

## **No Virginia, we're not what we eat – we're what we absorb!**

For any supplement to be effective it must be absorbed efficiently. Having said that just how many people understand the process of what happens to a health supplement capsule or tablet when they take them. Do you?

As in nature, nutrients such as vitamins, minerals and trace elements do not exist in our body as isolated chemicals. They are normally bound together as soluble food complexes – a whole group of constituents like proteins, carbohydrates, lipids etc. This is how the body absorbs, transports and ultimately utilises nutrients.

Unfortunately most health supplements in the mass market tend to use cheaper isolated synthesised nutrients devoid of the essential components and have to rely on added transporter substances. This often doesn't work too well. The nutrients are poorly absorbed and a large percentage of the nutrient is excreted by the body without any utilisation.

Most companies compensate by increasing the dose. This however may cause unnecessary strain on the kidneys, liver or other digestive organs.

The ideal way to ensure supplements do deliver what they are taken for is to work with the body and take nutrients that function in our bodies the same way as the natural foods we consume.

Vital Greens is a powder because it's the most efficient way for a supplement to be absorbed.

Vital Greens is blended together slowly at a low temperature to ensure every food-based enzyme is active. The 76 individual food-based nutrients work synergistically in the true sense of the word maximising bioavailability.

Developing a powder with 76 ingredients to taste great is a huge challenge and we are really proud of the result! As naturopaths with a combined 30 years of practice we realised just how important taste is to ensure people would continue to take any food supplements. This was the hardest part of the process. There are no artificial sweeteners in Vital Greens. It has an exceptionally low Glycemic Index therefore safe for diabetics. We use stevia in the countries that allow it and ammonium glyccerate (from organic licorice) in countries that do not allow stevia. We're happy to send anybody a free sample and love to hear your feedback.