



# WOMEN'S HEALTH

## Vitamins: Hard Habit To Make For Many Women

(NAPSA)—You know the routine: Up at dawn, collapse at midnight—and an unending, hectic flurry of activity in between with school activities, work demands, dinner menus, cleaning chores, and a host of other daily duties—day in and day out.

Remembering to take a multi-vitamin isn't always the top priority for today's modern woman.

However, maintaining stronger bones and teeth, supporting immune health and promoting healthy eyes and skin are just a few of the many benefits of taking a daily multivitamin. Despite these benefits, according to a new survey from The Alcott Group, even though 57 percent of women in the survey claim to take a multi-vitamin, 75 percent claim to not take one regularly because they can't get into a consistent routine.

"Large pills have turned many women off to the benefits of a multi-vitamin, making them less likely to get the necessary nutrients on a day-to-day basis," says Maureen Conway, Director, Nutrition Services & Communications at McNeil Nutritionals and a registered dietitian.

"Many women find it difficult to consistently meet their complete micronutrient needs on a daily basis which makes taking a multi-vitamin an important component of a healthy lifestyle," continues Conway.

A great-tasting, new-to-market alternative is changing perceptions about multi-vitamins.

The makers of the popular VIActiv® Calcium Chews have



**A great-tasting vitamin chew may make it easier for women to get their daily nutrients.**

introduced a great-tasting, easy alternative to pills: the VIActiv® Multi-Vitamin Chew.

Specifically targeted to women, VIActiv® Multi-Vitamin Chews contain 12 essential vitamins including vitamins A, C, D and E, thiamin, riboflavin, niacin, vitamin B6, folic acid, vitamin B12, biotin and pantothenic acid to help promote immune health, energy activation, heart health, bone strength, skin health and eye health. The chew also contains 20 percent of the daily value of calcium, and only contains 20 calories per piece and 4g of carbohydrates.

Individually wrapped chews allow for ease of use and portability, which may help to increase compliance among women. Even better, they come in two great flavors—milk chocolate and tropical fruit splash—making taking a multi-vitamin a habit hard *not* to make.

More information is available at [www.newchew.com](http://www.newchew.com).