

Q&A About Custom Essentials®

Is the custom product really any different from an OTC multivitamin?

Your Custom Essentials® product is dramatically superior in many ways to anything you can purchase, whether Over-the-Counter (OTC), through specialty outlets, or direct from nutritional suppliers. Here are a few of the features why:

1. In addition to vitamins and minerals, your Custom Essentials includes an extensive collection of antioxidants, amino acids, phytonutrients, and certain protective and healthful herbals all carefully balanced to work together to meet your nutrient supplement needs. Your customized product can include up to 55 of these nutrients. Most OTC formulas include 18-20 ingredients while even the most expensive rarely have more than 40.
2. The minerals in your Custom Essentials are chelated with amino acids to ensure superior absorption in your body. This chelation process is markedly better than conventional chelation and other mineral delivery methods.
3. The actual amount for most of these ingredients is determined based on your scientifically tested, personal needs. Standardized products, even when designated for men or women or seniors, are based on “average” needs. None of us is average. Invariably you will get too much of what you don't need and too little of what you do. Custom Essentials is the solution to the confusion and uncertainty.
4. Your Custom Essentials product is freshly manufactured each month and shipped directly to you. It is produced at one of the most sophisticated and advanced custom-manufacturing facilities in the industry today. You don't have to wonder how long the product you buy has been sitting on a store shelf or in a warehouse. Also, the inconvenience of running out is eliminated.

You can purchase a multivitamin supplement at a lower price, but, you cannot find a customized product with anywhere near the comprehensive nutritional components matched to personal test results for even twice the price.

Will the custom products make me feel different?

Remember that nutritional supplementation should be considered part of a long term health program, not a quick-fix panacea. You may or may not feel more energy at first. Some people feel a difference within 48 hours. For others, there is a more subtle change which takes longer to recognize. Ultimately, most people feel increased energy, an improved sense of well-being, and get sick less often.

Is the product really “customized” for me?

Yes. Every one of us is a unique combination of genetics, dietary and exercise habits, environmental influences, physical and biological attributes, age, sex, etc.. All these factors determine what levels and which nutrients are required to supplement your diet to achieve dynamic health. Because all of these factors influence your metabolic processes, the only way to really determine your needs is through testing. The test results and other pertinent data are then factored into a series of scientifically established formulas to specify your Custom Essentials product formulation. More information is provided in your Personalized “PrivaTest™ Results” report that you will receive within about 21-30 days.

How Can Two People Have the Same Formula?

To understand how a two people could wind up with the same “customized” formula, you need to understand just a little biochemistry and a little bit about the Custom Essentials selection process.

First, a bit of biochemistry. While some selection parameters for your Custom Essentials formula are dependent on age and sex, the rest are based on test results. Because of that amazing thing called “biochemical individuality,” it is entirely possible for one individual to be in the same (or better) “shape” biochemically as another person who tests. We have all heard of people who smoke, eat poorly, never exercise and yet who are living to a ripe, old, disease-free age. Then we hear of people, in their 20's, who have already been admitted to a coronary care unit with a heart attack. Obviously chronological age does not define your biochemical age nor does it completely define your nutritional requirements. Now, if cost and time were no object, there are thousands of chemicals that could be evaluated and the results could be used to custom blend a milligram by milligram nutrient mix for every single living individual. Of course, that is completely impractical and →

absolutely cost-prohibitive. However, by focusing on the well-researched biochemical areas that we KNOW impact overall body function, we obtain very distinct measurements that can be used in a very practical application (Custom Essentials) to improve your body's function in these specific areas.

So much for the biochemistry. Now for the selection process. Each of the three test results are evaluated in exactly the same way: on a dynamic scale of moving toward or away from desirability. Now, say that the results of the tests of our two individuals are both on the undesirable side. On that dynamic scale, one could be a 2 and the other could be a 50 (or vice-versa). However, they are BOTH on the undesirable end of the scale and they would BOTH be assigned the formulation blend that would push them toward the desirable end of the scale. Since the same nutrients would be involved in that biochemical process, they would BOTH benefit from the same formula.

Because there are three tests, and because of the information used from the questionnaire, the final number of possible personalized permutations for Custom Essentials is **currently** 48. This means that your personalized Custom Essentials formula is one that has been blended especially for you out of a possible 48 specific combinations of nutrients. This personalized blend addresses your needs by either pushing your test results toward or by keeping your test results in the desirable end of the dynamic biochemical scale. Your Custom Essentials is the most technologically advanced product on the market today.

How should I take my supplements?

A 30-day supply of Custom Essentials is packaged with your name on it and automatically delivered to you each month. The package contains 30 packets each with 6 kosher gelcaps. Take one packet each day. To ensure proper absorption you should take your supplements with food. If you are new to supplementation, your body may need to adjust. You may wish to take your supplements with your morning and evening meals (1/2 packet each meal), but it is important to be sure to take the full packet each day. Routinely taking the full packet with your largest meal is one way to be sure you do this. For best results, you should take your supplements with water. First drink at least 8 oz. of water, then take your supplements with another 4-8 oz. of water.

What is "USP" and what does it mean to me?

USP, the United States Pharmacopeia, is a 175 year old independent, not-for-profit corporation composed of delegates from all major medical and pharmaceutical colleges, associations, the FDA, and other similar agencies. USP establishes standards for pharmaceuticals and, more recently, for supplements.

The Ideal Health products conform to the USP XXIII requirements for disintegration and dissolution for oil and water soluble vitamins and minerals.

Are there any studies on people who have done the testing and then taken supplements?

The Director of the laboratory, Dr. J. Alexander Bralley, has worked with tens of thousands of individuals over the past 15 years conducting nutritional testing and designing supplementation. He has published some of this experience in prestigious nutrition journals and has collected substantial unpublished data with professional and college athletes. Dr. Bralley's lab works with over 10,000 of the top nutritional Doctors in the country.

Shouldn't Calcium levels in the Custom Essentials be higher?

The type of Calcium in Custom Essentials is highly absorbable. Current recommendations for Calcium intake are based on poorly absorbed types of Calcium, used in many other products, often because of increased public awareness, many companies add large amounts of Calcium to their formulation without including other nutrients (such as Magnesium, vitamin D, Zinc, and Boron) in ratios that improve absorption and utilization. In addition, large amounts of Calcium can interfere with the absorption of other nutrients.

With all this in mind, Custom Essentials has been designed to satisfy the needs of the tested individual without overpowering the effectiveness of the personalized formulation. Ideal Health also offers the product Calcerin™, which includes naturally derived, whole bone extract for highly absorbable Calcium and other essential complementary nutrients, all in the optimal ratios. This product is sold separately so that you may take it at bedtime for best utilization and maximum benefit, if you feel you are at risk for osteoporosis.