



## MULTI FOR HIM 50+ DIETARY SUPPLEMENT FACT SHEET

### FAST FACTS:



- More than eight out of 10 men in America age 55+ do not get enough vitamin E from diet alone<sup>[1]</sup>.
- Half of men in America age 55+ do not obtain adequate vitamin C from diet alone<sup>[1]</sup>.
- Yet, only 46% of American households consume multivitamins.
- The 2006 Older Americans Act Amendment states that the use of a single daily multivitamin-mineral supplement may be an effective way to address nutritional gaps that exist among the elderly population.
- Along with a healthy diet and exercise, multivitamins are an easy and cost-effective way to reduce the risk of many health problems.
- According to scientific findings, optimized levels of certain nutrients can offer more than basic insurance.
- It costs about 10¢ a day to reap the health benefits of a daily multivitamin.

### NATURE MADE MULTI FOR HIM 50+ WITH OPTIMIZED NUTRIENT LEVELS:

Nature Made Multis offer more than the promise of basic insurance by providing optimized levels of certain nutrients and a unique blend stronger than any other brand in the market. Recognizing that gender, age and lifestyles vary and each person requires specific, optimized formulations, Multi For Him 50+ includes:

- Higher levels of B vitamins for heart health
- Higher levels of vitamins C, E and selenium for healthy aging
- Higher levels of vitamin D to promote joint protection, prostate and colon health
- Higher levels of calcium, vitamin D and vitamin K for optimal bone health
- Without Iron

Based on science, Multi For Him 50+ is formulated with optimized levels of nature's essential nutrients to:

- Repair & strengthen muscle tissue for greater mobility
- Support improved heart & organ function
- Strengthen the body's ability to protect against the effects of aging
- Support mental sharpness
- Maintain cellular health

[1] National Health and Nutrition Examination Survey (NHANES)

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NATURE MADE  
MULTIVITAMINS:

- **Optimum level of vitamin D (1,000 IU)** – Renowned health experts and scientists from leading universities support the use of 1,000 IUs of vitamin D for a wide variety of health concerns including bone, muscle<sup>[2]</sup> and joint protection, support for colon<sup>[3]</sup> and prostate<sup>[4]</sup> health, autoimmune protection, heart health, mood health, immune system strength,<sup>[5]</sup> breast health<sup>[6]</sup> and more.
- **Higher levels vitamin C (180 mg), vitamin E (50 IU)** – Antioxidant powerhouses which help boost immunity and fight against the aging effects of free radical damage. Antioxidants are recommended as part of a daily regimen for overall health.
- **Rich in selenium (70 mcg)** – Numerous scientific studies have shown that this antioxidant helps boost the immune system and neutralize free radicals.
- **Enhanced blend of vitamin A (2,500 IU with 60% Beta Carotene)** – Another antioxidant essential for healthy vision and proper immune function. Beta carotene is a carotenoid with antioxidant properties. Low levels of retinol and higher levels of beta carotene support bone health and reduces free radical damage in the body.
- **Higher amount of vitamin K (80 mcg)** – A fat-soluble vitamin important to maintaining bone strength and heart health.

DOSAGE:

The suggested dose is one tablet daily with a meal. Each serving provides optimized levels of 23 key vitamins and minerals.

WHERE TO BUY:

Nature Made Multi For Him 50+ with Optimized Nutrient Levels is sold at food, drug and mass stores nationwide for a suggested retail price of \$9.99 per 90-count bottle.

FDA REGULATED:

Nature Made Multi For Him 50+ with Optimized Nutrient Levels is regulated by the U.S. Food and Drug Administration and various state regulatory agencies as a dietary supplement. This includes special requirements for the product's manufacturing and labeling.

USP GUIDELINES:

As an industry leader, Nature Made adheres to manufacturing standards recommended by the United States Pharmacopeia (USP), a not-for-profit organization that has set pharmaceutical and dietary supplement quality standards since 1820. Nature Made participates in USP's Verification Program for dietary supplements, which guarantees product quality, purity and potency. The USP seal can be found on many Nature Made products.

CONSUMER QUESTIONS:

To learn more about Nature Made visit the Wellness Advisor at NatureMade.com or call (800) 276-2878, Monday through Friday, 7 a.m. to 4 p.m. PDT.

MEDIA CONTACTS:

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[2] *American Journal of Clinical Nutrition*, 2006,84:18-28

[3] *Journal of the American Medical Association*, December 2003

[4] *Nutrition and Cancer*, February 2005

[5] *Epidemiology and Infection*, August 2006

[6] *American Journal of Public Health*, February 2006