

**3RD
EDITION**

COMPARATIVE GUIDE TO NUTRITIONAL SUPPLEMENTS

**OVER
500
NUTRITIONALS
COMPARED**

**A Compendium of over
500 products available
in the United States & Canada**

**OVER
50,000
COPIES
SOLD!**

Lyle MacWilliam, BSc, MSc, FP

The fundamentals of our nutrition
may be at the heart of some of our greatest cures.

— J. Greenberg

CHAPTER EIGHTEEN

TOP RATED PRODUCTS

Over 1,000 reviewed — over 500 Compared

We examined over 1,000 American and Canadian nutritional products in writing this *Comparative Guide*. From this, 508 qualifying products, representing the best in the line-up of 213 companies, were further evaluated and compared to the selected nutritional standards, according to nutrient content and daily intake. Graphical comparisons were completed on two hundred and thirty-two (232) finalists, representing the top-rated product(s) from each manufacturer. (Some companies have more than one product represented, if they market in both Canada and the United States.)

The table below is a list of the top-rated twenty-five nutritional supplements in the line-up of over 500 products assessed in this comparative guide. The *Five-Star Rating* is based on the percent-

age score, which has a maximum value of 100%. A score of 80 percent or above is exceptionally strong and is evidence of outstanding nutritional merit, based on the assessment criteria — a commendable feat, indeed. Fewer than 0.8 percent of the 1000+ products initially reviewed were able to surpass this benchmark.

All of the twenty-five finalists exhibit strong scores. However, only those products with scores exceeding 90% earn their appointment as our *Top Products Overall*. The following chapter provides detailed information on these six outstanding nutritional products and the four companies that manufacture or distribute them.

For a complete listing of all products and their *Final Product Scores*, please refer to Appendices A and B.

<i>Brand Name</i>	<i>Product Name</i>	<i>Country</i>	<i>Rating</i>
USANA Health Sciences	Essentials *	US	★★★★★★
Douglas Laboratories	Ultra Preventive X	US	★★★★★★
Vitamin Research Products	Extend Plus	US	★★★★★
Source Naturals	Life Force Multiple	US	★★★★★
Source Naturals	Élan Vitàl	US	★★★★★
USANA Health Sciences	Essentials *	CA	★★★★★
FreeLife	Basic Mindell Plus	US	★★★★★
Life Extension Foundation	Life Extension Mix	US	★★★★★
Karuna	Maxxum 4	US	★★★★★
Ultimate Nutrition	Super Complete	US	★★★★★
Douglas Laboratories	Ultra Preventive Beta	US	★★★★★
SportPharma	Multiguard	US	★★★★★
Dr. Julian Whitaker's	Forward Multi-Nutrient	US	★★★★★
Douglas Laboratories	Ultra Preventive III	US	★★★★★
amni	Added Protection III	US	★★★★★
Purity Products	Perfect Multi Focus Formula	US	★★★★★
DaVinci Laboratories	Spectra Woman	US	★★★★★
Doctor's Nutrition	Mega Vites Woman	US	★★★★★
Mountain Naturals of Vermont	Women's Superior	US	★★★★★
Douglas Laboratories	Ultra Preventive IX	US	★★★★★
Nutrition Dynamics	Optimum Health Essentials	US	★★★★★
Karuna	Maxxum 2	US	★★★★★
DaVinci Laboratories	Spectra	US	★★★★
FoodScience of Vermont	Superior Care	US	★★★★
Mountain Naturals of Vermont	Superior Care	US	★★★★

* Score differential due to Canadian regulations, which prohibit inclusion of vitamin K and boron in nutritional supplements

The way to gain a good reputation is
to endeavor to be what you desire to appear.
Socrates (469 BC - 399 BC)

CHAPTER NINETEEN

TOP PRODUCTS OVERALL

Leaders in the nutritional supplement marketplace

USANA Health Sciences

3838 West Parkway Blvd., Salt Lake City, Utah 84120
Phone: 801-954-7100
Order Line: 888-950-9595
Web Site (corporate): www.usanahealthsciences.com
Web Site (product): www.usana-nutritionals.com
Availability: Online, multi-level marketing
Ownership: Publicly traded on NASDAQ as USNA

General Information: Microbiologist and immunologist Dr. Myron Wentz established USANA Health Sciences in 1992 to create products that provide antioxidant protection and overall cellular nutrition for the body. The primary focus of the company is to develop and market scientifically advanced nutritional products to help prevent degenerative disease and promote optimal health. USANA products are sold directly to Preferred Customers and Associates in the United States, Canada, Australia, New Zealand, the United Kingdom, the Netherlands, Hong Kong, Japan and Taiwan. In 2001, net sales reached \$114.3 million. The company was featured in a December 2002 CBS Marketwatch report as the #3 performing U.S. stock in that year.

Philosophy: The Company's Mission Statement is "to develop and provide the highest quality, science-based health products, distributed internationally through Network Marketing, creating a rewarding financial opportunity for our Independent Associates, shareholders and employees."

Quality: The Company voluntarily meets Good Manufacturing Practices (GMP) for pharmaceutical-grade products, eclipsing the standards followed by most nutritional product manufacturers. Raw ingredients are quarantined until tested and quality control tests are conducted on the product during manufacturing. Written quality assurance criteria track all testing and evaluation from raw materials to finished product. Products are laboratory tested and guaranteed to meet USP specifications for quality, potency and disintegration, where applicable. The company is registered with the FDA as a pharmaceutical manufacturer.

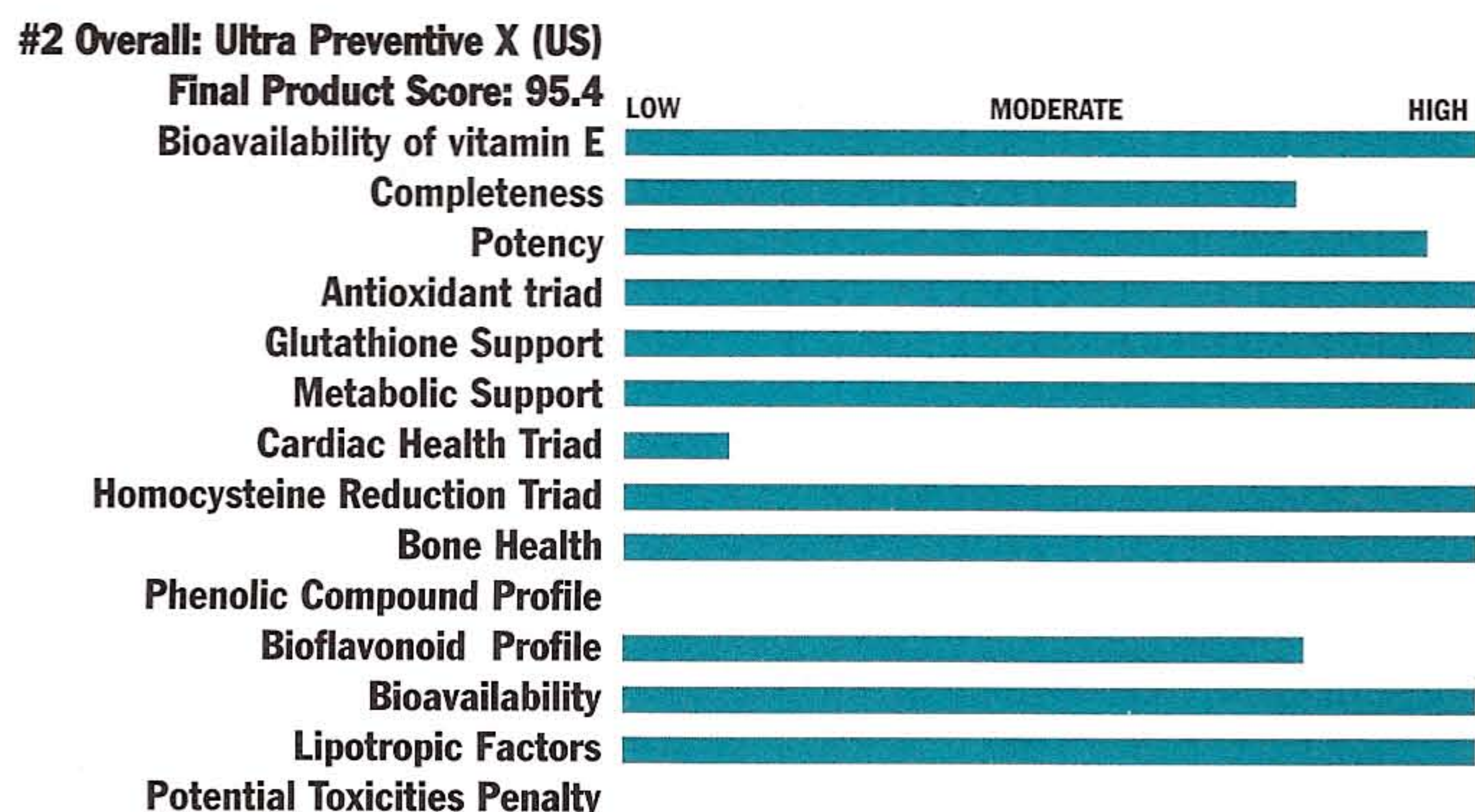
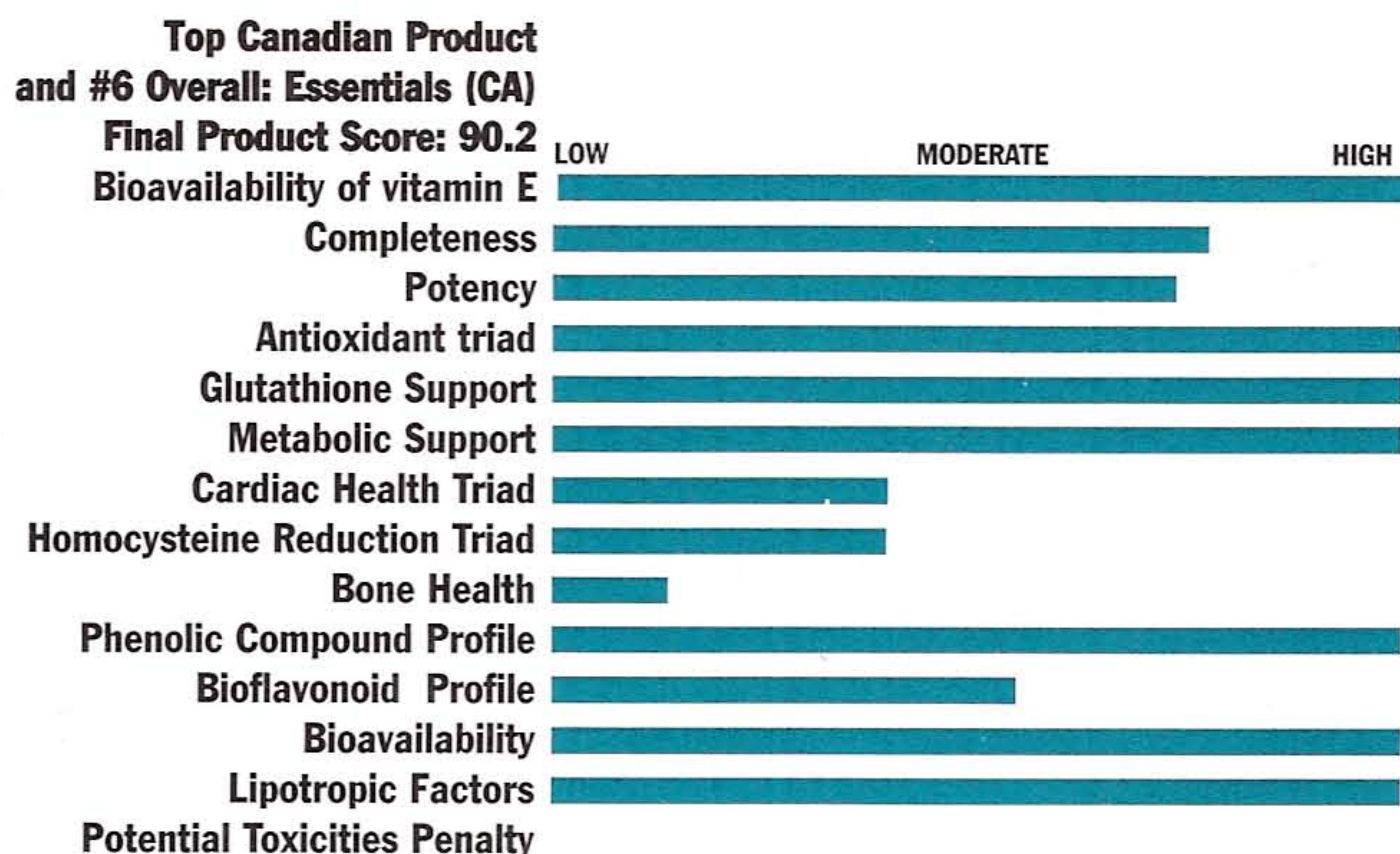
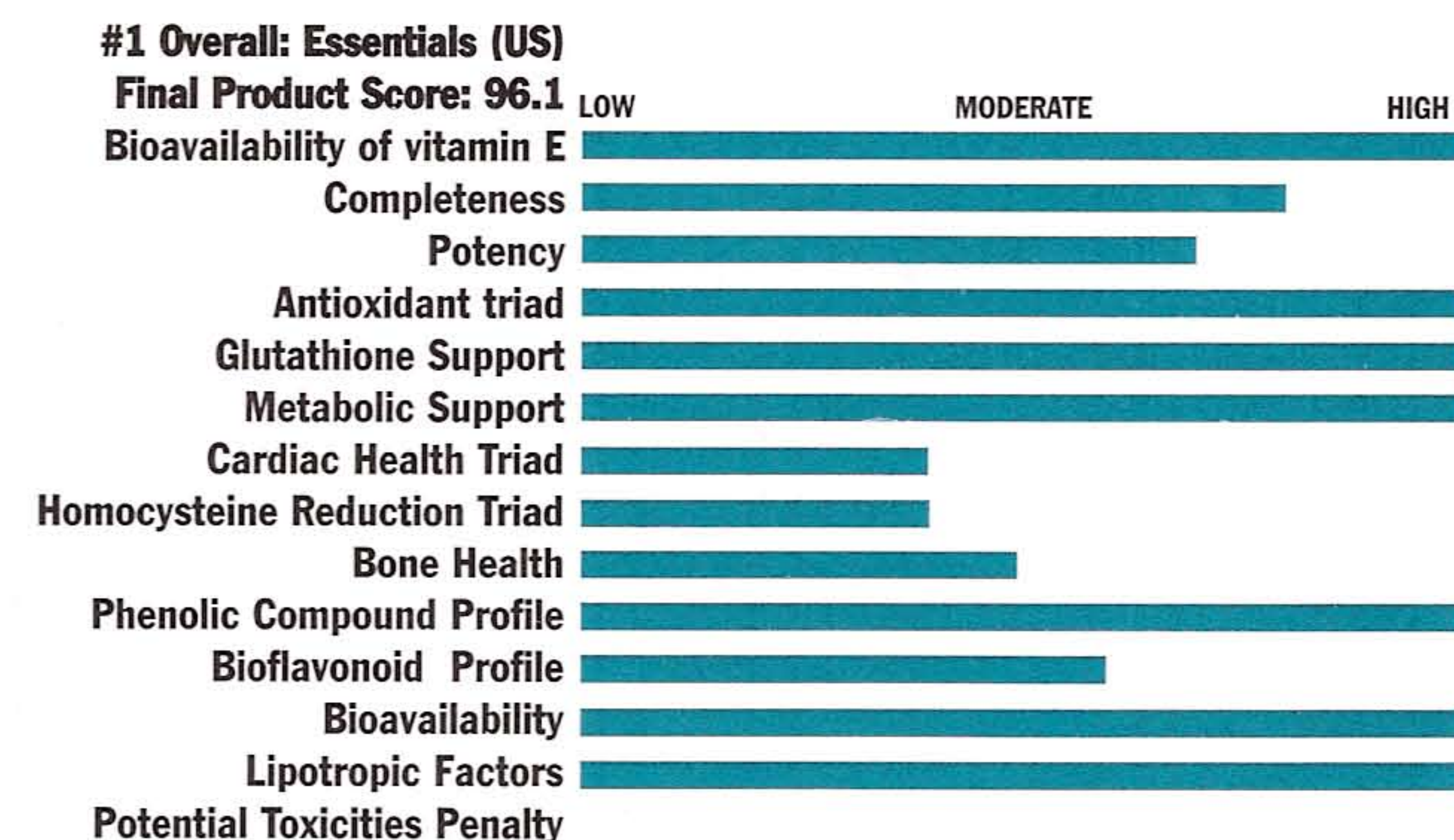
Douglas Laboratories

600 Boyce Road, Pittsburgh, PA 15205
Phone: 412-494-0122 Toll-free (US): 888-368-4522 (CA) 866-856-9954
Fax: 412-494-0155
Web Site: www.douglaslabs.com
Availability: Retail, online
Ownership: Private

General Information: Under the direction of President Jeffrey Lioon and CEO Douglas Lioon, the company has a staff of over 250 laboratory employees. With three in-house laboratories, outfitted with the latest high-tech analytical equipment, and on-staff Ph.D.'s, the company produces nearly 1000 products that meet USP, GMP and other worldwide standards. The company also provides custom formulations, private labelling and packaging for those customers who wish to market their own brand of natural products.

Philosophy: The company is committed to raising the standard for nutrition and wellness.

Quality: Products meet, and often exceed, USP standards. Facility is routinely inspected by the FDA and international representatives. Products approved by Health Canada and the Commission of the European Communities. Written procedures for each aspect of production adhere to strict quality control standards. Testing and sampling of all raw materials is conducted and records kept of each component and the quantity used in every batch of product. Microbiological testing on all products ensures that they meet or exceed USP microbial limit requirements. Finished products tested to ensure USP standards for dissolution tests and pH. Product potency verified with High Pressure Liquid Chromatography.



Vitamin Research Products

3579 Highway 50 East, Carson City, NV 89701
 Phone: 800-877-2447 Int'l: 775-884-8210
 Order Line: 775-884-1300
 Fax: 775-884-1331
 Web Site: www.vrp.com
 Availability: Online
 Ownership: Private

General Information: Vitamin Research Products was born in 1979, when a small group of scientists, responding to the need for pharmaceutically pure high potency antioxidant formulations, decided to create their own company and develop their own special formulas. Today, Vitamin Research Products manufactures and distributes more than 450 supplements. Formulas are based on the latest clinical research and use pharmaceutical-quality ingredients. The company also provides online consultations with nutritional consultants.

Philosophy: The company is committed to making the world's finest nutritional formulas, underscored by the choice to provide most formulas in capsules, not tablets, which the company believes maximizes nutrient content, absorption and potency.

Quality: Vitamin Research Products uses USP grade ingredients in their formulations, with quality verification through high-pressure liquid chromatography (HPLC). Manufacturing standards are based on GMPs; however, there is no indication whether these GMPs are pharmaceutical-grade or food-grade.

Source Naturals

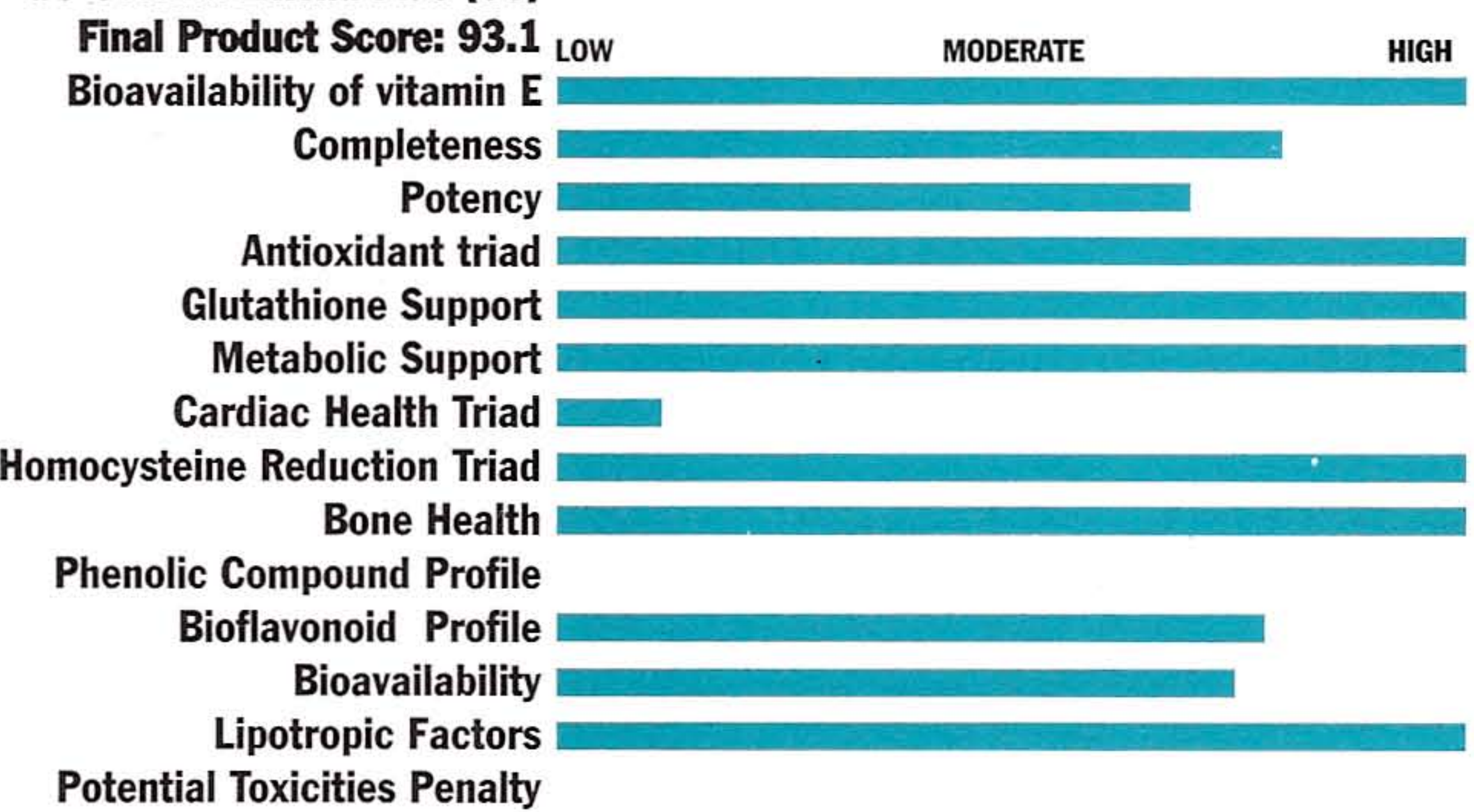
19 Janis Way, Scotts Valley, CA 95066
 Phone: 831-438-1144 Toll-free: 800-815-2333
 Fax: 831-438-7410
 Web Site: www.sourcenaturals.com
 Availability: Online, Retail
 Ownership: Private, Threshold Enterprises Ltd.

General Information: Source Naturals was founded by CEO Ira Goldberg, in 1982. With the introduction of its Wellness Formula® for natural immune support, Source Naturals became an early pioneer in the use of integrated formulations, consisting of vitamins, minerals, herbs, amino acids, and nutraceuticals. Today, Source Naturals manufactures a line of comprehensive products using its proprietary Bio-Aligned Formulas,™ designed to help bring the power of "alignment" to the body by evaluating the root causes of body system imbalances, and then providing targeted nutrition. Source Naturals' line of more than 400 products reflects the latest advances in nutritional research, with a comprehensive selection of nutrients in their highest quality and most bioavailable forms. Products are sold through storefront retailers throughout the United States and through online retailers in the U.S. and Europe.

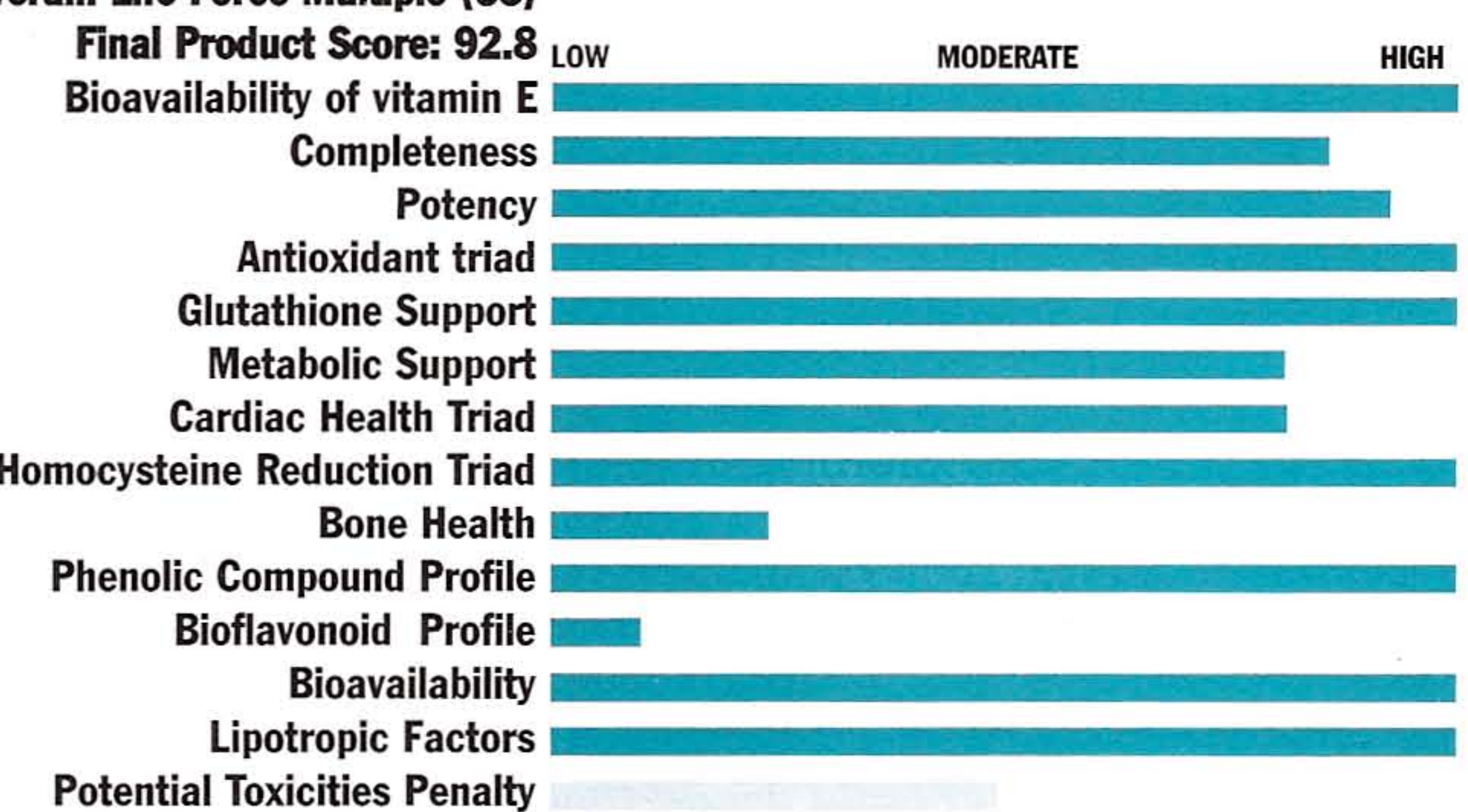
Philosophy: Corporate Mission Statement not available.

Quality: Raw materials are evaluated for certificate of analysis and finished products are "inspected to ensure that they meet a long list of Acceptable Quality Limits, based on industry standards and our own exacting requirements." The company seeks to minimize excipients in its products and to use the most natural sources available. There is no indication on the company's website or in its literature whether the company follows pharmaceutical GMPs or USP product quality standards.

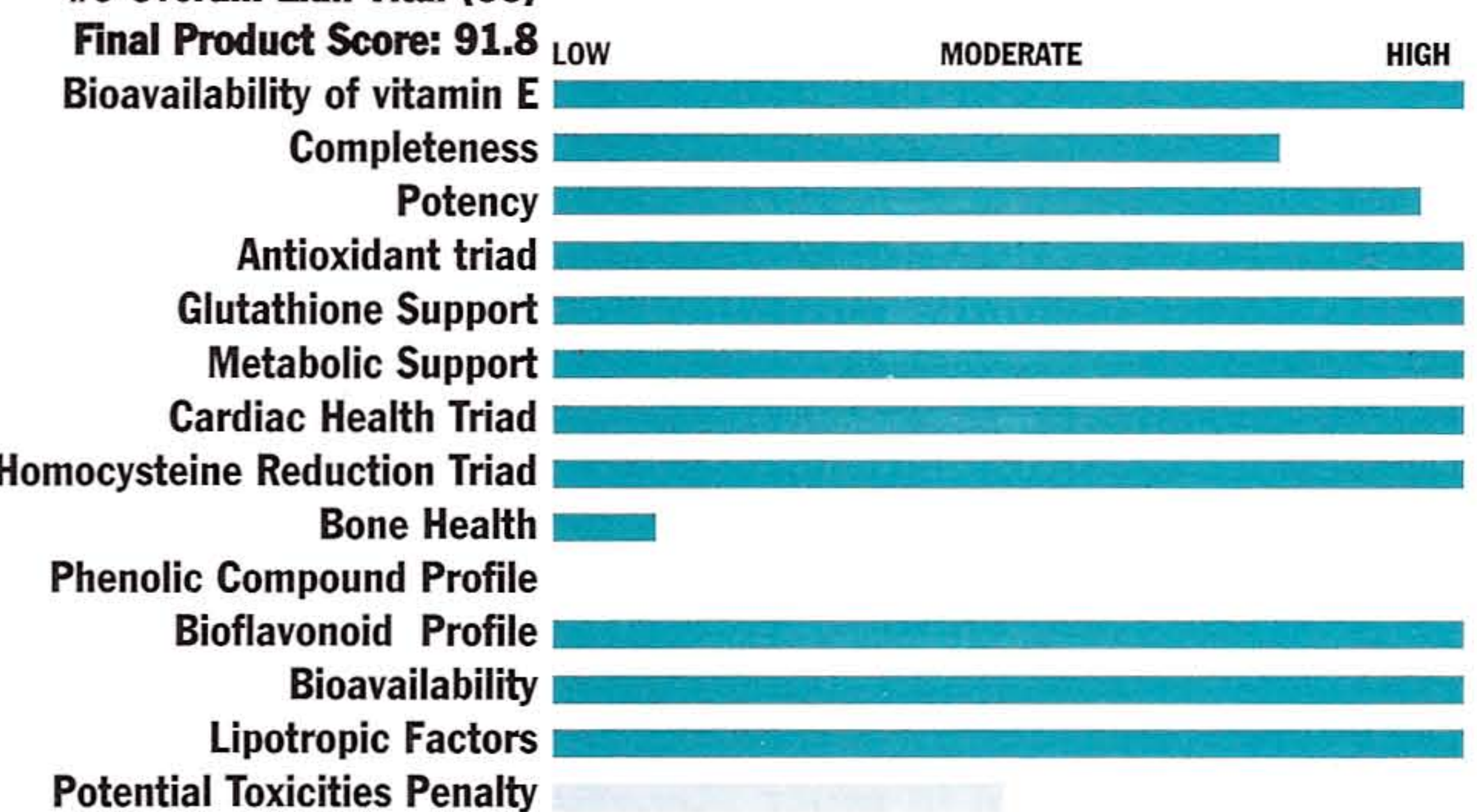
#3 Overall: Extend Plus (US)



#4 Overall: Life Force Multiple (US)



#5 Overall: Élan Vital (US)



Rating the Top Products

Scoring exceptionally well in all 14 criteria is rare; however, those companies profiled in this chapter have shown their commitment to nutritional science. There is a surprising eight percentage point difference between this leading group of products and the rest of the pack.

With new information about nutrients and their effects on cells coming out regularly, it's difficult for researchers to separate the wheat from the chaff.

Those companies listed here have avoided the buzzword of the week, opting instead for a comprehensive formulation that offers broad-spectrum protection to many critical functions of the

body. Their high scores on a wide variety of criteria are ample evidence of this fact.

However, it's important to look at more than just the scores. Each company is free to follow either food or pharmaceutical standards in manufacturing and United States Pharmacopeia (USP) standards are entirely voluntary. Take the time to look beyond the ingredients to find a company whose practices are beyond reproach and whose philosophy agrees with yours.

The real benefits of nutritional supplementation are not necessarily immediate. The most important benefits come with time, as your body's resistance to aging and disease improves. Your supplement choice is an investment in your future health: make it wisely.