

VitalNews

THE QUARTERLY NEWSLETTER OF VITALREMEDYMD

OCTOBER 2006

All Supplements are not Created Equal.

WRITTEN BY SETH J. BAUM, M.D.

The mission of VitalRemedyMD (VRMD) has always been twofold: First we aim to educate physicians and their patients about the scientific basis behind a select group of nutritional supplements. We aspire to be THE resource for education when it comes to grasping the nuances of the evolving young field of Nutraceutical Supplementation. Second, we use the science behind

these supplements as a guide to formulate and produce sensible and top-quality products, ones that will make us proud to recommend to our patients (and ones we'd want our own families to take as well). Adhering to these guidelines, VRMD maintains a limited line of Nutraceutical products, each one being the result of intense scientific scrutiny. We've put a great deal of thought and consideration into each product; to borrow a quote from Betty Crocker, "They are truly made with love."

This issue of *VitalNews* has been written in response to a recurrent theme of queries over the last few years: Patients wonder how they can recognize which features of nutritional products distinguish one from another. At times, after a doctor has recommended a particular nutritional supplement, a patient will find herself in a local drugstore or health food store confronted by a bewildering array of "competitive" products. She will ask herself what it is that makes one option better than another. After all there are so many possibilities from which to choose. In response to this most sensible (and pervasive) conundrum, we felt the best way for patients to understand what separates one product from another is to enter our minds, to view our thought processes and see why we made the choices we did when we formulated our products. And so in today's *VitalNews* we analyze three of the more commonly utilized products in order to help our readers see that all supplements are not created equal. We will use, as a framework, our response to an actual letter we received from one of our patients back in 2004. His basic statement was that he could find the "same" products for less in a local drugstore chain. We thought our response might assist others in understanding how to read a product label and then identify the obvious differences as well as the more subtle features that separate products both quantitatively and qualitatively. We also want to emphasize that this is why our products are sold only through doctor recommendation. We know you will get advice on supplementation from anybody and everybody these days - we want your guide to be your doctor. Your doctor understands the subtleties of your particular medical issues and has made a commitment to you and to VitalRemedyMD to invest time in ongoing education about the proper use of nutritional supplements.



inside

What to look for when comparing products...

Let your doctor be your guide.

SETH J. BAUM, M.D. FACC
Founder
VitalRemedyMD

Intelligent
Indulgences

Did You Know...?

LAURA D. BAUM, M.D.
Editor in Chief

Dear Valued Customer,

I appreciate the effort you made in comparing our products to several others, but some clarifications must be made. There are inherent differences in any product that must be understood to appropriately make comparisons in quality and price before drawing a final conclusion about what is the best choice for you. Not all supplements are created equal. Please let me show you the differences here:

The VitalOils: Your letter states that the fish oil concentrate you purchased from your local drug-store has 100 softgels to be taken twice daily supplying "1,000 mg Fish Oils" at a cost of \$9.00; compared to VRMD's VitalOils at \$29.95 for 180 softgels (2004). Big difference? Let me show you just how big; take a closer look at the supplement facts of each product; see how you have been misled and that, in fact, these products are not the "same" thing. Each of the fish oil softgels in this store brand product contains only 300 mg of combined DHA/EPA; their directive to take two softgels daily therefore provides only 600 mg of combined DHA/EPA. As the American Heart Association (AHA) recommends the daily consumption of 1,000 mg combined DHA and EPA for cardiovascular protection, you would come up short. As is the case in this local store brand product, one of the most misleading claims that many of these products make is that they contain 1,000 mg "fish oils"; they are banking on the fact that you don't understand that you must look at the amount of combined **DHA and EPA** which are the **heart-healthy omega-3 fish oils**. Other oils that provide omega-6 fatty acids are not necessary (and may even have a negative impact) as these are abundant in our daily diet. Many products require that you take 3, 4, or even 5 softgels a day to attain the goal of 1,000 mg of DHA/EPA daily. You have to know what to look for, and in order to compare products, unfortunately you may have to do the math. I'll do it for you this time: using this store brand product, you would have to take 3 and 1/3 of these softgels a day to get 1,000 mg of DHA/EPA. Their 100 softgels would then last you only one month. In order to compare the price to VitalRemedyMD's VitalOils (which is a 90 day sup-

ply of the appropriate 1,000 mg daily) you would multiply the \$9.00 a month times 3, which is \$27.00. Thus, the actual difference in cost is small: \$2.95. The difference in the products, however, is huge. We believe our product to be vastly superior in the following ways:

- **Two softgels** daily provide **1,000 mg combined DHA/EPA**; each highly concentrated softgel contains 500 mg of combined DHA/EPA.
- Low dose **natural vitamin E** is added to protect our fish oils from oxidation.
- **Enteric coating** of our softgels enhances digestion and eliminates the "fishy" aftertaste.
- The source of omega-3 fats in VitalOils is **small ocean fish** which are the optimal choice to avoid contaminants including mercury, PCBs and dioxins.
- Additional cleansing processes of **molecular distillation and winterization** are employed to ensure purity.
- **Pure USP Pharmaceutical Grade ingredients** are used in all VRMD products.
- **Independent assays by FDA registered laboratories** are always performed to maximize safety and content accuracy.

The DailyMultiple: In this case VRMD's product costs more, but clearly you are trying to compare apples and oranges. The store brand daily multivitamin is lacking our doses of vitamin K, Niacinamide, Biotin, Calcium (1,000 mg), Iodine, Magnesium (400 mg), Zinc, Selenium, Copper, Chromium, Manganese, Molybdenum, Potassium, and Boron. This is why their product is one tablet a day, while ours is four tablets daily. Our product provides 100% of the recommended daily value (RDV) of the essential vitamins and minerals used by the body. You simply can't pack this into one tablet a day. Another significant difference: our vitamin E is all natural d-alpha Tocopherol plus mixed Tocopherols while theirs is not. Many companies substitute synthetic vitamin E (dl-alpha Tocopherol) because it is cheaper. Natural vitamin E is better absorbed and retained by the body, and having mixed Tocopherols is an additional advantage conveying further health benefits. We believe the added cost for these differences is not negotiable. Let me summarize by underscoring some of the more important points when looking at a daily multi:

- **100% of the RDV for essential vitamins and minerals; this cannot fit in "one a day"**
- **Calcium 1,000 mg daily** in divided doses, **vitamin D 400 mg, magnesium 400 mg, zinc and copper** critical to strengthen bones and maintain bone health.
- **Chelated minerals** to enhance absorption and utilization by the body.
- **Natural vitamin E (d vs. dl-alpha Tocopherol)**

"You simply can't pack 100% of the RDV for the essential vitamins and minerals into one-a-day."

- Addition of **natural mixed Tocopherols**.
- Vitamin A as **beta-carotene**.
Vitamin A can come from retinol (often called vitamin A palmitate or acetate) or from beta-carotene, or a combination of both. The label should specify. Optimally, vitamin A would be supplied only as beta-carotene since the body can convert it to vitamin A on an as needed basis. This is important because high levels of vitamin A have been linked with weaker bones. Although beta-carotene is more costly than vitamin A, we use only beta-carotene, not vitamin A. We will not cut corners when it comes to your health.
- **Lycopene 6 mg** (vs. 300 mcg).
Lycopene is an antioxidant found in tomatoes that has been in the spot light because of research that supports its association with cardiovascular and prostate health. Studies have shown benefits with doses of **6 mg** daily. Many companies are proudly advertising - "Now with Lycopene" - but they have added lycopene to their multi at a dose of 300 **mcg** (that's micrograms or more specifically 1/1,000 of one mg)! A product containing 300 mcg has 1/20th the amount of lycopene that's contained in our DailyMultiple.
- **Natural color coating** is used to avoid heavy metals.
- **Pure USP Pharmaceutical Grade** ingredients are used in all VRMD products.
- **Independent assays by FDA registered laboratories** for safety and content accuracy.

The JointFormula: Once again there are clear distinctions. Your store brand product includes glucosamine and chondroitin, but that is where the similarity ends. Formulations that include glucosamine and chondroitin flood the market. If you pay careful attention to a few key points when choosing a product, you will find out how beneficial they can be. Scientific studies published in the finest medical journals have shown benefit, including both reduced symptoms and decreased joint space narrowing on x-ray exam with the **sulfate** forms of these supplements (not HCL). Look for the following:

- **Glucosamine sulfate (NOT HCL); daily dose of 1500 mg**
- **Chondroitin sulfate 1200 mg daily**
- Addition of 400 mg of **omega-3s DHA and EPA** for their **anti-inflammatory** effect
- Additional vitamins and minerals that are **essential for maintenance of healthy cartilage** and joints, including: **B6, E, C, B5, zinc, and copper**
- **Enteric coating** for increased absorption
- **Pure USP Pharmaceutical Grade** ingredients.
- **Independent assays by FDA registered laboratories** for safety and content accuracy.

Many of these details can at times increase the cost of a product, but as an educated consumer concerned about maximizing your health, now you know why it just may be worth it. Learn how to check the label so you know what you're getting, but rest assured that VitalRemedyMD has done the homework and that your best health is our greatest interest.

intelligent indulgences

Edamame



Edamame (*ey-dah-MAH-meh*) is a green vegetable more commonly known as a soybean. In East Asia, the soybean has been used for over two thousand years as a major source of protein. As a snack, the pods are lightly boiled in salted water, and then the seeds are squeezed directly from the pods into the mouth with the fingers. This has become a popular appetizer in many Asian restaurants and you can find them in the organic frozen foods section at Publix either in the pods or shelled. My 12 year-old daughter loves this recipe and can make it herself, and it's certainly a step up on the nutrition chart from pasta and butter!

Ingredients

- 3 cloves garlic, peeled and thinly sliced
- 2 tablespoons olive oil
- 1/4 teaspoon red pepper flakes (if you don't like it spicy, reduce by half)
- 12-ounces shelled edamame, partially thawed
- 14-ounces chicken or vegetable broth
- 12 ounces linguine
- 2 tablespoons chopped Italian parsley

In a large skillet, over medium heat, cook the garlic in olive oil until just golden; stir in red pepper flakes. Add the edamame and broth and simmer until the edamame are tender and the broth is reduced by half, about 10 minutes. Meanwhile, bring a large pot of lightly salted water to a boil. Cook the pasta; drain and add to the skillet. Toss to coat and remove from heat. Stir in the parsley and serve. Makes 3-4 servings.

Did You Know...?

our MISSION
is to enable your
doctor to provide
you with the best
and most appro-
priate nutritional
supplements.

- The **knee** is the number one problem for which people visit an orthopedist. The knee is the largest joint in the body and can bear several times your body weight, but as strong as it is, injuries occur commonly, both from overuse and from under use. Be proactive and prevent injury by maintaining appropriate body weight and exercising a minimum 3-4 times a week. Begin with at least 10 minutes of cardiovascular activity like a stationary bike with the seat positioned so that your leg is almost fully extended on the down pedal, or the elliptical machine which allows for a challenging aerobic workout at a variety of levels while minimizing direct impact to the knee joint. Appropriate stretching should follow along with a few exercises that target the quadriceps and hamstrings and surrounding muscles that stabilize the knee. Seek out a personal trainer for advice on a regimen that suits your needs and capability.
- **Magnesium** is required for 350 enzymes in the body to function, and for healthy maintenance of bones, arteries, heart, nerves, and teeth. It is estimated that a staggering 80% of the population is deficient in this mineral! Dietary sources include dark green vegetables, nuts, seeds, and whole grains. The RDV is 400 mg.
- There are three types of **omega-3** fats: DHA (docosahexaenoic acid), EPA (eicosapentaenoic acid), and ALA (alpha-linolenic acid). All three varieties are good for you, but evidence for the EPA and DHA found in fish and fish oils is strongest; they act to decrease inflammation which underlies many disease processes. Conversely, excessive levels of omega-6s (like linoleic acid) already abundant in our diets and a very high omega-6 to omega-3 ratio, promote cardiovascular disease, cancer, and inflammatory and autoimmune diseases.

To learn more about our products please ask your physician, or visit our website at www.vitalremedymd.com.

AntioxidantBalance® • Daily2Tab • DailyMultiple • HomocysteineFormula • Dialysist® • RetinGuard™
JointFormula • N-AcetylCysteine • CALRemedy® • StatinGuard® • Vital4Cholest™ • VitalOils™

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