

Vitality

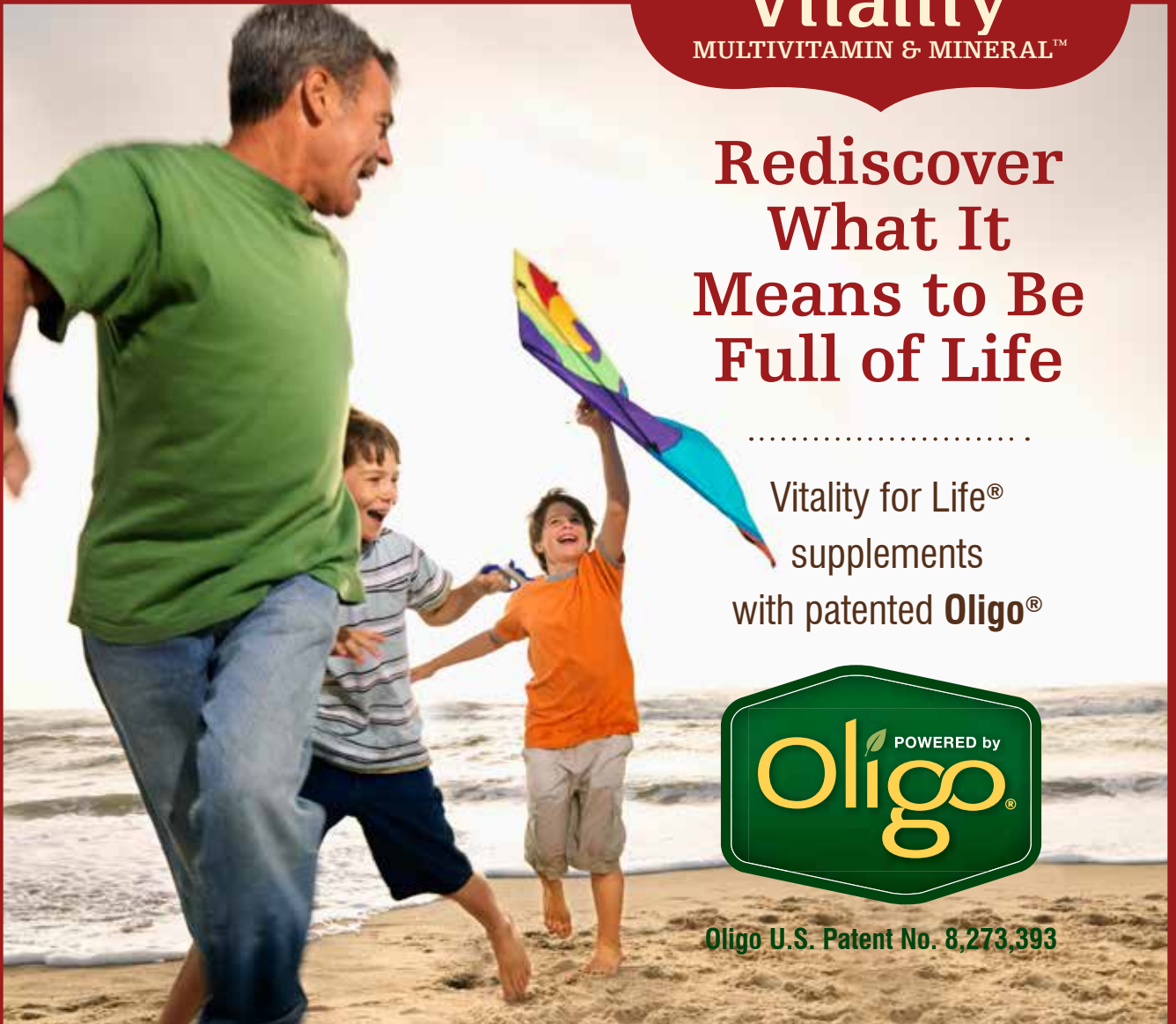
MULTIVITAMIN & MINERAL™

Rediscover What It Means to Be Full of Life

.....
Vitality for Life®
supplements
with patented **Oligo**®



Oligo U.S. Patent No. 8,273,393



Reinventing the Multivitamin

Our modern diets have the majority of us gorging on calories but starving for the nutrition found naturally in fruits, vegetables, and other healthy foods. To compensate, we take multivitamin-mineral supplements; but store-brought supplements may not be as good as you think. Minerals in traditional multivitamins are in an isolated form (such as sulfates, oxides, or gluconates), which can make them difficult for your body to absorb. In addition, isolated minerals can literally rob vitamins of their critical antioxidant ability before they have a chance to be absorbed by the body.

That's why Melaleuca created the *Vitality Pack*® with *Oligo*. This revolutionary process binds minerals to organic compounds to help keep them soluble in the intestines, while also protecting the antioxidant power of your vitamins. There's never been a multivitamin like it. And you can only find it at Melaleuca.



Vitality

MULTIVITAMIN & MINERAL™

Starving for Nutrition:

The Gaps in Our Modern Diet

Many of us go through life feeling tired, run down, and stressed out. One of the biggest contributors may be a lack of proper daily nutrition.

- As few as 20% of adults eat the recommended daily amount of fruits and vegetables (the primary source of natural vitamins and minerals)
- Our bodies cannot create these critical nutrients, so they need to be replenished every day

From the Ground Up:

Nutrition the Way Nature Intended

The best way to get the nutrients we need every day is the way nature intended—through eating fruits, vegetables, and other healthy foods.

- Nutrients in fruits and vegetables are never isolated—they are bound to organic compounds such as fiber and proteins
- This natural binding process helps the minerals remain soluble during digestion and inhibits their ability to generate free radicals
- Our bodies are designed to extract nutrients in this “bound” form

The Need for Nutrients:

Why Vitamins and Minerals?

A vitamin is literally any substance that our body cannot live without, but that (with the exception of vitamin D) it cannot make on its own.

- Vitamins are essential for energy, heart health, and antioxidant activity*
- Minerals are essential to the function of enzymes, which are required for all your body’s basic functions: from breathing and digesting food to proper nerve function*

WHY YOU NEED MINERALS AND VITAMINS

MINERAL	BENEFIT*
Calcium	Strong bones and teeth, muscle and heart activity
Phosphorus	Energy and healthy bones and teeth
Magnesium	Energy, strong bones
Iron	Oxygen delivery throughout the body, energy, and antioxidant protection
Zinc	Antioxidant protection, protein production, and a strong immune system
Copper	Energy, antioxidant protection, and support of red blood cell formation
Selenium	Antioxidant protection
Manganese	Energy and antioxidant protection
Iodine	Thyroid gland support and energy
Molybdenum	Amino acid metabolism
Chromium	Efficient carbohydrate metabolism
Boron	Enhances the body’s ability to absorb calcium and magnesium.

VITAMIN	BENEFIT*
Vitamin A (beta-carotene)	Proper vision and antioxidant protection
Vitamin D	Efficient calcium absorption and healthy bones and teeth
Vitamin E	Antioxidant protection and immune system support
Vitamin K	Supports bone structure
Vitamin C	Antioxidant protection, immune system support, and strong tendons, ligaments, and bones
Thiamin (Vitamin B1)	Energy and a healthy central nervous system
Riboflavin (Vitamin B2)	Energy and immune system support
Niacin (Vitamin B3)	Energy and the formation of vital molecules
Vitamin B6	Energy, amino acid metabolism, formation of neurotransmitters, and heart health
Vitamin B12	Energy and heart health
Folate	Heart health
Pantothenic Acid	Energy and formation of essential enzymes
Biotin	Energy and strong, healthy hair

* These statements have not been evaluated by the Food & Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

Free Radicals & Antioxidants: A Detailed Look

A free radical imbalance is one of the most destructive forces your body has to deal with. Fortunately, there is a defense—**antioxidants**.

- A free radical is a molecule that is missing an electron and attempts to steal it from other molecules
- An antioxidant neutralizes free radicals by donating an electron
- Too many free radicals disrupt bodily systems and can lead to health concerns
- Antioxidants like flavonoids from grape skins and seeds, carotenoids, and vitamins A, C, and E are key to keeping free radicals in balance
- Damage from free radical imbalance is a threat to everyone's health

The Problem with Traditional Multivitamins

Recognizing that there are critical gaps in our modern diets, multivitamin and mineral supplements were created, but there are two crucial flaws with traditional multivitamins.

- The minerals in traditional multivitamins are not bound to organic compounds, they are isolated. As a result, they tend to recrystallize in the intestines making them difficult for the body to absorb.
- Isolated minerals cause an increase of free radicals. The antioxidants in your multivitamin (vitamins A, C, and E) are then forced to neutralize the free radicals, robbing them of some of their potency before they can be absorbed.

Melaleuca's Revolutionary Solution

Melaleuca's unique approach focused on taking research-recommended nutrients from the most effective sources and combining them with organic compounds (amino acids and oligofructose) to supply nutrients in a form that mirrors the way they are naturally found in fruits, vegetables, and other whole foods. The result was *Oligofructose Complex*.®



Oligo® solves the two main problems with traditional vitamin and mineral supplements: mineral solubility in the intestines and the generation of excess free radicals.

1. *Oligo* helps keep minerals soluble in the intestine—where nutrient absorption takes place
2. *Oligo* protects the potency of vitamins by guarding the minerals, reducing their ability to generate excess free radicals



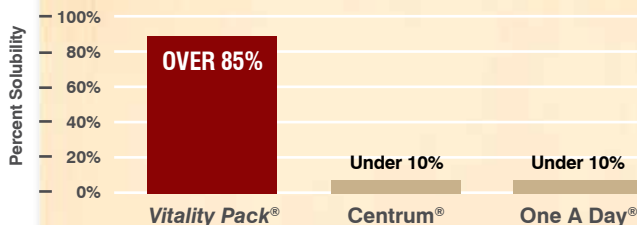
Independently Researched and Tested

Because their findings represented such an innovative breakthrough in the field of multivitamin and mineral supplements, Melaleuca scientists sought an outside source to verify their findings and ensure it was effective as possible.

- Dr. Andrei Komarov of The George Washington University helped choose the form that offered the most antioxidant protection
- Dr. Gary Buettner of the University of Iowa confirmed the concepts behind the antioxidant protection

Mineral Solubility/Availability*

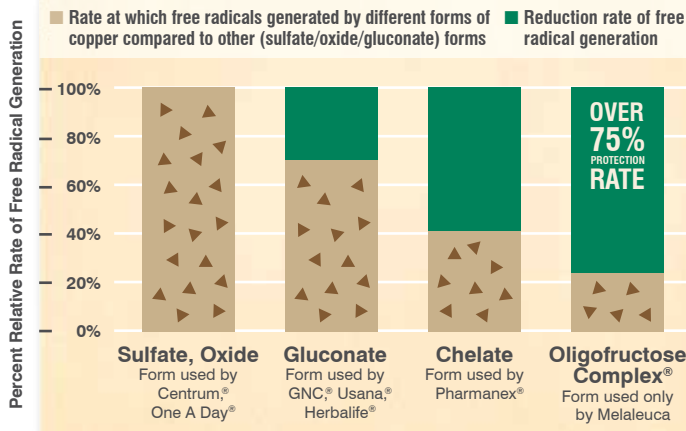
Percent Solubility of Copper, Iron, Manganese, and Zinc at Intestinal Conditions



Solubility is the key to absorption. With *Oligo*®, the minerals were shown to be over nine times more soluble than the forms used in One A Day® and Centrum®.*

* Solubility of copper, iron, manganese, and zinc at intestinal pH (7.0–7.2). Solubility for Melaleuca's form was determined as percent of ingredient remaining in solution at pH 7.0 after being at pH 1.0 (stomach conditions). Competitors' ingredients solubility data taken from Merck Index and Handbook of Chemistry and Physics.

Preserving Antioxidants†



Binding minerals such as copper and iron using *Oligo* generates over 75% fewer free radicals—significantly less than the competition.

† Inorganic forms of copper is defined as 100% rate of free radical generation (determined as a result of free radical oxidation of 2',7'-dichlorofluorescein catalyzed by different forms of copper).

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Exclusive Melaleuca Products

The *Vitality Pack*® (*Vitality Multivitamin & Mineral*™ and *Vitality Calcium Complete*®) is the only supplement in the world to feature *Oligo*.

- The *Vitality Pack* is available individually or as part of the *Vitality 4*®, *Vitality 6*®, or *Vitality Total*® Packs
- The *Vitality Packs* are available in Men's, Women's, Prenatal, and Men's and Women's 50+ formulas to meet your individual nutritional needs
- Patented to protect Melaleuca's rights in the technology—it's only available from Melaleuca



Product Summary:

Only the *Vitality Pack* combines the research-recommended amounts of up to 24 essential nutrients with our patented *Oligo*. This revolutionary process naturally binds minerals to organic compounds (amino acids and oligofructose) to protect the potency of antioxidants and maximize nutrient availability.

Oligo helps deliver nutrients to your body in a form that mirrors how they're naturally found in fruits, vegetables, and other whole foods for energy, vitality, and balanced nutrition.

Sharing the Vitality Pack with Others

The *Vitality Pack* with patent-pending *Oligo* is unlike any other multivitamin available. The following Q&A section outlines the most common ways people obtain daily nutrition, the problems with that course of action, and how the *Vitality Pack* with *Oligo* helps solve the problems.

6 Common Questions Answered by Oligo®

Question #1: What's wrong with just eating the modern diet without taking a vitamin or mineral supplement?

Problem: You're likely not getting the full nutrition your body needs to stay healthy and energetic.

Oligo Solution:

Our balanced multivitamin-mineral supplement is designed to give you the right amount of nutrition from the right sources in a complex similar to food. Our easy-to-swallow coating makes them easy to take.

Question #2: What if I try to get the nutrients I need through eating whole foods and unprocessed fruits and vegetables?

Problem: Only about 20% of Americans eat the recommended amount of fruits and vegetables on a daily basis. In addition, modern farming practices and even changes in the soil itself have reduced the amount of nutrients in fruits and vegetables. That's why doctors recommend everyone should supplement to fill in the gaps.*

Oligo Solution:

The *Vitality Pack*® offers a balanced multivitamin-mineral supplement designed to give you the right amount of nutrition from the right sources in a complex that helps your body assimilate the nutrients like food.

Question #3: Is it effective to take specific isolated vitamins and minerals (like a vitamin C, vitamin E, or calcium mega-dose) in addition to my diet?

Problem: Vitamins work best in a complex, not in isolated mega-doses. In fact, most nutrients need the presence of other elements in the digestive system to be properly assimilated. Otherwise, the body simply eliminates them.

Oligo Solution:

The *Vitality Pack* delivers a balanced multivitamin-mineral supplement designed to give you the right amount of nutrition from the right sources in a formula that is similar to food.

Question #4: What if I already take a standard multivitamin in addition to my diet?

Problem: There are two main problems with traditional vitamins.

1. Minerals in supplements are isolated. As a result, they dissolve easily in the stomach. But as they

enter the pH-neutral intestines—where nutrients are absorbed—they begin to recrystallize, making them more difficult for the body to absorb.

2. Isolated minerals increase the amount of free radicals present during digestion. As a result, antioxidants (like flavonoids from grape skins and seeds, carotenoids, and vitamins A, C, and E) are forced to neutralize the free radicals, essentially “using them up” before they have a chance to enter the bloodstream.

Oligo Solution:

Oligofructose Complex® solves the two main problems with traditional multivitamins:

1. With *Oligo*, minerals are bound to organic compounds, mirroring the way they are found in natural foods. When *Oligo* is broken down in the intestines, it temporarily lowers the pH level, creating the ideal environment for the attached mineral to become more soluble and available for absorption.
2. Binding minerals to organic compounds helps protect the minerals, so fewer free radicals are produced, and more of the vitamin's antioxidant ability is available for your body to utilize.

Question #5: What if I'm already taking a whole food supplement in addition to my diet?

Problem: Many whole food supplements do not contain enough actual nutritional substances (vitamins and minerals) in the plant matter. On many products, the nutritional content isn't even listed on the labels.

Oligo Solution:

The *Vitality Pack* delivers a balanced multivitamin-mineral supplement that delivers significant research-recommended amounts of nutrition in a complex that helps the body assimilate the nutrients like food.

Question #6: Is Melaleuca the only company that uses this ground-breaking process that mirrors the form of minerals found in plants?

Yes!

Oligo was not only developed by Melaleuca scientists, it is now patented, assuring that Melaleuca is the only place in the world you can find this revolutionary supplement technology.

* (JAMA) *Journal of the American Medical Association*, 2002