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ONCE A DAY MULTI

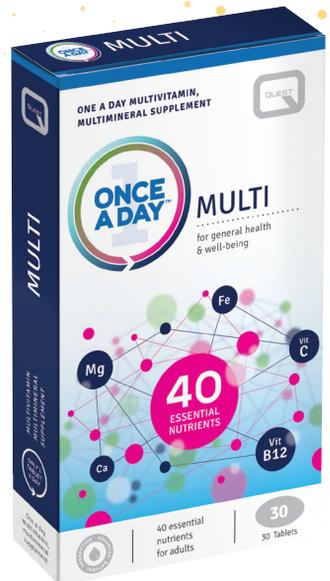
For general health and well-being.

Nutritional Information

One tablet provides:

VITAMINS		Magnesium*	24 mg
Vitamin A	750µg	Zinc*	4 mg
Vitamin D3	10µg	Iodine	40 µg
Vitamin E (15 i.u.)	10mg	Manganese*	0.4 mg
Vitamin C	150 mg	Copper*	0.4 mg
Thiamin (B1)	10 mg	Molybdenum*	10 µg
Riboflavin (B2)	11 mg	Chromium*	10 µg
Niacin (B3)	21 mg	Selenium*	13.2 µg
Vitamin B6	10 mg	ADDITIONAL NUTRIENTS	
Folacin (Folic Acid) (B9)	100 µg	Choline Bitartrate	20 mg
Vitamin B12	15 µg	Inositol	20 mg
Biotin (B7)	12 µg	Methionine	20 mg
Pantothenic Acid (B5)	19.5 mg	PABA	15 mg
Beta Carotene	3 mg	Bioflavonoids	29 mg
Alpha Carotene	90 µg	Lysine HCl	22 mg
Cryptoxanthin	21.2 µg	Lecithin	15 mg
Zeaxanthin	18 µg	Papain	2 mg
Lutein	13.6 µg	Rutin	2 mg
MINERALS		Betaine HCl	12 mg
Calcium	138 mg	Hesperidin	10 mg
Phosphorus	94 mg	Cysteine	0.6 mg
Iron*	6 mg		

*As Mineral Amino Acid Blend



Take one tablet daily with food.

- One-a-day support for optimal health and general well-being.
- Prevents deficiencies of essential nutrients caused by poor diet and lifestyle.
- Increases energy and recommended for people with elevated stress levels.
- Enhances the immune system, maintains mental well-being and concentration, and supports eye, bone and cardiovascular health.
- Protects the body's cells from oxidative damage implicated in the development of diseases such as heart disease, arthritis and liver damage.

DESCRIPTION

A once a day everyday supplement to support optimal well being. It contains nutrients such as the B vitamins and vitamin C that contribute to the reduction of tiredness and fatigue and help increase the body's resistance to stress. It also provides nutrients to support immune function and protect body cells against oxidative stress to minimise the environmental impact on delicate body tissues such as the skin. This is a high potency "all-in-one" formula designed to augment dietary intake, particularly useful in times of stress, or for those at risk of nutritional deficiencies such as the elderly, those with special dietary requirements like vegetarians or for anyone following a weight management diet where calorie intake is restricted.

ENERGY

Energy production: Once a day multi contains a potent level of nutrients such B vitamins required directly for the energy production cycle, also called the krebs cycle. Insufficient intake of B vitamins can impair energy production and cause fatigue.

The thyroid: Iodine is another nutrient in once a day multi that supports the production of energy. Iodine is required for the creation of thyroid hormones. T4 requires 4 molecules of iodine, which then travels to the liver and 20% of which is converted into T3. T3 is much more potent than T4, but requires selenium and zinc for conversion. Thyroid hormones ultimately regulate metabolism, and are therefore essential for a constant energy supply.

RESTRICTED DIETS

When diets are limited, such as in the case of vegetarianism, food intolerances, allergies and calories restricted diets, taking multi-nutrient formula can help to cover some dietary losses.

Vegetarians: Vegetarians, typically consume a much higher level of phytic acid which is found in beans and grains. Phytic acid has the potential to be anti-nutrient as it easily chelates to essential minerals¹ such as zinc and iron and can transport them out of the body. Phytic acid should not be avoided however, as they do have other health benefits. Increased consumption must be supported with a multi-nutrient formula. Vegetarians may also be low in vitamin A. The body is able to convert beta carotene into vitamin A, but only in the presence of adequate zinc.

Allergies and intolerance: The current spike in food allergies and intolerances poses some risk of nutrient deficiencies if not managed properly. When dairy is missing, so is calcium lactate, a highly absorbable form of calcium. This calcium needs to come from other sources, which in the case of milk alternatives are often consumed with phytic acid which decreases absorption rates.

Gluten sensitivity: Gluten avoidance poses another common problem. Primarily people who must avoid gluten often have issues with nutrient absorption, increasing the need for nutrients. Secondly, traditional gluten free substitutes often have a lower nutritional value², and contain higher levels of sugars³ to make them palatable. These sugars compete with vitamin C for absorption, and use up valuable stores of magnesium within the body⁴.

Low calorie diets: Calorie restricted diets are also often low in a few essential nutrients. Calorie restricted diets usually restrict fat due to its high calorific profile. The restriction of dietary fats lead to a restriction in essential fat-soluble nutrients including vitamins A, D and E. The stores of these fat-soluble vitamins may quickly become depleted, and need to be replaced.

The elderly: A study has found another section of the population susceptible to micronutrient deficiencies – the elderly population, particularly Europeans. The study found that vitamin D and B12 were the most prevalent deficiencies¹².

STRESS AND ANXIETY

Once a day multi contains magnesium and vitamin C, both of which are necessary in times of stress. Vitamin C is released by the adrenal glands alongside stress hormones, which can cause vitamin C levels to become quickly depleted in chronic stress states which then decreases resistance to infection.

Magnesium and GABA production: Magnesium is required for the production of Gamma-aminobutyric acid (GABA), a neurotransmitter that helps to relieve anxiety and fear. One study found that an increase in magnesium levels in the brain, led to decreased fear⁵. Another animal study found that decreased magnesium levels were a direct cause of anxiety⁶. Stress itself increases our need for magnesium⁷, further potentiating the situation.

Neurotransmitters: Molybdenum is a trace mineral required for many enzymatic processes within the body, including for the breakdown of amino acids. These amino acids are then used in many other functions of the body such as for the production of neurotransmitters including serotonin which helps with stress.

IMMUNITY

The immune system requires certain vitamins and minerals to function effectively. Sometimes these nutrients may work indirectly to facilitate immune function.

Vitamin D: Vitamin D is one of the more well-known nutrients for the immune system. Vitamin D aids with the regulation of the T helper cells and is involved with self-tolerance. It is found in large quantities in the gut associated lymphoid tissue (GALT). Vitamin D ensures that the immune system is regulated rather than under or over functioning. Vitamin D is often deficient in autoimmune patients⁸.

Vitamin C: Vitamin C is required for the proper function of Natural Killer T and B cells. One study showed that vitamin C was able to increase Natural Killer T and B cell function by 10 fold in patients who had the immune cell suppressed by toxins, completely restoring immune function⁹.

Zinc: Zinc is also a major nutrient required for proper immune function. Diminished stores rapidly decrease antibody responses which result in low resistance to infections¹⁰.

WHY DOES ONCE A DAY MULTI CONTAIN MIXED CAROTENOIDS AND OTHER ANTIOXIDANTS?

During times of calorie restriction and other diets that exclude whole food groups, there are many beneficial nutrients that may be missing. Although vitamins and minerals are classed as essential, there are other phytonutrients that are necessary for good health such as antioxidants.

Beta carotene is often cited as the most potent carotenoid. However, there are other types of carotenoids that work with beta carotene to enhance its action further, as well as having their own functions.

WHY DOES ONCE A DAY MULTI CONTAIN ADDITIONAL FACTORS?

Cysteine is a sulphur containing amino acid. Sulphur is the 6th most abundant micromineral in the body. It is converted in the body into glutathione a potent antioxidant and detoxification aid in the body. Glutathione can become depleted with poor diet and stress, which intern affect to antioxidant capacity of the body.

Choline, part of the B vitamin family may be useful for those who want to support a healthy body weight. Studies show that choline supplementation leads to lower body fat mass due to its role in fat metabolism¹¹.

FEATURES

- Convenient one a day comprehensive formula
- Providing 17 vitamin and vitamin-related ingredients, 11 minerals and 12 additional factors
- Quick release tablet designed to deliver nutrients quickly when required
- Contains amino acid chelated minerals to maximise absorption
- Provides a gentle form of iron less likely to cause constipation or digestive discomfort
- With additional synergistic co factors.

HEALTH NEEDS



ENERGY



EVERYDAY HEALTH
& WELLBEING



IMMUNITY



SENIOR'S HEALTH



STRESS & HECTIC
LIFESTYLE

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