptimal levels of vitamins (below standard), even well above those causing deficiency syndromes, are risk factors for chronic diseases such as cardiovascular disease, cancer, and osteoporosis. A large portion of the general population is apparently at increased risk for this reason.

— Dr Robert Fletcher, and
Dr Kathleen Fairfield

The American Medical Association (AMA) now encourages all adults to supplement daily with a multiple vitamin. Based on a landmark review of 38 years of scientific evidence by Harvard researchers, Dr Robert Fletcher and Dr Kathleen Fairfield, the conservative *Journal of the American Medical Association (JAMA)* has rewritten its policy guidelines regarding the use of vitamin supplements. In a striking departure from its previous anti-vitamin rhetoric, *JAMA* (June 19, 2002) now recommends that, given our nutrient-poor modern diet, supplementation each day with a multiple vitamin is a prudent preventive measure against chronic disease.^{1,2} The researchers point out that more than 80% of the American population does not consume anywhere near the five to eight servings of fruits and vegetables required each day for optimal health.

The *JAMA* declaration also highlights a growing concern among nutrition experts that the current recommended intakes for vitamins and minerals are too low. During World War II, the US military established the Recommended Dietary Allowances, also known as the RDAs, to prevent vitamin-deficiency disorders. The RDAs were subsequently adopted by several countries. In recent years, however, strong evidence supporting the need for higher levels of intake to maintain optimal health has prompted many countries to revise these recommendations. Regrettably, the Nutrient Reference Values (recently adopted by Australia and New Zealand) and the Dietary Reference Intakes (recently adopted by the United States and Canada) still fall short of the optimal levels of intake of some nutrients needed for prevention of chronic disease states.

When it comes to prevention, the importance of a well-balanced diet, high in fruits and vegetables, is as paramount as ever. Avoiding high-calorie, low-nutrition, over-processed, fast foods takes considerable effort, given our busy modern lifestyle. Prudence dictates that we make conscientious choices to optimize our nutritional needs. In a perfect world, all the vitamins, minerals, antioxidants, and important plant-based nutrients required to meet our daily needs would be provided in the food we eat. Today, it is necessary to fortify our diets with high-quality nutritional supplements to replenish our bodies with these missing nutrients.

Dr Robert Fletcher, co-author of the groundbreaking JAMA studies, states:

All of us grew up believing that if we ate a reasonable diet, that [sic] would take care of our vitamin needs. But, the new evidence, much of it in the last couple of years, is that vitamins also prevent the usual diseases we deal with every day—heart disease, cancer, osteoporosis, and birth defects.

The diseases Fletcher mentions are not illnesses that you “catch,” as you would the flu or the common cold. These are diseases of lifestyle, the consequences of years of neglect and abuse to the nutritional needs of the human body. Their onset is slow, most often completely unnoticed; but once set into motion, these disease processes unleash a cascade of harmful events that result in degeneration of the tissues and organs of the body. For this reason, they are known collectively as degenerative disease.

Degenerative Disease

While science and technology have increased our lifespan dramatically over the past few centuries, they have failed to secure for us the holy grail of long-term health. If you are part of the post-war baby boom generation or younger, chances are very good that you will make it to that cherished centennial milestone. Chances are also very good that you will live with some form of degenerative disease that promises to rob you of the pleasure of those golden years. Ironically, it seems we have slain the dragons of infectious disease only to find that our own lifestyle has now become our mortal enemy. The sad fact is, living longer allows our dietary and lifestyle choices to *create* the circumstances of today’s most common causes of death.

Degenerative diseases include today’s three major killers—heart disease, cancer, and stroke. Arthritis, diabetes, osteoporosis, lupus, fibromyalgia, inflammatory bowel disorder, Alzheimer’s and Parkinson’s diseases are but a few of the many other forms of chronic disorders that share a common cause. Their onset is slow; their progression a process of stealth. Our bodies give little indication that we are heading down a path that will lead to cancer, heart disease, or stroke. In fact, one third of initial heart attacks are fatal. The first

warning of heart disease, for these people, is their *only* warning—not much of a chance for lifestyle change.

Degenerative diseases are chronic diseases, for which there is no immediate recovery and rarely a complete cure. A degenerative disease is a life sentence, in most cases stealing years from its victims or sentencing them to a lifetime of needless suffering and pain.

Research conducted in 2006 by the Australian Institute of Health and Welfare* revealed that 77% of Australians had at least one long-term (chronic) health condition. Surprisingly, 10% of children under 14 years and 80% of adults over 65 years of age had three or more chronic ailments. Major chronic diseases, lead by heart disease, now account for over 50% of all non-accidental deaths in Australia.

A Portrait of Health, the New Zealand Health Survey conducted in 2002/03, also isolated heart disease as the leading cause of mortality, with coronary heart disease accounting for approximately 25% of all New Zealand deaths.[†]

The importance of a healthful lifestyle in relation to chronic disease is stressed by both the Australian Institute of Health and Welfare and the New Zealand Ministry of Health. In fact, two out of every five deaths each year are due to nutrition-related risk factors. The effects of diet, including cholesterol, blood pressure, body mass index (BMI) and the lack of adequate vegetable and fruit consumption, rank foremost among the top 20 causes of death, along with insufficient physical activity.

The New Zealand study reveals that:

- ✓ one-third of adult New Zealanders do not consume the recommended three or more servings of vegetables each day;
- ✓ almost one-half of adults do not consume the recommended two or more servings of fruit daily;
- ✓ one-quarter of adults participate in less than 2.5 hours of physical activity per week;
- ✓ one-third of adults are overweight;
- ✓ one-fifth of adults are clinically obese, having a BMI greater than 30; and
- ✓ more than half of all adults have gained 10 kg or more since age 18.

Australia, however, trumps these results. In the report on *Chronic diseases and associated risk factors in Australia, 2006*, the Australian Institute of Health and Welfare concludes:³

- ✓ more than 85% of adults are not consuming enough vegetables;

* *Chronic Diseases and Associated Risk Factors in Australia*, Australian Institute of Health and Welfare, Canberra, Nov, 2006.

† *A Portrait of Health: Key Results of the 2002/03 New Zealand Health Survey*, Ministry of Health, Wellington, 2004.

- ✓ almost 50% of adults are not consuming enough fruit;
- ✓ one-half of adults are not getting sufficient physical activity; and
- ✓ 54% of adults are overweight or obese.

The Institute concludes, "Chronic diseases are largely preventable. Adopting healthy behaviours such as controlling body weight, eating nutritious foods, avoiding tobacco use, controlling alcohol consumption and increasing physical activity can prevent or delay the development of many chronic diseases." (For the full report, see www.aihw.gov.au/cdarf/index.cfm)

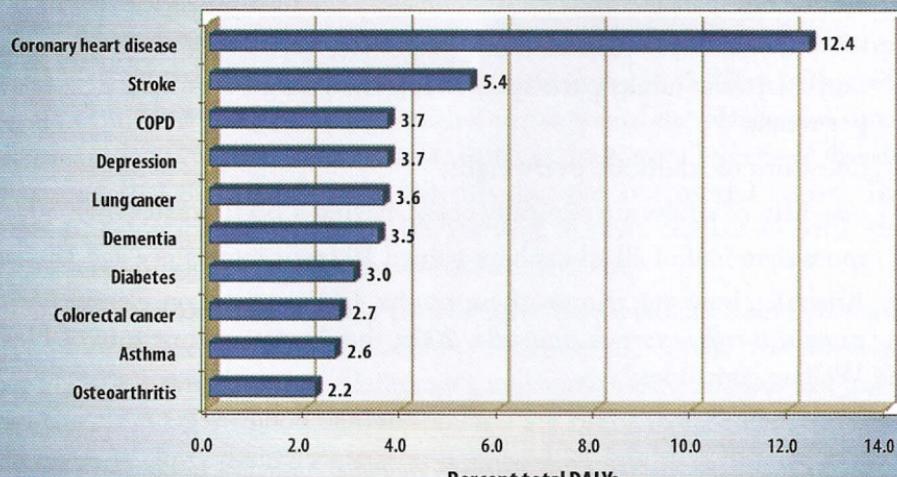
As it is in Australia and New Zealand, so it is throughout the industrialized world; sinister forces are in play, threatening the long-term health of each nation and its people. These forces are, in turn, a reflection of dietary and lifestyle choices that are fast tracking us toward a global epidemic of degenerative disease.

The Roots of Degenerative Disease

Over the past several decades, scientists have attempted to ferret out the causes of degenerative disease. Unlike infectious diseases, which present a clear and present danger to the body, chronic disease processes are exceedingly subtle. Like stealth fighters, they pass beneath our radar screens until well advanced.

A good example is cancer, which is often well advanced by the time it is discovered. At the beginning of the 20th Century, the lifetime risk of contracting cancer was 1 in 100; today that risk is 1 in 3. Once diagnosed, your chance of survival drops to less than the flip of a coin. Contemporary

Figure 1-1: Top Ten Leading Causes of Disease Burden, Australia 1996³



DALY counts equivalent years of 'healthy life' lost to poor health or disability and potential years lost to premature death

Figure 3-1: Eighteen Important Health Support Criteria

Eighteen Important Health Support Criteria

Completeness: looks to see if the product contains all the Blended Standard nutrients.

Antioxidant Support: examines the nutrients that help to prevent or repair cellular damage caused by oxidation, including vitamin C, vitamin E, vitamin A, beta carotene, alpha-lipoic acid, lycopene, coenzyme Q10, and selenium.

Lipotropic Factors: examines those nutrients, including choline, lecithin, and inositol, that help remove toxins, including heavy metals like lead. The liver and the brain are two primary targets for the accumulation of fat-soluble toxins.

Liver Health: examines those nutrients (including vitamin C, cysteine and n-acetyl cysteine, selenium, vitamin B2, and vitamin B3) that enhance liver function and optimize levels of glutathione, which helps cells fight off toxic challenges.

Metabolic Health: examines those nutrients that help the body handle its daily sugar load, keeping systems responsive to insulin and restoring lost insulin sensitivity. These nutrients include vitamin B3, vitamin B6, vitamin B12, vitamin C, vitamin E, biotin, coenzyme Q10, chromium, magnesium, manganese, and zinc.

Potency: looks to see how much of each nutrient the product contains compared to the Blended Standard amounts.

Bioactivity of Vitamin E: looks to see if the vitamin E is the natural or synthetic form. Natural forms include *d*-alpha tocopherol, while synthetic vitamin E, only half as effective, is usually in the form of *d,l*-alpha tocopherol.

Ocular Health: Good eyesight and prevention of cataracts and macular degeneration require adequate levels of several nutrients, including vitamin C, vitamin E, vitamin A (including beta carotene), and the carotenoids, lutein and zeaxanthin.

Glycation Control: examines those nutrients (*l*-carnosine, alpha tocopherol, gamma tocopherol, vitamin C, and alpha-lipoic acid) that help slow the progress of many degenerative diseases, including Parkinson's disease, Alzheimer's disease, and cancer.

Heart Health: examines nutrients that help protect the heart and cardiovascular system, including vitamin E, beta carotene, coenzyme Q10, calcium, magnesium, *l*-carnitine or acetyl-*l*-carnitine, procyanidolic oligomers (PCOs), phenolic compounds, and lycopene.

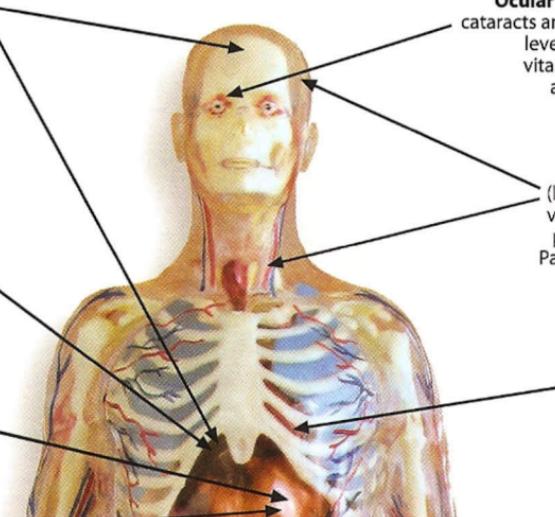
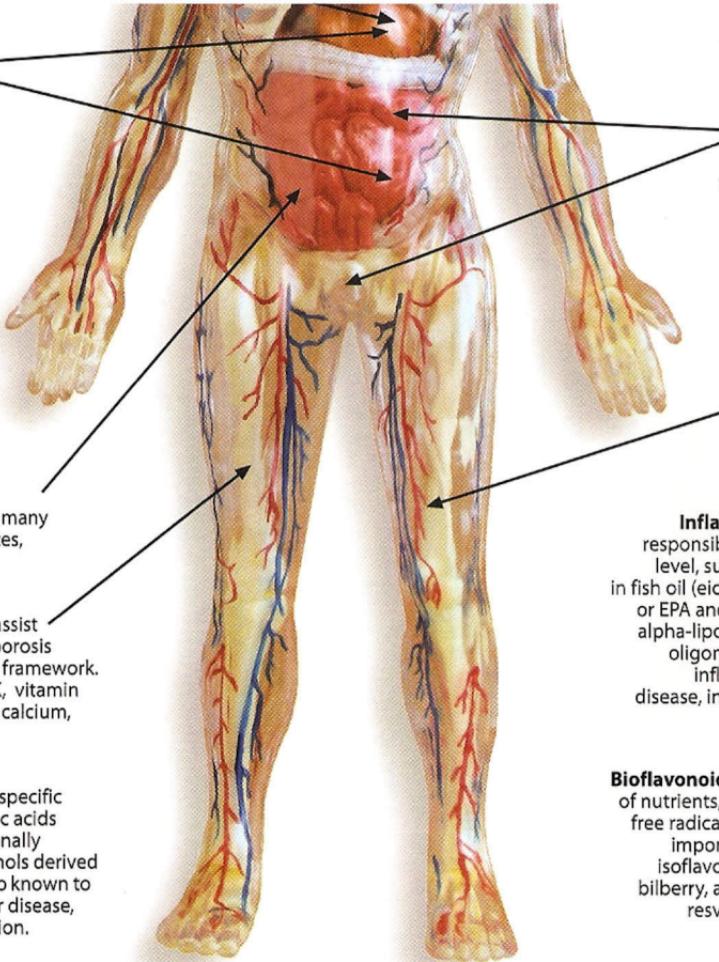


Figure 3-1: Eighteen Important Health Support Criteria (continued)

Potential Toxicities: examines those nutrients that can build up in the body, possibly leading to toxic levels with long-term intake. This includes vitamin A and iron. Accidental overdose of iron-containing supplements is, in fact, a leading cause of fatal poisoning in children. Vitamin A is available, safely, as beta carotene, while adequate iron is easily obtainable for most people from foods.

Mineral Forms: examines the molecules that minerals are bound with to help them cross into the bloodstream. Amino acid chelates and organic acid complexes (such as citrates and gluconates) mimic the natural mineral chelates that form during the digestive process. Chelated minerals also appear not to block other minerals from being absorbed, unlike many of the less expensive mineral salts (carbonates, sulphates, and chlorides).

Bone Health: examines the nutrients that assist in bone remodeling, vital to ward off osteoporosis and other diseases that weaken the skeletal framework. These nutrients include vitamin D, vitamin K, vitamin C, vitamin B6, vitamin B12, folic acid, boron, calcium, magnesium, silicon, and zinc.

Phenolic Compounds Profile: examines a specific group of phenolic compounds (polyphenolic acids and their derivatives), known to be exceptionally potent defenders against free radicals. Phenols derived from olives, green tea, and curcumin are also known to improve major risk factors for cardiovascular disease, including lowering the impact of inflammation.

Gamma Tocopherol: checks to see if the product includes the gamma form of vitamin E. Studies show that gamma tocopherol reduces chronic inflammation and protects against cancers of the colon and prostate. High-dose supplementation with alpha tocopherol alone can reduce the level of gamma tocopherol in body tissues.

Methylation Support: looks at those nutrients, including vitamin B2, vitamin B6, vitamin B12, folic acid, and trimethylglycine, required for the body to produce methyl donor molecules. Methyl donors help reduce homocysteine levels in the blood, protecting the arteries and nerve fibres.

Inflammation Control: examines the nutrients responsible for reducing inflammation at the cellular level, such as omega-3 oils—including those found in fish oil (eicosapentaenoic and docosahexaenoic acids, or EPA and DHA)—linolenic acid, gamma tocopherol, alpha-lipoic acid, vitamin C, flavonoids, procyandolic oligomers, and the phenolic compounds. Chronic inflammation can lead to serious degenerative disease, including heart disease, cancers and arthritis.

Bioflavonoid Profile: examines the bioflavonoid family of nutrients, which work throughout the body to attack free radicals and support many bodily functions. These important nutrients include citrus flavonoids, soy isoflavones, quercetin, queritrin, hesperidin, rutin, bilberry, assorted berry extracts, and PCOs (including resveratrol, grape seed, and pine bark extracts).

The preservation of health is a duty. Few seem conscious
that there is such a thing as physical morality.

—Herbert Spencer (1820-1903)

CHAPTER 5:

TOP-RATED PRODUCTS

Over 200 Compared

In conducting the research for this Consumer Edition of the *Comparative Guide to Nutritional Supplements*, we examined over 200 nutritional supplements available throughout Australia and New Zealand. From this, 203 products representing 49 manufacturers qualified as multiple vitamin/mineral supplements. No products were eliminated because they exceeded the Upper Limits of intake. All products were evaluated using the *Blended Standard* (described in Chapter 2) and the product rating criteria for single and combination products (described in Chapter 3).



Graphical comparisons are completed for the top-rated product(s) from each manufacturer. If the top product is gender- or country-specific, more than one comparison from that manufacturer may be displayed. The comparisons are divided into two categories: *single* products and *combination* products. The graphs are shown in the following chapter.

Of the 191 single products evaluated in this guide, the product of only one manufacturer, representing a minuscule 0.5% of those evaluated, was awarded the *NutriSearch Gold Medal of Achievement*.™ Of the 12 combination products, the product of only one manufacturer, representing 8% of those evaluated, was awarded the *NutriSearch Gold Medal of Achievement*.

Going for the Gold

To reach a five-star *Final Product Rating* is a significant accomplishment for a nutritional manufacturer; however, it does not tell the whole story. With any dietary supplement, the *single* most important factor is quality. Product quality is, in turn, a reflection of the quality-control practices (GMP) employed in a

Table 5-1: Top Products, SINGLE

**USANA
Health Sciences
Essentials**

Single Products Earning 4 or More Stars:

USANA Health Sciences		Xtend-Life Total Balance
Essentials	5	Women's 4½
Thorne Basic Nutrients I	4½	Xtend-Life Total Balance
Thorne Basic Nutrients III	4½	Women's Premium 4½
Thorne Basic Nutrients V	4½	GNC Ultra Mega Gold 4
Xtend-Life Total Balance Men's		Nature's Way Alive 4
Premium	4½	Thorne Basic Nutrients II 4
Xtend-Life Total Balance Unisex		Thorne Basic Nutrients IV 4
Premium	4½	Xtend-Life Total Balance Men's 4
		Xtend-Life Total Balance Unisex 4

product's manufacture and in the verification of identity, potency, and purity of ingredients, right from the raw materials to the finished goods.

Only one manufacturer in our Top-Rated products successfully verified product content and potency through independent laboratory testing to ensure that what is on the label is really in the bottle. The products manufactured by this company proudly display the *NutriSearch GOLD Medal of Achievement™* superimposed upon the graphs of their *Health Support Profile*, provided in Chapter 6.

For ease of comparison, all products are listed alphabetically, along with their star rating, in Chapter 7. For a complete description of our *NutriSearch Medal of Achievement Program,™* please see the complete edition of the *NutriSearch Comparative Guide to Nutritional Supplements,™ 4th (Professional) Edition*, or visit our web site at www.nutrisearch.ca.

Table 5-2: Top Products, COMBINATION:

**USANA
Health Sciences
HealthPak 100**

Combination Products Earning 4 or More Stars

USANA Health Sciences	Pharmanex/Nu Skin LifePak	4
HealthPak 100	Pharmanex/Nu Skin Life Pak	
Fitness Labs Vitamin Pack with Omega-3s.	Prime	4

Editor's Choice Award

Producing a Top-Rated product, according to the science-based criteria set out in the *Comparative Guide to Nutritional Supplements*, is proof of a company's commitment to product quality. However, several non-scientific factors also exemplify leadership in the industry and commitment to both consumer and community.



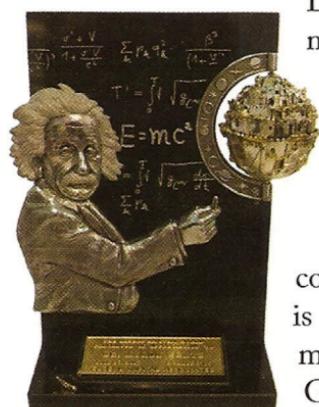
As an added feature in this and future editions of the *Comparative Guide*, we profile one of our Top-Rated manufacturers through our *Editor's Choice Award*. This award steps beyond the science-based criteria of product formulations and looks at the company in its public role as a Corporate Good Citizen. Excellence in product quality and excellence in corporate citizenship, taken together, provide the consumer with tangible assurance of quality, integrity, and leadership.

NUTRISEARCH EDITOR'S CHOICE AWARD:**USANA Health Sciences**

USANA Health Sciences Inc., a manufacturer of high quality nutritional and personal care products, is awarded the NutriSearch Editor's Choice Award for companies in the direct sales marketplace. The company was founded in 1992 by Dr Myron Wentz, a noted pioneer in cellular nutrition and 2007 recipient of the Albert Einstein Award for Outstanding Achievement in the

Life Sciences. USANA's

mission is to provide the



highest quality health products based on proven science. USANA® products are distributed by a sales force of independent Associates around the world.

USANA products are manufactured in the company's own state-of-the-art facility, which is registered with the FDA as a pharmaceutical manufacturer. USANA voluntarily follows Good Manufacturing Practices (GMP) for pharmaceuticals as the basis for its quality assurance program, meaning it treats nutritional supplements with the same care that goes into the manufacturing of pharmaceuticals. To ensure safety and consistency, USANA products are tested at every stage of the manufacturing process to meet precise quality standards.

The company's manufacturing facility has been certified to be in compliance with:

- ✓ NSF International dietary supplement GMP requirements set forth in NSF/ANSI Standard 173-2006, including finished product testing
- ✓ Australia's Therapeutic Goods Administration
- ✓ Canada's Natural Health Products Directorate



Contents Tested & Certified
www.nsf.org

As an Australian supplier, USANA's Essentials™ and HealthPak 100™ have been evaluated and approved by the Therapeutic Goods Administration to ensure they meet GMP standards for listed



medicines. USANA products have also been evaluated and approved by ConsumerLab.com, a leading provider of independent test results for dietary supplements. Guaranteed to meet United States Pharmacopoeia (USP) specifications for quality, potency, and disintegration, every supplement produced by the company carries a potency guarantee which ensures that what is on the label is actually in the bottle.

To backstop its quality assurance claim, USANA pioneered an elite athlete guarantee that will compensate an athlete up to \$1 million should that athlete test positive for any substance banned by the World Anti-Doping Agency as a result of taking USANA nutritional products.

USANA is the official health supplement supplier to many world-class athletic teams, including the USA and Canada speed skating teams, Mexico's Pachuca soccer club, and the Sony Ericsson WTA Tour. USANA supplements have been tested and found free of prohibited substances by HFL Sport Science, the testing lab for Informed-Choice and Informed-Sport, and they are also approved to carry NSF's trusted Certified for Sport™ Mark.

Honouring the values of integrity, excellence, and community, USANA has demonstrated a strong commitment to improving the lives of people at home and abroad. Employees at the company's home office raise funds and devote time to tutoring local middle school students. Globally, the company and its independent Associates have donated over \$6 million

in cash and supplements to Children's Hunger Fund, a charity serving needy children and families worldwide.

The company enthusiastically works on behalf of its employees to create a positive work environment and support community-based health and wellness initiatives. In recognition of these efforts, USANA has repeatedly been named one of the "Best Companies to Work For" in the state of Utah and honored for its outstanding wellness programs.

As part of the global community, USANA practices responsible environmental stewardship. In 2006, the company established itself as a



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"Serving children in need...across America and around the world."





role model for operating an environmentally responsible business. As part of this initiative, USANA implemented a comprehensive environmental management system and became a founding reporter of the Climate Registry by voluntarily monitoring and reporting emissions.

Ranked #5 as "One of the Best 200 Small Companies in America" by Forbes magazine in 2005 and as a top revenue growth company by Mountain West Capital Network in 2007 and 2008, USANA (NASDAQ: USNA) is increasingly recognized as an innovative leader in the nutritional and direct sales industries. The company looks forward to future growth as it expands into additional international markets.



Nutritionals You Can Trust™

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CHAPTER 7:

PRODUCT RATINGS

Sorted Alphabetically by Product Name

SINGLE PRODUCT NAME	COUNTRY	# OF STARS
AMCAL Hi Dose Complex MVM	AU	2.0
AMCAL Multi Vitamins and Minerals	AU	1.0
AMCAL One A Day	AU	1.5
AMWAY Nutriway Daily	AU & NZ	2.0
AMWAY Nutriway Double X	AU & NZ	3.0
AST Sports Science MultiPro 32X	NZ	2.0
AUSSIE Men's Supervite	AU	2.5
AUSSIE Women's Supervite	AU	2.5
BALANCE Sports Multi + Antioxidants	AU & NZ	2.5
BEROCCA Performance	AU & NZ	1.5
BIOCEUTICALS Multi Essentials	AU	3.5
BIOCEUTICALS Women's Essentials	AU	3.0
Bioglan Anti-Aging Women's	AU	3.0
Bioglan Glucosamine Plus Multivitamin	AU	2.5
Bioglan Multi-Vitamin	AU	1.0
Bioglan Multivitamin Plus Fish Oil	AU	2.5
Bioglan One A Day 50+	AU	2.0
Bioglan One A Day Active Men's	AU	2.0
Bioglan Probiotic Plus Multi-Vitamin	AU	2.5
Bioglan Women's Total	AU	2.5
BIOORGANICS Multivitamin Plus Acidophilus	AU	1.5
BLACKMORES Men's Performance Multi	AU & NZ	2.0
BLACKMORES Multi + Ginkgo for 55+	AU	1.5
BLACKMORES Proactive Multi Plus for 50+	AU	2.0
BLACKMORES Sustained Release Multi	AU	2.0
BLACKMORES Sustained Release Multi + Selenium	NZ	2.0
BLACKMORES Women's Vitality Multi	AU & NZ	2.0
BODY SCIENCE Multi VMA	AU	3.0
CENOVIS 50+ Multi	AU	2.0
CENOVIS Mega Multi	AU	1.5
CENOVIS Men's Multi	AU	1.5
CENOVIS Multivitamins and Minerals	AU	1.0
CENOVIS Women's Multi	AU	1.5
CENTRUM Multivitamin and Mineral	AU & NZ	1.0
CENTRUM Select 50+	AU & NZ	1.0
CHEMISTS' OWN Men's Multi-Vitamins & Minerals	AU	2.0
CHEMISTS' OWN Multi-Vitamins and Minerals	AU	1.0
CHEMISTS' OWN Women's Multi-Vitamins & Minerals	AU	2.0
CLINICIANS Vitamin and Mineral Boost	NZ	2.5
EAGLE TRESOS-B	AU	2.0
EAGLE TRESOS-B PlusE	AU	3.0
ETHICAL NUTRIENTS Super Multi	AU	3.0

SINGLE PRODUCT NAME	COUNTRY	# OF STARS
ETHICAL NUTRIENTS SUPER MULTI	NZ	3.0
ETHICAL NUTRIENTS SUPER MULTI PLUS	NZ	3.0
ETHICAL NUTRIENTS SUPER MULTI PLUS	AU	3.0
EVIDEN MEN'S MULTI-VITAMIN	AU	2.5
EVIDEN WOMEN'S MULTI	AU	2.5
FITNESS LABS FITNESS MULTI	NZ	3.0
FREEDA FREDAVITE	NZ	2.0
FREEDA GERI-FREEDA	NZ	2.0
FREEDA MONOCAPS	NZ	1.5
FREEDA QUINTABS-M	NZ	2.0
FREEDA QUINTABS-M IRON-FREE	NZ	2.5
GNC MEGA MEN	AU	3.0
GNC MEGA MEN 50+	AU	2.5
GNC ULTRA MEGA GOLD	AU	4.0
GNC WOMEN'S ULTRA MEGA	AU	3.0
GNLD FORMULA IV	AU	2.0
GNLD FORMULA IV PLUS	AU	2.0
GOLDEN GLOW MEN'S ONE-A-DAY MULTI	AU	1.0
GOLDEN GLOW SENIOR'S ONE-A-DAY MULTI	AU	2.0
GOLDEN GLOW WOMEN'S ONE-A-DAY MULTI	AU	1.5
GOOD HEALTH B-STRESS FREE	NZ	2.0
GOOD HEALTH MEN'S MULTI-PLUS	NZ	2.5
GOOD HEALTH WOMEN'S MULTI-PLUS	NZ	2.5
GREENRIDGE MEGA VITAL	AU	2.0
HEALTH LINE PHARMACY MEN'S MEGA STRENGTH	AU	2.0
HEALTH LINE PHARMACY WOMEN'S MEGA STRENGTH	AU	2.5
HEALTHERIES ADULT MULTI WITH SELENIUM	NZ	1.0
HEALTHERIES ADULT SUPER MULTI	NZ	2.0
HEALTHERIES MEN'S MULTI ENERGY & PERFORMANCE	NZ	2.0
HEALTHERIES MEN'S MULTI HIGH POTENCY	NZ	2.0
HEALTHERIES SENIOR MULTI	NZ	1.5
HEALTHERIES WELLBEING MULTI WITH SELENIUM	NZ	1.5
HEALTHERIES WOMEN'S MULTI ENERGY & VITALITY	NZ	1.5
HEALTHY LIFE 50+ ONE-A-DAY	AU	2.0
HEALTHY LIFE MEN'S ONE-A-DAY	AU	2.5
HEALTHY LIFE WOMEN'S ONE-A-DAY	AU	2.0
HERBALIFE MULTI VITAMIN COMPLEX	AU & NZ	2.5
HERBS OF GOLD MEN'S MULTI	AU	2.5
HERBS OF GOLD WOMEN'S MULTI	AU	2.5
HERRON COMPLETE MULTI 19-30 YEARS	AU	1.5
HERRON COMPLETE MULTI 31-40 YEARS	AU	1.5
HERRON MEN'S MULTI	AU	2.0
HERRON WOMEN'S MULTI	AU	2.0
HIVITA LIQUIVITA	AU	1.0
KINNEARS PHARMACY 50 YEARS PLUS	AU	1.5
KINNEARS PHARMACY MULTI-VITAMIN COMPLEX	AU	1.0
KORDEL'S MEN'S MULTI	NZ	2.5
KORDEL'S SENIOR-TIME	NZ	2.0
KORDEL'S WOMEN'S MULTI	NZ	2.0
KORDEL'S ZEST FOR MEN	NZ	1.5

SINGLE PRODUCT NAME	COUNTRY	# OF STARS
LIVING NATURALLY SUPER BM PLUS	AU	2.5
MANNATECH CATALYST	AU	3.0
MELALEUCA VITALITY FOR MEN	AU & NZ	2.0
MELALEUCA VITALITY FOR WOMEN	AU & NZ	2.0
METAGENICS FAMILY MULTI	AU & NZ	2.5
METAGENICS FEMME ESSENTIALS	AU & NZ	3.0
METAGENICS MALE ESSENTIALS	AU & NZ	2.5
METAGENICS MULTIGENICS MULTI	AU & NZ	2.0
MICRO SPORTS SPORTS MULTIVITAMIN	AU	3.0
MICROGENICS MEGA MULTIVITAMIN	AU & NZ	2.5
MICROGENICS MEN'S WELLNESS MULTI	AU & NZ	2.5
MICROGENICS WOMEN'S WELLNESS	AU & NZ	2.5
MYADEC MULTIVITAMINS + MINERAL	AU	0.5
NATURE'S OWN DAILY MULTI ESSENTIALS	AU & NZ	1.5
NATURE'S OWN MEGA POTENCY FIFTY PLUS	AU & NZ	2.0
NATURE'S OWN MEN'S MULTIVITAMIN	NZ	2.5
NATURE'S OWN MULTIVITAMIN AND MINERAL	AU	1.0
NATURE'S OWN MULTIVITAMIN PLUS CO-ENZYME Q10	AU	2.0
NATURE'S OWN MULTIVITAMIN PLUS OMEGA 3 FISH OIL	AU & NZ	2.0
NATURE'S OWN WOMEN'S MULTIVITAMIN	NZ	2.5
NATURE'S SUNSHINE VITAMINS & MINERALS	AU	2.0
NATURE'S WAY 50+ MULTI & GLUCOSAMINE	AU	2.0
NATURE'S WAY ALIVE	NZ	4.0
NATURE'S WAY EVERYDAY MULTIVITAMIN	AU	1.5
NATURE'S WAY MEN'S ENERGY MULTI	AU	2.0
NATURE'S WAY MULTIVITAMIN	AU	1.0
NATURE'S WAY MULTIVITAMIN + FISH OIL	AU	1.5
NATURE'S WAY PROBIOTIC & MULTI	AU	1.5
NATURE'S WAY WOMEN'S ENERGY MULTI	AU	2.5
NEW IMAGE INTERNATIONAL RDA	AU & NZ	1.0
NFS MULTI DAILY ESSENTIALS	NZ	3.0
NFS ULTIMATE SPORTS MULTI	NZ	2.5
NUTRA-LIFE ACTIVE MEN'S MULTI	AU & NZ	2.5
NUTRA-LIFE ACTIVE WOMEN'S MULTI	AU & NZ	2.5
NUTRA-LIFE PRIME TIME MULTI	AU & NZ	2.0
NUTRA-LIFE ULTRA DAILY	AU & NZ	2.5
NUTRI-MEDICINE MULTI BIOCOMPLEX WITH SELENIUM	AU	2.5
NUTRI-MEDICINE WOMEN'S SUPPORT	AU	2.5
NUTRITION CARE FORMULA 33	NZ	2.0
NUTRITION CARE FORMULA 33SE	NZ	2.5
NUTRITION CARE FORMULA 55AT	NZ	2.0
NUTRITION CARE FORMULA SF88	NZ	2.0
NUTRIVITAL MEN'S COMPLETE MULTI	AU	2.5
NUTRIVITAL WOMEN'S COMPLETE MULTI	AU	2.5
ORTHOPLEX B VITAL	AU & NZ	2.5
PHARMACIST FORMULA MEN'S MULTIVITAMIN	AU	2.5
PHARMACIST FORMULA WOMEN'S MULTIVITAMIN	AU	2.5
PHARMALIANCE OXiCHEL	AU & NZ	3.0
PRETORIUS FISH OIL + MULTIVITAMIN	AU	2.5
PRETORIUS MEN'S MAXI-FITNESS MULTIVITAMIN	AU	2.5

SINGLE PRODUCT NAME	COUNTRY	# OF STARS
PRETORIUS WOMEN'S MAXI-VITALITY MULTIVITAMIN	AU	2.5
RADIANCE MEN'S MULTI-PLUS	NZ	3.0
RADIANCE MULTI POWER	NZ	3.0
RADIANCE WOMEN'S MULTI-PLUS	NZ	2.0
RED SEAL MEN'S MULTI	NZ	2.5
RED SEAL MULTI VITAMINS & MINERALS	NZ	2.5
RED SEAL OMEGA MULTI	NZ	1.5
RED SEAL WOMEN'S MULTI	NZ	2.5
RELIV CLASSIC	AU & NZ	2.0
RELIV NOW	AU & NZ	2.0
ROYAL BODY CARE 24 SEVEN LIFE ESSENTIALS	NZ	2.5
SOLGAR FORMULA VM-2000	NZ	3.0
SOUL PATTINSON MULTI VITAMIN ONE A DAY	AU	2.5
SWISSE MEN'S ULTIVITE 50+	AU	2.5
SWISSE MEN'S ULTIVITE FORMULA 1	NZ	2.0
SWISSE MEN'S ULTIVITE GLUCOSE BALANCE	AU	2.5
SWISSE MEN'S ULTIVITE GLUTEN FREE	AU	2.5
SWISSE WOMEN'S ULTIVITE 50+	AU	2.5
SWISSE WOMEN'S ULTIVITE FORMULA 1	AU & NZ	2.5
SWISSE WOMEN'S ULTIVITE NO IRON OR IODINE	AU	2.5
SYN-TEC VITA-GUARD VITAMINS	NZ	3.5
THOMPSON'S 3RD AGE SENIOR MULTI	AU & NZ	2.0
THOMPSON'S ENERGIZE FOR MEN	AU & NZ	1.5
THOMPSON'S FEMMEOFORT WOMEN'S MULTI	AU & NZ	2.0
THOMPSON'S IMMUNOFORT	AU & NZ	2.5
THOMPSON'S MEN'S MULTI WITH ANTIOXIDANTS	AU & NZ	2.5
THOMPSON'S MULTIFORT	AU & NZ	2.5
THOMPSON'S ONE-A-DAY MULTI	NZ	2.0
THOMPSON'S STRESS FORMULA	AU & NZ	2.5
THOMPSON'S WOMEN'S MULTI ADVANTAGE	AU & NZ	2.5
THORNE BASIC NUTRIENTS I	AU & NZ	4.5
THORNE BASIC NUTRIENTS II	AU & NZ	4.0
THORNE BASIC NUTRIENTS III	AU & NZ	4.5
THORNE BASIC NUTRIENTS IV	AU & NZ	4.0
THORNE BASIC NUTRIENTS V	AU & NZ	4.5
USANA HEALTH SCIENCES ESSENTIALS	EDITOR'S CHOICE	AU & NZ
VITALIZE 1-MV	NZ	3.0
VITAPLEX MULTIVITAMIN FAMILY	AU & NZ	1.0
VITAPLEX MULTIVITAMIN WOMEN	AU & NZ	3.0
XTEND-LIFE MULTI-XTRA	NZ	3.5
XTEND-LIFE TOTAL BALANCE MEN'S	NZ	4.0
XTEND-LIFE TOTAL BALANCE MEN'S PREMIUM	NZ	4.5
XTEND-LIFE TOTAL BALANCE UNISEX	NZ	4.0
XTEND-LIFE TOTAL BALANCE UNISEX PREMIUM	NZ	4.5
XTEND-LIFE TOTAL BALANCE WOMEN'S	NZ	4.5
XTEND-LIFE TOTAL BALANCE WOMEN'S PREMIUM	NZ	4.5
YOUNGEVITY AUSTRALIA ULTRA DAILY	AU	2.0
YOURHEALTH MULTIVITAMINS AND MINERALS	AU	2.5

COMBINATION PRODUCT NAME	COUNTRY	# OF STARS
ALEXANDERS FORMULA SIX	AU	3.0
FITNESS LABS VITAMIN PACK WITH OMEGA-3S	NZ	4.0
HEALTHIERIES ESSENTIALS FOR MEN	NZ	2.0
MELALEUCA VITALITY PLUS PACK FOR MEN	AU & NZ	3.0
MELALEUCA VITALITY PLUS PACK FOR WOMEN	AU & NZ	2.5
PHARMANEX/Nu SKIN LIFE PAK PRIME	AU	4.0
PHARMANEX/Nu SKIN LIFEPAK	AU	4.0
PRO-LIFE DAILY MAN	NZ	3.0
PRO-LIFE DAILY WOMAN	NZ	2.5
RADIANCE BODY + SOUL FOR EVERYBODY	NZ	3.5
RADIANCE BODY + SOUL FOR WOMEN	NZ	3.5
USANA HEALTH SCIENCES HEALTHPAK 100	EDITOR'S CHOICE	AU & NZ
		5.0

NUTRISEARCH

COMPARATIVE GUIDE TO Nutritional Supplements™



Lyle MacWilliam, MSc, FP

President, *NutriSearch* Corporation.

Author, educator and biochemist, Lyle MacWilliam is president and CEO of NutriSearch Corporation, a Canadian company serving the needs of the natural health products industry.

As a consultant and public advocate for the industry, Mr. MacWilliam's scientific, communication, and research skills have been solicited by several agencies. He is a contributory writer for Life Extension Foundation, a non-profit agency dedicated to

the scientific exploration of optimal health and longevity. His creative works, including the popular *Comparative Guide to Nutritional Supplements* (now available in Spanish, French, and Chinese) and the *Comparative Guide to Children's Nutritionals* are used by leading nutritional manufacturers and healthcare professionals to provide consumers with reliable tools with which to sort through the maze of nutritional supplements on the market today.

Mr. MacWilliam has also served as a consultant with Health Canada, Environment Canada, Human Resources Development Canada, and the British Columbia Science Council; he is currently engaged as a scientific consultant for nutritional manufacturers in the United States, Canada, and Mexico. Mr. MacWilliam is also a member of the Society of Industry leaders, an international organization dedicated to bringing together authorities from all fields in a global network connecting industry veterans and academia professionals with institutional investors.

A former Canadian Member of Parliament and Member of the Legislative Assembly for British Columbia, Mr. MacWilliam served at the behest of Canada's federal Minister of Health to help develop a new regulatory framework for natural health products, ensuring Canadians access to safe, effective, and high quality nutritional supplements.

An accomplished martial artist, Mr. MacWilliam is passionate about personal fitness and health. His written works hit hard at today's lifestyle and dietary patterns and their role in the development of degenerative disease. His scientifically rigorous, no-nonsense delivery, served with a touch of humor, has earned him praise internationally as a sought-after speaker on the importance of optimal nutrition and lifestyle.

CONSUMER
EDITION

NUTRISEARCH

COMPARATIVE GUIDE TO

Nutritional Supplements™

For those interested in optimizing their health and warding off the aging process, this guide is a must!

Based on the *NutriSearch Comparative Guide to Nutritional Supplements™, 4th (Professional) edition*, this abridged Consumer Edition has been developed specifically for the health conscious consumer who simply wants to "cut to the chase" without the need for all the scientific details. Inside you'll find:

- Over 200 Australian and New Zealand supplements scientifically rated and compared
- 18 critical Health Support Criteria used to evaluate each supplement
- Full-colour graphs of our top-rated 4- and 5-star products

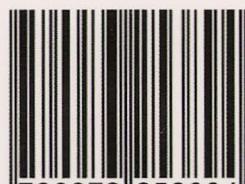


Written in an informative and conversational style that will appeal to both layperson and informed consumer, the *NutriSearch Comparative Guide to Nutritional Supplements, Consumer Edition*, is your roadmap to understanding the remarkable protective powers of natural health products.

- Learn about the appropriate use of nutritional supplements for optimal health, disease prevention, and anti-aging defence
- Look up the ratings of many popular brands of supplements
- Choose those top-rated supplements most suitable for you and your family using NutriSearch's scientifically based Health Support Criteria



Simply the most comprehensive comparison of nutritional supplements available anywhere, the *NutriSearch Comparative Guide to Nutritional Supplements, Consumer Edition*, is an invaluable resource for anyone with a serious interest in optimizing their health and reducing the risks of degenerative disease.



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