



FAST FACTS ABOUT CHILDREN'S CHEWABLE VITA-SQUARES®

Building a foundation of health that will last a lifetime requires a commitment to good nutrition. It's never too early to assure your children receive the lipids, sterols, vitamins, minerals, and other nutrients necessary to lay the protective groundwork for immediate and future good health. Vita-Squares help provide the nutritional building blocks growing children need to achieve their physical, mental, and emotional "bests."

WHY MULTIVITAMINS FOR CHILDREN?

- To help provide children with the nutritional building blocks they will need to form **healthy bodies and minds**.
- To help supply key nutrients which research has shown play a role in promoting **emotional well-being** in children.
- To support the **exceptional growth** demands of childhood, when body weight doubles several times over and new cells are created at a phenomenal rate.
- To assist in the **development and maturation of tissues and organ systems**.
- To help meet the **high energy demands and special metabolic needs** of childhood.
- To aid in the **maturation of the immune system**, which in childhood is called upon to respond to some of its greatest challenges.
- To **fill nutritional gaps** that are the rule rather than the exception in children's diets.

WHY GNLD CHILDREN'S CHEWABLE VITA-SQUARES?

- **Vita-Squares provide optimal cellular nutrition that supports children's physical and mental growth and development and emotional well-being.** The formulation specifically addresses the nutritional needs of children.
- **More than just a multivitamin.** The most complete children's supplement available, Vita-Squares contain vitamins, minerals, lipids, sterols, and other whole-food-based nutrients that are deficient in many diets but that are essential for good health.
- **Contains Tre-en-en® Grain Concentrates.** Our exclusive formulation from whole wheat germ, rice bran, and soybeans supplies lipids and sterols that are often processed out of the foods that make up children's dietary staples.
- **Broad-spectrum antioxidant protection from the entire vitamin E family** of natural-source mixed tocopherols and tocotrienols, not just the most common member (alpha-tocopherol).
- **100% natural sweeteners and flavorings.** Sweetened with fruit juice concentrates (oranges, apples, and grapes) and fructose, and flavored with berry essences. Contains no sucrose. **Tastes great!**
- **Optimal mineral supplementation.** Zinc and chromium have been added. (Zinc has been shown to strengthen the immune system, and chromium helps regulate blood sugar levels.) Contains **copper and iron**, minerals that play key roles in immunity, blood building, growth, and other body functions. It also features **iodine**, shown to aid metabolic regulation, and **manganese**, critical for a healthy nervous system and normal metabolism.
- **More choline and inositol.** Choline and inositol have been shown to be important for cognitive functions (for example, learning and memory).
- **Chewable tablets** are easy to digest and absorb.
- **No preservatives or artificial colors.**
- **Unique shape** helps differentiate Vita Squares so there is less chance of mix-ups with adult products.





Supplement Facts

Serving Size 3 Tablets
Servings Per Container 60

Amount Per Serving	% Daily Value Children under 4 years of age	% Daily Value Adults and children 4 or more years of age
Calories	12	
Total Carbohydrate	3 g	†
Sugars	2.7 g	†
Vitamin A (retinyl palmitate)	3000 IU	120%
Vitamin C (as ascorbic acid)	60 mg	150%
Vitamin D (as cholecalciferol)	400 IU	100%
Vitamin E (as d-alpha-tocopherol)	10 IU	100%
Thiamine (as thiamine mononitrate)	1.5 mg	214%
Riboflavin	1.5 mg	187%
Niacin (as niacinamide)	13 mg	144%
Vitamin B6 (as pyridoxine hydrochloride)	1.4 mg	200%
Folic Acid	200 mcg	100%
Vitamin B12 (as cyanocobalamin)	3 mcg	100%
Biotin	0.15 mg	100%
Pantothenic Acid (as calcium pantothenate)	10 mg	200%
Iron (as ferrous fumarate)	6.0 mg	60%
Iodine (as potassium iodide)	75 mcg	107%
Zinc (as zinc sulfate)	7.5 mg	75%
Copper (as copper oxide)	0.5 mg	50%
Manganese (as manganese sulfate)	1 mg	66%
Chromium (from yeast)	20 mcg	25%

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Amount Per Serving	% Daily Value Children under 4 years of age	% Daily Value Adults and children 4 or more years of age
Inositol (as inositol and from soy lecithin)	4.5 mg	†
Choline (from soy lecithin and choline bitartrate)	4.5 mg	†
Mixed non-alpha tocopherol	0.6 mg	†
Tre-en-en® Grain Concentrate Blend Wheat Germ powder; Rice Bran powder; Soya Bean powder	70 mg	†

* Percentage Daily values are based on a 2,000 calorie diet
† Daily Value not established

Other ingredients: Glucose, fructose, grape juice concentrate, citric acid, silicon dioxide, stearic acid, orange juice powder, natural flavor and apple powder.

SUGGESTED USE: 3 tablets daily at mealtimes as a nutritional supplement.

Lipids and sterols provide critical support for healthy cellular uptake of nutrients and cellular export of waste and metabolites.*

* **This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.**

Tre-en-en® Grain Concentrates, an exclusive blend of lipid and sterol extracts from wheat, rice and soy, is the base of your child's complete vitamin and mineral support.

WARNING: Accidental overdose of iron-containing products is a leading cause of fatal poisoning in children under six. Keep this product out of reach of children. In case of accidental overdose, call a doctor or poison control center immediately.

Store in a cool, dry place, away from direct sunlight. Packaged with safety seal.

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THE CHILDREN'S CHEWABLE VITA-SQUARES® STORY

BUILDING A FOUNDATION OF HEALTH TO LAST A LIFETIME

If you were going to build your dream house, you'd first create a strong foundation and then assemble the finest building materials available to complete your project. Constructing a foundation of health that will last a lifetime requires the same commitment to quality materials. Good whole foods and good whole-food supplements provide the nutritional diversity and density that form the foundation for good health.

It's never too early to ensure your children receive the building blocks they need to achieve their physical, mental, and emotional "bests." Good nutrition during childhood will help lay the protective groundwork for immediate and future good health.

Why are children's nutritional demands exceptional?

- **Children produce MORE THAN A BILLION new cells each day, and it takes a lot of nutrients to support this extraordinary growth!** Children's body weights double many times over from the time they're born. For example, 50% of adult weight is attained during puberty alone!
- **Young tissues and organ systems need nutrients to develop properly.** For instance, children's immature immune systems are constantly exposed to bacteria and viruses, and many nutrients have been shown to boost immunity. In addition, children's delicate lungs are often exposed to smog, automobile exhaust, cigarette smoke, and other pollutants, and antioxidant nutrients may offer protection from such insults.
- **Childhood is a time when cognitive skills (learning, memory) and personalities are developing,** and scientific studies have found associations between levels of certain nutrients and mental performance and mood.
- **Children's metabolic rates are very high** – probably the highest they will ever be and vitamins and minerals are necessary to keep the body's metabolic pathways running smoothly.
- **Children's levels of physical activity, growth, and repair create enormous energy demands.** Vitamins and minerals work together to help the body better absorb and assimilate other nutrients from foods.
- **Children's poor diets** are characterized by inadequate consumption of fruits, vegetables, and whole grains and excessive consumption of highly processed, sugary, and fatty foods. For instance, children consume 20-30% of their calories as sugar, which means that the remainder of calories must supply all of the nutrients displaced by sugar. Studies show that this isn't happening, however;

children's diets often don't supply 100% of the U.S. Recommended Daily Allowance (RDA) for key nutrients.

During childhood, a time of great nutritional need, the diet may well be at its worst. Science has shown supplements can replace nutrients that have been stripped from the foods we eat or that are missing from typical children's diets.

THREE REQUIREMENTS FOR OPTIMAL CELLULAR NUTRITION IN CHILDREN

1. **Feed their cells.** The health of the trillions of cells in the human body depends on their ability to receive nutrients that fortify the "chain of life": carbohydrates, lipids/sterols, protein, minerals, vitamins, and enzymes. As a chain is only as strong as its weakest link, inadequate nutrition can undermine good health, both now and later. To create and maintain a healthy cellular foundation in childhood, when cellular growth, renewal, and repair peak, good nutrition is essential. Without it, cell membranes become compromised in their ability to absorb nutrients and excrete wastes. Cells become "sluggish" and unable to perform their number one function: producing energy for life! If your child's cells are "sickly," your child isn't going to be optimally healthy. But if your child's cells are healthy, so is your child!

2. **Renew and repair their cells.** Due to body growth, tissue and organ development, and response to injury, children's cells undergo renewal and repair more often than those of normal adults. To grow, for instance, the body needs protein, a major cellular building block made up of strings of amino acids. Children's bodies cannot make 10 of the 22 amino acids required to replace old cells and repair damaged ones, so these essential amino acids must be supplied in the diet.

3. **Protect their cells.** But feeding, renewing, and repairing cells isn't enough. Cells also need protection from highly reactive and damaging chemicals called free radicals, byproducts of the oxidation reactions that fuel metabolism. Since children's bodies burn a lot of energy, they also produce a lot of free radicals. Free radical are also generated by sunlight, cigarette smoke, smog, ozone, pesticides, food additives, drugs, and several other chemicals to which we and our children are routinely exposed. Antioxidant nutrients can neutralize free radicals and offer some protection. Nutrients such as vitamin C and flavonoids protect the watery regions of cells from free-radical attack, whereas those such as the vitamin E family and carotenoids defend their fatty regions, particularly the membranes.



THREE WAYS TO MEET THE NUTRITIONAL NEEDS OF CHILDREN

The GNLD Energy Program for children supports optimal cellular nutrition by providing products to fulfill the specific needs of growing children. Vita-Squares provide the lipids, sterols, vitamins, minerals, and other nutrients that help address the need to *feed the cells*. Our delicious NouriShake® protein supplement provides the amino acids necessary to support *renewal and repair of the cells*. And GNLD's antioxidant supplement for children, Vita-Gard™, delivers a broad spectrum of natural, whole-food antioxidants to help meet the challenge to *protect the cells*.

POOR DIETS HANDICAP CHILDREN

Nutritional gaps are the rule rather than the exception in children's diets. Many children fail to get the nutrients they need each day, handicapping their abilities to meet enormous challenges for physical activity and growth and cognitive development. Immunity can also be weakened, leaving children vulnerable to infections and disease.

Children do not eat enough whole grains, fruits, vegetables, and legumes. These are some of nature's richest sources of vitamins, minerals, and other key nutrients. Virtually all of the world's major public health organizations recommend high-produce diets. For example, in the United States, the National Cancer Institute, the American Cancer Society, and the National Research Council all recommend 5-9 servings of fruits and vegetables each day for optimal health. That's the dietary ideal, but this is the reality:

- One-quarter of American schoolchildren do not consume fruits or vegetables every day, according to a nationwide survey.
- Vegetable consumption is declining among U.S. children, especially those from lower income families. Fruit consumption is similarly inadequate.¹
- In one study children ate an average of two servings of fruit and one of vegetables each day, with *less than 7%* consuming the five daily fruit and vegetable servings recommended by health authorities.²
- *About two-thirds of the children ate less than two servings of fruit a day.* Only one child in the entire study ate three or more servings of vegetables a day.²
- *Children in the study consumed almost no carotenoid-rich vegetables,* with the average daily intake of dark green and yellow vegetables only one-tenth of one serving!²

Even healthy diets have occasional nutritional gaps.

Children's preferences also tend to create dietary shortfalls. "Picky eaters" may avoid healthful foods, such as Brussels sprouts and spinach, while sticking to a narrow range of less healthy favorites, such as sugary cereals and high-fat chips. Processed foods, poor in fiber and essential nutrients, often supplant whole grains in the diet. The result? Children aren't getting enough of the essential nutrients they need at a time of exceptional growth, activity, and learning.

NUTRITIONAL GAPS IN CHILDREN

Population surveys and scientific studies^{1,3} indicate children's diets are often deficient in:

- | | |
|--------------------------|--------------------------|
| ■ vitamin A | ■ carotenoids/flavonoids |
| ■ niacin | ■ calcium |
| ■ folic acid | ■ iron |
| ■ vitamin B ₆ | ■ magnesium |
| ■ vitamin C | ■ zinc |
| ■ vitamin E | |

Supplements are an excellent way to fill dietary gaps.

Scientific studies have demonstrated that vitamin and mineral supplements:

- improve mental development in infants
- improve appetite and growth rates in children
- build bone mass in youngsters

VITA-SQUARES FILL THE GAP

Vita-Squares can make a positive difference. Since they contain semi-essential nutrients, such as choline and inositol, and our exclusive Tre-en-en® Grain Concentrates, Vita-Squares are more than just a multivitamin. The most complete whole-food children's supplement on the market, Golden Neo-Life Diamite's chewable Vita-Squares provide the nutrient diversity and density cells need for optimal growth, maintenance, and repair. Children love them because they're delicious, but you'll love them because:

- Vita-Squares deliver the **finest natural-source ingredients** on the market.
- **All-natural sweeteners and flavorings** create a **great-tasting** supplement without the added sugar, preservatives, and artificial colorings found in other children's chewables.
- **Tre-en-en Grain Concentrates** from whole wheat germ, rice bran, and soybeans provides whole-grain nutrients that are removed from the processed foods children tend to favor.
- Our vitamin E offers **broad-spectrum antioxidant protection from the entire vitamin E family** — not just its most well-known member, alpha-tocopherol.
- As science supports important biological roles for **zinc** (immunity, growth, appetite), **chromium** (sugar regulation), **copper** and **iron** (immunity, blood building, growth), **iodine** (metabolic regulation), and **manganese** (nerve function, metabolic regulation), these essential minerals are an important part of the new, improved formulation.
- **Choline** and **inositol** help support important cognitive functions such as learning and memory.

In sum, Vita-Squares contain key whole-food nutrients to support the "chain of life" and give your children a head start on health!

Note: As calcium and magnesium are macrominerals – meaning they are required in the diet in large amounts – they were too bulky to include in the Vita-Squares formulation in significant amounts, but good sources for both are Neo-Cal and NouriShake, both of which are part of the GNLD Energy Program for children.



REFERENCES

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