



LifeMax Multivitamin vs. other leading brands

	LifeMax Multivitamin		Leading Brand #1	Leading Brand #2
	Amount per serving	% DV	% DV	% DV
Vitamin A (from beta-carotene)	1500 mcg	167%	42%	42%
Vitamin C (as ascorbic acid)	120 mg	133%	67%	100%
Vitamin D3 (as cholecalciferol)	50mcg (2,000 IU)	250%	125%	150%
Vitamin E (as d-alpha tocopheryl succinate)	20 mg	134%	153% ¹	0%
Thiamine (as thiamin HCl)	25 mg ²	2083%	125%	125%
Riboflavin	25 mg	1923%	131%	131%
Niacin (as niacinamide)	100 mg	625%	125%	125%
Vitamin B6 (as pyridoxine HCl)	25 mg	1471%	118%	118%
Folate	1,333 mcg DFE (800 mcg Folic acid)	333%	167%	167%
Vitamin B12 (as methylcobalamin)	100 mcg	4167%	1042%	2083%
Biotin	30 mcg	100%	100%	100%
Pantothenic acid (as d-calcium pantothenate)	25 mg	500%	200%	200%
Calcium (as calcium phosphate)	50 mg	4%	17%	38% ³
Iron (as iron bis-glycinate)	10 mg ⁴	56%	0%	0%
Phosphorus (as calcium phosphate)	8.5 mg	1%	2% ⁵	0%
Iodine (as potassium iodide)	150 mcg	100%	100%	100%
Magnesium (as magnesium oxide)	25 mg	6%	12%	24% ⁶
Zinc (as amino acid chelate)	20 mg	182%	100%	136%
Selenium (as methylselenocysteine)	100 mcg	182%	35%	100%
Copper (as gluconate)	0.5 mg	56%	56%	111% ⁷
Manganese (as aspartate)	2.3 mg	100%	100%	87%
Chromium (as polynicotinate)	35 mcg	100%	143% ⁸	69%
Molybdenum (as amino acid chelate)	45 mcg	100%	100%	0%
Chloride (as potassium chloride)	50 mg	2%	2%	0%
Potassium (potassium chloride)	72 mg	2%	2%	0%
Vitamin K1	0 ⁹	0	0	0
Vitamin K2 (as menaquinone-7 from natto)	45 mcg	*	30 mcg ¹⁰	0
Black tea leaf extract (50% theaflavin)	100 mg	*	0	0
Lutein (as Lutemax®2020 Marigold flower extract)	10 mg ¹¹	*	250 mcg	0
Zeaxanthin (as Lutemax®2020 Marigold flower extract)	2 mg ¹²	*	0	0
Boron (as amino acid chelate)	3 mg	*	0	0
Silicon (as amino acid chelate)	2 mg	*	2 mg	0
Vanadium (as amino acid chelate)	10 mcg	*	10 mcg	0
Nickel	0	0	5 mcg ¹³	0
Lycopene	6 mg ¹⁴	*	300 mcg	0

* Daily Values not established.

1) 20 mg = 30 IU, double the DV. Higher levels of E not necessarily better **2)** 25 mg of B-vitamins helps with energy and stress. Typically, lower doses are not felt. **3)** No multivitamin can provide sufficient calcium. Additional sources are needed. **4)** The bis-glycinate form of iron is gentle and non-constipating. **5)** We already get an abundance of phosphorus in our diets. Additional amounts are unnecessary. **6)** No multivitamin can provide sufficient magnesium. Additional sources are needed. **7)** Americans get adequate copper from their diet, so 56% of the DV is more than adequate. **8)** Unless someone has a blood sugar disorder, more than 100% of the DV is unnecessary. **9)** K2 is better than K1, so no K1 was included **10)** K2, but not K1, has value for cardiovascular health. **11)** Significant value at 10 mg **12)** Significant value at 2 mg **13)** Excess intake causes toxicity **14)** 6 mg lycopene helps reduce UV-induced skin aging, in combination with beta-carotene, vitamin E & selenium

