

## iVitamin Science™ A Bold New Approach

iVitamin Science™ is a bold new approach to vitamin and mineral supplementation. For as long as people have been taking vitamins they've relied, almost exclusively, on the recommended daily allowance (RDA). The RDA was established by the government right after World War II, and has served as a benchmark ever since. But as time went on health care professionals realized that, although the RDA may be a decent guideline, it was insufficient for achieving optimal health.



At iVitamin Science™ we combine a proprietary Health Survey with state-of-the-art Cellular Analysis to create a multivitamin designed to meet your specific needs. A personalized formula that changes as your nutritional needs change.

Our health survey gathers data that impacts the precise formula of nutrients needed to maximize your health. We analyze complex demographics including, among other factors, geographic and seasonal variations, medical and pharmaceutical status, activity levels and lifestyle.

In addition, we perform a Functional Leukocyte Cellular Analysis to determine your exact nutritional requirements at the cellular level. Your body gets all of what it needs and none of what it doesn't. iVitamin Science™ is the only vitamin and mineral supplement program in the world to take this approach.

## Take the Guesswork Out of Your Vitamin & Mineral Supplements

Every person differs in their ability to absorb and metabolize nutrients. Tests that are based on measuring static levels in serum, saliva, skin, urine, or hair are, at best, a snapshot of your nutrient levels at a given moment. They're not adequate to determine your full nutritional needs. In contrast, the iVitamin Science™ plan is a revolutionary approach to vitamin and mineral supplementation. A personalized formula that changes as your nutritional needs change; giving your body the vitamins and minerals it requires for optimal health.

- ▶ Our FLCA test identifies specific deficiencies and excesses of individual vitamins and minerals.
- ▶ We deliver, right to your doorstep, the precise formula needed to maximize your health.
- ▶ Nutritional deficiencies can be precisely detected before they lead to serious health problems.

The iVitamin Science™ Program utilizes a Functional Leukocyte Cellular Analysis (FLCA) which measures vitamin and mineral deficiencies at the cellular level. This is the only test of its kind, providing specific *deficiencies and excesses* of individual vitamins and minerals. Now, nutritional deficiencies can be detected and addressed before they contribute to future health problems.



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*The information on this brochure is not intended as a substitute for professional medical advice or treatment. Information and statements regarding dietary supplements have not been evaluated by the Food and Drug Administration. iVitamin Science™ supplements are not intended to treat, cure, or prevent any condition or disease. Use only as directed.*

# Even Twins Have Different Nutritional Needs!



iVitamin Science™  
The Vitamin & Mineral Plan  
Made Just For You.



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## Are All Custom Vitamins Really Custom Made?

Since we all differ in our ability to absorb and metabolize nutrients, tests that attempt to analyze saliva, urine, blood serum, hair, or even DNA, are insufficient for determining your true nutritional needs. Fancy lasers, hair sampling, or urinalysis are, at best, a “snapshot” of your nutrient levels at a given moment. Although they may sound “cutting-edge”, even DNA tests can only try to predict medical conditions you may develop in the future.

*The following diagram compares some of the methods custom supplement makers use to try to determine your specific needs. None of their methods are a true measure of your actual nutrient absorption.*




## Why Choose the iVitamin Science™ Plan?

Vitamins and minerals, once plentiful in the food supply, have been diminishing over the years as modern farming and food manufacturing processes have economized in reaction to financial pressures. You may have noticed, more and more, that manufacturers often “fortify” their products with a few vitamins and minerals in an attempt to replace some of these depleted nutrients.

## The Gold Standard FLCA Testing

Most health-conscious people know that it’s important to make proper food choices and take supplements to ensure adequate intake of vitamins and minerals; but how do you know what you need? Whether you’re taking a brand name multivitamin, or a variety of costly supplements from a nutrition store, you’re probably not getting enough of what you need, and too much of what you don’t need. In fact, scientists investigating toxicities associated with mega-dosing vitamins have found that too much of a good thing is just as harmful as too little.

At iVitamin Science™ we utilize a Functional Leukocyte Cellular Analysis (FLCA) blood test which measures actual vitamin and mineral deficiencies, and total antioxidant function at the cellular level. The FLCA actually measures the DNA synthesis in your white blood cells. In addition, we provide a total antioxidant function test which measures your cells’ ability to resist damage caused by free radicals and other forms of oxidative stress. With the FLCA, we can now precisely measure how vitamins, minerals, amino acids and antioxidants actually function within your white blood cells.

Characteristics	History	Saliva	DNA	Blood Serum	Urine	 Blood Cells
What time frame are samples testing?	0 Days*	1 Day	0 Days*	2 Days	1 Day	<b>6 Months</b>
Can samples give unique information?	No	No	No	Yes	No	<b>Yes</b>
Does the test identify deficiencies?	No	No	No	No	No	<b>Yes</b>
Does the test identify excesses?	No	No	No	No	No	<b>Yes</b>
Does it measure specific nutrients?	No	No	No	Yes	No	<b>Yes</b>
How easy is it to obtain samples?	Easy	Moderate	Difficult	Difficult	Moderate	<b>Difficult</b>

\* These tests do not measure actual nutrient levels, but rather, try to predict nutritional supplement needs based on their respective Medical History and DNA assessments.

Since they cannot give an accurate depiction of your vitamin and mineral excesses and deficiencies, these tests are virtually worthless when designing your personalized vitamin and mineral formula. Without specific data showing your actual nutrient requirements, many companies simply provide pre-made vitamins packaged together as a “custom formula,” while others offer the same vitamin no matter what your “test” results show. Think about it; how can vitamins that were manufactured before you even took the test be “custom” made for you?

In contrast, the iVitamin Science™ plan utilizes a patented Functional Leukocyte Cellular Analysis (FLCA) which measures vitamin and mineral deficiencies and total antioxidant functions at the cellular level. FLCA is *the only test* that identifies specific deficiencies and excesses of individual vitamins and minerals. Because we know exactly what your cells are asking for, we can safely replenish your deficiencies with precision, instead of the “shotgun” approach used by other vitamin makers.

Unfortunately today, you cannot rely on food alone to provide the wide spectrum of nutrients necessary for optimum health; and you can’t expect your brand-name multivitamin to provide all the nutrients necessary to address your specific deficiencies. The dosing of ingredients is based on the average RDA values (now DRI) and there are no *average* needs!

At iVitamin Science™ we take an entirely different approach. We test your nutrient absorption at the cellular level and give your body just what it’s asking for, so your liver won’t be working overtime metabolizing vitamins and minerals you never needed in the first place. We analyze the essential vitamins and minerals we feel are necessary for your body to perform optimally. We also measure your overall antioxidant levels and add the necessary vitamin compliments to fight free radicals and bolster your immune system.



## Getting Started!

We start with your personal Health History Questionnaire, followed by your initial Functional Leukocyte Cellular Analysis (FLCA) blood test. Based on these results, we will create your unique formula and deliver it to your door. We’ll recheck your blood work and review your personal health history, biannually, to fine-tune your formula and ensure that you’re getting all of the restorative nutrients your body needs.

Call today!  
877-66-iVita  
or visit our website at  
[ivitaminscience.com](http://ivitaminscience.com)  
and start living the  
healthier life you’ve  
always dreamed of.

