

# Custom Essentials® Comparison to Leading Brand Name Multivitamins.

The following comparison charts of ingredients and pricing were prepared to show you in graphic detail why Ideal Health's Custom Essentials are without question the finest, most reasonably priced nutritional supplements in the world. Compared to our metabolic testing, customized formulas and comprehensively superior ingredients, you will see why no other multivitamins at any price even come close.



– Dr. John J. Kelly, M.D.

"I am seeing amazing results with this very special product, better results than I've had with any nutritional product in my twenty years of practice as a family doctor."



– Dr. Karolen Bowman, M.D.

"I felt a significant difference... I never felt before... I've taken Custom Essentials for 3 1/2 years and would never stop taking them"

**Note:** Dr. Kelly and Dr. Bowman are so impressed by Custom Essentials that they both recommend and market them to their patients.

This chart includes all Custom Essentials ingredients. Your custom formula will vary based on your PrivaTest® results.

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Custom Essentials retail price is \$69.95.

Individual results from Custom Essentials may vary.

Nutrient	Custom Essentials®	Pharmanex® LifePak	Amway® Nutrilite
Vitamin A	Yes	Yes	Yes
Beta Carotene	Yes	Yes	Yes
Alpha-Carotene	Yes	Yes	NONE
Zeaxanthin	Yes	Yes	NONE
Cryptoxanthin	Yes	Yes	NONE
Vitamin C	Yes	Yes	Yes
Vitamin D	Yes	Yes	Yes
Vitamin E	Yes	Yes	Yes
d-beta tocopherol	Yes	NONE	Yes
d-delta tocopherol	Yes	NONE	Yes
d-gamma tocopherol	Yes	NONE	Yes
Vitamin B1	Yes	Yes	Yes
Vitamin B2	Yes	Yes	Yes
Vitamin B3	Yes	Yes	Yes
Inositol hexaniacinate	Yes	NONE	NONE
Vitamin B6	Yes	Yes	Yes
Pyridoxal-5-Phosphate	Yes	NONE	NONE
Folic Acid	Yes	Yes	Yes
Vitamin B12	Yes	Yes	Yes
Biotin	Yes	Yes	Yes
Vitamin B5	Yes	Yes	Yes
Calcium	Yes	Yes	Yes
Magnesium	Yes	Yes	Yes
Zinc	Yes	Yes	Yes
Selenium	Yes	Yes	Yes
Copper	Yes	Yes	Yes
Manganese	Yes	Yes	Yes
Chromium	Yes	Yes	Yes
Molybdenum	Yes	Yes	Yes
Potassium	Yes	Yes	Yes
Choline	Yes	NONE	NONE
Inositol	Yes	Yes	Yes
Vanadium	Yes	Yes	NONE
Betaine HCl	Yes	NONE	NONE
Boron	Yes	Yes	NONE
L-Arginine	Yes	NONE	NONE
L-Ornithine	Yes	NONE	NONE
Magnesium Aspartate	Yes	NONE	NONE
Magnesium Succinate	Yes	NONE	NONE
L-Glycine	Yes	NONE	NONE
L-Taurine	Yes	NONE	NONE
NAC	Yes	NONE	NONE
Milk Thistle	Yes	NONE	NONE
Grape Seed	Yes	Yes	Yes
Lemon Bios	Yes	Yes (citrus mix)	Yes (citrus mix)
L-Lysine	Yes	NONE	NONE
Glutathione	Yes	NONE	NONE
AKG	Yes	NONE	NONE
Bioperine	Yes	NONE	NONE
<b>Retail Cost</b>	<b>\$69.95</b>	<b>\$97.06</b>	<b>\$78.05</b>
<b>Additional Cost to equal Custom Essentials</b>	<b>-0-</b>	<b>\$12.36</b>	<b>\$6.67</b>
<b>Comparison Retail Cost equal quality &amp; ingredients</b>	<b>\$69.95</b>	<b>\$109.42</b>	<b>\$84.72</b>

## **Ideal Health® customizes your vitamin, mineral, amino acid and other nutrient needs based on the results of your PrivaTest.®**

Pharmanex and Amway multivitamins are all essentially one-size-fits-all products designed for the “average” person. Only Ideal Health’s Custom Essentials provides custom targeted antioxidant, liver detoxification, immune system, nervous system and vascular system support based on a sophisticated laboratory test – your PrivaTest.

### **Is your body actually using the vitamins you take?**

Many off-the-shelf multivitamins are ineffective because the vitamins and minerals they contain are in hard-to-absorb forms, or isolated from their synergistic nutrient partners and cannot be properly metabolized. Custom Essentials uses only the highest quality, most absorbable forms of vitamins and minerals, and includes all of the other substances necessary for their metabolism.

<b>Benefit</b>	<b>Custom Essentials</b>	<b>Pharmanex</b>	<b>Amway</b>
All natural beta carotene (Synthetic safety questionable)	<b>Yes</b>	Yes	Yes
Mixed carotenoids (Vital natural vitamin A co-factors)	<b>Yes</b>	Yes	NO
All natural vitamin D (Like your skin makes)	<b>Yes</b>	Yes	Yes
All natural vitamin E (Synthetic is less active)	<b>Yes</b>	Yes	Yes
Mixed tocopherols (Vital natural vitamin E co-factors)	<b>Yes</b>	NO	Yes
No flush niacin	<b>Yes</b>	NO	NO
Activated vitamin B6 (Doesn't require conversion in body)	<b>Yes</b>	NO	NO
Activated vitamin B12 (Doesn't require conversion in body)	<b>Yes</b>	NO	NO
Lemon bioflavonoids (Citrus mix can be allergenic)	<b>Yes</b>	citrus mix	citrus mix
Chelated Mineral Forms (More absorbable)	<b>Yes</b>	Some	Some
Bioperine (Absorption Enhancer)	<b>Yes</b>	NO	NO
Added Digestive Support	<b>Yes</b>	NO	NO
Whole Foods Base	<b>Yes</b>	NO	Some
<b>Negative Ingredients</b>	<b>NONE</b>	NONE	YES Maltodextrin Corn Starch Gelatin Yeast Sucrose Corn oil Soybean oil Carnauba Wax