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Amtsgericht Dresden
USt-ID-Nr.: DE352285297

Overview

Every day mum multivitamins, 60 capsules

Product number: VS4898



Price

Quantity	Unit price	Base price
To 1	€27.95	€499.11 / 1 Kilogramm
To 4	€26.55	€474.11 / 1 Kilogramm
From 5	€25.15	€449.11 / 1 Kilogramm

Prices incl. VAT plus shipping costs

Description

Every Day Mama capsules for daily use, specially for women who choose capsules instead of tablets

The ingredients of Every Day Mama Capsules are identical per two capsules to those of Every Day Mama Tablets, except for choline (110 mg vs. 150 mg), vitamin C (80 mg vs. 200 mg), calcium (120 mg vs. 200 mg) and magnesium (60 mg vs. 100 mg). In the capsules these are dosed lower because more can fit into one tablet than into two capsules. The product is based on the latest scientific insights and has been adjusted to current data on

nutritional status in Western Europe as well as to the optimal intake amount per nutrient.

Vitamin A should definitely be included in a multivitamin for pregnant women

Many pregnant women are warned about the dangers of excessive vitamin A intake. However, there is an increased need for vitamin A during pregnancy and lactation. For this reason, one should not be overly cautious with vitamin A intake. Therefore Every Day Mama contains 3 mg natural beta-carotene (provitamin A) and 150 µg vitamin A daily. This is a very safe and desirable dose of vitamin A. The body converts only as much beta-carotene into vitamin A as it needs, thereby avoiding an excessively high vitamin A level.

Ideal amount to cover the increased requirement during pregnancy

Folic acid is, as is well known, important before and during pregnancy. Every Day Mama uses a high-quality, biologically active form of folic acid (folate), bound as a glucosamine salt (Quatrefolic®). Thanks to this binding with a glucosamine salt, the biologically active form can be kept stable and optimal absorption ensured. Per daily dose of two capsules the formula contains 400 µg 5-methyltetrahydrofolate.

Every Day Mama provides a high amount of 30 µg vitamin B12 in the biologically active forms methyl- and adenosylcobalamin. These endogenous forms have the advantage of being better absorbed and remaining available in the body for longer than the common synthetic form of vitamin B12 found in supplements (cyanocobalamin). Choline is a nutrient that is particularly important during pregnancy. Ongoing very recent studies are revealing more about this. Per two capsules the formula contains up to 110 mg choline.

Pregnant and breastfeeding women have an increased need for vitamin D. Therefore the daily Every Day Mama portion contains a high amount of vitamin D3 (50 µg). In addition it is of plant origin and thus suitable for vegans.

In general, women have a higher iron requirement than men. Pregnant women have an increased need for iron to support cell and tissue production. Therefore the daily Every Day Mama contains a high daily dose of 16 mg iron, which comes from the stomach-friendly iron bisglycinate (Ferrochel®) – a well-absorbed amino acid chelate from Albion (TRAACS®). The formula also contains 80 mg vitamin C, which supports iron absorption.

It also contains a high iodine content (150 µg), which contributes to the normal growth of children.

The optimal form and dosage of B vitamins

The daily multis include B vitamins in high amounts, but these are acceptable for the body. A careful examination was made of the daily requirements, average intake amounts and their minimum values. Not only the latest scientific findings and the reliable upper limits were taken into account, but also how well the body is able to convert the different B vitamins.

Furthermore, all formulas include the biologically active forms of vitamins B2 (riboflavin-5'-phosphate), B6 (pyridoxal-5'-phosphate), B12 (methyl- and adenosylcobalamin) and folate (5-methyltetrahydrofolate-glucosamine salt). These are the forms used by the body, and research shows that they have higher bioavailability in the body.

Pyridoxal-5'-phosphate as vitamin B6

At very high doses of vitamin B6, a tingling or numbness in the hands or feet can occasionally occur. For this reason, the Netherlands assumes a maximum safe upper limit for vitamin supplements in adults of 21 mg per day. The Every Day multis are well below this (at most 4.2 mg). In addition, only pyridoxal-5′-phosphate (P-5′-P), the biologically active form of vitamin B6, is used, not pyridoxine HCl, which still needs to be converted in the body. It is currently being further investigated whether the occasional side effects mentioned above occur only with vitamin B6 in the form of pyridoxine HCl and not, or to a lesser extent, with pyridoxal-5'-phosphate. Indications suggest that

only pyridoxine HCl is neurotoxic in high doses.

Folic acid as 5-methyltetrahydrofolate

Folic acid (pteroylmonoglutamic acid), often used in supplements for stability reasons, is a synthetic form that does not occur naturally. In food it is present as folate. Folic acid from supplements must be converted by the body into tetrahydrofolate and then into 5-methyltetrahydrofolate (5-MTHF). Studies show that this complex conversion process is far from optimal in a considerable number of people. Adding 5-MTHF eliminates this problem.

The Every Day multis use the superior form 5-methyltetrahydrofolate, bound as a glucosamine salt (under the brand name Quatrefolic®). Thanks to this binding with plant-derived glucosamine salt, the biologically active form can be kept stable and optimal absorption ensured. Research shows that Quatrefolic® has better water solubility, stability and bioavailability. Unlike the “ordinary” (synthetic) folic acid form, 5-MTHF can also cross the blood–brain barrier.

Vitamin B12 in the form of adenosyl- and methylcobalamin

The absorption of vitamin B12 from food is a complicated process. Some evidence also suggests that the NRV (formerly RDA) of 2.5 µg per day is set too low and that the requirement for healthy adults and older people may vary and rise above 20 µg per day. To ensure the safety of vitamin B12 supplementation and to take into account the occasionally difficult absorption of B12 from foods and supplements, the Every Day multis include higher doses of the biologically active forms methyl- and adenosylcobalamin.

Cyanocobalamin, a cheaper, synthetic form of vitamin B12 that does not occur naturally and must be converted by the body into active forms, is contained in many other B12 products and multivitamins. In this process the cyanide portion of the cobalamin (B12) is released, which must then be processed by the body. Studies indicate that the bioavailability of vitamin B12 in the form of methyl- and adenosylcobalamin is higher than that of cyanocobalamin.

Vitamin D in high amounts, from plant sources

In recent years European authorities have recognised that the value for adequate vitamin D intake from food (15 µg) should be set higher and that the maximum permitted dose (100 µg) could be increased. In the Netherlands there is still caution, and it is suggested that 10 µg would be sufficient and that the upper limit should be 75 µg. Strangely, the NRV (or RDA) is still set at 5 µg. In the orthomolecular world the importance of higher doses has long been known. Renowned vitamin D experts recommend that the calcidiol level in adults should be at least 75 nmol/l. To maintain such a vitamin D level, a daily oral D3 vitamin dose of about 25–75 µg is required.

The daily multivitamin preparations contain high amounts of vitamin D3 (cholecalciferol). Compared with vitamin D2 (ergocalciferol), this form is significantly more effective at raising vitamin D levels. In addition, the new Every Day multis use plant-based vitamin D3 (Vitamin D3V®). The reason for this is that it is produced from algae and not from sheep’s wool fat (as most vitamin D3 products are). This makes all multis from the Every Day range suitable for vegans.

Vitamin K1 and K2

The Every Day multivitamins now include a small amount of vitamin K1 and an increased amount of vitamin K2. While vitamin K1 is primarily taken up by the liver and is especially responsible for activating clotting factors, vitamin K2 is characterised by higher bioavailability. It is distributed much more throughout body tissues and therefore more effectively activates other vitamin K–dependent enzymes such as osteocalcin and MGP. These, among other things, ensure that calcium is absorbed correctly and ends up in the right place — the bones.

For blood clotting, which is essential for survival, the body first uses vitamin K. Because vitamin K2 is considerably more expensive than vitamin K1, a small amount of K1 is added to the multivitamins. This allows K1 to be used for the primary blood clotting function and K2 for the other, also very important, functions.

By the way, the regular NRV for vitamin K is based on the amount necessary for normal blood clotting. The optimum vitamin K dosing for other bodily processes that depend on this vitamin was, strangely, not taken into account.

Stability of vitamin K2

It appears that vitamin K2 is a very sensitive substance. The content of this vitamin in a tablet or capsule decreases particularly rapidly when combined with calcium and/or magnesium. It is a real technical challenge to use vitamin K2 in a product with high doses of calcium and/or magnesium. Therefore Vitals uses a K2 supplement under the brand K2VITAL™ DELTA, which remains stable in a formula containing many of these minerals. A patented microencapsulation process protects the fat-soluble K2 particles with two layers from reactions with other ingredients. Vitals had the stability of K2VITAL™ DELTA tested in an independent laboratory, and the result was that it was the best product. A comparison was made with other brands of vitamin K2, especially in combination with the ingredients of Vitals products. It was concluded that K2VITAL™ DELTA was superior to the other K2 ingredients, that the K2 content remained stable and that it was absolutely necessary to protect K2.

Natural calcium and magnesium from the sea

The multis now contain calcium and magnesium of the Aquamin® brand, which are derived from the sea. This allows the tablets to achieve significantly higher doses than the previously used forms, while the absorption of these ingredients has been proven to be effective.

The Aquamin magnesium is extracted from seawater of the Irish Sea, and research shows good bioavailability for the body. The raw material contains, besides about 35% elemental magnesium, small amounts of other minerals and trace elements.

The calcium (Aquamin Calcium) is obtained from the red alga Lithothamnium calcareum. This species of algae absorbs minerals and trace elements from the sea and stores them. In nature it appears in a beautiful red or pink hue, but after its death it becomes calcified and takes on a white or light grey colour. Only calcified red algae that are harvested from the waters along the Icelandic coast are collected. The raw material contains, in addition to a calcium content of 32%, a magnesium content of 3% and small amounts of other minerals and trace elements.

Perhaps the synergistic effect of the natural trace element profile of this calcium and magnesium is an explanation for the better absorption and the impressive studies conducted on it.

Iron, zinc and copper in the form of amino acid chelate (bisglycinate)

For the minerals iron, zinc and copper, amino acid chelates (bisglycinates) are used. Each mineral particle is powerfully bound to two molecules of the amino acid glycine (chelated). Minerals in this compact form reach the small intestine without difficulty and are taken up very effectively there. They are also gentle on the stomach, which can be particularly advantageous with iron. Vitals also makes a conscious choice of the amino acid chelates from Albion Minerals, recognisable by the TRAACS® brand, which stands for “The Real Amino Acid Chelate System”. This brand serves to distinguish itself from other, possibly inferior or unstable amino acid chelates. Albion holds more than 100 patents worldwide that secure the process, research and structure behind its amino acid chelate minerals.

Unique: choline in a relatively high dosage

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Choline has for some time been used more or less as a standard ingredient in multivitamins. However, almost always in low dosages (10 to 30 mg), because little was known about it. But that is increasingly changing! In 2012 the European Commission approved three health claims for choline that apply at a dose of at least 82.5 mg. It is important for normal fat metabolism, homocysteine metabolism and healthy liver function. Based on clinical research, particularly to determine daily requirements, an RDA of 550 mg/day was established in the USA for the first time in 2016. In 2016 the EFSA concluded that choline is an essential nutrient, but no reference nutrient values (NRV) have yet been set. An adequate daily intake was set at 400 mg, based on average intake in European countries and not on the US study that produced 550 mg/day. Average intake among adult Europeans ranges between 291 and 468 mg per day. That is a sufficient reason to include a generous dose of choline in a daily multivitamin!
In our daily multis we use choline from VitaCholine®. This brand represents the highest quality, and extensive research has been carried out with it.

Lutein

Lutein is a naturally occurring carotenoid. High concentrations of this substance are found in the retina and in the macula lutea (the yellow spot) of the eye. Lutein is also the most common carotenoid in the brain of young children. The body cannot produce lutein itself and therefore must obtain it from food. It is found, among other foods, in green leafy vegetables as well as in red, yellow and orange vegetables and fruits.

Nutritive properties

- Vitamins B1, B2, B3, B5, B6 and B12, biotin, vitamin C, calcium, magnesium, iron, iodine and copper support energy levels
- Vitamins B2, B3, B5, B6 and B12, folate, vitamin C, magnesium and iron can help reduce tiredness
- Vitamins A, B6 and B12, folate, vitamin C, D, iron, copper, selenium and zinc have a positive effect on the immune system
- Vitamins B2, C and E, copper, selenium and zinc protect the cells from oxidative stress
- Vitamins B1, B2, B3, B6 and B12, biotin, vitamin C, calcium, magnesium, iodine and copper support the nervous system
- Iron, iodine and zinc contribute to normal cognitive function
- Iron plays a role in the process of growth and tissue development
- Iron supports normal formation of red blood cells and haemoglobin
- Vitamins B1, B3, B6 and B12, biotin, folate, vitamin C and magnesium support mental functions (such as concentration and memory) and mood
- Vitamin B5 and folate contribute to stress resistance
- Vitamins A, B2 and zinc are good for vision
- Vitamins C, D and K, calcium and zinc are good for bones
- Vitamin K contributes to the uptake of calcium into the bones
- Vitamin K is necessary for the normal function of blood clotting
- Vitamins C, D and calcium are good for the condition of the teeth
- Biotin, selenium and zinc are good for hair health
- Copper supports the normal pigmentation of skin and hair
- Vitamins A, B2, B3 and C, biotin, iodine and zinc are good for skin health
- Selenium and zinc are good for nail health
- Iodine and selenium support normal thyroid function
- Vitamins D, calcium and magnesium support muscle function
- Vitamin B1 supports normal heart function
- Calcium and magnesium contribute to the formation of cells and tissues
- Calcium supports the maintenance of a healthy digestive system
- Magnesium helps with the building of protein in the body

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- Magnesium contributes to a good electrolyte balance
- Choline contributes to normal homocysteine metabolism
- Choline contributes to the maintenance of cell membrane structure and normal fat metabolism

Nutritional declaration

Micronutrients	per daily portion 2 capsules
Vitamin A	650 µg (82 %*)
Vitamin D	50 µg (1000 %*)
Vitamin E	24 mg α-TE** (200 %*)
Vitamin K	112.5 µg (150 %*)
Vitamin C	80 mg (100 %*)
Thiamin	5.5 mg (500 %*)
Riboflavin	4.9 mg (350 %*)
Niacin	24 mg NE*** (150 %*)
Vitamin B6	3.5 mg (250 %*)
Folic acid	400 µg (200 %*)
Vitamin B12	50 µg (2000 %*)
Biotin	75 µg (160 %*)
Pantothenic acid	12 mg (250 %*)
Calcium	120 mg (15 %*)
Copper	0.5 mg (50 %*)
Magnesium	60 mg (16 %*)
Iron	16 mg (114 %*)
Zinc	7.5 mg (75 %*)
Iodine	150 µg (100 %*)
Selenium	60 µg (109 %*)
Molybdenum	25 µg (50 %*)

*Reference intake according to Regulation (EU) No. 1169/2011
**Information on vitamin E content (α-TE = Total alpha-tocopherol equivalents)
***Niacin equivalent

Beneficial ingredients

Beneficial ingredients*	per daily portion 2 capsules
Beta-carotene (from Dunaliella salina)	3 mg
Choline (bitartrate, VitaCholine®)	110 mg

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Lutein	6 mg

* No reference amount according to the FIC is specified
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Vitamin D3V® is a registered trademark of ProTecNutra Ltd.
Aquamin® is a registered trademark of Marigot Ltd.
VitaCholine®, K2VITAL™, Albion® Minerals, Ferrochel® and TRAACS® are trademarks of the Balchem Corporation or its subsidiaries.

Ingredients

Minerals (calcium, magnesium, iron, zinc, selenium, molybdenum, copper, iodine), rice flour (Oryza sativa), choline bitartrate, vegetable capsule (pullulan, from fermented starch), vitamins (C, E, B3, D3, B5, B1, B2, B6, K2, A, K1, folate, biotin, B12), mixed tocopherols, lutein, anti-caking agent (magnesium salts of fatty acids), beta-carotene.

Recommended use

Take 2 capsules per day with water with a meal. Do not exceed the stated recommended daily dose.

Caution

This supplement is not suitable for children up to and including 10 years old (required notice for products with more than 20 µg vitamin D per daily dose).

Storage instructions

Store in a cool, dry, light-protected place (do not refrigerate).

Legal information

The recommended daily dose must not be exceeded. Food supplements are not a substitute for a varied and balanced diet and a healthy lifestyle. Keep out of reach of small children.

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Product information

Application:	Women
Dosage form:	In vegan capsules.
Micronutrients:	Biotin, Calcium, Copper, Folic acid, Iodine, Iron, Magnesium, Molybdenum, Niacin, Pantothenic acid, Riboflavin, Selenium, Thiamine, Vitamin A, Vitamin B6, Vitamin B12, Vitamin B complex, Vitamin C, Vitamin D, Vitamin E, Vitamin K, Zinc
Plants:	Rice
Quality:	Gluten-free, Lactose-free, Vegan
Product type:	Dietary supplements

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