

**The preservation of health is a duty.
Few seem conscious that there is such a thing as physical morality.**
—Herbert Spencer (1820-1903)

CHAPTER ELEVEN

TOP-RATED PRODUCTS

In conducting the research for this edition of the Comparative Guide, we examined approximately 2,000 nutritional supplements from throughout the United States and Canada. From this, 1,612 products qualified as multiple vitamin/mineral supplements, representing 394 manufacturers. Twenty-one of these products were eliminated because they exceeded the Upper Limits of safety for three or more nutrients. The remaining 1,591 were further evaluated using the Blended Standard (described in Chapter 8), and the Health Support Profile (described in Chapter 9).

Graphical comparisons were completed for 163 products. Because of the sheer volume of products, not every product was graphically analyzed; to maximize the number of manufacturers represented in our analysis, the highest-ranking product from each manufacturer rating three stars or above was selected. In some cases, where a manufacturer has both a Canadian and a US product, or produces gender-specific products, the manufacturer may have more than one product represented in the graphs. All graphical comparisons are found in Section V.

Top-rated Stand-alone Products

Table 11-1 on the following page lists the stand-alone products that achieved a five-star rating. These are nutritional products of less than three separate capsules or tablets taken in a single serving, which contain vitamins, minerals, and antioxidants, and which may also contain a variety of other nutrients.

Headlining the list are those product that also earned the NutriSearch Gold Medal of Achievement.™ These products represent the “best of the best” within the Stand-alone Products category—having attained an unsurpassed five-star rating, having demonstrated compliance with current Good Manufacturing Practices (cGMP), and having verified, through independent laboratory analysis, that what is on the label is in the bottle.

Of the 1,433 stand-alone products evaluated in this edition of the Comparative Guide, the products of only four manufacturers, representing a miniscule 0.6% of the products evaluated, were awarded this honour.

Top-rated Combination Products

Table 11-2 lists the top-rated combination products. These are nutritional products of three or more separate capsules or tablets taken in a single serving, which contain vitamins, minerals, and antioxidants, and which may also contain a variety of other nutri-

ents, including fatty acids not normally found in a stand-alone product.

Headlining the list are those select few combination products that have earned the NutriSearch Gold Medal of Achievement.™ These award-winning combination products are the “best of the best” within the Combination Products category—having attained an unsurpassed five-star rating, having demonstrated compliance with cGMP, and having verified, through independent laboratory analysis, that what is on the label is really in the bottle.

Of the 179 combination products evaluated in this edition of the Comparative Guide, the products of only three manufacturers representing a mere 3.3% of the products evaluated, were awarded this honour.

Going for the Gold

To reach a five-star product rating is a significant accomplishment for a nutritional manufacturer; nevertheless, it does not tell the whole story. With any dietary supplement, the single most important factor is quality: quality research, quality formulations and quality manufacturing. These considerations are, in turn, a reflection of the quality-control practices (GMP) employed in a product's manufacture and in the testing and verification of identity and potency of ingredients, right from the raw materials to the finished goods. When it comes to consumer safety there is simply no room for compromise.

Manufacturers of products awarded the NutriSearch Gold Medal of Achievement™ have, at considerable expense, gone that extra mile to demonstrate their commitment to the highest standards of quality in the industry. They have met and exceeded the most stringent of manufacturing standards that are the consumer's guarantee of product quality and safety, and they have further demonstrated that commitment to quality through independent laboratory verification of identity and potency of the ingredients in the finished product, according to product label. To provide the consumer with more information about these companies, on pages 74 through 77 we have invited each manufacturer to “tell their story” in their own words.

For a complete listing of all products and their ratings, please refer to Section VI, where products are listed alphabetically by product name and alphabetically by five-star rating.

Table 11-1: Top Products STAND-ALONE



Remaining Five-Star Rated STAND-ALONE Products

Allergy Research Group Wholly Immune	US	Rejuvenation Science Maximum Vitality	US
HealthyWize Vital Nutrients	US	Source Naturals Élan Vital	US
Life Extension Foundation Life Extension Mix	US	Source Naturals Life Force Multiple	US
NSI (Neutraceutical Sciences Institute)		Swanson Lee Swanson Signature Line Longevital	US
Synergy Men's Version 2	US	Vitamin Research Products Optimum 18	US

Table 11-2: Top Products COMBINATION



Remaining Five-Star Rated COMBINATION Products

Colgan Institute Men's Pak	US	NSI (Neutraceutical Sciences Institute)	
Colgan Institute Men's+ 50 Pak	US	Synergy Max	US
Colgan Institute Sports Pak	US	NSI (Neutraceutical Sciences Institute)	
Colgan Institute Women's 50+ Pak	US	Synergy Ultra	US
Colgan Institute Women's Active Pak	US	Ortho Molecular Products Alpha Base	
Colgan Institute Women's Pak	US	Ultimate Pak	US