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Inflammation Matters to Your Health

Harvard Medical School claims C-reactive protein is the most important indicator of heart health risk

Harvard Medical School published an article on March 21, 2017, that stated, “The predictive powers of a cholesterol test only go so far. Your C-reactive protein may be a better sign of impending heart trouble.” The main point of the article that I’d like to emphasize is that managing inflammation is the single most important thing you can do to support your cardiovascular system and promote healthy aging. Good news—you can do it naturally without the use of toxic medications that actually increase inflammation.

THE TRUTH ABOUT INFLAMMATION IS OUT!

In the article published by Harvard Health Publishing, Dr. Paul Ridker, a Harvard researcher, has a lot to say about lowering your risk of heart disease just by monitoring your C-reactive protein (CRP). With one simple test, you can check your inflammation levels to evaluate your risks.

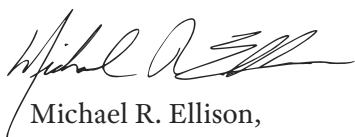
Harvard Medical School isn’t alone though, on March 23, 2000, *New England Journal of Medicine* also published an article stating CRP levels can better predict cardiovascular events such as heart attacks, strokes, bypass surgery and angioplasty. Again on November 14, 2002, *New England Journal of Medicine* concluded that CRP testing outperforms LDL cholesterol testing as a predictor of cardiovascular risk.

DON'T MISTAKE WHAT MATTERS MOST

Our mission at TriVita is to help you experience better wellness! The good news is you can do it naturally through diet, supplements and physical activity! Your lifestyle matters; smart choices enhance your health and can lower inflammation. Get exercise, even just 20 minutes of walking per day can make a difference. Avoid smoking. Eat a low inflammatory diet of vegetables and fruits including broccoli, cauliflower, cabbage, Brussels sprouts, cherries and blueberries. Cut out processed grains and aim for 25 grams of fiber per day. Eat whole, clean foods!

INFLAMMATION SUPPORT FROM THE SONORAN DESERT

Drink Nopalea! Nopalea is made from the fruit of the nopal cactus found in the Sonoran desert and is an anti-inflammatory superfood. I have so many personal testimonies from TriVita Members, friends and family members ranging in ages from 3 to 90 that have benefitted from this product. My CRP is .5! Some people say we shouldn’t talk about our family and friends, but I want you to know we believe and live by the 10 Essentials for Health and Wellness. It is why we founded TriVita 19 years ago; so many people could experience the joy of living with wellness!



Michael R. Ellison,
Founder of TriVita





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These statements have not been evaluated by the Food and Drug Administration. Our products are not intended to diagnose, treat, cure or prevent any disease. It is intended for your general knowledge only and is not a substitute for professional medical advice or treatment for specific medical conditions. Always seek the advice of your physician or other qualified healthcare provider with any questions you may have regarding a medical condition.

All customer testimonies are from dedicated users of TriVita products. Some customers may benefit by receiving consideration or compensation for their relationship with TriVita.

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OUR HEALTHCARE PROFESSIONALS



Scott Conard, M.D.

Diplomate American Boards of Family Medicine & Integrative and Holistic Medicine.

Chief Medical Officer, TriVita, Inc.;
President, TriVita Clinic of Integrative Medicine



Paul Bernitt

Board Certified Doctor of Holistic Health

Paul is a passionate advocate for early detection, prevention and wellness and brings extensive healthcare education, experience and leadership to his role as the Administrator of TriVita Clinic.



Ankit Chander, MD, MD (H)

Board Certified Integrative Medicine
Licensed Doctor of Homeopathy

Dr. Chander's clinical interests include interdisciplinary approaches to pain, hormone replacement and early detection/management of diabetes & cardiovascular disease.

MEDICAL AND SCIENTIFIC ADVISOR



Jarir G. Nakouzi, M.D.

An international consultant, Dr. Nakouzi completed his residency in the Yale University Program of Internal Medicine. His private practice takes an integrative approach to chronic diseases.



10 FOUNDATIONAL VALUES

Ensuring that our Members have the best possible product experience is our top priority. It requires a strict adherence to a code of safety, quality, integrity and innovation: what we call our 10 Foundational Values. They are the very core of TriVita.

1. SCIENTIFICALLY VALIDATED FORMULAS
2. UNIQUE DELIVERY SYSTEMS
3. CONTROLLED LABORATORY STUDIES
4. PURE INGREDIENTS
5. CURRENT GOOD MANUFACTURING PRACTICES (cGMP) COMPLIANT
6. THIRD-PARTY TESTING AND CERTIFICATION
7. QUALITY-CONTROLLED PACKAGING AND PRODUCTION
8. DEDICATED TO PRODUCT INNOVATION
9. HEALTHCARE PROFESSIONAL BOARD
10. COMPLETE CUSTOMER SATISFACTION GUARANTEE



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All TriVita products are independently tested for gluten. If you have gluten concerns, look for the gluten free symbol, located next to the product item number.



CURRENT GOOD MANUFACTURING PRACTICES (cGMP) ASSURE THE HIGHEST QUALITY

At TriVita we make sure that all ingredients in our products come only from vendors who comply with the highest standards of Current Good Manufacturing Practices (cGMP). Additionally, all TriVita supplements are manufactured in the United States.

OUR PROMISE TO YOU: YOUR TRIVITA PURCHASE IS BACKED BY OUR 60-DAY MONEY BACK GUARANTEE.

PAYMENT

TriVita accepts all major credit cards, including Visa, MasterCard, Discover and American Express. You may also mail a personal check, money order or postal order (be sure to include applicable shipping, handling and taxes). When sending check or money order, please add your member ID found in the blue box on the back cover of this catalog.

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Standard delivery is made by common carrier and will usually arrive in 7–10 days. Expedited shipping is available—just call our Wellness Consultants for options and rates.

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Prices listed in this catalog are current as of the date of printing. We reserve the right to change prices and limit quantities, without notice.

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Please comply with your Province and Federal tax laws. TriVita will remit sales tax to the appropriate place. Contact a Wellness Consultant if you need assistance.

SATISFACTION GUARANTEE

If you are not fully satisfied with your purchase, you will receive a full refund, less shipping and handling, within 60 days of the order date. Please call our toll-free number for complete details at 1-877-850-2968, or to receive instructions for returning products for a refund.

The information provided in this catalog is for informational purposes only and is not intended as a substitute for advice from your physician or other healthcare professional, or any information contained on or in any product label or packaging. You should not use this information for diagnosis or treatment of any medical condition or for prescription of any treatment. These products are not intended for infants or children less than 10 years of age.

You should consult with a healthcare provider before starting any diet, exercise or supplementation program, before taking any medication or if you have or suspect you might have an allergy or medical condition. You should not stop taking any medication without first consulting your healthcare provider.

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Healthy antioxidant and immune support start here

Experience greater wellness with Nopalea™



AUTHOR BIO:

ROBERT SHEELER, M.D.

Dr. Robert Sheeler is a Board Certified Family Physician who spent a substantial part of his career at Mayo Clinic. In addition to Family Medicine, he is also Board Certified in Integrative Medicine and Urgent Care, and is certified in Functional Medicine.

The fruit of the Nopal cactus has been used by indigenous cultures for many centuries for its healing properties. Many of the plant's benefits are thought to derive from a powerful class of nutrients called Betalains. Betalains are compounds found within the prickly pear (nopal) fruit that have powerful antioxidant properties. They're also what give the cactus fruit its distinctive bright red color.

After learning of the restorative qualities of the nopal fruit, which is found in the Sonoran Desert in the southwestern U.S. and in contiguous areas of northern Mexico, TriVita® went to work to create Nopalea. However, while Nopalea is derived principally from these wonderfully restorative fruits, we didn't stop there. To further enhance Nopalea's therapeutic qualities, we combined the Nopal cactus fruit with a number of other plant-based ingredients known to have various health benefits. These ingredients include everything from beet juice and papaya to raspberry, cranberry and pomegranate.

Nopalea has two significant health properties. Along with the other ingredients, the Nopal cactus has both antioxidant and anti-inflammatory effects. Diets rich in fruits and vegetables have been shown to contain levels of antioxidants that confer health benefits, hence the recommendation from most health experts to include several servings per day of fruits and vegetables. Nopalea combines several different ingredients to have a broad spectrum of antioxidant compounds.

At the level of our cells much of the damage that occurs is from oxidation. Our bodies need to combine oxygen with the foods we eat to efficiently create energy. This

process of creating energy using oxygen produces high amounts of energy and also creates free radicals, which can harm the cells themselves. The body's immune system also uses intense bursts of reactive oxygen species to defend itself. Both of these processes create species of oxygen molecules that can damage healthy cells.

For much of human history, our diet was rich in healthy antioxidants. It is only recently that we replaced large portions of fruits and vegetables with foods like French fries and charred burgers, both of which have high levels of compounds that contribute to oxidative damage in the body. Eating more fruits and vegetables and taking products like Nopalea may help offset some of the damage to our bodies that is continually being caused by harmful foods and other chemicals we encounter on a regular basis in our modern society.

Nopalea also has anti-inflammatory effects in the body. Research on Nopalea has shown that it decreases inflammatory markers in the body such as CRP – C-reactive protein, which can be an indicator of both local and body-wide inflammatory states. Studies and customers have both demonstrated that Nopalea can improve conditions that may be related to inflammation. Many patients report they have benefited from a higher initial dose of Nopalea for the first 1-2 months, followed by a lower maintenance dose on an ongoing basis.

For much of human history, our diet was rich in healthy antioxidants. It is only recently that we replaced large portions of fruits and vegetables with foods like French fries and charred burgers...products like Nopalea may help to offset some of the damage to our bodies that is continually being caused by both harmful foods and other chemicals we encounter on a regular basis in our modern society.

Given the damaging effects of both inflammation and oxidation on the body, products such as Nopalea that contain healthy plant antioxidants and have been proven to reduce inflammation may be a wise choice for modern times.

This article is intended for educational purposes only.



What is inflammation?

As an essential part of the body's healing process, inflammation occurs at the cellular level when the immune system tries to fight off disease-causing germs or debris from an injury and repair the injured tissue.¹ Once the fight is over, the inflammation-triggering substances are supposed to retreat. When they don't, it destroys the balance in your body and makes you more susceptible to aging and disease.²

WHAT CAN CAUSE INFLAMMATION?

The lifestyle of the western world bombards us with more inflammatory triggers than our bodies can handle. This includes:

A convenience diet – Processed foods, refined sugar, simple carbs and refined grains. Simple sugars and starches elevate insulin levels, triggering inflammation.

High omega-6 fatty acids intake – This comes from popular processed oils like vegetable, safflower, canola, corn or margarine. Omega-6 sets off inflammatory precursors, which encourage your system to overreact to normal stimuli.

Smoking (or inhaling second hand smoke) –

Smoking creates free radicals that lead to atherosclerosis and also create more inflammation, which increases plaque formation in arteries.

Too little or too much exercise – Just as lack of exercise promotes low-grade inflammation, over-exercising puts your body in a chronic state of inflammation because your tissues can't properly rest and recover.

Stress or lack of sleep – Both situations release the hormone cortisol, creating inflammation. The longer you're under stress or get fewer than 8 hours of sleep each night, the more inflammation you create.

Excess bodyweight – Fat cells release cytokines (small secreted proteins that affect inter-cell communication). And excess fat cells create a constant, low-grade inflammation throughout the body.

Certain foods – Refined carbohydrates, such as white bread and pastries, French fries, margarine, shortening and lard, certain red meats, soda and other sugar-sweetened beverages all lead to inflammation.³

How to combat inflammation

Exercise³

Stay physically active to lower inflammation in the body. Getting 30-45 minutes of moderate-intensity aerobic exercise five or more times per week may help.

Eat Better⁴

Eat more foods like tomatoes, green leafy vegetables such as spinach, kale and collards, nuts like almonds and walnuts, fatty fish like salmon, mackerel, tuna and sardines, and fruits such as blueberries, cherries, strawberries and oranges.



Take Supplements⁵⁻⁷

Boost your body's vitamin level by taking Vitamin A, Vitamin B6 (see *Alfred Libby's B-12*, page 23), Vitamin C (see *Vital C*, page 29), Vitamin D (see *Essential D*, page 26), Vitamin E, Vitamin K (see *VitaCal-MagD K2*, page 25), Nopalea (see page 9), Omega 3 (see *Omega3 Prime*, page 28) and Turmeric.

References:

- 1 http://bodyecology.com/articles/inflammation_cause_of_disease_how_to_prevent.php
- 2 <http://www.shape.com/lifestyle/beauty-style/soothe-chronic-inflammation-slow-premature-aging>
- 3 <http://kimberlysnider.com/blog/2012/09/22/9-foods-that-cause-inflammation-and-9-that-fight-it/>

4 <http://www.health.harvard.edu/staying-healthy/foods-that-fight-inflammation>

5 <http://www.webmd.com/vitamins-and-supplements/inflammation-fighting-vitamins#2>

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Protect your body with Nopalea

Maintaining the mobility and vitality to do what you love is essential to living a fulfilled life. Even though you stay active and try to fuel your body with the right nutrients, it may not be enough. Your body is constantly fighting off germs, bacteria and other threats that can damage your cells and hinder your health.

Inflammation is necessary for a healthy body. When cells face injury and stress, your immune system responds with inflammation to restore impaired cells and protect the healthy ones. However, if inflammation is unmanaged, it may leave you more vulnerable to adverse health conditions.

Rebalance inflammation and immune support with Nopalea

It's not possible to avoid every environmental and biological trigger, but you can support your immune system's normal and essential anti-inflammatory functions with Nopalea. Research on Nopalea has shown that it decreases inflammatory markers in the body such as CRP – C-reactive protein, which can be an indicator of inflammation.¹

Nopalea contains a high concentration of plant-based nutrients called Betalains that have potent antioxidant properties and gives Nopalea its rich ruby color. Betalains strengthen antioxidant defenses and help protect cells from oxidative damage. It does this by neutralizing your body's inner toxins and helps to reduce inflammation. Nopalea provides your body with the relief it needs today while protecting it against tomorrow's dangerous health conditions.

Protect your cells for better health

Healthy cells are in a state of balance, but when cells are under stress, they cannot repair themselves normally. When you drink Nopalea, Betalains begin to restore your body's vitality at the cellular level. They do this by helping your body reduce the toxins surrounding cells, which allow essential nutrients to reach each damaged cell and nourish it. As a result, cells are energized to replace damaged tissues, reduce reactive inflammation and rebalance the natural inflammatory response.

To enhance Nopalea's therapeutic qualities, we combined the Nopal cactus fruit with other plant-based ingredients known to have various health benefits. These ingredients include everything from beet juice and papaya to raspberry, cranberry and pomegranate. Nopalea may help to offset some of the damage caused by our modern lifestyles and lower inflammation.



References:

1 Jensen; *EJNFS*, 6(1): 2015; Article no.EJNFS.2016.001



Boost your
immune system!

Nopalea

Healthy antioxidant support from the Sonoran superfruit

Since we first introduced it nearly ten years ago, Nopalea has been a top product and for a good reason! Nopalea is a delicious, nutrient-dense drink originating from the fruit of the Nopal cactus (also known as prickly pear) found in the Sonoran desert. The superfruit contains potent antioxidants called Betalains that restore your body's vitality at a cellular level.

With daily use, Nopalea may help your body:

- Support the normal and essential anti-inflammatory function performed by the immune system
- Reduce inflammation
- Detoxify
- Promote cellular health

"I had back and nerve issues and Nopalea helped a lot. It's the only product that worked. I've now been taking it for 8 years."

- Brigida P.,
Member since 2004

"I've never felt better since I started taking TriVita products, especially Nopalea."

- Real D.,
Member since 2010



Nopalea™ Liquid 4-Pack

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Plus Receive 2,700 Mega Bonus VitaPoints worth \$27!

Mega Bonus VitaPoint offer limited to one/first Nopalea 4-Pack purchased. Offer expires on 04-30-18 at 9 pm, EST.

Nopalea™ Liquid

#30710 **\$42.99**

Earn 172 VitaPoints!



Suggested Use: Take 30 mL (1 oz) daily with food/meal, or as directed by a healthcare practitioner. Consult a health care practitioner for use beyond 12 weeks.



Nopalea™ liquid

Quantity: 946 ml Serving size: 30 ml

Ingredients: Proprietary Blend Total 10.1 g: Nopal Fruit Puree (*Opuntia ficus-indica*), Beet Juice Powder (*Beta vulgaris*), Cranberry Powder (*Vaccinium macrocarpon*), Papaya Fruit Powder (*Carica papaya*), Orange Juice Powder (*Citrus sinensis*), Tomato Concentrate Powder (*Lycopersicon esculentum*), Strawberry Powder (*Fragaria ananassa*), Apple Powder (*Malus pumila Mill.*), Guava Powder (*Psidium guajava*), Peach Fruit Powder (*Prunus persica*), Mango Fruit Powder (*Mangifera indica*), Apricot Powder (*Prunus armeniaca*), Acerola Berry Concentrate (*Malpighia glabra L.*), Red Raspberry Powder (*Rubus idaeus*), Kiwi Fruit Powder (*Actinidia chinensis*), Lemon Juice Powder (*Citrus limon*), Pomegranate Powder (*Punica granatum*), Bilberry Fruit Extract 4:1 (*Vaccinium myrtillus*), Grape Seed Extract (*Vitis vinifera*), Green Tea Leaf Extract (*Camellia sinensis*).

Other Ingredients: Purified Water, Agave Nectar, Ascorbic acid, Beet root powder (*Beta vulgaris*), Potassium Sorbate (to protect freshness), Cherry Powder, Natural Flavor, Stevia Leaf Extract, Xanthan Gum and Guar Gum.

References:

1 Allegra, M., et al. *The Journal of Nutrition*, 2014; 1-8

2 Jensen; *EJNFS*, 6(1): 2015; Article no.EJNFS.2016.001

Member Spotlight

KEEP ON, KEEPING ON

Helen Swanson has lived in numerous cities and towns throughout the Midwest, and everywhere she goes she brings with her a keen sense of service.

“I’ve always tried to help people and to have a servants heart. That’s just what I do, because you never know what tomorrow’s going to bring. There are a lot of people my age with pretty severe physical problems who’re really struggling, and I try to do whatever I can to help.” In fact, several months ago she found herself trying to break up a fight in front of a bank. “It happened right in front of me—I couldn’t just ignore it. One of the men had his glasses knocked off and they landed right by my car, so I got out of my car, grabbed the glasses and told those two to knock it off.” In other words, this is a woman who stands on principle.

“I was born in Joliet, Illinois but we moved to South Bend, Indiana when I was 6 months old, so that’s where I call home. As you might guess, I’m a huge Notre Dame fan. My other love is babies. I’m planning to volunteer at the local YMCA day care because I just love being around them so much. When I’m out and I see babies I almost have a fit.”

After growing up in Indiana, Helen got a job as a teletype operator and load planner for United Airlines right out of high school in 1957. “This was back in the

days of prop planes, and I was in charge of weighing each to make sure they got off the ground. Four years later I got married, and in 1965 my husband and I moved to Sandusky, Ohio. He was with a freight company, so we moved quite a bit; first to Marshall, Michigan in 1969, then to New Berlin, Wisconsin in 1972 and finally to Hermitage, Tennessee right outside of Nashville in 1973.”

“While we were in Tennessee, I went through nurses training, and after we were divorced in 1975, I ended up moving back to South Bend in the late 70s with



“I was working late one night and I heard James Robison on TV talking about Super B-12, so I ordered a box. Well, I felt an immediate difference in my energy and my mood right from the start—and I still do. Ever since then, the first thing I do when I get up is drink a tall glass of water and take a B-12 tablet. I can’t imagine being without it.”



my son and daughter and working almost 20 years as an LPN on a medical surgery floor. It was a small hospital, but we really provided great care. By 1998 my daughter was married with a family and career of her own, and I moved to Pennsylvania to help care for my grandchildren.”

“These days I live in New Hope, Minnesota, a suburb of Minneapolis, where I’ve been for 12 years—the last 10 in an independent senior living facility. When I first moved here I worked for two home care agencies as a nursing coordinator. That was right about the

time I became a TriVita customer. I was working late one night and I heard James Robison on TV talking about Super B-12, so I ordered a box. Well, I felt an immediate difference in my energy and my mood right from the start—and I still do. Ever since then, the first thing I do when I get up is drink a tall glass of water and take a B-12 tablet. I can’t imagine being without it.”

“I have had my share of health problems, including breast cancer, and for many years I had extremely high blood pressure, too. At one time I was on about 6 different medications for that alone, and in 2009 I was put in the hospital when my numbers hit 265 over 120. Fortunately the doctors took out my adrenal glands, and now I’m down to one blood pressure medication a day, which helps because I’m very sensitive to medicine.

“I currently take Alfred Libby’s B-12, VisionGuard and Omega3 Prime, and last August I started taking MyoHealth. There’s no way to explain how MyoHealth has made me feel. I have a herniated disc in my back that was very uncomfortable, and now I can do almost anything I want. Plus, within 2 days it stemmed my appetite, and with my increased mobility I’ve lost 18-pounds. It’s just an absolutely wonderful product. Sometimes I take it in the morning and sometimes in the afternoon as well as for an energy boost. If somebody had to take everything away from me, they couldn’t take my B-12 or MyoHealth.”

Want to give the gift of wellness?

Just call **1-800-991-7116** and let us know you’d like to ship something special to your friends or family. We’ll take it from there.

And thanks for choosing us to help you help others.

Get to Know the



Weight loss diets aren't new. From the Paleo, Vegan and Dukan diets to the well-known Atkins Diet, there are a plethora of modern low-carb diet plans that focus on maximizing health while facilitating weight loss.

But in our rush to improve our health and enhance our life, we all too often overlook the one thing we can easily change—our diet. And as we strive to achieve long-term cardio and brain health, nothing holds the potential to have a bigger impact than our diet.

The Keto Diet is a low-carb diet that focuses on limiting net carbohydrate intake in order to force the body to use more fats for fuel. High carb diets lead to excess glucose and insulin production. This can lead to several problems.

Because glucose is the easiest molecule to convert and use as energy, the body will choose glucose as its primary energy source whenever it's available. However, with all that glucose present your body needs to produce insulin, a fat storing hormone, to evenly distribute the surplus.

With the glucose now being used as a primary energy, the fats your body would otherwise use as energy are not needed, which means they get stored...as fat. The Keto Diet functions to reverse this process by lowering the intake of carbs, thereby coaxing the body into ketosis, a natural survival technique whereby the body endures on low amounts of food. The Keto Diet gets its name from the ketones we produce while in this state, which are derived from the breakdown of fats in the liver.¹



The Keto Diet calls for a nutrient intake of:

- 70% Fats**
- 25% Protein**
- 5% Carbohydrates**

Most of your meals should be a protein with vegetables and an extra side of fat.¹

MEAL EXAMPLES:

- Chicken breast basted in olive oil, with broccoli and cheese.
- Steak topped with a knob of butter and a side of spinach sautéed in olive oil.

KETO DIET BENEFITS

Numerous studies have shown that low-carb diets are extremely helpful when it comes to weight loss, especially for individuals that are overweight or obese.² Low-carb diets have also been linked to numerous other health benefits, including the reduction of belly fat, a dangerous situation due to the proximity to our vital organs.³ A low-carb diet such as the Keto Diet works by reducing your appetite, and when you're not hungry, you ingest fewer calories.⁴

Studies have also shown that low-carb diets may minimize many major disease risk factors, including weight loss to insulin and blood pressure levels.⁵

Weight Loss

By using your body fat as an energy source, the ketogenic diet reduces your insulin levels to turn your body into a fat burning machine.¹

Control Blood Sugar

Eating fewer carbs naturally lowers your blood sugar. In fact, studies show that the ketogenic diet is a more effective means of preventing diabetes than traditional low-calorie diets.¹

Mental Focus

Lowering your carb intake not only lowers your blood sugar, it limits any sugar spikes along with it. As a result, Keto Diet devotees can experience improved focus and concentration. Along with that, studies

have shown that the high concentration of fatty acids (the Keto Diet calls for a nutrient intake of 70% fats, 25% protein and 5% carbohydrates), can beneficially impact how our brains function.¹

Increased Energy & Normalized Hunger

With a better, more reliable energy source fueling your body (fats are the most effective molecule to burn), you'll feel more energized. As an added bonus, fat is also naturally more satisfying, which leaves you feeling "full" longer.¹

Cholesterol & Blood Pressure

Compared to low-fat diets, low-carb, high-fat diets show a dramatic increase in HDL and decrease in LDL particle concentration. Low-carb diets have also been shown to treat blood pressure issues—frequently associated with excess weight or obesity—more effectively than other diets.¹

Insulin Resistance

An abundant amount of research shows that a low carb diet can lead to lower insulin levels, thereby helping many people avoid contracting Type II diabetes. However, it's equally important to realize that even people who exercise regularly can benefit from the insulin optimizing properties of many high omega-3 fatty acid foods found in the Keto Diet.¹

—continued on next page



WHAT TO EAT

- **Meats** – fish, beef, lamb, poultry, eggs, etc.
- **Leafy Greens** – spinach, kale, etc.
- **Above ground vegetables** – broccoli, cauliflower, etc.
- **High Fat Dairy** – hard cheeses, high fat cream, butter, etc.
- **Nuts and seeds** – macadamias, walnuts, sunflower seeds, etc.
- **Avocado and berries** – raspberries, blackberries, and other low glycemic impact berries
- **Sweeteners** – stevia, erythritol, monk fruit and other low-carb sweeteners
- **Other fats** – coconut oil, high-fat salad dressing, saturated fats, etc.¹

WHAT NOT TO EAT

- **Grains** – wheat, corn, rice, cereal, etc.
- **Sugar** – honey, agave, maple syrup, etc.
- **Fruit** – apples, bananas, oranges, etc.
- **Tubers** – potato, yams, etc.¹



The History of the Human Diet[†]

Until agriculture was developed around 10,000 years ago, humans got their food by hunting, gathering and fishing, during which time meat played a starring role in the evolution of the human diet. By starting to eat calorie-dense meat and marrow instead of the low-quality plant diet of apes, our direct ancestor, *Homo erectus*, took in enough extra energy to help fuel a bigger brain. This in turn has led some scientists to consider the practice as vital to our evolution, since a higher quality diet and less bulky plant fiber would have allowed these humans to have much smaller guts. The energy freed up as a result could be used by the brain, which requires 20 percent of a human's energy when resting. (By comparison, an ape's brain requires only 8 percent.) This means that from the time of *Homo erectus*, the human body has depended on a diet of energy-dense food—especially meat.

[†] Idea proposed by Leslie Aiello & paleoanthropologist, Peter Wheeler. nationalgeographic.com/foodfeatures/evolution-of-diet

Get to know the Keto Diet—continued from previous page

THE IMPORTANCE OF KETOGENIC AMINO ACIDS

Essential Amino acids are the cellular building blocks of protein.⁶ There are 20 primary amino acids in your body's proteins, 9 of which are essential to your diet because your cells can't manufacture them. By contrast, your body can produce enough non-essential amino acids to meet its needs.⁷

Glucogenic and Ketogenic Amino Acids

Amino acids can also be classified as glucogenic, ketogenic or glucogenic-ketogenic depending on how they are metabolized. As it does with carbohydrates and fats, your body metabolizes the amino acids in proteins to derive energy. Glucogenic amino acids yield glucose for energy production, while ketogenic amino acids like lysine and leucine are converted into ketone bodies via ketogenesis. Ketone bodies provide an alternative fuel source when glucose, the body's preferred energy source, is unavailable.⁸

HOW TO REACH KETOSIS

1. *Limit your carbs*
2. *Limit your proteins*
3. *Don't worry about fat intake*
4. *Drink plenty of water*
5. *Stop snacking*
6. *Start fasting*
7. *Exercise*
8. *Start supplementing¹ with Omega3 Prime (pg. 28) and MyoHealth Essential Amino Acid Complex (pg. 21) from TriVita*

This article is intended for educational purposes only.

References

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- 3 www.ncbi.nlm.nih.gov/pubmed/15533250
- 4 www.ncbi.nlm.nih.gov/pubmed/17228046

- 5 www.ncbi.nlm.nih.gov/books/NBK11795/
- 6 Robert Wolfe, *Essential Amino Acid Solutions for Everyone* (unpublished, 2016), 29

- 7 www.healthyeating.sfgate.com/many-amino-acids-body-require-6412.html
- 8 www.healthyeating.sfgate.com/ketogenic-amino-acids-9147.html



HEALTHCARE PROFESSIONAL BOARD

One of our 10 Foundational Values

TriVita's scientifically validated supplements are created by people with the training and skills to know what works best to promote wellness. TriVita's Healthcare Professional Board is comprised of highly credentialed and esteemed medical professionals who possess varied educational and professional experiences, allowing each board member to offer unique insights into health, wellness and supplementation.

This group of professionals are responsible for staying abreast of the latest medical developments and providing valuable recommendations based on current and emerging science, nutrition research, testing methods and industry trends. These findings influence our product formulation process, in which the Healthcare Professional Board plays a crucial role.

Product formulation is a rigorous process that includes proposing new product formulations to the advisory board for review. The board doesn't

just rubber stamp every idea; they engage in debate and discussion, ask questions and offer recommendations based on current research. From there the formulation is revised, and the process begins again. This development process is driven by discovery and innovation to create the best possible products for our Members.

In addition to helping guide new product development, TriVita's Healthcare Professional Board continually helps us review and revise our current products, each of which is scrutinized to ensure we only offer nutritional supplements backed by strong science, not passing trends.

Under the guidance of our Healthcare Professional Board, TriVita combines the latest science with a genuine passion for creating effective and innovative products and services that support physical, emotional and spiritual wellness.



LIVE STRONGER AT ANY AGE™ WITH MYOHEALTH®

Whether you're an older adult looking to increase your mobility and enhance your quality of life or a weekend warrior chasing a new personal best, we'd all like to build leaner, stronger muscle mass. Unfortunately, we don't always have the time to eat properly or get the amount of exercise we should.

More energy. More vitality. More strength. More mobility.

To ensure every year is a great year, regardless of your age, TriVita has created an exciting new breakthrough in nutrition science—the MyoHealth® line. Initially developed to stop, restore and prevent muscle loss in astronauts and bedridden seniors, MyoHealth contains a perfectly blended mix of all nine Essential Amino Acids (EAA), which have been proven in human clinical trials led by Dr. Robert Wolfe to help support muscle strength and function by helping your individual muscle fibers work better.

**As the first—and only—EAA complex to contain
Dr. Wolfe's patented Essential Amino Acid formula,**

Reference:

1. healthyeating.sfgate.com/many-amino-acids-body-require-6412.html

the EAA blend in MyoHealth represents a monumental breakthrough in nutritional science. Amino acids play a key role in the synthesis of new protein, and each of the nine amino acids found in MyoHealth is needed to jumpstart the protein molecule process. That's important because **EAA can't be produced in the body. You can only get them through diet or supplements.**

There are 20 primary amino acids in your body's proteins, 9 of which are essential to your diet because your cells cannot manufacture them. These amino acids (histidine, isoleucine, leucine, lysine, methionine, phenylalanine, threonine, valine, and tryptophan) are known as Essential Amino Acids.¹

Over 20 years in the making, MyoHealth's formula was developed based on findings from the National Aeronautics and Space Administration (NASA), research funded by the National Institutes of Health (NIH) and 24 human clinical trials. The research was led by Dr. Robert Wolfe, a leading authority on amino acids, a renowned expert in the fields of nutrition and muscle metabolism and a record-setting amateur athlete.

WHAT THEY'RE SAYING ABOUT MYOHEALTH:

“As you get older you lose muscle; you just do. But since I started taking MyoHealth, I can now open lids without any additional assistance, including water bottle lids, which I never could do before. I began taking MyoHealth about a month ago, and now I'm just stronger all over. I've even seen my muscles become tighter and my body take on more tone. I can even run up and down stairs again. I just feel really good. MyoHealth has surpassed my greatest expectations—and it tastes great, too! Everybody needs to be on this product.”

— Donna P.,
member since 2010

“I just finished the 30-Day MyoHealth Challenge, and all I can say is WOW! I have an inflammatory condition and experience a lot of discomfort, especially in my back. Since taking MyoHealth, my discomfort has reduced dramatically and I feel stronger every day. At 68-years-old I can now walk up the stairs without holding onto the railing and feel stronger and more energetic than I have in a very long time. I love MyoHealth!”

— Ruth D.,
member since 2004

“Since I started taking MyoHealth and completed the 30-Day Challenge, I've experienced increased energy and the muscles everywhere on my body have begun taking on new dimensions. My physiotherapist of 10 years asked why I suddenly have the calf muscles of a cyclist. Little does she know that I haven't been on a bike in 20 years. MyoHealth is truly an amazing product!”

— Alain G.,
member since 2009



“When I was younger, I was very active and played football in both high school and college. But as the years passed, I became more sedentary and my activity, ability and fitness level all steadily declined. At the urging of my family, I finally joined a gym, and taking MyoHealth Essential Amino Acid Complex prior to my workouts has given me the added boost I need. Plus, I feel like I recover quicker. Thanks, TriVita!”

— Kevin B.,
member since 2011

“Since starting on MyoHealth, I'm more active, my strength training and cardio exercise have improved, and so has my energy!”

— Susan T.,
member since 2000

[FIRST-TIME BUYER]

NEW TO MYOHEALTH?



If you're ready to start living stronger, the MyoHealth 30-Day Strength Challenge is designed to get you started!

\$59⁹⁹
EARN 240 VITAPPOINTS

Buy One MyoHealth Essential Amino Acid Complex Vegan Lemonade Powder

RECEIVE ONE FREE!*

PLUS:

A free copy of *The Building Blocks of Life* book by Robert Wolfe, PhD and a handy shaker bottle.

OVER
\$70.00
IN PRODUCT AND MATERIALS
FREE!*



Live it, love it and share your lifestyle improvement story.

After you complete the 30-Day Challenge, send us your story and receive a **FREE MyoHealth t-shirt**. Visit MyoHealthStories.com for more information.

CALL 1-800-344-8797 OR VISIT

* MyoHealth 30-Day Strength Challenge available to new and existing customers one time only.

20% OFF!

If you've already taken the MyoHealth® Challenge and you're ready to continue living stronger, MyoHealth is available in Lemonade Powder and Capsules.

**VEGAN
LEMONADE POWDER**
\$59.99 NOW \$47.99+
Earn 192 VitaPoints!

**VEGAN
CAPSULES**
\$59.99 NOW \$47.99+
Earn 192 VitaPoints!



“I’m 72-years-old and still working full-time. I just came back from Europe, where I walked continuously uphill and down on cobblestone paths, and I didn’t have any problems. I’m feeling stronger than ever and my immune system seems stronger, too. My legs are now hard and toned and I walk 3 miles or more everyday. I plan to continue taking MyoHealth and getting stronger and stronger.”

— Tessie A.,
member since 2006

“I’m 64, slightly overweight and have had 2 knee operations. My job includes looking after a fit and energetic young autistic man and we often hike together for exercise. While it normally takes us 90 minutes and leaves me huffing and puffing and my muscles aching, since taking MyoHealth we now complete our hike in 75 minutes and I leave my young companion out of breath.”

— Bernard O.,
member since 2008

TRIVITA.CA TO ORDER TODAY!

+20% MyoHealth offer expires 04-30-18 at 9 pm, EST.



Essential amino acids: The backbone of MyoHealth®

Build muscle the EAAasy way

With hundreds of companies touting thousands of supplements, how can you be sure that MyoHealth is any different than all of the other products that promise to build stronger, leaner muscle? Simple. With MyoHealth Essential Amino Acid (EAA) Complex, it starts with the perfectly blended mix of all 9 EAAs that go into every canister and the years of science that went into developing this formula.

What's so important about Essential Amino Acids?

- Muscle is the main reservoir of amino acids in the body¹
- Muscle needs protein to grow, but the body cannot produce protein on its own
- Essential Amino Acids are the cellular building blocks of protein¹
- Muscle is always in a state of breakdown and synthesis, or "turnover," which is an important process to get rid of old damaged muscle fibers and replace them with new healthy fibers¹
- Muscle serves many important metabolic functions beyond supporting physical movement

MyoHealth contains the first U.S. patented Essential Amino Acid (EAA) complex that includes all 9 EAAs. But it wasn't easy getting there. The formula behind our Essential Amino Acid Complex took 30 years to develop, cost over \$20 million in research and development and underwent 25 human clinical trials, including NASA space flight and patient bed rest studies.

Available in a delicious easy-to-mix lemonade flavor, MyoHealth Vegan powder includes:

- The daily recommended dosage of 3.6 grams of EAAs per scoop
- No sugar or carbohydrates and no side effects
- Stevia, a natural sweetener
- Generally Recognized as Safe (GRAS) certified EAA formula



“I'm 64, slightly overweight and have had 2 knee operations. My job includes looking after a fit and energetic young autistic man and we often hike together for exercise. While it normally takes us 90 minutes and leaves me huffing and puffing and my muscles aching, since taking MyoHealth we now complete our hike in 75 minutes and I leave my young companion out of breath.”

— Bernard O.
member since 2008

MyoHealth Amino Acid Complex Vegan Capsules:

- Clinically proven to support muscle strength and function while decreasing muscle loss
- GMO free and contain no fillers, additives or preservatives
- GRAS certified EAA blend
- Contain a perfect balance of all nine essential amino acids to help your body synthesize protein and optimize your muscle health

Reference: 1 Robert Wolfe, *Essential Amino Acid Solutions for Everyone* (unpublished, 2016), 29.



Studies show compared to whey protein isolate, faster-acting MyoHealth Vegan capsules and powder delivers



Reference: Katsanos CS, H Kobayashi, M Sheffield-Moore, A Aasland, RR Wolfe. A high proportion of leucine is required for optimal stimulation of the rate of muscle protein synthesis by essential amino acids in the elderly. *Am J Physiol Endocrinol Metab* 291:E381-E387, Aug 2006

MyoHealth® Essential Amino Acid Complex - Vegan Lemonade Powder

#30870 ~~\$59.99~~ NOW \$47.99

Offer expires 04-30-18 at 9pm, EST.

Earn 192 VitaPoints!

Suggested use: Adults, mix 1 (one) scoop of MyoHealth EAA Complex lemonade powder with 237 ml. of water or your favorite beverage and dilute to taste.

While it typically takes 4-6 weeks to see results, we recommend adding 1 (one) extra scoop during the preliminary phase to bring your body up to speed sooner.

MyoHealth® Essential Amino Acid Complex - Vegan Capsules

#30840 ~~\$59.99~~ NOW \$47.99

Offer expires 04-30-18 at 9pm, EST.

Earn 192 VitaPoints!

Suggested use

Take five (5) MyoHealth capsules daily between meals or 30 minutes before or after your exercise. Additional capsules may be taken with increased exercise.

While it typically takes 4-6 weeks to see results, we recommend loading up on extra capsules during the preliminary phase to bring your body up to speed sooner.



MyoHealth® Essential Amino Acid Complex - Lemonade Powder

Quantity: 180 g (6.35 oz) **Serving size:** 1 scoop (6 g)

Amount per serving: Patented Amino Acid Blend 3.6 G**: BCAA 2:1:1 (L-Leucine, L-Isoleucine, L-Valine), L-Lysine HCl, L-Leucine, L-Arginine, L-Threonine, L-Phenylalanine, L-Methionine, L-Histidine, L-Tryptophan.

Other ingredients: Citric acid, natural flavor, malic acid, potassium chloride, stevia extract, sodium citrate.

MyoHealth® Essential Amino Acid Complex - Capsules

Quantity: 150 capsules **Serving size:** 5 capsules

Amount per serving: Patented Amino Acid Blend 3.6 G**: L-Leucine, L-Lysine HCl, L-Valine, L-Isoleucine, L-Arginine, L-Threonine, L-Phenylalanine, L-Methionine, L-Histidine, L-Tryptophan.

Other ingredients: hypromellose, magnesium stearate, and silica.

**Reginator® - US Patent #9,364,463



THE VITAMIN B-12/ENERGY LINK

Vitamin B-12 plays a key role in metabolism—all the physical and chemical processes in the body that convert or use energy. These body functions include everything from breathing and blood circulation to contracting muscles and eliminating waste.

B-12 also helps form red blood cells and keeps our central nervous system running. When we don't get enough of this powerhouse vitamin, a whole host of physical and mental problems can ensue, such as:

- Fatigue
- Loss of balance
- Anemia
- Memory problems

Ideally, we'd get all of the B-12 we need from animal products such as eggs, meat, milk, poultry and shellfish. However, very few of us eat ideally. Plus, as time passes, the body is less able to absorb all the B-12 it needs.

WHY I RECOMMEND SUPPLEMENTATION

B-12 plays a critical role in metabolism, and metabolism affects both our physical and mental functioning. In my own practice, time and again I've seen many patients make remarkable turnarounds once their B-12 deficiency was diagnosed and corrected.

This article is intended for educational purposes only.

References:

- <http://ods.od.nih.gov/factsheets/vitaminb12>
- <http://www.nlm.nih.gov/medlineplus/ency/article/002403.htm>



AUTHOR BIO:

DR. SCOTT CONARD
*Chief Medical Officer, TriVita, Inc.
President, TriVita Clinic of
Integrative Medicine*

Diplomate American Boards of Family Medicine & Integrative and Holistic Medicine, Scott Conard, M.D., has more than 20 years of successful clinical practice, research and leadership experience.





Alfred Libby's Original Patented B-12

Essential vitamin support for energy, mental clarity and focus

Why our formula matters

Alfred Libby's Slow Dissolve B-12 Tablets were formulated with his patented technology that enhances the absorption of these critical nutrients.

While chewing and swallowing Alfred Libby's Slow Dissolve Tablets might be tempting given their sweet taste, it is crucial to their effectiveness that you allow them to dissolve completely under the tongue. You'll still get the great taste, plus the full benefit of these nutrients... his patented slow dissolve process helps to make sure you get the B-12 you need when you need it!

"When I take the Slow Dissolve B-12, I don't get the 2:00 or 3:00 p.m. crash that I used to get. After I stopped using it for a little while, I realized I needed to start taking it again."

- Pamela P.,
Member since 2000

Formulation features:

Alfred Libby's Slow Dissolve B-12

- 1,000 mcg of B-12
- 400 mcg of folic acid
- Includes Vitamin B-6 and Biotin
- Original berry flavor
- No artificial preservatives

About Alfred Libby



An associate of two-time Nobel Prize Laureate Dr. Linus Pauling, Alfred Libby pioneered the B-12 delivery system that delivers B-12 under the tongue right into the bloodstream.

Alfred Libby became involved with TriVita shortly after the company began, and they joined in an ongoing effort to bring his special, one-of-a-kind expertise, discoveries and teachings to the entire TriVita wellness community.

THIS PRODUCT IS ALSO GREAT FOR:



CARDIOVASCULAR SYSTEM SUPPORT



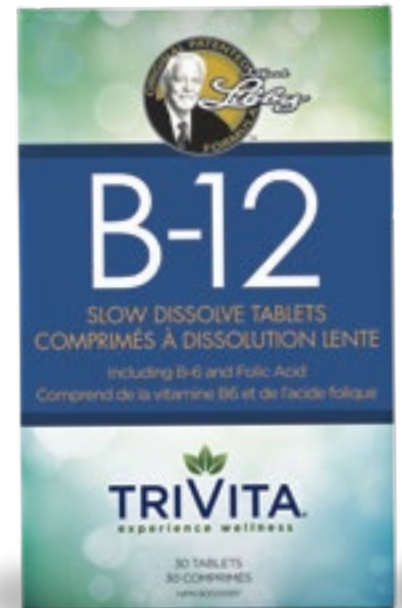
BRAIN & NERVE HEALTH SUPPORT

Alfred Libby's Original Patented B-12 Tablets

#35140 **\$21.99**

Earn 88 VitaPoints!

Suggested Use: Adults take 1 slow dissolve tablet daily or as directed by a healthcare professional. Let dissolve in mouth or under tongue; do not swallow whole. Do not use if pregnant or breastfeeding. Consult a healthcare practitioner prior to use if you are taking Levodopa.



Alfred Libby's Slow Dissolve B-12 Tablets

Quantity: 30 tablets Serving size: 1 tablet.

Amount per serving: Vitamin B12 (cyanocobalamin) 1000 mcg, Folate (folic acid) 400 mcg, Vitamin B6 (pyridoxine hydrochloride) 5 mg, Biotin 25 mcg.

Other ingredients: Sorbitol, mannitol, stearic acid, silica, magnesium stearate, natural flavor, stevia leaf extract, alphaketoglutaric acid, sodium starch glycolate.



VitaDaily

A once daily multi-vitamin to support your complete nutritional needs

Ever read a typical multi-vitamin's label? You may be surprised to see artificial food dyes, fake flavors and synthetic preservatives. Keep looking, and you may find “mega-doses” that seem to have way more nutrition than you want or need.

Finally! A multi-vitamin with no “bad stuff”

VitaDaily—TriVita’s once daily multi-vitamin—is here to change all that. We’ve crafted the ideal multi-vitamin for anyone who wants *clean* daily nutrition without unnecessary additives or excessive mega-doses that some other brands use. VitaDaily is:

Comprehensive: 24 vitamins and minerals.

Convenient: Small and easy-to-swallow tablets; just take one every day.

Dissolvable: Dissolved in under 30 minutes.

Is your nutritional intake “suboptimal”?

Nutrient deficiency may not be the only dietary concern to worry about. Researchers have noted that “suboptimal” nutrient intake—which is above deficiency levels—may *still* be a risk factor for many health concerns. Suboptimal nutrient intake is common in adults, especially the elderly.¹

ARE YOU GETTING ENOUGH?

Many North Americans could use help hitting their nutritional targets for overall health.²

- 34% need more Vitamin A
- 25% need more Vitamin C
- 70% need more Vitamin D
- 60% need more Vitamin E
- 38% need more Calcium
- 45% need more Magnesium



VitaDaily™

#30203 **\$16.99**

Earn 68 VitaPoints!

Suggested use: Adults: Take 1 tablet daily, preferably with food. People sensitive to nicotinic acid may experience flushing of the skin that is generally mild and transient.



VitaDaily™

Quantity: 30 tablets **Serving size:** 1 tablet

Amount per serving: Vitamin A (as retinyl acetate & 50% beta-carotene) 5000 IU, Vitamin C (as ascorbic acid) 100 mg, Vitamin D3 (as cholecalciferol) 1000 IU, Vitamin E (as d-alpha-tocopheryl succinate) 30 IU, Vitamin K (as phytonadione) 30 mcg, Thiamin (as thiamin mononitrate) 1.5 mg, Riboflavin 1.7 mg, Niacin (as niacin) 20 mg, Vitamin B6 (as pyridoxine HCl) 2 mg Folate (as folic acid) 400 mcg, Vitamin B12 (as cyanocobalamin) 6 mcg, Biotin 300 mcg, Pantothenic acid (as D-calcium pantothenate) 10 mg, Calcium (as calcium carbonate, calcium citrate & dicalcium phosphate) 100 mg, Phosphorus (as dicalcium phosphate) 7 mg, Iodine (from kelp) 150 mcg, Magnesium (as magnesium citrate & oxide) 25 mg, Zinc (as zinc citrate) 15 mg, Selenium (as selenomethionine) 70 mcg, Copper (as copper gluconate) 2 mg, Manganese (as manganese gluconate) 2 mg, Chromium (as chromium polynicotinate) 120 mcg, Molybdenum (as sodium molybdate) 75 mcg, Potassium (as potassium chloride) 25 mg, Choline (as choline bitartrate) 25 mg, Inositol 25 mg, Lutein 500 mcg.

Other ingredients: Microcrystalline cellulose, croscarmellose sodium, stearic acid, magnesium stearate, silica and film coat (hypromellose, hydroxypropyl methylcellulose, and polyethylene glycol).

References:

1 Fletcher R, Fairfield K. *JAMA*. 2002, 287(23):3127-3129.

2 <http://www.health.harvard.edu/blog/artificial-sweeteners-sugar-free-but-at-what-cost-201207165030>



VitaCal-MagD™ K2

Calcium complex and Vitamin K2 for musculoskeletal support

Calcium plays a crucial role in maintaining strong bones, supporting their structure and function.¹ Calcium intake, when combined with sufficient Vitamin D, a healthy diet and regular exercise, may reduce the risk of developing osteoporosis.

But getting enough calcium can be a challenge, with many people failing to get the calcium they need from food alone.² On top of that, calcium absorption may drop by up to 20% in adulthood—and decline even further as we grow older, just when we start needing more.^{1,3}

Calcium complex for musculoskeletal health

VitaCal-MagD K2 features a premium calcium blend combined with magnesium, Vitamin D3 and Vitamin K2, which helps in the development and maintenance of bones and teeth, and to maintain proper muscle function (including the heart), energy metabolism and tissue formation.

Each serving provides:

Calcium (500 mg): VitaCal-MagD K2 features two types of calcium: calcium citrate and calcium carbonate.

Magnesium (250 mg): Magnesium plays a role in bone formation, bone mineralization and calcium transport, and regulates muscle function.^{4,5} It also helps convert Vitamin D to the active form in the body.

Vitamin D3 (500 IU): The body requires Vitamin D to absorb calcium properly. Too little Vitamin D may result in soft, thin and brittle bones.^{6,7}

Vitamin K2 (40 mcg): K2 may support bone mineralization and in one 3-year study, it was associated with stronger bones and improved markers of bone health when taken at higher daily doses.⁸

THIS PRODUCT IS ALSO GREAT FOR:

 **CARDIOVASCULAR SYSTEM SUPPORT**

 **MEN'S & WOMEN'S HEALTH SUPPORT**

VitaCal-MagD™ K2

#30182 **\$29.99**

Earn 120 VitaPoints!

Suggested use: Adults: 3 tablets 1 time per day. Take with food a few hours before or after taking other medications or natural health products. If you are taking blood thinners, consult a healthcare practitioner prior to use.



VitaCal-MagD™ K2

Quantity: 90 tablets **Serving size:** 3 tablets

Amount per serving: Calcium (Calcium citrate, Calcium carbonate) 166.67 mg, Magnesium (Magnesium oxide, Magnesium aspartate) 83.33 mg, Vitamin K2 13.3 mcg, Boron (Boron citrate) 116.67 mcg, Vitamin D (Cholecalciferol) 4.16 mcg (166.7 International Units).

Other ingredients: Microcrystalline cellulose, hypromellose, polyethylene glycol, sodium copper chlorophyllin, hydroxypropyl cellulose, stearic acid, croscarmellose sodium, magnesium stearate and silicon dioxide.

References:

1 <https://ods.od.nih.gov/factsheets/Calcium-HealthProfessional/>

2 <http://www.fda.gov/Food/GuidanceRegulation/GuidanceDocumentsRegulatoryInformation/LabelingNutrition/ucm152626.htm>

3 <http://www.nutrition.tufts.edu/index.php?q=research/modified-mypyramidolder-adults>

4 <http://ods.od.nih.gov/factsheets/Magnesium-HealthProfessional/>

5 <http://ods.od.nih.gov/factsheets/Magnesium-Consumer/>

6 http://www.niams.nih.gov/Health_Info/Bone/Bone_Health/Nutrition/

7 <https://ods.od.nih.gov/factsheets/VitaminD-Consumer/>

8 <https://ods.od.nih.gov/factsheets/VitaminK-Consumer/>



Essential D

Easy-to-swallow soft gels packed with a healthy dose of Vitamin D3

Many of us don't get enough Vitamin D. Causes of this deficiency may include:

- Getting older.** Vitamin D gets harder to absorb and synthesize with age.¹
- Staying indoors.** Your skin needs sunlight in order to make Vitamin D.²
- Sunblock.** Using SPF 8+ may reduce the skin's Vitamin D synthesis by 95%.³
- Overweight.** Carrying extra pounds may create D insufficiency risks.⁴

Essential D: Enhanced & absorbable Vitamin D3

Designed for easy absorption, Essential D starts with 1,000 IU of Vitamin D3 (Cholecalciferol), a bioavailable form that matches what your body produces naturally. The Essential D Proprietary Blend includes:

- Broccoli powder:** Supplies sulforaphane that may help regulate Vitamin D Receptor (VDR) genes.⁵
- Olive oil base:** Oil-based Vitamin D may be absorbed more efficiently than powder-based D.⁶

Vitamin D supports whole-body wellness:

- Bone density
- Immune function
- Cognitive health
- DNA repair & maintenance
- Muscle health
- Heart health
- Cellular metabolism
- Colon, prostate and breast health⁷

THIS PRODUCT IS ALSO GREAT FOR:

- ENERGY, STAMINA & PERFORMANCE SUPPORT**
- MUSCULOSKELETAL SYSTEM SUPPORT**
- NUTRITIONAL SUPPORT**

Essential D™

#31270 **\$16.99**

Earn 68 VitaPoints!

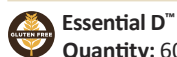
Suggested use: Adults take 1 soft gel daily or as directed by your healthcare provider. Do not exceed 2 soft gels daily unless directed by your healthcare provider.

DID YOU KNOW?

The following people are at higher risk for Vitamin D deficiency:

- People living in nursing homes or other institutions or who are homebound
- People taking medicines that affect Vitamin D levels
- People with very dark skin

Reference: <https://www.nof.org/patients/treatment/calciumvitamin-d/>



Essential D™

Quantity: 60 soft gels **Serving size:** 1 soft gel

Amount per serving: Vitamin D3 (Cholecalciferol) 1000 IU, 25 mcg.

Other ingredients: Gelatin, soybean oil, glycerin, purified water.

This product contains soy.

References:

- 1 Janssen H, et al. *Am J Clin Nutr*, 2002; 75: 611-615.
- 2 <http://www.ncbi.nlm.nih.gov/pubmed/18348443>
- 3 Holick MF. *Am J Clin Nutr* 2004;80(suppl):1678S-1688S.
- 4 Vimalaswaran KS, et al. 201; *PLoS Med* 10(2): e1001383.

- 5 Schwab M, et al. *Immunology* (2008) Oct 27;125(2):241-51.
- 6 Grossmann R, et al, 2010; *Mol Nutr Food Res*. Aug; 54(8): 1055-1061.
- 7 <http://ipi.oregonstate.edu/mic/vitamins/vitamin-d>



Adaptuit

Supports daily stress relief for a calmer, more relaxed you

CONTAINS THE UNIQUE CALMING COMPOUND L-THEANINE

Everyone has some kind of stress that they experience day in and day out, from financial and health stress to relationship, work and physical stress.

We all try our best to *adapt* to our particular stressors, but sometimes we need help.

Adaptuit with L-Theanine is formulated from a source of adaptogens that promote daily stress relief and well-being, while promoting an acute feeling of relaxation.

- L-Theanine is the unique, calming compound present in green tea, but without the caffeine^{1,2}
- Adaptuit® contains 125-375 mg of L-Theanine, per 29.5–88.7 ml. For comparison, there are approximately 25-60 mg of L-Theanine per 200 ml serving of tea³

L-Theanine has been shown to have positive effects on human health, such as promoting a feeling of calm, immune system support, and potentially counteracting the effects of caffeine.^{3,4}

“Adaptuit helped me manage my stress during a long-term caregiving job. I took 3 oz. in the morning and 2 oz. at the end of the day and it made a big difference.”

- Mary D.,
Member since 2011

THIS PRODUCT IS ALSO GREAT FOR:

ENERGY, STAMINA & PERFORMANCE SUPPORT

DELICIOUS GRAPE FLAVOR!

Adaptuit®
#30770 **\$42.99**
Earn 172 VitaPoints!
Suggested use: Drink 30 to 60 ml daily.

Adaptuit® 4-Pack
#33345 **\$149.99**
SAVE \$21 OVER SINGLE BOTTLE PRICING!
Earn 600 VitaPoints!

References:

- 1 Nobre AC, Rao A, Owen GN. Asia Pac J Clin Nutr 2008;17(S1):167-168.
- 2 Juneja LR, et al. Trends in Food Sci Technol 1999;10:199-204.
- 3 Kakuda T, et al. Biosci Biotechnol Biochem 2000;64(2):287-293.
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Adaptuit®
Quantity: 946 ml **Serving size:** 30 ml

Ingredients: L-Theanine 250 mg, Siberian ginseng (Eleutherococcus senticosus Root) 230 mg (4:1, QCE 920 mg), Goji (Lycium barbarum, Fruit) 66.7 mg, Rhodiola (Rhodiola rosea, Root) 50 mg (3% Rosavins, 1% Salidroside, 4:1, QCE 200 mg), Schisandra (Schisandra chinensis, Fruit) 120 mg (10:1, QCE 1200 mg), Grape (Vitis vinifera, Fruit) 16.5 mg (4000:1, QCE 66 g).

Other ingredients: Purified water, Vitis labrusca (Concord grape) fruit juice, Citric acid, Grape skin extract, Xanthum Gum, Blueberry juice powder, Potassium Benzoate, Rebaudioside A, Maltodextrin, Concord grape flavor, Ethanol, Glycerin.





Omega3 Prime

Premium fish oil concentrate for heart, brain and joint support

Omega-3 fatty acids EPA and DHA are among the most important brain health nutrients. When we're young, omega-3s help brain development;¹ in later years they protect against cognitive decline;² and throughout our lives they optimize brain cells for healthy function.³⁻⁵

The problem? Most of us don't get enough EPA or DHA.⁶ Fish oil supplements can help, but the market is littered with inferior products that may be rancid and fishy (often masked by dark soft gels), low in potency or harvested from polluted waters.

Omega3 Prime contains premium golden fish oil concentrate that is carefully formulated to be:

Potent: 1,000 mg serving is concentrated in omega-3s: 670 mg EPA and 125 mg DHA

Convenient: Just two small, easy-to-swallow soft gels make omega-3s a breeze to take

Pleasant: Natural lemon-flavored soft gels—no fishy odor or aftertaste

Quality, every step of the way:

- Highly refined and pharmaceutically distilled to provide the most pure form of omega-3s
- Multi-level testing with traceability throughout our supply chain, all the way to the finished product
- High quality control standards that help limit fish oil oxidation, neutralizing fishy odor and aftertaste
- Independent third-party laboratory analysis that verifies a clean, pure and potent fish oil product
- TriVita promotes sustainability to preserve the long-term health of oceans, by sourcing the omega-3 fish oil from Friend of the Sea suppliers. Friend of the Sea (FOS) is a registered non-profit non-governmental organization (NGO) that was founded in 2006 to conserve marine habitats and resources.

"My 93-year-old mother, who has dementia, was very irritable prior to taking Omega3 Prime. Now she's more calm and has longer periods of clarity."

- Dianna D.,
Member since 2012

THIS PRODUCT IS ALSO GREAT FOR:

 **HEALTHY INFLAMMATION SUPPORT**

Omega3 Prime™

#31320 **\$34.99**

Earn 140 VitaPoints!

Suggested use: Adults, as a dietary supplement take 2 soft gels daily.



Omega3 Prime™

Quantity: 60 soft gels **Serving size:** 2 soft gels

Amount per serving: Fish oil (Engraulidae-Whole, Scombridae-Whole) 0.6325 g (335 mg Eicosapentaenoic acid, 62.5 mg Docosahexaenoic acid).

Other Ingredients: Gelatin, glycerin, purified water, lemon flavour.

References:

- 1 Helland IB. *Pediatrics*. 2003 Jan;111(1):e39-e44.
- 2 Yurko-Mauro K. *Curr Alzheimer Res*. 2010 May;7(3):190-6.
- 3 Kotani S, et al. *Neurosci Res*. 2006; 56:159-64.

4 Cole GM. *J Nutr*. 2010, Apr;140(4):869-74.

5 Meyer BJ. *Lipids*. 2013 Sep;48(9):863-8.

6 Kris-Etherton, et al. *Amer Journ Clin Nutr*, Vol. 71, No. 1, 179S-188S.



Vital C

The single solution to support immunity, detoxification and healthy aging

If you only take Vitamin C once in a while for immune health, you may be missing out on its full benefits. Vitamin C can help you look great, be active, stay healthy and more—supporting the vital health pathways that make life joyful.

"I take Vital C Tablets year round. They just make me feel better."

- Nancy H.,
Member since 2003



Vital C for immune health & whole-life vitality!

Alfred Libby's ORIGINAL formula is available *only* as TriVita's Vital C. Try both non-acidic, pH neutral & buffered Vital C delivery forms and see why they are so popular—experience the daily difference a quality Vitamin C formula can make!

Vital C Crystal Tablet

- Crystalline C compressed into tablet
- Use along with Crystal Powder or alone
- 2 g Vitamin C per serving

Vital C Crystal Powder

- Free-flowing crystalline C
- Dissolves easily in liquid
- 1 g Vitamin C per serving

Feel Vitamin C's Full Potential

Alfred Libby's ORIGINAL formula is designed to support Vitamin C's many roles in whole-life health:

- Immune health¹
- Youthful skin²
- Gum health³
- Bone health⁴
- Joint comfort⁵
- Cardiovascular health⁶
- Healthy aging⁷
- Overall vitality!



Vital C™ Crystal Tablets

#30230 **\$21.99**

Earn 88 VitaPoints!

Suggested Use: Adults and children over the age of 10, take 2 tablets daily, with or without food.

Vital C™ Crystal Powder

#30170 **\$26.99**

Earn 108 VitaPoints!

Suggested Use: Children (9-18): Take 1g (1/4 teaspoon) once per day. Adults: Take 1g (1/4 teaspoon) two times per day. Stir into water, fruit juice or a beverage of choice.



Vital C™ Crystal Tablets

Quantity: 60 tablets **Serving size:** 2 tablets

Amount per serving: Vitamin C (sodium L-ascorbate) 2g.

Other ingredients: Microcrystalline cellulose, stearic acid, croscarmellose sodium, magnesium stearate, silicon dioxide, hypromellose, hydroxypropyl cellulose, PEG-400.

References:

- 1 Wintergerst ES, et al. *Ann Nutr Metab.* 2006;50(2):85-94.
- 2 Telang PS. *Indian Dermatol Online J.* 2013 Apr-Jun; 4(2): 143-146.
- 3 Pussinen PJ. *Clin Diagn Lab Immunol.* 2003 Sep; 10(5): 897-902.
- 4 Saito M. Nutrition and bone health. *Clin Calcium.* 2009 Aug;19(8):1192-9.



Vital C™ Crystal Powder

Quantity: 165 grams **Serving size:** 1 g (1/4 teaspoon)

Amount per serving: Vitamin C (as sodium L-ascorbate) 1 g.

- 5 Wang Y. *Arthritis Res Ther.* 2007;9(4):R66.
- 6 Zhang PY. *Eur Rev Med Pharmacol Sci.* 2014 Oct;18(20):3091-6.
- 7 Fusco D, et al. *Clin Interv Aging.* 2007 Sep; 2(3): 377-387.



CoEnzyme Q-10

Premium potency for cardiovascular wellness and healthy heart support

CoEnzyme Q-10 is an important “bioenergetic antioxidant” that’s concentrated in the heart. The natural aging process may deplete CoQ-10, potentially leading to low CoQ-10 status. Statin drugs may also deplete CoQ-10. This “CoQ-10 drain” may affect your heart: Low CoQ-10 has been linked to diminished cardiac energy and cardiovascular health concerns.¹⁻⁴

TriVita CoQ-10 may address these heart health concerns because it helps to replenish what statin drugs and aging may have taken away.⁵ By correcting your CoQ-10 status, you may promote this unique nutrient’s diverse range of cardio-supportive biological activities:

- CoQ-10 is necessary in adequate amounts for heart energy metabolism⁶
- CoQ-10 is a cardiovascular antioxidant that helps protect the heart and blood vessels⁷
- CoQ-10 supports the function of the blood vessel linings, potentially helping with circulation⁸
- CoQ-10 may help maintain heartbeat stability and the heart’s blood-pumping efficiency⁹
- CoQ-10 may help to maintain blood pressure that’s already within normal range¹⁰

Supplying 50 mg of quality CoQ-10 in each easy-to-swallow soft gel, TriVita CoQ-10 is a convenient way to help contribute to the CoQ-10 status that’s associated with healthy cardiovascular function.

“I just love TriVita’s CoEnzyme Q-10! I feel much better during the day. Thank you TriVita!”

- Nancy S.,
Member since 2003



THIS PRODUCT IS ALSO GREAT FOR:

ENERGY, STAMINA & PERFORMANCE SUPPORT

CoEnzyme Q-10

#31161 **\$32.99**

Earn 132 VitaPoints!

Suggested use: Adults and children over the age of 12, take 1 to 2 soft gels daily.



CoEnzyme Q-10

Quantity: 60 soft gel capsules **Serving size:** 1 soft gel capsule

Amount per serving: CoEnzyme Q-10 50 mg.

Other ingredients: Rice bran oil, gelatin, glycerin, soy lecithin, yellow beeswax, titanium dioxide color, tocopherols, annatto color.

Contains soy.

References:

1 <http://www.health.harvard.edu/blog/statin-use-is-up-cholesterol-levels-are-down-are-americans-hearts-benefiting-201104151518>

2 Littarru GP, et al. *Mol Biotechnol.* 2007 Sep;37(1):31-7

3 <https://nccih.nih.gov/health/supplements/CoQ-10>

4 Bliznakov EG. *Journ Amer Nut Assoc* Vol. 5, No. 3, Summer 2002.

5 http://www.fda.gov/ohrms/dockets/dailys/02/May02/052902/02p-0244-cp00001-02-Exhibit_A-vol1.pdf

6 Folkers-K. Langsjoen-P. Langsjoen-P-H. *Biochem-Biophys-Res-Commun.* 1992 Jan 15. 182(1). P 247-53.

7 Bor-Jen Lee. *Nutrition Journal* 2013, 12:142.

8 Gao L, et al. *Atherosclerosis.* 2012 Apr;221(2):311-6.

9 Langsjoen-P-H, et al. *Klin-Wochenschr.* 1988 Jul 1. 66(13). P 583-90.

10 Rosenfeldt FL, et al. *Hum Hypertens.* 2007 Apr;21(4):297-306.

“If lifestyle choices are making us ill, lifestyle choices can make us well.”

– Michael R. Ellison, CEO, TriVita Companies

Take control of your health
in less than 10 minutes with



Discover Well-Being with 3 Simple Steps

STEP 1: ANSWER A FEW SIMPLE LIFESTYLE AND HEALTH QUESTIONS

- TriVita VitalityPlanner applies a science-based predictive technology engine to help you understand how your current lifestyle is affecting your future health

STEP 2: RECEIVE YOUR PERSONAL VITALITY GUIDE™

- Learn what nutrition plan is the best for you
- Find out what your personal power foods are
- Which fitness activities will help you reach your health goals faster?
- What specific supplements are most important for you to take?

STEP 3: REVIEW POTENTIAL OUTCOMES

- Your unique data is compared against 30,000+ peer reviewed scientific studies—drawn from over 70-million ethnically diverse populations
- Get personalized, actionable recommendations that clearly prioritize what you can do to reduce your health risks

Get access to the TriVita VitalityPlanner **100% FREE**
JUST VISIT **VITALITYPLANNER.COM** AND ENTER CODE: **TVP0318C**

TriVita VitalityPlanner is not a diagnostic tool. It is a predictive analytical tool based on your lifestyle behaviors and family history. If you have current health conditions, we encourage you to contact TriVita Clinic at (888) 669-5036 or your existing primary physician.



SHARE your WELLNESS story and INSPIRE OTHERS!

Have a great wellness story you want to share? We're looking for loyal members like yourself to tell us why you trust TriVita with your health. **And in return, we want to thank you with \$50 in VitaPoints to apply toward future purchases.***

Just email us at share@trivita.com or call 1-866-927-6897 and provide your name, a list of your favorite TriVita products and a large digital photo or two. We'll review every submission, and if you're chosen, we'll set up a short phone interview. Then, within a few months, you'll be featured as the Member Spotlight star in the TriVita catalog.

So whether you love Alfred Libby's B-12 tablets or can't do without CoEnzyme Q-10, let us know how TriVita has made a difference in your life. We look forward to hearing from you!

**BE A MEMBER SPOTLIGHT STAR.
Call 1-866-927-6897 or email us at share@trivita.com.**

*VitaPoint reward is only available to those members who agree to a brief phone interview, provide a large digital photo and whose story is published in the TriVita catalog or TriVita website at our discretion.



EARN VITAPOINTS...



WELCOME TO THE PREMIER MEMBERSHIP REWARDS PROGRAM!

As a member, you can now start earning VitaPoints to help save money on your favorite products—and even receive products for FREE!

- 1 Earn 5X VitaPoints when you refer friends and family** – Share the benefits TriVita products offer you with the ones you love. When you refer others, you earn 5x (20%) points on their first purchase and on every purchase they make for life! The more referrals you make, the sooner you start earning enough to get your products for free!
- 2 Earn 2X VitaPoints with Auto Replenishment Program (ARP)** – Upgrade to ARP and receive double points (8%) with every delivery. ARP means no more worrying about running out of your favorite products or reordering because ARP orders are sent to you once monthly and guaranteed at the lowest advertised price. There's no obligation and you can cancel or change your order at any time.
- 3 Earn VitaPoints on personal product purchases** – You automatically receive points equal to 4% of the total value of your purchase on every product purchase you make.
- 4 Mega Bonus VitaPoint promotions** – Earn extra VitaPoints wherever you see the MegaBonus logo.



Along with FREE standard shipping on all orders over \$99, as a Premier Member you're also eligible for exclusive offers and gifts.



Premier Membership is free and makes buying TriVita products more affordable. VitaPoints are redeemable online or by phone. To check your VitaPoints balance, either visit TriVita.ca, sign in and click on **My Account**, call priority customer service at **855-383-0238** or check your latest **TriVita invoice**. You may use VitaPoints as you earn them or let them accrue for up to 12 months from date of issue.



MyFloraDaily Probiotic

Probiotics are tiny health-promoting organisms in the gut

The gastrointestinal tract is the most exposed human habitat to the external environment. Every day, thousands of microorganisms and compounds derived from the digestive process come in contact with it, making the role of the gut as a protective barrier to pathogens essential.¹

However, as we reach middle age our immune system becomes less efficient. This applies to the microbiota of the gut as well. In order to maintain healthy digestion, you need to supplement your diet with a probiotic. MyFloraDaily helps support intestinal/gastrointestinal health, promotes a diverse and balanced gut microflora, and supports overall immune health.²⁻⁷

Make MyFloraDaily your probiotic

- MyFloraDaily contains one of the most clinically studied probiotic strains, *Lactobacillus GG*, a highly resilient strain that is able to survive through the GI tract and adhere to the intestinal mucus and epithelial walls. This allows for an extended, controlled release of probiotic strains in the small and large intestine.
- All the probiotic strains found in MyFloraDaily have been antibiotic-resistance tested and genetically identified to confirm strain identity. (Many competitive probiotic brands do not disclose the specific strains(s) in the product, even though strain identification ensures a higher quality product since the health benefits of probiotics are strain-specific).
- While many competitive probiotic brands need to be refrigerated to maintain the number of probiotic strains, **MyFloraDaily is shelf stable.**
- MyFloraDaily is allergen-free (no milk, eggs, fish, shellfish, nuts, wheat or soy).

MyFloraDaily Probiotic

#30830 **\$44.99**

Earn 180 VitaPoints!

Suggested use: Adults, take one tablet, once daily, or as directed by your healthcare professional.

DID YOU KNOW?

- MyFloraDaily is formulated with patented bio-tract technology for maximum absorption.
- TriVita guarantees 10 billion Colony Forming Units (CFU)—the good bacteria—in every dose at the time of manufacture and 5 billion at the one year expiration date.



MyFloraDaily Probiotic

Quantity: 30 tablet **Serving size:** 1 tablet

Amount per serving: Probiotic Blend (10 Billion CFUs at time of manufacture, 5 Billion CFUs at 12 months expiry): *Lactobacillus rhamnosus GG*, *Bifidobacterium breve Bb-03*, *Bifidobacterium lactis BI-04*, *Lactobacillus casei subsp. casei Lc-11*

Other ingredients: Microcrystalline cellulose, hydroxypropyl methylcellulose, pectin, sodium carbonate (anhydrous), stearic acid, guar gum, turmeric (color).

References:

- 1 Lopetuso LR, et al. The therapeutic management of gut barrier leaking: the emerging role for mucosal barrier protectors. *Eur Rev Med Pharmacol Sci* 2015; 19:1068-1076.
- 2 QUINTO EJ, et al. Probiotic lactic acid bacteria: A review. *Food and Nutrition Sciences* 2014;5:1765-1775.
- 3 Goldstein EJC, Tyrrell KL, Citron DM. *Lactobacillus* Species: Taxonomic complexity and controversial susceptibilities. *Clin Infect Dis* 2015;60(Suppl2):S98-S107.
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- 5 Reid G. The Scientific basis for probiotic strains of *Lactobacillus*. *Applied Environ Microbiol* 1999;65(9):3763-3766.
- 6 Segers ME, Lebeer S. Towards a better understanding of *Lactobacillus rhamnosus GG* – host interactions. *Microbial Cell Factories* 2014;13(Suppl 1):S7.
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TRIVITA .CA UPDATE



You asked. We listened.

All-new "MyAccount"

The TriVita.ca has been updated to make managing your wellness experience more convenient.

Member Dashboard:

- View your most recent orders
- View your VitaPoint total
- Review your membership status

Manage Your Contact Information:

- Update your shipping and billing address independently
- Update your email address and phone number

View your order history:

- View all your previous transactions
- Track current orders

Manage Your Auto Replenishment (ARP) Orders:

- Create new ARP orders
- Edit your existing ARP order
 - Update your shipping address
 - Update your credit card info
 - View your next ARP ship date
 - Change your ARP order interval
 - Choose to automatically apply VitaPoints to your order
 - Add or remove products to your ARP order
 - Change product quantities
 - Skip a product on your next ARP order
- Cancel an existing ARP order



Look for the MyAccount link at the top of the TriVita website, or bookmark

MyAccount.TriVita.ca

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See page 33