

Conversation Corner



A Newsletter for Fitness Enthusiasts

The New Apex 1, 2, 3 Multivitamin, Mineral and Antioxidant

Our Daily Challenges

We at Apex truly believe that our greatest challenge is getting others involved with the ideal multivitamin and mineral (VM) supplement. Our ongoing research continues to evolve the formula so that at any given time in science we will be producing a VM solution that can give our families and clients their greatest chance of leading a longer, more productive life.

We know that the VM we produce is the best of the best. If everyone else knew what we know about VM supplementation, they would never consider any other VM solution.

Their daily objections

It is certainly our job as health professionals to properly inform others on the use of VM supplementation. The most effective way to do this is through education—sharing about what we have learned and what we can scientifically support.

We took these challenges on:

1. Getting everyone to take a VM
2. Educating everyone on why the Apex product is best
3. Competing against the cost/price points of the generic drug store vitamins

The Apex Challenge

The Journal of the American Medical Association (JAMA) finally helped us out with the first problem of getting people to take a VM product by publishing their new advice in 2002 stating that all adults should take at least one multivitamin pill a day. We can leverage JAMA's new position to get people conscious of all the benefits associated with taking a VM.

I will never give up trying to influence the world to take a multivitamin, and therefore, we continue to evolve the formula and communication to attempt to satisfy all needs and objections.

So we asked ourselves, "How do we compete with generic drug store vitamin and mineral formulas without compromising integrity while maintaining our *Rolls Royce* image and products?" **Answer:** get one tab to be better than a Centrum and three tabs from the same bottle to become an enhancement to our current VM and antioxidant recommendation.

The Perfect Vitamin & Mineral Solution

(Please see the next page for formula and dosage updates)

We reformulated all our multivitamin and mineral formulas to accomplish the following:

- Update contents to match the most recent validated scientific data on health maintenance
- Compete with the common store brands: We created a solution for individuals used to the "on-a-day" approach—taking one Apex VM a day offers more protection than a common store brand offers, and at equal cost.
- Offer the convenience of two formulas in one: Taking three tabs/day is not only the perfect VM solution—it includes basic athletic antioxidant protection.

The New Apex Super Antioxidant

(Please see next page for details)

The new Apex Super Antioxidant now contains a completely different group of compounds that have recently demonstrated an expanded range of free-radical protection.

In Summary

As I have always said, while the medical profession must focus on disease care, our priority is health care. The simplest, first, foremost, and least expensive strategy for living a longer more productive life – and possibly keep us from having to give up our life savings to treat a preventable disease – is proper diet. By eating the best we can and supplementing our diets daily with many of the less available healthy nutrients in the proper amounts, we are taking the "first strike" in battling the vagaries of age, (supporting a strong immune system) and our corroding environment.

The Apex Multivitamin, Mineral and Antioxidant Solution is simple, convenient, price-competitive and—most importantly of all—still the best preventive care multivitamin, mineral and antioxidant program on the planet.

Live long and well – always be proactive in maintaining health – take your vitamins!

Until next month,

New Multi Intake Recommendation

Minimum dose: One tab immediately following first meal.

Extended protection dose: One tab at first and last meal.

Optimal dose (enhanced antioxidant protection): One tab with each of 3 meals.

Minimum dose

Consistent with JAMA's June 19, 2002, advice, which was a reversal of their long-standing anti-vitamin policy.

- New advice: all adults should take at least one multivitamin pill a day
- Insurance for prevention of deficiency disease (guarantee the AI and RDA)
- One step further – to overcome marginal deficiencies that have recently been linked to chronic disease

Extended protection

Supports the philosophy of 24-hour tissue saturation of doses that have greater potential for disease protection.

- Doses taken approximately 12 hours apart in order to maintain desired tissue levels for 24 hours
- Total dosage is closer to the levels shown in recent studies that may offer greater disease protection than the amount that can be contained in a single pill that remains acceptable to swallow
- Lower end of the optimal dose range (a range that may offer the greatest potential for the prevention of chronic illnesses as compared to the RDA)

Optimal dose – highest potential upside

All the above and a convenient method of getting general anti-oxidant protection (protective levels of A [beta-carotene], vitamin C & E)

- All levels remain below the NOAELs and most are above the RDA's
- This daily nutrient augmentation to food intake is within the safe and optimal range that may offer the greatest health benefits related to vitamin and mineral supplementation
- Middle to upper end of the optimal dose range
- Satisfies the basic but well-established "athletic" anti-oxidant needs – ACE and slight mineral boost

Apex Super Antioxidant Formula

Antioxidant compounds stabilize unstable chemicals called radicals. Free radicals are molecules that can attack cell components and irreversibly damage them while contributing to aging and disease. The Apex Antioxidant formula has been reformulated to improve its radical-quenching ability. The vitamin C, vitamin E, β -carotene, zinc and chromium have been added to the multivitamin formulas. This formula now contains α -carotene, lutein, lycopene, zeaxanthin, CoQ-10 and α -lipoic acid. *

Typical Use

Take one tablet daily with a meal.

Ideally, this formula should be combined with the Apex Fit Multivitamin.

Precautions

CoQ10 – Clients should consult their physician if taking warfarin and/or other blood thinning medications. Individuals with cancer should consult their physician as high dosages of CoQ-10 decrease the effectiveness of radiation therapy in mice. Diabetics also should consult their physician before using the Apex Super Antioxidant Formula.

*** Alpha (α) Carotene**

α -carotene is a fat-soluble compound present in cell membranes. Recently, the intake of α carotene has been associated with a lower risk for lung cancer.

Lutein/ Zeaxanthin

Studies show that supplementation with lutein and/or zeaxanthin increases macular pigmentation. They may be protective against eye diseases such as cataract formation and age-related macular degeneration.

Lycopene

Lycopene gives tomatoes their red color. It is associated with a significantly lower risk for prostate cancer, and may also be protective against heart disease and other cancers.

CoQ-10:

Coenzyme Q-10 provides protection for cell membranes against oxidation. It also prevents the oxidation of LDL cholesterol and may support cardiovascular health. In humans, CoQ-10 levels decrease with age.

α -Lipoic acid:

α -Lipoic acid is a "universal antioxidant." It scavenges the major free radicals and can regenerate other antioxidants (vitamins C and E) in the body. It is being extensively researched for several diseases including diabetic peripherical neuropathy, heart disease and memory loss reduction.

Acronyms:

NOAEL–no observed effect levels

ACE – Beta carotene, vitamin C & E

AI – adequate intake

JAMA – Journal of the American Medical Association

RDA – Recommended dietary allowances