

**“Why can't I get all of my vitamins from food?” This question gets thrown at me every day and can prevent clients from getting what they need.”**

First and foremost, the most recent government studies show that virtually everyone in the US falls short of our daily requirements.

Reasons are obvious: 1) a daily “perfect diet” would taste terrible to most and/or have too many calories to maintain proper weight or be able to lose weight; 2) who can design a diet that can contain all daily requirements? 3) even if we tried to eat “perfect” – based on the foods origin/soil/feed, harvest process, storage & shipping time, cooking methods, etc. – there is no guarantee the nutrients (or amounts) you are trying to ingest are in the foods - and what are you going to do – test every food you eat for nutrient content? 3) As we age our body's needs change. We require the substances our bodies can no longer produce or acquire efficiently from food.

A MVM formula **designed for you** (not a generic drug store cheapie) is tested to have all the listed nutrients so you have comfort and insurance at a nominal price that you are getting all you need to live a longer more productive life.

Read this Fitness Professional Newsletter below – this covers the subject more completely, and give it to, or translate it for, your clients as needed.

Good luck and stay in touch!

## **Health Supplements, Like a Daily Multiple Vitamin & Mineral, Are a Lifelong Health Habit if You Are Expecting a Lifetime Reward**

Our job as health/fitness professionals is to guard our client's health while they have it – i.e. we are health care not disease care as in medicine and doctors. Therefore it's our responsibility to inform our clients what they need in order to live well long and help prevent chronic or age related disease.

Giving proper exercise and telling them to “eat right” are the obvious but an incomplete health care program because first, NO one eats right. Second, even if we tried, there is no guarantee the nutrients (or amounts) you are trying to ingest are in the foods - and what are you going to do – test every food you eat for nutrient content? Third, as we age our body's needs change. We require the substances our bodies can no longer produce or acquire efficiently from food. Supplying these substances/nutrients

regularly can allow the body to continue to reproduce tissues/organs properly as long as genetically possible, thus maximizing our chances of living well and productive into old age.

### **The no-brainer – easily deliver each day what ALL our cells need**

Vitamins and minerals are responsible for most every action that takes place in the body including the growth, maintenance and function of our brains, heart, immune system, lung, skin, bone, muscle, etc. So it's always been a mystery to me why almost 50% of adults don't take a daily multivitamin & Mineral formula (MVM) especially when you consider the cost (~50cents/day for a MVM that works) to make sure everything has the potential to function at full strength.

Believe me, it's not a coincidence that over 75% of adults with 4 or more years of college, including the top nutrition scientists, take a daily MVM.

But what are these non-users thinking or maybe reading? Do they think they are getting all their body's daily needs accidentally from the foods they eat just because they wake up every day, go to work or school and make it home ok?

Every national food intake survey has proven over and over again that NO ONE gets all their required nutrients daily – NO ONE! So the simple answer is these non-users are not thinking or don't care about how long they may live well just because they are alive today with no obvious or clinical nutrient deficiency.

### **Age related disease is an insidious pathology**

We already pointed out that everyone is at least marginally deficient in some essential nutrients when food is the only delivery system, meaning something will be compromised. (And by the way, you can't have it both ways: we are informed we DON'T eat right but often we hear people say, "If you eat right, you don't need a daily MVM").

So let's call it as it is, EVERYONE needs a MVM because you won't or can't eat right based on food/nutrient availability and preferences. And if you don't give your body all the nutrients needed to keep ALL tissues properly functioning/rebuilding, you will prematurely begin to function improperly. In other words dementia, osteoporosis, sarcopenia, coronary artery disease and other slow developing age related maladies will begin to set in sooner than later simply because your body didn't have the daily materials it needed to keep ALL tissues functioning at full capacity causing some parts and/or functions of the body to eventually suffer .

### **Triage –something needed long term will be sacrificed for short term needs**

There are ~40 essential vitamins, minerals and other bio-chemicals, which are responsible for virtually all metabolic and developmental processes that take place in the body including, energy production, cell

division, replication, etc. So obviously if you are even marginally short on your overall daily needs for extended periods, some parts of the body will get less than it needs to function optimally. The body now must decide where the nutrients should go based on immediate rather than long-term needs.

Human bodies have been programmed to favor short term survival including reproduction over long-term health when there are shortages of essential nutrients. In other words when there are less than optimal vitamins or minerals entering our bodies, they will be routed to the areas that are needed to keep us alive such as energy production, blood formation, etc., at the expense of other areas of metabolism whose lack of optimal nutrition has only long term consequences such as the age-related diseases mentioned above.

This is analogous to not taking in enough overall calories to support your bodies energy needs to stay alive. In this case the body will convert your protein intake to energy rather than sending it to maintain or grow muscle tissues in order to maintain life, leading to atrophy and weakness.

Using a vitamin as an example, let's take vitamin K. When there is not enough vitamin K to optimally supply all parts of the body it is preferentially distributed to the liver to preserve the blood coagulation function we cannot live without. This compromises vitamin K's functions in maintaining bone and cardiovascular health, leading to the age related conditions of bone fragility and hardening of arteries. Now picture this scenario for all vitamins and minerals since they are involved in all functions and it's not hard to understand a primary cause of age related diseases that may be preventable or certainly lessened with a simple inexpensive MVM.

### Summary

If humans generally expired around age 40 or 50, this entire conversation doesn't mean much but we have the potential to live over 100 years. The goal isn't to live long, it's to live long well and productive.

Daily use of a MVM can be game changers if taken regularly throughout life, meaning you can't wait till the body is diseased; it's like waiting till your car's engine freezes because you ran it out of oil. Adding oil now won't fix it. You can't wait till the body is "broken" before supplementing these ingredients; you must maintain the levels while it's still working.

By incorporating these isolated nutrients throughout all stages in life (or at least before disease sets in), we may significantly slow the inevitable decline in body and brain functioning and, to a point, we may end our days in a very "soft landing": cognitively functional and relatively productive, meaning we would require little to no help participating in life.

As I always like to say, the goal of our simple inexpensive health care recommendation of a daily MVM (and maybe an omega-3 supplement) is to stave off your doctor's disease care prescriptions. You can pay a very small amount now for a high quality of life, or you can pay your doctor a whole lot more later for a life.