



## Vitamins: The Million Dollar Question

In today's sedentary but fast-paced world, I pose the following question to everyone: *Knowing that it takes a specific daily amount of known nutrients to give an individual optimal health, leading to a potentially longer and more productive life, how would one plan, on a daily basis, to receive such an amount?*

I am sure you know the answer, but let's break down the whole picture.

### *Forced sedentary lifestyles*

Whether you work out or not, most of us are still categorized as being overall sedentary because of our jobs. In other words, working out three hours weekly and sitting down or sleeping most of the other 165 hours/week does not move you out from the basically sedentary category to a more active one. So what does this mean? You can't consume much food before it's stored somewhere you don't want it. No wonder most people are overweight!

Consider that the average adult female today gains weight on 1700 calories/day, the average male on ~ 2200. Good luck designing a diet with even less calories than this to supply all that is needed to maximize health. Even if you could, it would taste like . . . well, you know.

### *Fast paced world*

There is no chance in today's hurry-up-to-sit-somewhere-else world, where both parents generally have occupations, that most people would have time to prepare perfectly structured home-cooked meals three to four times daily. Nor would the entire family be available for every scheduled meal to consume these ideal organic masterpieces. And the world is only going to move faster as we find more ways to communicate or transfer information quicker. In other words, you will have to sit longer in order to push more buttons.

So, we will have to continue to find faster ways to get our food, which is generally from fast food chains. And although these outlets could supply many of our needed nutrients in their foods within an acceptable amount of calories, they can't if they want to compete because the meals wouldn't be big enough to sell and they would taste like . . . yes, that's right again.

### *Forced sedentary lifestyle and fast-paced world*

Putting it all together, it really sounds stupid – sitting still in order to participate and succeed in a world moving at warp speed.

In its entirety, what this suggests is that even if we want to move more so we can eat more, we often can't and it goes against human nature to move if you don't have too.

The latter is why current healthy guidelines have not helped solve our current weight-related disease epidemic. Humans are "hard wired" to move only when necessary, yet eat whenever food is available: exercise is unneeded work, not fun and often painful; healthy dieting is what we are wired not to do.

In other words, our innate "eat all you can when it's available" survival mechanisms that still exist, do not fit in today's world, but are still driving our food choices. For example, when the average person gets hungry, lasagna or a juicy steak and baked potato smothered in butter trump skinless chicken and broccoli. This is simply because we are wired to pick the higher calorie selection in case we cannot acquire food again for an extended period of time.

### *It's only getting worse*

Children born today could be the first generation to live shorter lives than their parents because so many are eating too much in relation to movement. Obesity could end up

slashing two to five years from the average lifespan.

According to pediatric research, what really underscores all that we discuss here is the fact that the only children who come close to consuming a balanced diet are the obese ones!

## The message is clear

In today's world, we won't or can't use only food to acquire all our important nutrients in the proper amounts without running the risk of unhealthy weight gain and/or forcing a dramatic departure from a lifestyle that may be necessary to support our families.

### **Let Apex do the math for daily nutrient calibration**

Now that we have the message, don't try to get your ideal vitamin/mineral intake by randomly consuming any multiple vitamin or through "spiked" foods, because who's doing the math and what's the proper individual nutrient range?

It's easy to go over limits with some nutrients and under with others. You're not going to add up all the individual nutrients of everything you put in your body, which includes traditional foods and whatever else you may be eating or drinking that's spiked (nutrition bars, fortified cereals or orange juice, vitamin water, etc.), a multiple vitamin and any other supplement or shake you may be consuming.

**Apex makes it easy** – we have done all the research to determine the current safe and optimal nutrient range. We do all the arithmetic by basing everything on an individual using our multiple vitamin and mineral (MVM) formula, which allows you to add all traditional foods or any of our Fitness Fast Foods (FFF) and always remain in the established safe optimal nutrient range – no overages, no shortages – everyday for the rest of your long life.

### **In summary**

Most of us can't or won't move enough to eat enough in order to supply all the necessary nutrients for optimal health. And an individual's food selection process isn't perfect in today's crazy world. Nor does anyone accidentally eat perfectly daily.

## The 23-73¢/day answer

Don't guess or think about it, just take an Apex multivitamin one to three times daily and use only Apex branded foods along with your traditional meals and you will be operating at full capacity.

And this time your mom will be right, now that she can say: "take your Apex vitamins."

Until Next Month,

**Neal**

## Apex Multivitamin Formulas:

### **Prenatal**

- Follow the Prenatal multivitamin formula directions for your growing baby

### **From end of breastfeeding until 2-years-old**

- Baby formulas

### **2-4 years of age**

- One Apex Children's Chewable multivitamin formula
- Make sure calcium intake is adequate

### **5-11 years of age**

- Two Apex Children's Chewable multivitamin formula
- Make sure calcium intake is adequate

### **12-15 years of age, take 1**

- One Apex adult multivitamin
- Determine calcium intake and supplement with Apex calcium (if necessary)

### **16-18 years of age, over 150 lbs and/or active, take 2**

- One Apex multivitamin with breakfast, one with dinner
- Determine calcium intake and supplement with Apex calcium (if necessary)

### **19-100+ years of age, over 150 lbs and/or active, take 3**

- One Apex multivitamin tablet with breakfast, one with lunch and one with dinner
- Determine calcium intake and supplement with Apex Calcium (if necessary)