



Nutrition for Optimal Wellness<sup>SM</sup>

# Daily Nutrition



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*NOW takes the guesswork out of choosing a multiple by offering only science-based, high potency formulas that deliver diverse profiles of the nutrients you need to function at your best!*

- **Helps support a full spectrum of biological and metabolic activities.**
- **NOW offers over 20 unique varieties of exceptional multiple formulas.**
- **Thoroughly tested for safety, potency and purity.**
- **Rich in free-radical fighting antioxidants.**
- **Scientifically balanced for optimal absorption.\***



#### References

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\*These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure or prevent any disease.

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## Health Professor





## Choosing Your Multiple

Selecting the right multiple formula is one of the most important health-related decisions a person can make. Not only do multiples help bridge the nutritional gaps from poor dietary habits, they also provide a wealth of life-essential nutrients. But as you're probably already aware, finding the one that best suits your unique needs can be a confusing and challenging process. Let's examine what you really need to look for when choosing the multiple that's right for you.

### Vitamin Profile

One of the most important things to evaluate when choosing a multiple is the vitamin profile. Many formulas look complete at a glance, but it's important to read the labels carefully to ensure proper potency. The best multiples will contain generous amounts of Vitamins A, E, C and D, as well as a complete B-complex in the 50 to 100 range. Many formulas also include Vitamin K, a natural compound that helps support healthy bones and circulation.\*

### Mineral Profile

Minerals are inorganic compounds essential to metabolism, bone density, cell composition, nervous system function and a host of other functions. Potassium, Calcium, Iodine, Manganese, Selenium and Zinc are just a few to look for, though many more are required by the body for biological unity. Iron-free formulas have become popular with men, as research has shown that over-consumption may increase their risk of hemochromatosis, a condition that occurs when the body absorbs iron at an abnormally high rate. Unlike women, men don't lose iron each month, and should only consume additional iron under the supervision of a physician.\*

### Antioxidants

One of the best ways to identify a quality multiple is by its antioxidant profile. These oxidation-quenching compounds neutralize free radicals throughout the body to help keep cells healthy and stable. Vitamins A, E, and C, as well as Zinc and Selenium have natural antioxidant properties. Many NOW® multiples are formulated with additional antioxidants, such as Alpha Lipoic Acid, CoQ10, Grape Seed extract, Lycopene, Lutein and others.\*

### Herbs

For thousands of years, many civilizations have relied on herbs to help promote sound health, healing and wellness. From mood and memory to circulation and energy, the popularity of herbs has grown immensely over the past decade. Today, some of the best multiple formulas include herbs such as Ginkgo Biloba, Ginseng, Nettle, Echinacea, and others for added support.\*

### Digestive Enzymes

Many experts agree that some of the most common digestive challenges are brought on by diets low in digestive enzymes. These special proteins assist the body in breaking down large food molecules into smaller units that can be metabolized. Many enzymes are manufactured by the body from food. But as the caloric integrity of the American diet continues to plummet, far too many people find out the hard way how frustrating it can be to live with a digestive disorder. Digestive enzymes such as Lipase, Amylase, Bromelain and Papain are just a few of the enzymes that can be found in NOW® Multiple formulas.\*

### Supporting Compounds

The most comprehensive multiples can be identified by the presence of supporting compounds such as amino acids, trace minerals and supergreen foods (such as algae, chlorophyll, barley and wheat grass, spirulina, alfalfa, etc). Select men's formulas, such as Adam™ from NOW, include saw palmetto, lycopene and other prostate support compounds. Women's formulas, such as NOW® Eve™ Women's Multiple, contain soy isoflavones, wild yam, dong quai, chasteberry and others to help support more female-specific needs.\*

NOW offers over 20 varieties of high-potency, science-based multiples; each one formulated with your health in mind. And while each nutrient profile is unique, you can be assured that every NOW® multiple is guaranteed to be of exceptional quality, potency, and safety.

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## Supporting Supplements

### Liquid Multi

We evaluated some of the industry's most popular liquid multiples for stability, taste, and nutritional diversity and knew that we could do better. With this in mind, we spent months making our new Liquid Multi the most complete liquid vitamin and mineral supplement on the market. It comes in two flavors, Tropical Orange and Wild Berry, is completely suitable for vegetarians, uses Brown Rice Protein as a stabilizing agent to maximize nutrient bioavailability, and unlike some other liquid multiples contains no artificial colors or flavors. One of the most complete nutritional profiles available.

### ADAM™

NOW's team of nutritionists worked hard to make ADAM™ superior to every other male formula on the market. In addition to boasting one of the strongest profiles of vitamins and minerals, ADAM™ is iron-free and jam-packed with some of the most beneficial male-support compounds including Saw Palmetto, Panax Ginseng, ZMA®, Lycopene, CoQ10, Grape Seed extract, Nettle, Kelp, Boron and 5 powerful digestive enzymes. ADAM™ offers complete male nutritional support in one convenient formula.

### EVE™

The nutritional needs of today's active woman easily exceeds what many other multiples offer. Not this one, though. EVE™ was formulated to pick up where other female formulas have left off. This perfectly-balanced formula contains generous potencies of 38 of the most important female-supporting nutrients, including vitamins, minerals, herbs, antioxidants, plant enzymes and soy isoflavones. For added convenience, NOW has made this unique formula available in high-potency tablets and Vcaps®.

### Eco-Green Multi

Green foods are naturally-rich in some of the healthiest energy-producing compounds on the planet. NOW® Eco-Green Multi is a super high potency multiple formula that contains a generous base of green food extracts, such as Spirulina, organically-grown Barely and Wheat Grass, Alfalfa juice concentrate and others. In addition, we've included an impressive profile of vitamins and minerals, antioxidants, digestive enzymes, trace minerals and amino acids.

