

# Mega-Kid™

## Top-Ranked Multiple!

Our fast food, TV culture leaves the health of children at risk, resulting in epidemics of obesity and short attention spans. Parents need all the help they can get to ensure the health of their growing children. That's why Source Naturals developed MEGA-KID MULTIPLE.



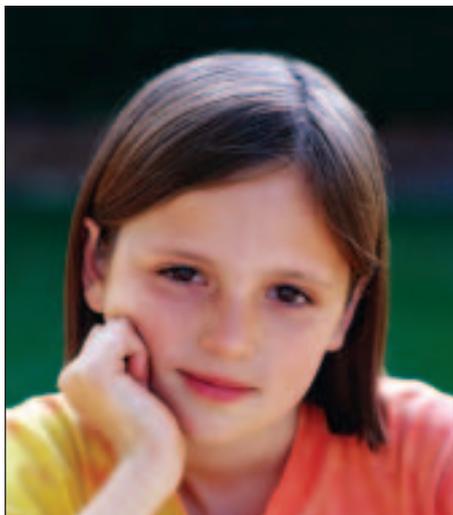
MEGA-KID was recently honored in an independent scientific analysis of more than 160 children's multiples. The result: MEGA-KID was ranked the top children's chewable available in health food stores.

Lyle MacWilliam, author of the *Comparative Guide to Children's Nutritionals*, ranked kids' multiples based on criteria developed from recommendations of renowned nutritional authorities: Phyllis Balch, C.N.C.;

Michael Colgan, Ph.D.; Earl Mindell, Ph.D.; Michael Murray, N.D.; Richard Passwater, Ph.D.; Ray Strand, M.D.; and Julian Whitaker, M.D. The criteria were: completeness; potency; bioavailability; vitamin E bioactivity; cardiac health triad; homocysteine reduction triad; bone health support; antioxidant triad; glutathione support; metabolic support; bioflavonoid profile; phenolic compound profile; lipotropic factors; and potential toxicities.



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Kids will love MEGA-KID's fun flavor from real fruit. And parents will love the serious nutrition it provides, including phytonutrients from vegetables, such as spinach, broccoli, beets, and carrots.

MEGA-KID™ MULTIPLE is one of America's most comprehensive kids' multiples, as reported in the *Comprehensive Guide to Children's Nutritionals* by Lyle MacWilliam, 2nd ed. MEGA-KID received this acknowledgement by nutrition experts because it is uniquely effective.

### **Serious Nutrition for Growing Children**

Many children today follow a sedentary lifestyle, spending their leisure time in front of the television or computer. They obtain a high proportion of their calories from fast foods and snacks such as soda, chips, and candy, rather than fiber-rich foods such as fruits and vegetables. Furthermore, portion sizes have increased dramatically.

The latest statistics show that as many as 30% of children aged 6-19 in the U.S. are overweight or obese, putting them at increased risk for chronic health problems. More than ever, children need a serious multivitamin as part of their healthy lifestyle plan.

### **The Comprehensive Kids' Multivitamin**

Source Naturals is committed to helping concerned parents achieve optimal wellness for their kids—including healthy bones, teeth, skin, brain function, heart, immune response and much more. So we formulated MEGA-KID with a broad spectrum of 45 beneficial ingredients—more than most other major brands!

All principal vitamins and minerals are included. Our vitamin A is exclusively from beta carotene, keeping MEGA-KID all-vegetarian and eliminating any risk of overdosing, which can happen with preformed A. MEGA-KID provides





amino acids which are missing from many kids' multiples, including taurine, which supports brain function, and lysine for healthy connective tissue. And Source Naturals uses superior forms of nutrients for utilization by your body.

MEGA-KID provides special ingredients including bee pollen, a concentrated, nutritionally complete "superfood", and *Bifidobacterium longum bifidus*, the predominant flora in mothers' milk.

### **Get Your Veggies**

In addition to its comprehensive nutrient blend, MEGA-KID is formulated with carrots, beets, peas, spinach, broccoli, and cabbage powders, plus wheat sprouts, barley and wheat grass, spirulina and oat bran fiber. And it protects kids from free radical damage with pomegranate and bilberry extracts.

### **Real Fruit-y Taste**

All this nutrition would be wasted if kids weren't motivated to take MEGA-KID. Source Naturals conducted extensive taste-testing to come up with just the right degree of sweetness and balance of fruits. The result is a delicious chewable with refreshing strawberry, blackberry, raspberry and peach flavors.

### **Lifestyle Tips for Raising a Healthy Child**

Limit TV: The American Academy of Pediatrics suggests young children watch no more than 1 to 2 hours per day, and that the shows be nonviolent and educational. Things happen fast on TV, so kids' brains may come to expect this pace, making it harder to concentrate with less stimulation.



Eat meals together. A child's diet is positively influenced by a pleasant family atmosphere at mealtime, and good parental role models regarding food preferences.

Prepare colorful, kid-friendly food: Don't set your kids up for failure with a house full of chips, cakes and soda. Blend veggies into spaghetti sauce, salsas, and dips. Stock up on fruits and vegetables, nuts, low-fat cheese, and other healthy snacks.

Prepare a nutritious school lunch. School lunches are a major source of fat

and sugar. Pack nutritious lunches, or join other parents in improving food quality at your school's cafeteria.

### **Healthy Childhood: Foundation of the Wellness Revolution**

Raising healthy children is an important part of today's revolution in preventive health care. Take charge of your family's health by providing nutritious food, a peaceful household, and opportunities for recreation and education. The natural food store is a tremendous resource for the wellness of your children. Support your child's well-being with top-ranked MEGA-KID chewables—advanced nutrition from Source Naturals.



*Strategies for Wellness<sup>sm</sup>*

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The above information has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

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