

Clinical Connection

SPECIAL REPORT

SUPPLEMENT QUALITY

ARE YOU FLUSHING MONEY DOWN THE TOILET?

A CHEAP VITAMIN SUPPLEMENT IS NO BARGAIN

While everyone loves a bargain, there are some problems with shopping for supplements using only the price as a guideline. The difference in quality between different brands of supplements is often considerable. Some inexpensive supplements are so useless that you would do your body just as much good if you flushed them down the toilet.

Herbs, vitamins and minerals are meant to be utilized by the body, to help with physiology and biochemistry. Think of wine or ice cream. The only physiologic concern with these products is taste, but what a difference between the quality of a cheap product and a good one. Compare the taste of a premium ice cream to the cheap store brand; the difference is considerable. Compare inexpensive wine to Lafite Rothschild. It should be obvious that the difference between the quality of vitamins and herbs should be at least as great.

THERE IS GASOLINE IN COAL—YOU JUST CAN'T RUN YOUR CAR ON IT

Quality and bioavailability are important. Bioavailability is a difficult concept for some patients to grasp. It has to do with how well the supplement is utilized by the body. There is gasoline in coal, but you just can't run your car on it. Similarly, there are ingredients listed on a supplement's label that are as useless to your body as coal is to your automobile.

YOUR HEALTH IS THE MOST VALUABLE THING YOU POSSESS—DON'T SKIMP ON IT

The fact of the matter is that you really do not save that much money on bargain-basement supplements. And your savings may come at the cost of your health. An equipment supplier to the vitamin industry described a situation in one Third World plant. The toilets in the plant amounted to a hole in the floor. Workers would walk on that bathroom floor and then go back to work. Throughout the course of the day, some of the product they were working on would spill on the floor. At the end of the day, the fallen herb was then swept off the floor and placed back in the bin to be encapsulated. In a sterile environment this would not be a problem, but the environment there was not sterile at all.

The people at Biotics Research care about the health of their customers and they inspect the overseas plants of all companies who supply them with raw materials. On top of that, they test everything they use for contaminants. Can you be sure that the company that sells its supplements for the lowest price does the same thing?



Biotics Research makes supplements of the highest quality and bioavailability. All ingredients coming in and all finished supplements being shipped from Biotics Research are vigorously tested in their state of the art, in-house laboratory.

Biotics Research Cares About Supplement Quality

Biotics Research Actually Makes its Own Supplements: Many companies do not do their own manufacturing. They merely label and market the products. The problem here is that it is very difficult to do any kind of quality control.

Quality is Vital: Take calcium, for example. Oyster shell has calcium, but the body can't use it (just like your car can't use the gasoline in coal). Calcium carbonate is cheap, but is not well absorbed. Calcium citrate is much more expensive than the oyster shell or the carbonate. A high quality supplement will use the citrate, a poor one will use oyster shell. There are similar quality issues for just about every vitamin and herb.

Label Claims: Are the ingredients listed on the label actually contained in the product? You would be shocked at how often they are not. Most companies don't actually test batches of material; they rely on a document from a third party. The problem when you don't make your own supplements is that as the product changes hands, there is danger of contamination, tampering and outright fraud. Without testing, you can be lied to about the content of the product. Also, by the time the product changes hands several times, anywhere along the line someone can substitute cheaper or even phony ingredients and not be held accountable. The product can become contaminated when it changes hands. Sometimes the label claims are fraudulent; but the government doesn't check unless there is a *specific* complaint.

Biotics Research Tests for Quality and Contaminants: The best way to protect yourself is to find a company that you trust, that makes its own products and tests the quality and purity of its products. Biotics Research has its own state of the art lab for this purpose.

Biotics Research Inspects Overseas Plants: Most of the botanicals purchased in the US come from the Far East. There are manufacturing practices in some Third World countries that would surprise many Americans. Inspection is a MUST.

Biotics Research Produces High Quality Tablets and Capsules: Something as simple as how a tablet is produced can affect bioavailability. Many manufacturers use inert ingredients that interfere with the absorption of the nutrients. Biotics Research Corporation actually makes a tablet with a vegetable based culture. It is a patented process and a closely guarded secret—no one else makes tablets of this quality. They actually put the vitamin in a food base, so the body treats it like a food. It also has more antioxidant activity and enhances absorption of the nutrient.

How long will the product keep its potency on the shelf? This is another "label claims" issue. Vitamins break down over time. Will the label be accurate after six months or a year? Is there a clear expiration date printed on the label? If the vitamins (minerals, herbs whatever) are produced in exactly the amounts that are listed on the label, in a short period of time the label will be inaccurate because the nutrients will break down. Biotics Research adds more of each ingredient into a capsule or tablet so that the label claims will be true in one or even two years.

There's a lot to know when buying supplements and herbs. Health care is much more complex than you may realize that is why quality is so important. We are talking about the quality of your health and future. Aren't YOU worth a quality supplement?