

MOST VITAMINS ARE FALSELY LABELED

Besides their limited effectiveness, the majority of synthetic vitamins and supplements are falsely labeled as “natural”. Most of these products claiming to be “natural” contain synthetic chemicals and hazardous genetically engineered ingredients. Potentially even more dangerous than genetic engineering, tiny toxins called nanoparticles are also being used by some uneducated or unscrupulous companies as an ingredient in supplements and body care products. This has raised the warning flags of many health experts who point to numerous scientific studies where nanoparticles are found to inflict severe damage to animals in lab experiments.



Unfortunately, the Food and Drug Administration and the Federal Trade Commission continue to allow the giant \$21 billion US supplements industry to label products containing biotech ingredients, synthetic chemicals, and nanoparticles as “natural”, “all-natural”, “food-based,” or even “organic.”

The time has come to put an end to this fraud, to make sure that supplements and other products claiming to be “natural” or “organic” actually are.

LEARN MORE AND TAKE ACTION

The Organic Consumers Association urges health and environmental-minded consumers to consult our website, OrganicConsumers.org for regular updates and information on these issues, and to sign the Nutri-Con petition asking leading supplement companies to stop labeling vitamins and supplements containing synthetic chemicals, nanoparticles, and genetically modified organisms as “Natural” or “Organic.” We urge these companies to contact the OCA to find out how they can begin to source organic, fairly-traded, naturally occurring ingredients for their products, and eventually become NOS certified.

We invite you to circulate this information to friends and family, and to talk to your local natural foods store or coop about joining forces with the OCA in this important new campaign.



Organic Consumers Association
6771 South Silver Hill Drive
Finland, MN 55603
218-226-4164 · fax: 218-353-7652
www.organicconsumers.org

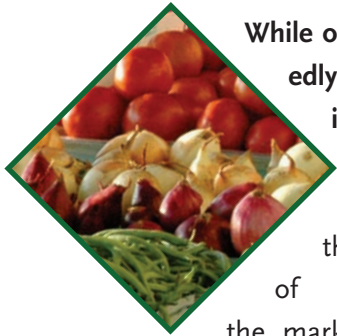
NUTRI-CON

THE TRUTH
ABOUT
SYNTHETIC
VITAMINS &
SUPPLEMENTS

Consumer Alert

Tell Companies to Stop Labeling Vitamins and Supplements Containing Synthetic Chemicals, Genetically Modified Organisms, and Nanoparticles as “Natural” or “Organic”

As millions of health-minded consumers understand, an organic whole foods diet is the “best medicine” to stay healthy in the toxic soup of more than 100,000 synthetic chemicals and genetically modified organisms (GMOs) that surround us every day.



While organic food is undoubtedly the most important ingredient in preserving our health, the time has come to spread the beneficial effects of organics throughout the marketplace, reducing our

exposure to synthetic chemicals, GMOs, and nanoparticles, and driving fraudulently labeled and hazardous products off the market.

As organic consumers, moving to protect our health and ward off disease by complementing our organic food diet with vitamins and medicinal herbs, we need to make sure that there is a proper system in place to allow consumers to tell if these supplements and botanicals are truthfully labeled. We need to know which supplements are derived from organic, naturally occurring, fairly-traded plant and mineral naturally-occurring sources (NOS) and are 100% free from synthetic chemicals, genetically modified (GM) organisms, and hazardous nanoparticles.

THE SCIENCE OF NATURAL VS. SYNTHETIC

There is mounting scientific evidence that most of the synthetic vitamins on the market today are relatively less effective—compared with organic whole foods and full-spectrum, naturally occurring plant-based botanicals and supplements. Even more troubling is the fact that some synthetic vitamins—A, D, E, and K for example—and supplements may actually be damaging your health if taken at higher dosages.

Mega doses of synthetic vitamins, just like pharmaceutical prescription medicines and over the counter drugs, can have serious toxic side effects, including damaging your immune system and liver, and increasing your risks for heart disease and cancer.



Studies on natural vs. synthetic vitamins have shown that synthetic vitamins are 50 to 70% less biologically active than natural vitamins. The best vitamin supplements are those with labeled potencies derived from naturally-occurring, full-spectrum food extracts.

FULL SPECTRUM VS. ISOLATED VITAMINS

Naturally-occurring vitamins are usually obtained by taking a nutrient-rich plant source, removing the water and the fiber in a chemical-free vacuum process (e.g. filtration), and packaging it for stability. Sometimes the extract may be freeze-dried to help preserve its shelf life. The entire vitamin complex is in these ways then captured intact, retaining its functional and nutritional integrity, and a full spectrum of nutritional values the way nature intended.

Supplement Facts					
Serving Size: 2 tablets					
Servings per container: 30					
Amount Per 2 tablets	%DV		%DV		%DV
Vitamin A (Carotenes)	1,340 IU	27	Calcium (Arjuna & Dulse)	30 mg	3
Vitamin C (Amla)	60 mg	100	Magnesium (Arjuna & Dulse)	3 mg	.8
Vitamin E (Wheat Germ)	65 IU	200	Iron (Arjuna & Dulse)	1 mg	4
Vitamin K (Spinach)	60 mcg	*	Zinc (Arjuna & Dulse)	1 mg	.00007
			Copper (Arjuna & Dulse)	1 mg	50

Another primary difference between real full-spectrum whole-food vitamins and isolated synthetic vitamins is that real vitamins contain the essential trace minerals necessary for the vitamins' synergistic operation.

Synthetic vitamins contain no trace minerals and must utilize the body's own mineral reserves. Ingesting real vitamins does not require the body to deplete its own reserves of nutrients to replace any nutrients missing from the false vitamins.