

History of SOURCE Optimum

SOURCE Optimum, the world's most advanced multiple vitamin/mineral/enzyme formula, is the result of more than 50 years of research.

In May of 1941 the National Academy of Sciences recommended for the first time a **"Recommended Daily Dietary Allowance"** (RDA) to prevent or reduce nutritional deficiency diseases such as scurvy (deficiency of vitamin C). pellagra (deficiency of niacin) and beri-beri (deficiency of vitamin B-1).

The RDA was never intended to be a guide to insure the maintenance of good health of the population over a lifetime.

Nutritional scientists realized that the RDA was insufficient to promote long-term good health, but they did not know what the appropriate level of nutrients should be and if the typical American diet could provide an optimum level of these essential nutrients.

In the late 1960's the USDA was given the task of evaluating the American food chain to find links, if any, with the quality of the food and with the rising incidence of major diseases such as cancer, heart disease, diabetes, arthritis and a host of other conditions commonly referred to as deficiency diseases.

The report concluded that **major health problems are diet related** and that the American Diet was deficient in nutrients necessary to maintain long-term good health.

Results of their research were detailed in the publication in August 1971:

Benefits from Human Nutrition Research:

**Human Nutrition Research Division
Agriculture Research Service
United States Department of Agriculture**

In summary, the report suggests that:

- 1. Major health problems are diet related**
- 2. The real potential from improved diet is preventive**
- 3. Benefits would be shared by all**
- 4. Major benefits are long-range**

The report shows that the quality of the American diet was not adequate to support long-term good health, a revolutionary conclusion; as at that time, it was generally believed that the American Diet was the best in the world and that the American food industry produced the world's most nutritious food.

As can be expected, there was intense opposition from the US food industry which include the beef, dairy, poultry, and other food producers, and with their lobbying power they were able to get the FDA to ban the publication and circulation of the report as they did not want the public to know that their daily diet was inadequate to maintain long-term good health.

The US Dept. Of Agriculture study showed that American food lacked many essential vitamins and minerals in sufficient quantities necessary to maintain long-term good health, but they did not know what the optimum amount of these essential nutrients would be necessary to provide long-term good health.

To find answers to these important questions the **University of Alabama School of Medicine** was commissioned to find the **Suggested Optimum Nutrient Allowance (SONA)** necessary to maintain long-term good health for most people as an alternative to the RDA.

Under the lead of chief investigators Emeritus Professor Emanuel Cheraskin and Professor Warren M. Ringsdorf Jr., a fifteen-year, multi-million-dollar study involving 13,500 male and female subjects living in six regions of the United States was conducted to find the "ideal" amounts of vitamins, minerals, essential fats, proteins, and carbohydrates necessary to maintain good health over a lifetime.

The results of their studies are contained in 49,000 bound pages in 153 volumes, whose results have been published in over 100 papers during the 1970's and 1980's.

In the mid 1980's, Barrie Carlsen, President of Quest Vitamins Ltd. became aware of these studies and he realized the importance of being able to reference scientific studies to support the generally accepted axiom in the "health food industry" that our food has a great deal to do with the state of our health.

Despite Hippocrates, the father of modern medicine who stated, "*let medicine be your food and let food be your medicine*", the general position of the medical establishment was that diet had little to do with our health other than preventing deficiency diseases such as scurvy, and to suggest that diet could reduce or prevent major diseases such as cancer, heart disease or diabetes was "quackery."

Barrie Carlsen contacted Dr. Cheraskin to find out more about his work and if a company such as Quest Vitamins could use the information to develop a dietary supplement. Dr. Cheraskin explained that the information was in the public domain and Quest Vitamins could freely use the data in its product development. Indeed, Dr. Cheraskin encouraged Quest to bring this research to the public as it was desperately needed to reverse the growing rise in deficiency diseases in the USA, Canada, and the rest of the world.

In 1988, Quest Vitamins introduced "**The Source**" the world's first Multiple vitamin/mineral/enzyme formula based on the SONA research of the University of Alabama. Following the 1993 sale of Quest Vitamins to a multinational pharmaceutical company, "The Source" was discontinued.

In July 2011 Barrie Carlsen founded **Vitex Nutrition Ltd.** and has refined the original formula.

After receiving Health Canada approval with the issuance of NPN 80037138 in November 2013, **Vitex** introduced **SOURCE Optimum**.

Vitex is proud to continue to bring to the public the long-term benefits of regular SONA consumption as established by the USDA and the University of Alabama:

- **Increased life expectancy**
- **Improved memory and concentration**
- **Improved sleep patterns**
- **Improved immune function – lower incidence of viral and infectious diseases**
- **Increased stamina and endurance**
- **Increased economic benefit – fewer working days lost due to illness**
- **Reduced risk of degenerative diseases such as heart disease, cancer, arthritis, diabetes & osteoporosis.**

- **Features of SOURCE Optimum**

- **SOURCE Optimum** provides 100% of the nutrient amounts suggested in the SONA study to help maintain long-term good health.

- **SOURCE Optimum** provides optimum amounts of other essential nutrients not part of the SONA study, but which have been the subject of other studies. These include vitamins, minerals, trace minerals, and plant enzymes.

SOURCE Optimum features *Amino Acid Chelated minerals* rather than the inorganic mineral forms such as carbonates or oxides to provide superior bio-availability.

- **SOURCE Optimum** includes *plant enzymes* to aid in the digestion of proteins, carbohydrates, and fats to increase the absorption of essential nutrients.

- **SOURCE Optimum** incorporates a "*superfood*" base of organic alfalfa grass, kelp powder, organic spirulina, and citrus bioflavonoids to provide a myriad of micronutrients, anti-oxidants, and enzymes to enhance the bio-activity of the formula.

- **SOURCE Optimum** is provided in four tablets to be taken twice-daily with meals. Divided doses provide a higher percentage of nutrients to the bloodstream over the day than a larger single dose, improving the benefit.

- **SOURCE Optimum** is manufactured using "state-of-the-art" heat free, solvent free technology to ensure that none of the fragile nutrients are denatured during the manufacturing process.

- **SOURCE Optimum** is packaged in light & oxygen resistant recyclable PETE bottles to protect the tablets from oxidation.