



HEALTH & HEALING

Choosing a kid's multi-vitamin

by **Mike Ventresca**
Vital Choice

Every day millions of parents turn to a multi-vitamin to help fill the nutritional gaps in their children's diet and for good reason. According to the USDA less than one third of US children eat the recommended daily servings of fruit and veggies. However,



Mike Ventresca

what millions don't know is that most kids' multis contain poorly utilized isolate forms of vitamins. In addition many contain a laundry list of "other ingredients" like refined sugars, artificial flavors, "lake" dyes, and aspartame, which have been linked to hyperactivity, allergic reactions and immune dysfunction.

For years, multi-vitamins have used chemically synthesized forms of nutrients called isolates. We know that isolate vitamins are far less utilized than nutrients from whole foods. In fact, the only way to really get an isolate to be effectively utilized is to take it with a food that contains the whole-food form. The problem is if we could get our kids to eat the foods that contain the vitamins in whole-food form – we probably wouldn't need the multi-vitamin in the first place!

Perhaps more important are the "other

ingredients" found in most mass-market kids' vitamins. For example, the best selling Flintstones™ Complete contains artificial flavors, starch and Aspartame, as well as FD&C Red #40, Yellow #6 and Blue #2. While considered safe by the FDA, many nutritional experts recommended against these unnecessary ingredients, especially for children.

So, what should a children's multi-vitamin contain? Ideally, it should contain whole-food forms of vitamins free of refined sugars and artificial ingredients. I can think of only one product that fits this bill – EveryKid by New Chapter. EveryKid is the first whole-food children's multi-vitamin made with organic ingredients. It's available in Awesome Apple and Brilliant Berry flavors (my favorite is sour apple) and comes as individual power packets that can be dissolved on the tongue or mixed with your child's favorite juice or water.

Mike Ventresca is co-owner of Vital Choice, a health food and nutrition store located at 9243 Sprague Road in North Royalton's Timber Ridge Plaza. The phone number is 440-885-9505. Open Monday thru Friday 10 a.m. to 8 p.m.; Saturday 10 a.m. to 6 p.m.; and Sunday noon to 5 p.m.

These statements have not been evaluated by the Food and Drug Administration. This information is not intended to diagnose, treat, cure or prevent any disease. If you have any concerns about your own health, you should always consult with a healthcare professional. 00148010



Learn. Shop...be healthy!

40-885-9505
www.vchoice.com

9243 Sprague Road
North Royalton, Ohio 44133
M-F 10a-8p, Sat 10a-6p, 12p-5p

All information copyright Vital Choice, Inc. 2005-2008