

MEN'S DAILY

FOOD COMPOUND VITAMIN

Vitamin, Mineral & Herbal Formula



Enhances Well-Being

Nutrient Rich Whole Foods

Supports Function of All Systems



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*Product Rationale
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RIGHTFOODS™ MEN'S DAILY

Rationale

The fundamental reasons and logical basis used to formulate RIGHTFOODS™ Men's Daily.

To Maximize Nutrient Utilization by Providing The Ultimate Foods In A Broad Spectrum Formula

No Nutrient Works Without The Benefit Of Food.

The latest research indicates that Food Compounds in food are needed to deliver nutrients to the cells. When these factors naturally occur you have the most efficient delivery mechanism. Food is the most effective method of nutrient delivery.

Food Compounds™ Provides The Foods That Make The Vitamins And Minerals Work.

Recent Science has proven that food is the key to nutrient delivery and utilization. Cutting edge scientific research on optimum health maintenance and preventative care indicates the undeniable importance of food. The broadest spectrum of Food Compounds from food, and the factors found in food, such as Color, the enzymes and Protein Chaperones, are the most direct path to Optimal Health.

A Broad Range Of Supplemental Components.

The human body needs a broad spectrum of nutrients to maintain optimal health. Eating to stay healthy is not as easy as it seems. A study in the July 16, 1999, issue of Science reports that people living in the United States and other industrialized nations often fail to obtain recommended daily minimums of essential nutrients. This is despite the fact that meals contain a nearly endless variety of food.

Research reveals an enhanced physiological response is obtained from moderate amounts of a broad spectrum of foods and phytonutrients. This broad spectrum of moderate supplemental and nutritive components provides greater health benefits than large amounts of one isolated supplement fraction or the isolated active constituents of a plant.

Men's Daily™ is a Food Compound Vitamin specifically designed to provide men with superior nutritional support from a unique combination of essential nutrients and whole foods, to promote optimal health and vigor.

RightFoods™ has created **Men's Daily™** by skillfully combining each vitamin and mineral with a nourishing whole food extract. RightFoods™ whole food extracts are naturally rich in vitamins, minerals, and a multitude of beneficial food compounds. Scientific research has identified food compounds to have several health-promoting roles in the body, including acting as antioxidants, immune stimulators, and adaptogens known to help balance women's health systems.

It has been proven that a diet, comprised mostly of fruits, vegetables, and whole grains, is an essential element to achieve and maintain good health. These are the foods rich in food compounds. Since the average American diet lacks enough servings per day of these nourishing foods, it is important to choose a Food Compound Vitamin that supplements your diet not only with essential nutrients but also with the all right foods rich in food compounds.

Full Color Spectrum

RIGHTFOODS™ MEN'S DAILY is the first Full Color Spectrum formula. Our carefully crafted Full Color Spectrum Whole Foods enhances bioavailability of the formula and provides a complete spectrum of natural-

ly-occurring health supportive natural color pigments.

Worldwide research, including studies done by The National Cancer Institute, indicates the importance of including a full spectrum of colorful whole foods (red, blue, green, yellow, orange) in the daily diet. The color pigments in whole foods such as anthocyanins, carotenes, chlorophyll and flavonoids are recognized as being essential protective components of our diet. **RIGHTFOODS™ MEN'S DAILY** helps meet this challenge by including a daily dose of full color spectrum pigments.

Scientific research indicates that color pigments in whole foods are important aspects of protective food compounds.

Protein Chaperones™, Food Compounds and Nutrient Delivery

Nobel Laureate's have confirmed that **FOOD IS THE KEY TO NUTRIENT UTILIZATION.**

Nutrient utilization is dependent on Food Compounds and Protein Chaperones™.

Food Compounds

In 1937, Albert Szent-Györgyi was awarded the Nobel Prize for discovering and isolating a fraction of vitamin C known as ascorbic acid. Professor Szent-Györgyi discovered that vitamin C rich concentrated whole food is more bioavailable than isolated ascorbic acid. This increase in bioavailability is due to the presence of enzymatic activity and important complex food factors known as the Food Compounds.

Protein Chaperones™

The 1999 Nobel Prize was awarded to Dr. Günter Blobel for his work that concluded "Each protein (chaperone) carries in its structure the information needed to specify its proper location in the cell".

The Protein Chaperones™ are the key delivery mechanisms, the "addresses" and "zip codes", that carry the nutrients to the specific sites within the cell, where they are utilized. These chaperones are necessary for nutrient utilization.

Research and identification of these Food Compounds has begun to unravel the complexity of food and its use within the body. The discovery of Protein Chaperones™ has led to an enhanced understanding of nutrient utilization. By definition, no isolated food fraction (vitamin or mineral) can provide Food Compounds. The exact structure of food is unknown. There are at least 103,000 known food compounds (a tomato contains at least 10,000). One isolated fraction of a tomato, such as ascorbic acid, cannot be considered as beneficial, or a substitute for, the whole tomato.

Classes of Food Compounds

Research into the compounds that make up food is experiencing remarkable growth. This knowledge of the benefits of the Food Compounds is expanding at an ever-increasing rate. Your body makes more kinds of chemicals than all the drug companies put together. 103,000 food factors have been isolated, and current estimates say the actual number may be in the millions. With increasing knowledge of the important health benefits of the Food Compounds many scientists believe that the Food Compounds will prove to be more important to supplementation than vitamins and minerals by themselves.

Since each of the Food Compounds exhibits different actions in the body, it is crucial that a broad and complete range of whole foods be included in the diet. When you consume a full range of the Food Compounds you will benefit from what is known as a complete range of action. The complete range of Food Compounds working cohesively protects your body from the onset of numerous illnesses and dis-

eases. The Food Compounds ultimately provide the foundation for optimum health. **RIGHTFOODS™** **MEN'S DAILY** contains the Complete Active Range™ of food compounds.

Nutrients Must Always Be Taken With Food

RIGHTFOODS™ is the first company to embrace the new science that food and food compounds are the essential keys to all nutrient delivery. These foods, when properly identified, enhance the effectiveness of the nutrients. Our goal is to provide the absolute best supplements with the most beneficial whole food extracts in all of our formulas.

Enhanced Utilization

Research shows that delivering vitamins and minerals with a Complete Active Range™ of whole herbs enhances utilization. Nutrients cannot be delivered to the cells without specific messengers. These messengers naturally occur in whole foods. Ascorbic acid functions better when taken with vitamin C-rich foods, calcium functions better when taken with calcium-rich foods.

Food Compounds

Nutrients do not function alone, but rather in synergy with the Food Compounds. These Food Compounds are shown to have powerful supportive effects on the physiology. Food Compounds are not produced by the body and must be supplied in our food.

Not Just Any Food - The Right Food

Vitamin Utilization can be achieved by taking nutrients with a high quality meal. However, not just any meal will do. Foods in the meal must be rich in the same nutrients you are supplementing in order to enhance utilization. The necessary messengers (Protein Chaperones™) must naturally occur in the food to create enhanced utilization.

The Quality Meal Solution

RIGHTFOODS™ Food Compound Vitamins: Each tablet provides quality whole foods extracts. The whole foods provide the food compounds you need to utilize your vitamins and minerals. The **right** whole foods, combined in the correct ratio with vitamins and minerals.

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VITAMINS

Vitamin A with Beta-Carotene: Both forms of Vitamin A are important and provide health benefits.

Carotenoids have protective antioxidant properties. Some women (those with diabetes, liver dysfunction, etc.) do not efficiently convert beta-carotene to vitamin A, hence the inclusion of both in this formula.

Health benefits: Vitamin A, first identified in 1913, assists in the growth of the body and tissue differentiation. It functions in the creation of epithelial cells that make up the skin, mucous membranes and blood vessel walls. Vitamin A is crucial to vision and functions in the retina of the eye. The human retina has four types of Vitamin A containing photo-pigments present in the rods and cones of the retina.

Deficiencies of Vitamin A can create night blindness and lead to xerophthalmia, a condition that leads to blindness.

Beta Carotene is one of several hundred carotenoids compounds that give yellow, red and orange fruits

their color. Beta Carotene is one of the best known and is called provitamin A. Beta Carotene supports the functions of the eyes, the skin and is necessary for growth and general well being. Beta carotene is converted to Vitamin A as needed by the liver. Research indicates that Beta Carotene may enhance the functions of the thymus gland and stimulate interferon's actions, enhancing the immune system.

B Complex: Supports metabolic functions related to energy production, fat, carbohydrate and protein metabolism. The complete B-complex is necessary to the proper functioning of the nervous system, muscles in the GI tract, health of the hair, skin, eyes, mouth and liver.

B-1: Thiamine is important to functioning of the Krebs cycle, which enables the body to manufacture energy from glucose. B-1 is shown to effect emotional well being.

B-2: Riboflavin functions within enzymes systems involved in metabolism of carbohydrates, fats and proteins. B-2 is important to cell respiration and to regenerating glutathione. Glutathione is the most important cellular antioxidant enzyme.

B-3: Niacin is involved in all functions of the B complex. Found to benefit insulin secretion and cholesterol management. B-3 supports mental well being.

B-5: Pantothenic Acid is utilized in energy production, in the manufacture of adrenal hormones and red blood cells.

B-6: Pyridoxine is important to formation of the body's proteins and structural compounds, chemical transmitters in the nervous system, prostaglandins and red blood cells. B-6 assists in modulating hormonal balance and immune function. It also helps minimize water retention/edema.

B-12: Important to prevent pernicious anemia. 100 mcg is recommended for vegetarians. Aging may increase our need for B-12 supplementation. This essential vitamin works with folic acid in the production of DNA, red blood cells, and the myelin sheath that surrounds the nerves.

Folic Acid: Works with B-12 in many vital functions. Folic acid is critical to DNA synthesis and cellular division.

Biotin: Functions in fat and amino acid production and utilization. It has a beneficial effect and provides nutritional support to the scalp, hair and nails.

Choline: Essential to the manufacture of the vital neurotransmitters acetylcholine, phosphatidylcholine and other components of cell membranes. Choline is important to fat metabolism.

Inositol: Functions closely with choline in production of cell membranes.

Vitamin C: Primary role is collagen production. Also critical to functioning of the immune and nervous systems, and adrenal function. Vitamin C provides powerful antioxidant protection, promotes wound healing and red blood cell formation. Vitamin C plays a role in both protein and calcium metabolism. As we age the sex glands develop a greater need for the Vitamin C complex and will draw it from other tissues, leaving those tissues vulnerable.

Bioflavonoids: "Nature's biological response modifiers". Bioflavonoids have the ability to modify the body's reaction to allergens, viruses and carcinogens. Important for strengthening capillaries and veins. Bioflavonoids function as powerful antioxidants. Research has shown flavonoids to be anti-inflammatory, liver protective, anti-tumor, antimicrobial, antioxidant, antiviral, supportive to the immune system, and strengthening to the entire cardiovascular system. Bioflavonoids also have an estrogenic effect. Bioflavonoids may help reduce the heavy bleeding which often accompanies menopause. Regular use of

bioflavonoids and bioflavonoid rich herbs helps with many of the symptoms of menopause: Vaginal lubrication, minimizing hot flashes, strengthening the bladder and providing cardiovascular support.

Vitamin D3: Adequate levels are needed as Vitamin D is important to the regulation of calcium absorption. D3 is the active hormonal form of Vitamin D.

Vitamin E: Primary function is that of a cellular antioxidant. Vitamin E is important to immune function. Vitamin E assists in the utilization of estrogen stores in adrenal and adipose tissue.

Vitamin K: Important in manufacturing of clotting factors and for bone building.

MINERALS

Calcium: Vital to the structure of bones and teeth, contraction of muscles, enzyme activity, regulation of the heart beat, release of neurotransmitters and the clotting of blood.

Magnesium: Primary function is that of enzyme activation, with participation in more than 300 enzymatic reactions in the body. Magnesium plays a critical role in energy production, bone and muscle structure and their functions. Important role in the sodium/potassium pump and in calcium metabolism.

Zinc: Functions in many enzyme systems and body functions. Important to immune function, wound healing, sexual function, sensory function and skin health.

GTF Chromium: Important to blood sugar control mechanisms.

Manganese: Important to functioning of many enzyme systems including: blood sugar control, thyroid hormones, SOD production and energy metabolism.

Iron: Essential to the hemoglobin molecules of red blood cells and their functions in oxygen transportation. Iron is also important to production of DNA and energy production.

Selenium: Primary function is as a component of the vital antioxidant enzyme glutathione peroxidase that works with Vitamin E to prevent free radical damage to cells. Selenium is important for hormone balance.

Molybdenum: Functions as a component of several detoxification enzymes.

Potassium: An essential electrolyte that functions in the maintenance of water balance, heart, muscle, kidney, adrenal and nerve function.

Copper: Functions in several key enzymatic reactions in the body.

Vanadium: Functions in hormone, cholesterol and blood sugar metabolism.

Iodine: Primary function is in the production of thyroid hormones.

Phosphorus: Aids in the formation and maintenance of strong bones and teeth; important in energy metabolism.

PABA: Part of the vitamin B complex, which also assists in the formation of red blood cells. It also stimulates intestinal bacteria to produce folic acid.

TONIC WHOLE HERB EXTRACTS

“Whole plant extracts, artfully and scientifically prepared, provide the most complete range of the plant’s chemistry and synergy and therefore exercise the most holistic influence on the physiology.” *Naturopathic Handbook of Herbal Formulas*, Herbal Research Publications, Inc., Ayer, MA., pg. 14, 1996.

Tonic Whole Herb Extracts and FoodBased Nutrients Support:

Endocrine and Adrenal Support- Licorice Root, Eleuthero Root, Vitamin C and 100mg Pantothenic Acid, Sarsaparilla.

Adaptogenic and Antioxidant Support- Eleuthero Root, Ginger, Vitamin C, Vitamin E, Beta-Carotene, Selenium, *Hydrilla*, Complete Active Range™ of foods.

Genital-Urinary Support- Sarsaparilla, Eleuthero Root, Flavonoid Compounds, Zinc.

Stress Support- Vitamin C, Vitamin E, Beta-Carotene, Selenium, Zinc, Magnesium, B Complex, Eleuthero Root, Licorice, Wild Green Oats, Ginger.

Stamina Support- Eleuthero Root, Ginger, Licorice, Hydrilla, Chromium.

Eleuthero Root (*Eleutherococcus senticosus*)

Eleuthero Root is a primary adaptogen, supportive of the adrenal glands and the immune system. Research indicates a beneficial effect on blood pressure and cholesterol levels. It is supportive to the nervous system, mental functions and believed to aid depression. A rejuvenative herb revered by the Chinese and Russia for increasing longevity, improving general health, stamina and memory. It also provides powerful antioxidant activity and assists with altitude adjustment. It is beneficial to athletic performance.

Green Oat Seed (*Avena sativa*)

Nourishing and strengthening to the nervous system, Oats are useful in nervous exhaustion, stress, and depression. Wild Green Oat is a restorative for the endocrine, nervous, musculoskeletal and immune system and immune systems. It is a nutritive, tonic food.

Licorice Root (*Glycyrrhiza glabra*)

In traditional Chinese medicine Licorice is called the “harmonizer” or “peacemaker”. Containing estrogenic properties and other steroidal properties, it is useful for balancing and regulating hormone production. Licorice has a marked effect on endocrine function. It is highly supportive tonic ‘food’ for the adrenal glands.

Sarsaparilla Root (*Smilax sarsaparilla*)

Sarsaparilla’s medicinal use has been as a tonic and blood purifier. Sarsaparilla’s medicinal effects occur as it binds bacterial endotoxins in the gut, rendering them unabsorbable. This greatly reduces stress on the liver and other organs and is probably responsible for sarsaparilla’s historical use as a tonic and blood purifier. Sarsaparilla has been used all over the world in many different cultures for gout, arthritis, fevers, digestive disorders, skin disease, and cancer.

Ginger Root (*Zingiber officinale*)

Traditionally known as the delivery herb, Ginger enhances the effectiveness of other herbs and increases nutrient bioavailability. Research indicates Ginger is a digestive aid rich in proteolytic enzyme activity that increases bile production. Ginger is a powerful antioxidant with adaptogenic properties. It aids peripheral circulation and is balancing to the prostaglandins which are important in menopause, PMS, arthritis, cardiovascular disease, and inflammation. Thought to be an aphrodisiac.

SUPERIOR FOODS

Hydrilla verticillata

A fresh water rooted algae, especially rich in calcium, with abundant trace minerals, polysaccharides, amino acids, micro and macro nutrients. It has antioxidant and detoxifying activity.

Complete Active Range™ Whole Food Extracts

Strengthening Whole Herbs

The herbs chosen for **Men’s Daily™** have traditionally been used by many cultures to help strengthen and protect the unique health systems of men. Eleuthero, once called Siberian Ginseng, is the key herbal inclusion and is combined with Sarsaparilla, Licorice, Wild Oat Seed, and Ginger to enhance a man’s vitality and health. Eleuthero taken on a regular basis is known to help improve general health during the natural aging process. RightFoods™ exclusively uses tonic whole herb extracts. Daily use of tonic whole herb extracts is safe, and helps to promote good health. Like food, whole herbs contain the numerous beneficial compounds. RightFoods™ exclusively uses Complete Active Range™ herb extracts that, unlike many other types of herb extracts, contain after extraction *all the original compounds that each herb contained before extraction*

Provides the necessary food factors to maximize nutrient utilization. No nutrient works without the presence of food. These are the foods that assist the utilization of all the vitamins and minerals in this formula.

There are seven different classes of food compounds, each differentiated by the compound's organic structure. Research has shown a diet that includes foods from all seven classes is vital to achieve optimal health because each food compound class exhibits unique health-promoting activities in the body. In fact, several studies have validated the importance of incorporating a broad range of foods rich in compounds from each class to reduce the risk of numerous age-related health conditions. Based on this knowledge RightFoods selected a variety of whole foods rich in food compounds from each class. RightFoods refers to this comprehensive blend of whole foods as the Complete Active Range'. The Complete Active Range' is achieved by combining at least 26 nourishing whole foods to provide a complete spectrum of food compounds and other food factors necessary for nutrient utilization.

The Foods That Make The Vitamins Work

Terpenes (Carotenoids†††: Kelp 3:1, Carrot 3:1), (Limonoids: Orange 3:1, Lemon 3:1), (Saponins: Alfalfa 3:1), (Lycopene: Tomato Extract 4:1); Phenols (Betanin: Beet 3:1), (Anthocyanins: Cranberry 25:1, Wild Blueberry 7:1), (Flavonoids: Citrus 3:1, Acerola 4:1, Rose Hips 4:1), (Isoflavones: Kudzu 10:1); Amines (Chlorophyll: Hydrilla 50:1), (Enzymes: Green Papaya 3:1); Polysaccharides (Rice Bran 3:1, Shiitake 3:1), (Pectin: Apple 3:1); Organosulfurs (Indoles: Cabbage 3:1), (Sulforaphanes: Broccoli 5:1), (Isothiocyanates: Kale 3:1), (Thiosulfonates: Onion 3:1); Lipids (Omega-3: Flax 3:1), (Sterols: Pumpkin Seed 4:1), (Isoprenoids: Spinach 3:1); Organic Acids (Ellagic Acid: Black Currant 3:1), (Coumaric Acid: Green Pepper 5:1)

††† Carotenoids include Lutein, Zeaxanthin, Cryptoxanthin, Alpha-Carotene, and Lycopene.

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