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Rechtliches:
Amtsgericht Dresden
USt-ID-Nr.: DE352285297

Overview

Multivitamins every day, 300 g powder

Product number: VS4911



Price

Quantity	Unit price	Base price
To 1	€39.95	€133.17 / 1 Kilogramm
To 4	€37.95	€126.50 / 1 Kilogramm
From 5	€35.95	€119.83 / 1 Kilogramm

Prices incl. VAT plus shipping costs

Description

Multivitamins on a prebiotic base

Most powdered multivitamins are (to a large) extent made up of sugar and/or use artificial sweeteners to improve the taste. Jeden Tag Powder is distinguished by the fact that the taste of the vitamins and minerals is neutralised by natural, unrefined inulin – a prebiotic fibre that is naturally slightly sweet. The product is also free from sugar, sweeteners, synthetic colourings, flavourings or odourings and preservatives.

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The product is based on the latest scientific insights and is aligned with current data on nutritional status in Western Europe as well as the optimal intake per nutrient. This product from the Jeden Tag multivitamin range also stands out because of its composition and the selected forms of the minerals and vitamins. This formula includes, among others, vitamin D3, K1 and K2, the active forms of vitamins B2, B6 and B12 and a superior form of folate (5-MTHF from Quatrefolic®). The vitamin C consists of the non-acidic and well absorbed forms of calcium and magnesium ascorbate. The minerals are present as compounds that are well absorbed.

For whom

The Jeden Tag Powder product has a neutral taste and is suitable for children when used at one measuring scoop per day. It therefore delivers per scoop almost the same doses as Jeden Tag Junior, but contains slightly more choline, magnesium and vitamin C. This is possible because there are no space constraints with Jeden Tag Powder.

The product can be used with two measuring scoops daily and is suitable for (young) adults and older people who prefer a powdered multivitamin. It provides excellent options for being included in a shake or smoothie and for adjusting the dose and mode of intake situationally.

B vitamins in ideal form and amount

The everyday multivitamins contain a large, but acceptable amount of B vitamins. The daily requirement, average intakes and their lower limits have been thoroughly examined. Not only the latest scientific insights and the safe upper limits are taken into account, but also the extent to which 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 the form of vitamin B6

Occasional tingling or numbness in the hands or feet can occur when very high amounts of vitamin B6 are taken. For this reason, the Netherlands has set a maximum safe upper limit of 21 mg per day for adults for vitamin supplements. The Jeden Tag multis are well below this value (at most 4.2 mg). Additionally, only the biologically active form of vitamin B6, pyridoxal-5′-phosphate (P-5′-P), is used instead of pyridoxine HCl, which has to be converted in the body. It is currently being 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 in high doses is neurotoxic.

Folate as 5-methyltetrahydrofolate

The synthetic form of folic acid (pteroylmonoglutamic acid), which is used in supplements for reasons of stability, does not occur in nature. In foods it occurs as folate. Folic acid from supplements must be converted in the body to tetrahydrofolate and then to 5-methyltetrahydrofolate (5-MTHF). Research has shown that in a considerable number of people this complicated conversion process is far from optimal. Supplementation with 5-MTHF removes this problem.

The Jeden Tag multis use the superior form 5-methyltetrahydrofolate bound as a glucosamine salt (known 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. Studies demonstrate the superior water solubility, stability and bioavailability of Quatrefolic®. 5-MTHF can also cross the blood–brain barrier, unlike the “normal” (synthetic) folic acid form.

Vitamin B12 as adenosyl- and methylcobalamin

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Dietary intake of vitamin B12 is a complex process. Indications suggest that the NRV (formerly RDA) of 2.5 µg per day may have been set too low and that requirements in healthy adults and older people can vary and rise above 20 µg per day. To ensure sufficient vitamin B12 intake and to take into account the safety of B12 supplements, the Jeden Tag multivitamins contain higher dosages of the biologically active forms methyl- and adenosylcobalamin.

Most other multivitamins and B12 products contain cyanocobalamin, an inexpensive, synthetic form of vitamin B12 that does not occur naturally and must be converted by the body into its active forms. In this process the cyanide is removed from the cobalamin (B12) and must then be metabolised by the body. Studies show that the bioavailability of vitamin B12 as methyl- and adenosylcobalamin is higher than that of cyanocobalamin.

Large amounts of vitamin D from plant sources

In recent years European governmental bodies have come to realise that the value for an adequate dietary vitamin D intake (15 µg) should be set higher and that an increase in the maximum permitted dose (100 µg) would be possible. In the Netherlands caution still prevails: it is said that 10 µg would be sufficient and the upper limit should be 75 µg. Strangely, the NRV (or RDA) still amounts to 5 µg. In the orthomolecular world, however, the importance of higher doses has long been known. Leading experts on vitamin D recommend that the calcidiol level in adults should be at least 75 nmol/l. To maintain such a vitamin D level, an oral dose of vitamin D3 of 25–75 µg per day is estimated.

The Jeden Tag multis contain high amounts of vitamin D3 (cholecalciferol). This form is considerably more effective at raising vitamin D levels than vitamin D2 (ergocalciferol). In addition, the new Jeden Tag multis use plant-based vitamin D3 (Vitamin D3V®). The reason for this is that it is made from algae and not from sheep's wool fat (lanolin), as most vitamin D3 products are. Thus all multis in the Jeden Tag range are now also suitable for vegans.

Vitamin K1 and K2

The Jeden Tag multivitamins now contain a small amount of vitamin K1 and a larger dosage of vitamin K2. Vitamin K1 is predominantly taken up by the liver and is mainly responsible for the activation of clotting factors. In contrast, vitamin K2 has higher bioavailability, is distributed throughout body tissues and therefore more effectively activates other vitamin-K-dependent enzymes such as osteocalcin and MGP. Among other things these ensure that calcium is absorbed correctly and ends up in the right place, namely in the bones.

For the essential function of blood clotting the body always uses vitamin K first. Vitamin K2 is a significantly more expensive raw material than vitamin K1. Therefore a small amount of K1 is added to the multis so that this can 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. It is odd that the optimal vitamin K dosing for other vitamin-dependent body processes was not taken into account.

Stability of vitamin K2

Vitamin K2 appears to be a very sensitive substance. Especially when combined with magnesium and/or calcium, the content of this vitamin in a capsule or tablet rapidly decreases. It is a real challenge to use vitamin K2 in a product with high doses of calcium and/or magnesium. For this reason Vitals uses a K2 addition with the brand K2VITAL™ DELTA, which remains stable even in a formula with many of these minerals. A patented microencapsulation process protects the fat-soluble K2 particles with two layers from reactions with other ingredients. An independent laboratory investigated the stability of K2VITAL™ DELTA at Vitals' request and found that it delivers the best performance. A comparison was made with other vitamin K2 brands, especially in combination with the ingredients of Vitals' products. It was concluded that K2 protection is essential, that the K2 content remained constant with K2VITAL™ DELTA and that it outperformed other K2 ingredients.

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Natural calcium and magnesium from the sea

The multivitamins now use Aquamin® calcium and magnesium products, which are harvested from the sea. The doses contained in the tablets are considerably higher compared with the previously used forms, and the absorption of these ingredients has been shown to be effective.

The magnesium (Aquamin Magnesium) comes from seawater of the Irish Sea, and studies show that it is well absorbed by the body. The raw material contains around 35% elemental magnesium as well as small amounts of other minerals and trace elements.

The calcium component (Aquamin Calcium) is derived from the red algae Lithothamnion calcareum. This species of algae absorbs minerals and trace elements from the sea and stores them. In nature it has a pleasant red-pink colour, but when it dies it calcifies and turns white or light grey. Only calcified red algae harvested from waters along the Icelandic coast are collected. The raw material contains, besides 32% calcium, also 3% magnesium 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 remarkable studies that have been carried out with it.

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

For the minerals iron and zinc bisglycinates are chosen as amino acid chelates. Each mineral particle is powerfully bound (chelated) to two molecules of the amino acid glycine. Minerals in this compound form effectively reach the small intestine and are very well absorbed there. In addition, they are gentle on the stomach, which can be particularly advantageous for iron. Albion Minerals' amino acid chelates are specifically selected by Vitals and are recognisable by the TRAACS® brand, which stands for "The Real Amino Acid Chelate System". This brand serves to distinguish them from other amino acid chelates that may be inferior or unstable. Albion holds more than 100 patents worldwide that secure the process, the science and the structure of their amino acid chelate minerals.

Unique: relatively high dose of choline Choline has been used more or less as a standard ingredient in multivitamin supplements for some time. But usually in low doses (10–30 mg), because there was not much knowledge about it. That is changing more and more! In 2012 the European Commission authorised three health claims for choline, which apply at a dose of at least 82.5 mg. It is important for normal fat metabolism, homocysteine metabolism and healthy liver function. In 2016 the US set an RDA of 550 mg/day for the first time, supported by clinical research specifically to determine the daily requirement. The EFSA also decided in 2016 that choline is an essential nutrient, but no NRV has yet been set. The adequate daily intake was set at 400 mg, based on average intakes in European countries, not on the American study that resulted in 550 mg/day. Average adult intake in Europe ranges between 291 and 468 mg per day. There is good reason to include a generous amount of choline in a daily multivitamin supplement!

In our Jeden Tag multis we use choline from VitaCholine®. This brand stands for high quality and extensive research has been conducted in connection with it.

Lutein and zeaxanthin

Lutein and zeaxanthin are natural carotenoids. These substances are concentrated in the body especially in the retina and the macula lutea ("yellow spot"). Lutein and zeaxanthin are substances that the body cannot produce itself. It therefore depends on their intake through the diet. They are found, among other things, in green leafy vegetables as well as in red, yellow and orange fruit and vegetables.

Nutritive properties

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- Vitamins B1, B2, B3, B5, B6 and B12, biotin, vitamin C, calcium, magnesium, iron and iodine support energy levels
- Vitamins B2, B3, B5, B6 and B12, folate, vitamin C, magnesium and iron can help with tiredness
- Vitamins A, B6 and B12, folate, vitamin C, D, iron, selenium and zinc have a positive effect on the immune system
- Vitamins B2, C and E, selenium and zinc protect the cells from oxidative stress
- Vitamins B1, B2, B3, B6 and B12, biotin, vitamin C, calcium, magnesium and iodine support the nervous system
- Iron, iodine and zinc contribute to normal cognitive functionVitamin 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 eyesight
- Vitamins C, D and K, calcium and zinc are good for the bones
- Vitamin K contributes to the uptake of calcium into the bones
- Vitamin K is necessary for normal blood clotting function
- Vitamins C, D and calcium are good for the condition of the teeth
- Biotin, selenium and zinc are good for hair health
- 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 proteins in the body
- 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 measuring scoops (6.6 g)
Vitamin A	400 µg (50 %*)
Vitamin D	30 µg (600 %*)
Vitamin E	24 mg α-TE** (200 %*)
Vitamin K	135 µg (180 %*)
Vitamin C	180 mg (225 %*)
Thiamine	1.1 mg (100 %*)
Riboflavin	1.4 mg (100 %*)
Niacin	16 mg NE*** (100 %*)
Vitamin B6	2.8 mg (200 %*)
Folate	200 µg (100 %*)
Vitamin B12	10 µg (400 %*)
Biotin	50 µg (100 %*)

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Pantothenic acid	6 mg (100 %*)
Potassium	300 mg (15 %*)
Calcium	240 mg (30 %*)
Magnesium	120 mg (32 %*)
Iron	4.2 mg (30 %*)
Zinc	3 mg (30 %*)
Selenium	27.6 µg (50 %*)
Molybdenum	20 µg (40 %*)
Iodine	75 µg (50 %*)

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

Value-adding ingredients

Value-adding ingredients*	**per daily portion 2 measuring scoops**
Beta-carotene (from Dunaliella salina)	1.2 mg
Choline (bitartrate, VitaCholine®)	100 mg
Mixed tocopherols (beta, gamma, delta)	20 mg
Zeaxanthin (from Tagetes erecta)	1 mg
Inulin (from chicory)	4070 mg
Lutein (from Tagetes erecta)	5 mg

* No reference amount specified under the Food Information to Consumers Regulation
Quatrefolic® is a patented product and a registered trademark of Gnosis.
VitaCholine® is a registered trademark of Balchem Corporation.
Vitamin D3V® is a registered trademark of ProTecNutra Ltd.
K2VITAL™ is a trademark of Balchem Corporation or its subsidiaries.
Aquamin® is a registered trademark of Marigot Ltd.
Ferrochel® and TRAACS® (“The Real Amino Acid Chelate System”) are registered trademarks of Albion Minerals.

Ingredients

Inulin, minerals (potassium, calcium, magnesium, iron, zinc, molybdenum, selenium, iodine), vitamins (C, E, B3, D3, K2, B5, A, B6, B2, B1, K1, folate, biotin, B12), choline bitartrate, mixed tocopherols, lutein, beta-carotene, zeaxanthin.

Recommended use

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Children from 3 years: 1 measuring scoop (3.3 grams) per day. Adults: 2 measuring scoops (6.6 grams) per day. Mix the powder with water, fruit juice or yoghurt. Stir well and consume immediately. Stir the powder in the container regularly so that it remains well mixed.

Caution

This food supplement is not suitable for children under 3 years of age. At 2 measuring scoops this food supplement is not suitable for children up to and including 10 years of age. One measuring scoop is included. As this product contains vitamin K, it is not suitable for concurrent use with coumarin derivatives (anticoagulants such as acenocoumarol and phenprocoumon). These medicines are also called vitamin K antagonists and their effectiveness is reduced by the intake of vitamin K via food and supplements.

Storage instructions

Store in a cool, dry, dark place (not in the fridge). Preferably consume within 4 months of opening.

Legal notices

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

Product information

Application:	Immune system
Dosage form:	In powder form.
Micronutrients:	Biotin, Calcium, Folic acid, Iodine, Iron, Magnesium, Molybdenum, Niacin, Pantothenic acid, Potassium, Riboflavin, Selenium, Thiamine, Vitamin A, Vitamin B6, Vitamin B12, Vitamin B complex, Vitamin C, Vitamin D, Vitamin E, Vitamin K, Zinc
Quality:	Free from magnesium stearate, Gluten-free, Lactose-free, Vegan
Product type:	Dietary supplements