

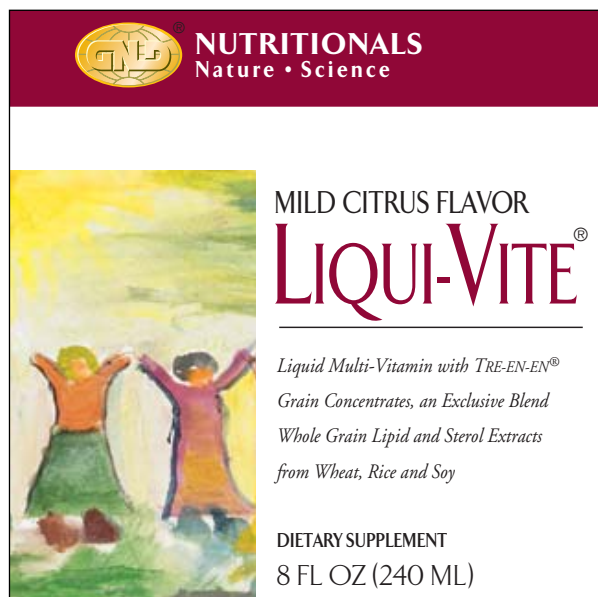


# FAST FACTS ABOUT LIQUI-VITE®

To meet the needs of infants, toddlers, and others who cannot chew tablets or who prefer liquid supplements, GNLD developed Liqui-Vite. Delicious and convenient, Liqui-Vite's fluid formulation features GNLD's exclusive Tre-en-en® Grain Concentrates, whole-food carotenoids and flavonoids, 12 essential vitamins, and a wide array of other key nutrients, including the amino acid L-carnitine, considered "semi-essential" in infants.

## WHY A LIQUID NUTRITIONAL SUPPLEMENT?

- A practical alternative to pills for infants, toddlers, and others who prefer or require liquid supplements. Capsules and tablets may be difficult to chew or swallow. Fluid nutrient delivery systems are an excellent option.
- Convenient and versatile. Nutrients can be delivered by the spoonful or as drops, or stirred into other liquids and consumed through a straw or from a glass, toddler's cup, or baby's bottle.



## WHY GNLD LIQUI-VITE?

- Liqui-Vite provides essential nutrients in a convenient liquid for those who want or need a fluid supplement..Suitable for infants, toddlers, and adults who want or need a fluid supplement.
- GNLD's exclusive Tre-en-en Grain Concentrates — the cornerstone of Formula IV® — support complete nutrition at the cellular level with unique lipids and sterols from wheat, rice, and soy.
- Whole-food carotenoids and vitamin E may strengthen immunity and help protect the lipid regions of cells, especially their membranes, from free-radical damage.
- Whole-food flavonoids and vitamin C help provide antioxidant protection for the watery portions of cells and body fluids, such as blood. Flavonoids aid absorption and utilization of vitamin C, which may strengthen immunity.
- L-carnitine supports energy production. This amino acid is considered "semi-essential" in infants for fat utilization and cellular energy metabolism.
- A full day's supply of 12 important vitamins. Just two teaspoons provide at least 100% of the Daily Value for vitamins A, D, E, C, B<sub>1</sub>, B<sub>2</sub>, B<sub>6</sub> and B<sub>12</sub>, folic acid, niacin, biotin, and pantothenic acid.
- Other key nutrients — choline, inositol, lecithin, iodine, linoleic acid (an essential fatty acid) for overall metabolic support.
- Mixes well with favorite drinks. Nutrients disperse quickly and evenly in milk, juice, water, or GNLD protein drinks for easy digestion and absorption.
- Delicious. Liqui-Vite's mild citrus flavor appeals to people of all ages.
- Flip top for convenience.
- Tamper-proof seal for safety



# THE LIQUI-VITE® STORY

## LIQUI-VITE: IDEAL FOR PEOPLE WHO NEED FLUID SUPPLEMENTS

Infants, toddlers, and even some adults find it difficult to swallow capsules or chew tablets. These people need an alternative form of nutritional supplementation. A liquid formulation of vitamins and minerals can be an effective and practical way to support optimal nutrition. Nutrients can be administered by the spoonful or as drops, or they can be stirred into beverages and consumed through a straw or from a glass, toddler's cup, or baby's bottle.

The GNLD Scientific Advisory Board and global Research and Development group took more than three years to develop Liqui-Vite. Its revolutionary formulation provides a wide array of essential vitamins and whole-food nutrients known to be critical for healthy growth and development. It is the only liquid supplement on the market to deliver whole-food carotenoids and flavonoids, as well as GNLD's exclusive Tre-en-en® Grain Concentrates.

## SMALL BABIES HAVE BIG NUTRITIONAL NEEDS

When an infant enters the world, he or she is immediately confronted with many life challenges. After being nurtured and protected by the mother's bodily defenses and nutritional delivery systems for 9 months, the newborn now faces a whole new set of rules for survival. He or she must begin breathing independently, establishing a viable and functional "Six Stages of Nutrition," building bodily defenses, and filling nutrient reserves.

At the same time the newborn is faced with all these challenges, he or she is going through the biggest growth spurt of its life and burning more energy pound for pound than an athlete! All of this adds up to nutritional demands that are enormous. GNLD's Liqui-Vite, unmatched anywhere in our industry, provides nutrient density and nutrient diversity perfectly suited to meet these nutritional demands.

## TRE-EN-EN TO BUILD HEALTHY CELLS

GNLD researchers developed Liqui-Vite to fill the needs of those who prefer or require a liquid delivery system. To support health at the cellular level, they started with GNLD's unique and exclusive Tre-en-en Grain Concentrates to provide the complete lipid and sterol profile of wheat, rice, and soy.

Essential lipids and sterols are especially important for infants and toddlers. Growth requires the rapid production of new cells, and the body's need for the lipid "building blocks" that make up cellular membranes and keep them functioning at their best is at its lifetime highest. Liqui-Vite's Tre-en-en Grain Concentrates assure availability of important lipids and sterols that might not otherwise be present in a child's diet.

## 12 ESSENTIAL VITAMINS

Just two teaspoons of Liqui-Vite provide at least 100% of the Daily Value for 12 important vitamins — A, D, E, C, B<sub>1</sub>, B<sub>2</sub>, B<sub>6</sub> and B<sub>12</sub>, folic acid, niacin, biotin, and pantothenic acid.

## DIVERSE ANTIOXIDANT PROTECTION FROM CAROTENOIDS, FLAVONOIDS, & MORE!

With the first breath of air, a newborn is exposed to oxidative stress. But, depending on the mother's diet, that baby's bodily reservoirs of protector nutrients may be inadequate. High-energy day-to-day growth and development also create a great need for antioxidant nutrients.

Providing a density and a diversity of essential antioxidants, Liqui-Vite fulfills this need as no other product can. In addition to providing antioxidant protection from vitamins C and E, Liqui-Vite delivers whole-food carotenoids and flavonoids from citrus fruits and berries. The diverse members of this "antioxidant team" work well together: Carotenoids and vitamin E help protect the lipid regions of cells, especially their membranes, from free-radical damage, while flavonoids and vitamin C help protect the watery portions of cells and body fluids, such as blood.

The source of carotenoids is carrots. Two teaspoons provide 1650 IU of pro-vitamin A activity from beta-carotene. Other carrot carotenoids include alpha-carotene, lutein, and zeaxanthin.

The sources of flavonoids are lemons and elderberries. Flavonoids from these foods include anthocyanins, flavones, flavanones, catechins, and a close "relative," ellagic acid. Whole-food sources are an important "GNLD Difference."

## BOOSTING IMMUNITY

Though an infant receives the basis of a strong immune system from his or her mother, the ability of that immune system to protect health and defend the body against challenges is directly related to the quality of the baby's diet. It is a well-documented scientific fact that a diet low in carotenoids — yellow, orange, red, and green pigments in fruits and vegetables — can result in a reduction of immune capacity. This is true throughout life, including infancy and childhood, when children are faced with some of their most serious immune challenges. Liqui-Vite provides whole-food carotenoids as only GNLD can. Whole-food sources (carrots) assure a natural diversity and balance of critical carotenoids in the everyday diet.



## L-CARNITINE TO SUPPORT ENERGY PRODUCTION

Infants and toddlers need enormous amounts of energy to support healthy activity and rapid growth and development. Children's metabolism depends strongly on the utilization of fat for energy. L-carnitine, an amino acid, is considered semi-essential for infants because of its direct involvement in fat utilization and cellular energy metabolism.

Suboptimal carnitine levels are of great consequence to infant health and vitality. Frequently, the newborn's body cannot manufacture L-carnitine fast enough to keep up with energy-related demands. The carnitine status of an infant depends on what he or she obtains from the mother during pregnancy and breastfeeding. Infants fed soy-based formulas, which contain little or no carnitine, have abnormally low blood levels of carnitine. Liqui-Vite helps assure dietary abundance of this critical nutrient by delivering natural L-carnitine in every serving.

## OTHER KEY NUTRIENTS

Liqui-Vite provides a wide array of other important nutrients, including:

- Choline, a precursor to the important neurotransmitter acetylcholine.
- Inositol, which is involved in cellular signaling and helps maintain the structure of nerve cells.
- Lecithin, a source of phospholipid "building blocks" needed for optimum function of cells and nerve tissue.
- Iodine, a mineral involved in metabolism.
- Linoleic acid, an essential fatty acid, from safflower oil.

Just as with Formula IV®, Liqui-Vite provides a balanced nutritional foundation every day.

## DELICIOUS, CONVENIENT

Naturally flavored with orange and mixed berries and naturally sweetened with fructose, dextrose, and sorbitol, Liqui-Vite has a delicious, mild citrus taste. It is preserved with vitamins C and E. It does not contain sucrose, artificial colorings, or artificial flavorings. Packaged with a flip top and tamper-proof seal, it is easy to use or administer. Liqui-Vite does not require refrigeration; store it in a cool place away from direct sunlight. Convenient and versatile, it can be enjoyed "straight" or mixed with juices, cold water, milk, or GNLD protein drinks.