

NUTRITION NEWS & NOTES

The Truth About Multivitamins

(NAPSA)—Acclaimed biochemist Andrew Lessman has news for people who think one-a-day multivitamins improve their overall health. These mass market products may not offer the amounts of daily vitamins and minerals research says you need to truly make a difference in your life.

As a former food and drug lawyer with over 24 years as a vitamin manufacturer, Lessman is familiar with nutritional products and offers the only line of 100% natural, additive-free vitamins in the world, exclusively on the TV shopping network HSN and hsn.com. He says many multivitamins contain unnecessary additives.

Lessman offers some tips for picking a multivitamin to accomplish your health goals:

- Choose capsules over tablets. Capsules are generally better delivery mechanisms that provide more efficient absorption. They are less likely to cause stomach upset than tablets.

- Look for pure ingredients. Most products contain manufacturing additives such as lubricants and binders, which may reduce the potency and effectiveness of the supplement.

- Don't be fooled by a fancy cover. The same wax used for automobiles is also used to coat many vitamin tablets to make them look shiny and more appealing. Unnecessary coloring is also often used to make vitamins "prettier."

- Read the labels. Beware of products that promise to meet all your needs. Calcium or vitamin C alone can each represent one entire pill.

- Don't believe hype. Just having the ingredient on the label doesn't mean the product will work. For instance, many Ginkgo supplements don't have the 120



It takes more than multivitamins to be healthy—you also need exercise and a proper diet.

milligrams that research suggests may help memory performance.

When it comes to your health, there is no cure-all magic pill or potion that will work without proper diet and exercise. Taking a multivitamin or taking even the best weight-loss pill while you're eating a terrible diet and not exercising will not help you lose weight or make you any healthier.

Applying these standard procedures can significantly help you if you're considering nutritional supplements in your quest for a healthier life.

"My goal is to help people improve the quality of their lives for the rest of their lives...not just today," says Lessman. "By following some basic guidelines and using 100 percent natural and effective products such as those offered on HSN and hsn.com, I'm confident that people can discover a longer, healthier, happier life."