

## Bright & Brainy Multi-Vitamin & Mineral for Children

### DESCRIPTION

Bright & Brainy is a great tasting, chewable multiple vitamin-mineral-trace element supplement designed for children ages four and up. The unique teddy bear shaped chewable tablets provide 28 vitamins, minerals and trace elements in bioavailable forms and nutritionally meaningful amounts.

Bright & Brainy is more than just another children's multivitamin-mineral supplement. Research shows that going beyond RDA amounts of many vitamins may have significant positive effects on the structure and function of growing bodies. Bright & Brainy provide important antioxidant vitamins C and E, a complete vitamin B complex, easily absorbable calcium and magnesium, as well as a full spectrum of bioavailable trace elements. In fact, Bright & Brainy is one of the most complete children's chewable multivitamin/mineral formulas on the market. This new improved formulation now features a natural orange or grape flavor, naturally sweetened with purified stevia and xylitol, and higher amounts of vitamin D and added choline, as research indicates both of these nutrients are important for children's overall health and wellbeing.

Bright & Brainy uses only the purest, most hypoallergenic ingredients and contains no artificial colors, flavors or preservatives.

### FUNCTIONS

Studies show that a high percentage of children in North America and other developed countries eat less than the minimum daily allowance of many essential nutrients. Adequate amounts and proper balance of these nutrients are needed not only for maintaining good health, but also for satisfying the special nutritional demands of growth and development during childhood. Bright & Brainy has been carefully designed and formulated to contain the right proportions of vitamins, minerals, and trace elements without danger of toxic build-up and without side effects. Each ingredient is selected in consideration of its absorbability, competitive relationship with other nutrients, taste, allergenic potential, and long-term safety. Additional vitamin D has been added to this formula, as new research indicates that both children and adults may not receive enough of this nutrient due to reduced sun exposure and limited dietary sources. Vitamin D plays many roles in the body and is vital for supporting strong healthy bones. Choline, a nutrient related to B vitamins, is important for optimal neurological and liver health and is especially needed for children's healthy, growing bodies.

### INDICATIONS

Bright & Brainy is ideal for children that are at risk for vitamin, mineral and trace element deficiencies due to sub-optimal dietary intake, and life style.

2 Bear-Shaped Tablets Contain:

Calories .....	5
Calories from Fat.....	0
Total Carbohydrates.....	2 g
Sugar Alcohols (Xylitol) .....	2 g
Vitamin A .....	3,500 IU (29% as Vitamin A/71% as natural beta-carotene)
Vitamin C (ascorbic acid) .....	250 mg
Vitamin D-3.....	400 IU
Vitamin E .....	30 IU (as d-alpha Tocopheryl Succinate and mixed tocopherols including alpha, beta,delta and gamma tocopherols)
Thiamine.....	3 mg
Riboflavin.....	1.7 mg
Niacinamide/Niacin.....	25 mg
Vitamin B-6.....	2 mg
Folic Acid .....	400 mcg
Vitamin B-12.....	6 mcg
Biotin.....	300 mcg
Pantothenic Acid .....	12 mg (as calcium pantothenate)
Calcium.....	125 mg (from Calcium Citrate/Ascorbate/Carbonate Complex)
Iodine (from Kelp).....	15 mcg
Magnesium.....	40 mg (from Magnesium Aspartate/Ascorbate/Oxide Complex)

Zinc (from Zinc Aspartate).....	2 mg
Selenium.....	20 mcg
(from Selenium Amino Acid Chelate)	
Copper.....	0.2 mg
(from Copper Amino Acid Chelate)	
Manganese.....	2 mg
(from Manganese Amino Acid Chelate)	
Chromium (Chromax **) .....	40 mcg
(from Chromium Picolinate)	
Molybdenum.....	5 mcg
(from Molybdenum Amino Acid Chelate)	
Potassium.....	10 mg
(from Potassium Aspartate/Chloride Complex)	
Citrus Bioflavonoids.....	10 mg
Boron (from Boron Citrate Complex).....	20 mcg
Vanadium .....	3 mcg
(from Vanadium Krebs***)	
Choline (from choline bitartrate).....	40 mg
Other ingredients: Xylitol, cellulose, ascorbyl palmitate, natural orange flavor, purified stevia extract, vegetable stearate, silica and mannitol.	

### **SUGGESTED USE**

Children take 2 tablets daily with meals or as directed by physician.

### **SIDE EFFECTS**

No adverse side effects have been reported.

### **STORAGE**

Store in a cool, dry place, away from direct light. Keep out of reach of children.

### **REFERENCES**

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- † These statements have not been evaluated by the Food and Drug Administration.
- This product is not intended to diagnose, treat, cure, or prevent any disease.