

THE ABCs OF SUPPLEMENTS

WHY SUPPLEMENTS?

And Why Here?

COMMON QUESTIONS.

Straight Answers.

THE TOP 12

*Most Popular
Supplements.*



BE GOOD TO YOUR **WHOLE
BODY**

supplements

can help you be sure you are getting the nutrients your body needs every day if you don't eat a variety of foods, and they can help promote optimal health.

(National Institutes of Health, Office of Dietary Supplements)

THINK OF SUPPLEMENTS

AS A SMART WAY TO BE GOOD TO YOUR WHOLE BODY.



WHY GET YOUR SUPPLEMENTS AT WHOLE FOODS MARKET®?

It's important to purchase supplements from a trusted source because studies of commercial products have revealed that you may not always get what the label promises.

THE LARGEST SELECTION

Thousands of high-quality vitamins, minerals, herbs, nutrients and formulas • Broad spectrum of potencies and a variety of delivery formats • **The largest selection of organic herb supplements**

REAL, CARING PEOPLE

Thoroughly trained and educated Team Members in the aisles • One-on-one guidance to help you make the most informed decisions • **Producer partners who genuinely care about people's health—not just profits**

THE HIGHEST QUALITY

Our Quality Standards for Supplements* keep us on track every day • No fillers, hydrogenated oils or artificial colors and preservatives • **No animal testing**

WE DO THE HOMEWORK FOR YOU

Only the most reputable companies and products are on our shelves • We're up to date on the latest research to offer cutting-edge products • **We scrutinize every product's ingredients and labels and request improvements**

HIGH-QUALITY VALUE CHOICES

Our #1 sellers are our own brands: 365 Everyday Value® and Whole Foods Market™ • These are the highest quality supplements at the most competitive prices • **We control the sourcing and limit marketing then pass the savings on to you**

**See back cover for a list of our Quality Standards for Supplements.*

ONE NEAT, TIDY PACKAGE

Supplement formulas are scientifically developed combinations of herbs and nutrients targeted to specific concerns. They can be more effective than single ingredients. Multivitamins are one example, available in formulas for specific age, gender or dietary needs.

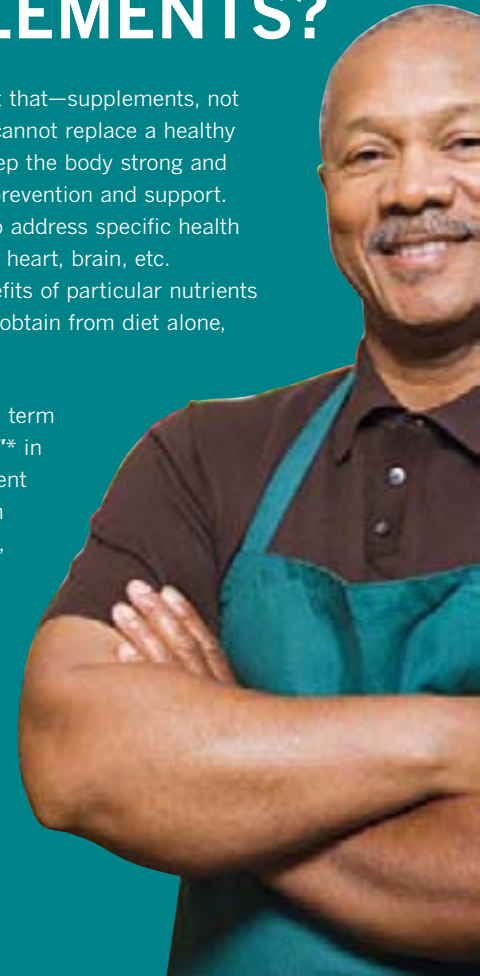


WHAT ARE SUPPLEMENTS?

Supplements are just that—supplements, not replacements. They cannot replace a healthy diet, but can help keep the body strong and well by focusing on prevention and support. They can also help to address specific health needs such as joints, heart, brain, etc. Research-based benefits of particular nutrients can often be hard to obtain from diet alone, thus...**supplements!**

Congress defined the term "**dietary supplement**"* in the Dietary Supplement Health and Education Act (DSHEA) of 1994, placing in a special category under the general umbrella of "foods," not drugs, "a product taken by mouth that contains a 'dietary ingredient' intended to supplement the diet."

*www.fda.gov/cfsr/ohrt/ohrt.html



WHY IT'S POPULAR

VITAMIN A

Essential for growth, development and a healthy immune system. Supports healthy vision and skin.

EXPERTS SAY...*

Do not consume more than 8,000 IU daily from diet and supplements combined, especially if pregnant or post-menopausal.

ANTIOXIDANTS

Helps protect the body against damage from free radicals (unstable oxygen molecules) due to such factors as air pollution, sunlight, smoking, exercise, poor diet and stress.

A mixture of antioxidant-containing foods offers a greater benefit than each item alone due to the synergy and the additive effects of the ingredients.

VITAMIN B

Necessary for energy, brain function and stress management.

Supplementation is recommended due to its poor stability during cooking, incomplete bioavailability and potential for malabsorption.

VITAMIN C

Supports healthy inflammation response and immune and brain function. Plays a role in regulating the release of histamines. Vital for connective tissue (such as collagen) formation. Helps protect skin from free radicals formed from sun exposure.

It can be difficult to obtain adequate levels through food sources alone because vitamin C is sensitive to light, air, and heat. Significant loss of vitamin C can also occur with storage and processing of fruits and vegetables.

CALCIUM

Provides critical support for healthy bones and healthy hearts.

Although it is never too late to support and nourish your bones, early intervention through adequate calcium intake, regular exercise, and a diet rich in fresh, unprocessed foods will help prevent bone loss in later years.

VITAMIN D

Plays a major role in bone development and supports a healthy inflammation response which is crucial for heart health.

Most people cannot get needed levels of vitamins D, vitamin E, and folate from recommended diets.

VITAMIN E

Supports healthy cholesterol levels and your body's fight against the damaging effect of free radicals. Associated with a reduced risk of hay fever.

Vitamin E and mixed carotenoids may help decrease the risk of skin damage from the sun.

EFAs (Essential Fatty Acids)

Vital for numerous functions in the body, including a healthy inflammation response, cardiovascular system, brain, mood, joints and skin.

Those who eat more polyunsaturated fatty acids, such as omega-3s, may be more likely to do better on short-term memory tests.

ENZYMES

Crucial for digestion and metabolism (aiding weight maintenance), as well as numerous other processes in the body.

Dietary enzymes, taken on an empty stomach, can also help support a healthy inflammation response.

FIBER

Supports normal blood sugar levels, hunger, cholesterol levels and a healthy intestine.

Dietary fiber, especially soluble fiber found in inulin, oatmeal and barley, can help keep blood sugar levels balanced.

MULTIVITAMINS

Contain beneficial nutrients that may be difficult to obtain from food sources alone. Act as nutritional "insurance."

Many Americans are falling short in a number of nutrients including vitamins E, A, and C, and magnesium. Other nutrients that may be potential problems include calcium, vitamin K, potassium, and dietary fiber.

PROBIOTICS

Play an important role in digestion, supporting the immune system and intestinal health.

Obesity affects the diversity of gut flora, and researchers speculated that probiotic supplementation may help to balance metabolism.

THE TOP 12

MOST POPULAR SUPPLEMENTS AND WHY YOU MIGHT TAKE THEM, TOO

* References available by request.

The information in this brochure is provided to you for educational purposes by Whole Foods Market® under Section 5 of the Dietary Supplement Health and Education Act of 1994, and is not intended as medical advice. To obtain more in-depth information contact your healthcare professional or other reliable resources.

10 Fascinating Facts

ABOUT VITAMINS & MINERALS

- 1** About **40 vitamins and minerals essential to life must be obtained from diet or supplementation** because the body cannot synthesize enough to meet its needs.
- 2** **Vitamins** are essential, organic (non-mineral) molecules required by the body as nutrients. **Minerals** are inorganic, single elements, 16 of which are essential to the human body.
- 3** There are **water-soluble vitamins** and **fat-soluble vitamins**, requiring water or fat respectively for absorption into body tissues.
- 4** **Water soluble** are vitamin C and all B vitamins, each of which acts in aiding specific chemical reactions in the body.
- 5** **Fat soluble** are vitamins A, D, E and K, which play very specific roles in the maintenance and repair of body cells and tissues.
- 6** **Excess water-soluble vitamins are excreted in urine.** Excess fat-soluble vitamins are not, so over-saturation may lead to toxicity.
- 7** **The body needs 100mg or more per day** of major or macro-minerals, such as calcium, phosphorus, potassium, sodium, chloride, magnesium and sulfur.
- 8** **The body needs only “trace” amounts** of trace or micro-minerals such as iron, iodine, zinc, chromium, selenium, fluoride, molybdenum, copper and manganese.
- 9** **Minerals perform various specific functions,** including water- and acid-base balance, bone structure and co-enzyme activity.
- 10** There are many nutrients (other than vitamins and minerals) required by the body, such as **essential fatty acids** and **amino acids**.

THE STRAIGHT ANSWERS

to Common Questions about Supplements



Q WHY SHOULD I TAKE A MULTIVITAMIN VS. SEPARATE NUTRIENTS?

A If you think about how many ingredients are in a multi, you'd have to be swallowing separate pills all day to cover all the bases! Also, many nutrients often work together in the body. For example, iron is better absorbed in the presence of vitamin C and, though calcium is crucial for bones, it can't work properly without magnesium and vitamin D. There are a few exceptions, though. Calcium and zinc, for example, compete with each other for absorption, so should be taken at different times.

Q IS IT BETTER TO TAKE A 6-DAILY MULTI, A 3-DAILY MULTI OR A 1-DAILY MULTI?

A Choose a multivitamin for your lifestyle. How well do you eat on a normal basis? What are your energy levels and unique health conditions?

A **one-daily** is typically lower in minerals (because they tend to be bulky) and is for someone who wants convenience, simplicity or doesn't need more than minimum nutrient supplementation on most days. **Multis with a serving size of 3–6 capsules** or tablets per day have higher potencies, and often added beneficial ingredients such as green foods and enzymes. With these multis, you can take more or fewer depending on how healthy you're eating that day.

Q WHAT IS USP?

A The United States Pharmacopeia is a not-for-profit organization that sets standards for dietary supplements. They also offer finished-product verification similar to the GMP (Good Manufacturing Practice) programs of other third-party groups such as NSF (National Sanitary Foundation) and

continued...



NPA (Natural Products Association). All are fee-based, opt-in programs not required by any governing body. At Whole Foods Market® we encourage manufacturers to participate in third-party, quality-verification programs in addition to our internal quality assurance team's stringent review.

Q WHAT'S THE DIFFERENCE BETWEEN FOOD BASED, FOOD STATE AND FOOD GROWN?

A **Food-based** supplements combine vitamins and minerals with a base of concentrated foods such as spirulina or vegetable concentrates. Potency can be achieved in relatively small doses. **Food grown, food state** and **food cultured** are terms used by different companies for the same thing. These are supplements in which vitamins and minerals and fruit and vegetable extracts are combined with yeast or enzymes to propagate them. Serving sizes must be larger to achieve high potencies.

Q IF I EAT MY VEGGIES, WHY WOULD I TAKE A "GREEN FOODS" SUPPLEMENT?

A Green foods refer to plant foods with high concentrations of nutrients, and are known for supporting the body's detoxification systems. Spirulina, wheat grass, barley grass, oat grass, chlorella and alfalfa are examples. Like multivitamins, they can help fill in the gaps when you haven't eaten as healthfully as you should or would like to.

Q WHEN IS THE BEST TIME OF DAY TO TAKE MY SUPPLEMENTS?

A To get the most benefit from supplements, always follow any directions on the packaging. With some, such as calcium, it is much more effective taken in smaller doses throughout the day. Multis and other supplements with fat-soluble vitamins (vitamins A, D, E, and K) should always be taken with food because they need a little bit of fat present to be absorbed efficiently.

Q THERE ARE SO MANY CHOICES SOMETIMES! WHICH FORMS ARE THE MOST EFFECTIVE?

A **Calcium** absorption can vary from person to person, but in most cases, calcium citrate is better absorbed than calcium carbonate. Calcium citrate malate and calcium bis-glycinate may be absorbed at even higher rates.

Vitamin E in its natural form (d-alpha-tocopherol) is more effective than the synthetic form (dl-alpha-tocopherol). Because different forms work synergistically, also look for mixed tocopherols or mixed tocotrienols.

Vitamin D occurs in nature in two main forms: vitamin D2 (ergocalciferol) and vitamin D3 (cholecalciferol). The National Osteoporosis Foundation recommends choosing D3 over D2 for bone health.



Q WHY ARE SOME MINERALS "CHELATED?"

A Chelated minerals have been chemically bonded to amino acids, which are like the building blocks of protein. The theory is that the link will result in better absorption.

Q CALL IT RDA, DV, DRV OR RDI...BUT WHY WOULD I TAKE MORE THAN IS RECOMMENDED?

A All of these in some way stand for a recommended amount of a particular nutrient for an average healthy person. What's important to know is that:

- 1) the amount is sometimes based on avoiding showing signs of deficiency, not on achieving optimum health for all individuals;
- 2) individuals have slightly different needs for each nutrient;
- 3) since the amounts were last revised in 1997, some nutritionists believe that they do not reflect the latest nutritional research for all nutrients and may be out of date.

Q WHAT ARE THE ADVANTAGES OF PROTEIN POWDERS?

A Protein provides amino acids, vital for lean muscle tissue growth and repair, as well as cellular metabolism. Your body may get sufficient levels of protein from foods you eat, but if you are looking for additional protein to support lean muscle, metabolism or your immune system, you may not always want everything else that comes along with food sources of protein. Remember, though, it's important to eat a balanced diet. Protein powder is a supplement, not a replacement, normally providing about 15g protein with no saturated fat, is vegetarian and some varieties are dairy free. At Whole Foods Market, they are also all free of artificial ingredients!



Q WHAT'S THE DIFFERENCE BETWEEN TAKING TABLETS VS. CAPSULES VS. LIQUID?

A **Capsules** tend to be easier to swallow for some people, are odorless, tasteless and provide a protective barrier for sensitive ingredients. They can, however, be higher in price because the capsule encasing is an additional manufacturing cost.

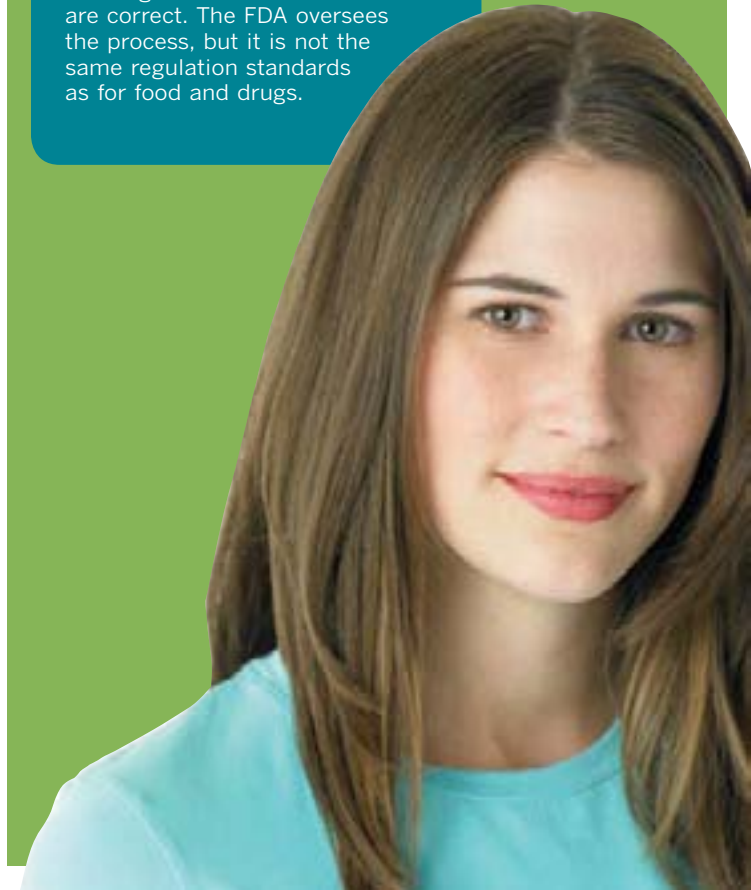
Tablets may be the best choice for your wallet, and a tablet can often fit more ingredients in it than will fit in a capsule. High-quality tablets are tested for disintegration and absorption properties.

Liquid supplements are available for those who have trouble swallowing pills, but the potency of many vitamins can begin to diminish when exposed to air (i.e. as soon as you open the bottle). With liquids, be especially watchful for unnecessary or artificial sweeteners or additives and note that they are not necessarily more easily absorbed than good-quality tablets or capsules.

EXPERTS SAY...

IN THE U.S., MANUFACTURERS ARE RESPONSIBLE FOR TESTING SUPPLEMENT SAFETY and making

sure ingredients and label claims are correct. The FDA oversees the process, but it is not the same regulation standards as for food and drugs.





QUALITY STANDARDS FOR SUPPLEMENTS

- We carefully evaluate each and every product we sell.
- We feature products that are free of artificial colors, flavors, sweeteners and hydrogenated oils.
- We are committed to offering research-driven dietary supplements that have a proven track record.
- We provide nutritional products that support the health and well-being of our customers and the environment.
- We are committed to ensuring that the products we sell are labeled legally based upon DSHEA (Dietary Supplement Health & Education Act of 1994), FTC Truth in Labeling laws and all associated FDA regulations.
- The highest priority of our knowledgeable and extensively trained team members is to help you make educated, informed decisions when selecting a nutritional supplement product.

Two Reasons to Shop for Supplements **HERE & NOT THERE**

- ① **At Whole Body™ we're very careful with our selection and your health! It's important to purchase supplements from a trusted source because studies of commercial products have revealed that you may not always get what the label promises.**
- ② **Our team members are thoroughly trained and educated about the products we offer. They're not doctors, but they are here to help you and guide you in making the most informed decisions for your needs.**

WHOLEFOODSMARKET.COM

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