



# MULTIFACTORS™ MEN'S AND MEN'S 50+ VITAMIN & MINERAL FORMULAS

Your body, your multi

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When it comes to optimal nutrition, there are both similarities and differences between men and women. For many vitamins, the recommended daily allowance (RDA) or recommended daily intake (RDI) is the same. For some vitamins, minerals and nutrients however, age, body size and metabolic variations result in different RDIs for men than women. In the majority of individuals, male or female, a healthy diet does not always provide optimal amounts of the vitamins, minerals and other nutrients needed on a daily basis. There are some conditions, such as prostate problems, that are unique to men, but many problems linked to nutritional deficiencies are common to both men and women, including heart disease, obesity, bone and vision loss, and diabetes. However since men may respond differently to things like stress and muscle recovery, their nutritional needs may be different from women. These differences are accentuated as the ability to absorb certain nutrients decreases with age. Natural Factors MultiFactors Men's and Men's 50+ Vitamin & Mineral Formulas are customized with specific combinations of vitamins, minerals and phytonutrients to provide daily dietary support while helping to meet the unique nutritional needs of men.

## BEYOND ONE-A-DAY

Proper diet alone will not provide all the vitamins, minerals and nutrients needed for the body to operate at maximum efficiency. Supplementing with a high quality multivitamin and mineral formula is a safe and convenient way to provide daily nutritional insurance. As is the case with food, nutrients should be provided to the body throughout the day. Taking too much of a nutrient in one dose may only increase the excretion of that nutrient. The MultiFactors Men's and Men's 50+ formulas deliver optimum amounts of over 35 carefully chosen vitamins, minerals, enzymes, antioxidants and herbal extracts in just three easy-to-swallow vegetarian capsules per day. Both formulas are made from the highest quality ingredients in the proper ratios to energize the body, provide relief from stress, protect against organ degeneration, and aid in the prevention of chronic diseases. In addition, both formulas contain betaine hydrochloride (HCL) and a digestive enzyme blend to help maximize nutrient absorption. Betaine HCL helps compensate for low stomach acid production, something traditionally seen in the elderly but becoming increasingly common in younger people.

## ADVANCED PROSTATE SUPPORT

The prostate gland is a walnut-sized organ located at the base of the bladder, surrounding the urethra. The prostate gland has two functions: to help regulate urination by pressing

against the urethra; and to generate the production of semen. As men age, the prostate gland enlarges. This typically starts at about the age of thirty, but since it grows very slowly, symptoms are not usually noticeable until after the age of fifty. Enlarged prostate is also known as benign prostatic hyperplasia (BPH) and is one of the most prevalent problems in older men. As the prostate gland enlarges, pressure against the urethra increases and starts to block the flow of urine, making men susceptible to urinary tract infections and other problems including frequent urination, weak urine stream, incontinence, and the inability to empty the bladder completely. Prostate problems can interfere with social activities, interrupt sleep, and make it difficult to enjoy life.

Both formulas contain vitamin E, selenium, zinc, lycopene, BerryRich™ and saw palmetto for optimal prostate support as well as overall health. Saw palmetto extract, from the fruit of *Serenoa serrulata*, is rich in fatty acids and phytosterols, and has been proven useful in the prevention and treatment of urinary tract and prostate problems, including enlarged prostate (Edwards). The MultiFactors Men's 50+ formula contains twice the amount of saw palmetto for additional prostate support. BerryRich is a superior combination of whole fruit concentrates from grape, pomegranate, strawberry, cranberry, blueberry, raspberry and bilberry, and provides a broad spectrum of antioxidants to quench damaging free radicals. The antioxidant power of BerryRich is reinforced by other healing and revitalizing vitamins, minerals and phytonutrients.

## LOWERS THE RISK OF HEART DISEASE

Heart disease affects more men than women so preventing and reducing the risk factors for this disease is essential. Both the MultiFactors Men's and Men's 50+ formulas contain critical heart-health nutrients such as B3, B6, folic acid, calcium and magnesium to support healthy homocysteine, cholesterol, and triglyceride levels, and to reduce oxidative stress. Both formulas also contain meaningful levels of BerryRich, CoQ10 and lutein – all known for their importance to heart health. The antioxidants in BerryRich help inhibit LDL oxidation, increase blood flow, and prevent hardening of the arteries. CoQ10 provides cells throughout the body with energy. Certain cells, like those in the heart, need more energy. The ability to produce CoQ10 declines with age and certain cholesterol-lowering medications can further deplete the body of CoQ10. Lutein, well-known for enhancing eye function, also helps reduce atherosclerotic lesions (small fatty deposits on the inner arterial walls). For additional antioxidant protection and to support healthy cholesterol levels, the MultiFactors Men's formula includes curcumin. For added heart health support, the MultiFactors Men's 50+ formula also contains BlueRich™,

a super strength blueberry concentrate. The powerful antioxidant action of the anthocyanins in BlueRich helps prevent blood vessel damage.

## **BOOSTS ENERGY AND REDUCES STRESS**

As a result of their active lifestyle, men under 50 typically have higher energy requirements and experience increased stress levels. The MultiFactors Men's formula includes Panax ginseng, an adaptogen which helps improve the body's response to physical, chemical and biological stressors (including toxins, physical and mental stress, anxiety, trauma, and fatigue) by increasing the body's resistance to stress. Ginseng is an energizing and nourishing stimulant, with numerous physiological and pharmacological benefits including: restoration of normal body processes; delaying the development of age-related disorders, including neurodegenerative disorders, cardiovascular disease and other chronic diseases; stimulating the immune system; providing anti-inflammatory, antioxidant and protective effects, including protection against liver toxicity; and increased longevity (Radad, *et al*). Ginseng may potentially have an aphrodisiac effect that can help men overcome sexual dysfunction.

Active lifestyles also make greater demands on muscles and joints, since they require additional nutrients in order to recover from physical activity. The curcumin and CoQ10 in the MultiFactors Men's formula enhance physical performance and endurance, and shorten recovery time. Curcumin's powerful anti-inflammatory effect provides support for aching muscles and joints, and as an antioxidant curcumin helps stabilize membranes that are being damaged by inflammation. Mental and physical fatigue after exercise can be caused by many factors, including depletion of energy stores, dysfunction in the cellular components that are responsible for producing energy, and the production of free radicals inside muscle cells. CoQ10 is a vital catalyst in the creation of energy, improves the recovery of energy stores after exercise, and protects against free radical damage.

## **PROMOTES HEALTHY AGING**

Suboptimal intake of vitamins, minerals and nutrients are common in the general population, especially in the elderly, and is a risk factor in the development of chronic diseases (Denny). Cognitive decline and advanced macular degeneration (AMD) are two of the most common conditions that affect older people. The Men's 50+ formula contains BlueRich, lutein and other key nutrients that promote healthy aging and reduce the risk of these debilitating diseases. In the elderly, cognitive function is directly related to nutritional status (Tucer, *et al*). Supplementing with essential C and B vitamins, and minerals such as zinc and selenium, goes a long way towards reducing the risk of cognitive dysfunction. In addition to BerryRich, BlueRich provides potent antioxidant protection for the brain against free radicals and inflammation – both of which contribute to deficits in cognitive and motor function. The antioxidant compounds found in BlueRich are readily absorbed into the bloodstream, then cross into the brain where they influence regions involved in memory and motor function; suggesting their therapeutic potential against Parkinson's and Alzheimer's (Zafra-Stone, *et al*).

Oxidative stress is a primary factor in the development of AMD. Supplementing with key nutrients can go a long way in preventing or slowing down the progression of AMD. Beta carotene, vitamins B2, C, and E, zinc, copper, manganese, and selenium all play a vital role in reducing oxidative stress. However studies have shown that lutein is the most critical for overall eye health. Lutein helps strengthen the capillaries that feed the eyes oxygen-rich blood, and protects the eyes from oxidative stress.

## **DOSAGE**

Recommended adult dose: 3 capsules daily with food, a few hours before or after taking other medications, or as directed by a health care practitioner.

## **SAFETY**

The MultiFactors Men's and Men's 50+ Vitamin & Mineral Formulas are formulated to provide safe levels of ingredients that are not known to have any adverse effects. However, individuals

should consult their health care practitioner for possible cautions or contraindications prior to use. People sensitive to nicotinic acid may experience flushing of the skin that is generally mild and transient. MultiFactors Men's and Men's 50+ formulas contain no artificial colours, flavours, sweeteners or preservatives.

*Pregnancy and lactation:* Not recommended during pregnancy or lactation unless recommended by a health care practitioner.

*Children:* Not recommended for children unless recommended by a health care practitioner.

*Drug interactions:* Consult your health care practitioner if you are taking blood thinners, as the phytonutrients in this supplement may increase the effectiveness of these medications.

*Contraindications:* Consult your health care practitioner if you have a history of non-melanoma skin cancer.

Men of all ages can enjoy lasting health and vitality with MultiFactors Men's and Men's 50+ Vitamin & Mineral Formulas. These customized formulas contain over 35 essential vitamins, minerals and nutrients that support healthy aging, aid in combating fatigue and stress, and provide superior antioxidant protection against disease.

## **KEY REFERENCES**

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