



GENESTRA
BRANDS®

Active Multi Vite Gummies



Great-tasting multivitamin gummy with an organic fruit blend

- Offers a concentrated combination of 14 vitamins and 3 minerals, plus choline and an organic fruit blend
- Includes active vitamin forms, including Metafolin® L-5-methyltetrahydrofolate and methylcobalamin
- Vegetarian pectin base; free from gelatin, as well as artificial colours and flavours
- Low in sugar, with only 0.5 g per gummy; sweetened naturally and with low-glycemic isomalto-oligosaccharides
- Delicious raspberry-lemonade flavour

Active Multi Vite Gummies provide a concentrated combination of 17 vitamins and minerals in a great-tasting format, enhanced with choline and an organic fruit blend. Many Canadians do not consume adequate amounts of essential vitamins and minerals. This formula is packed with high levels of nutrients to help promote optimal nutritional status, including two forms of vitamin A, all eight B vitamins, antioxidant vitamins C and E, bone-supporting vitamins D and K, and the minerals zinc, iodine and chromium. Collectively, this formula promotes immune function, antioxidant defence, energy and healthy glucose metabolism, strong bones and teeth, eyesight and night vision, and healthy hair, skin and nails. Choline is also included to provide valuable support to the liver. Additionally, each berry-shaped gummy contains only 0.5 g of sugar from natural sweeteners and isomalto-oligosaccharides, a low-glycemic plant-based fibre naturally found in fermented foods and honey. Free of gelatin as well as artificial colors and flavors, Active Multi Vite Gummies provide a convenient and delicious way of increasing the daily intake of bioavailable vitamins and minerals.

EACH GUMMY CONTAINS:

Vitamin A (vitamin A palmitate)	75 mcg RAE
Beta-Carotene	225 mcg
Vitamin C (ascorbic acid)	20 mg
Vitamin D ₃ (cholecalciferol)	6.25 mcg (250 IU)
Vitamin E (d-alpha tocopheryl acetate)	2.5 mg AT
Vitamin K ₁ (phylloquinone)	30 mcg
Thiamine (thiamine mononitrate)	0.375 mg
Riboflavin	0.425 mg
Niacinamide	2.75 mg
Vitamin B ₆ (pyridoxine hydrochloride)	1.25 mg
Folate (calcium L-5-methyltetrahydrofolate, Metafolin®)	60 mcg
Vitamin B ₁₂ (methylcobalamin)	25 mcg
Biotin	25 mcg
Pantothenic Acid (calcium d-pantothenate)	1.25 mg
Iodine (potassium iodide)	28 mcg
Zinc (zinc citrate)	2.25 mg
Chromium (chromium picolinate)	12.5 mcg
Choline (choline bitartrate)	7.5 mg

Non-Medicinal Ingredients: Isomaltooligosaccharides, cane sugar, pectin, natural flavours, apple puree, citric acid, organic fruit blend (strawberry fruit, orange fruit, lemon fruit, raspberry fruit, blueberry fruit, tart cherry fruit, pomegranate fruit, cranberry fruit), sodium citrate, purified water, natural black carrot colour, stevia leaf extract, vegetarian coating (organic sunflower oil, carnauba wax, medium chain triglycerides, hyprolose, glycerin)

Metafolin® is a registered trademark of Merck KGaA, Darmstadt, Germany.

Recommended Dose

Adults: Take 4 gummies daily with a meal, a few hours before or after taking other medications or natural health products, or as recommended by your healthcare practitioner. Consult your healthcare practitioner for use beyond 6 months.

Product Size
100 Gummies

Product Code
03148

NPN 80092348



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Active Multi Vite Gummies

Scientific Rationale:

Research has reported that many Canadians do not meet recommended micronutrient intakes.¹ In fact, low intakes of nutrient-rich foods combined with sedentary lifestyles have resulted in adults meeting or exceeding energy requirements while failing to meet vitamin and mineral recommendations.^{1,2} Health Canada has identified vitamins A and D among nutrients with the highest inadequate intakes, with many age groups also consuming less than recommended levels of zinc, folate, and vitamins B₆, B₁₂ and C.¹ Regular multivitamin consumption can help individuals meet recommended values by filling nutrient gaps in the diet.² Active Multi Vite Gummies help maintain good health with a comprehensive combination of 14 vitamins and three minerals, plus choline and organic berries and fruits.

Vitamin A is a fat-soluble vitamin that plays important roles in the immune, visual and integumentary systems.³ Preformed vitamin A (retinol) is present in animal-based products, while red, orange and yellow fruits and vegetables contain **beta-carotene**, a carotenoid pigment that can be converted into vitamin A by the body.³ Vitamin A stimulates the development of immune cells; aids in the production of rhodopsin, a pigment required for sensing light (especially in low-light environments) to support night vision; and helps maintain the skin's barrier function by increasing epidermal thickness and the number of glycosaminoglycans (polysaccharides that help hydrate the skin).^{4,6}

B vitamins play an important role in energy metabolism as cofactors for numerous biochemical reactions in the body.⁷ Vitamins B₆, B₁₂ and riboflavin are particularly critical in the metabolism of the amino acid metabolite homocysteine.⁷ Vitamin B₁₂ has an additional role supporting immune system function and is involved in red blood cell formation alongside vitamin B₆. In addition, biotin helps maintain healthy hair, nails, mucous membranes, and skin.

Vitamin C is the most effective water-soluble antioxidant in the plasma and cellular fluid.⁷ It directly scavenges reactive oxygen and nitrogen species, which can damage cells and disrupt normal cellular function.⁸ Vitamin C further protects cells by regenerating other antioxidants, such as glutathione and vitamin E.⁸ High levels of vitamin C are present in the

eye to help decrease light-induced free radical damage, while neutrophils contain vitamin C to protect against reactive oxygen species produced during phagocytosis.⁸ In addition, vitamin C supports the immune system by regulating lymphocyte proliferation, natural killer cell activity, immunoglobulin production and histamine release.⁸

Vitamin E is a fat-soluble vitamin primarily known for its antioxidant activities.⁷ As the major antioxidant within cell membranes, vitamin E plays a critical role in scavenging free radicals to protect polyunsaturated fatty acids from peroxidation.⁷ Vitamin E can be found in vegetable oils, nuts, cereal grains, fruits and vegetables, although food processing can significantly reduce its levels.⁷

Vitamin D is one of the major nutrients involved in bone health.⁷ It plays an essential role in building strong bones and teeth, as it helps in the absorption of calcium, a primary structural component of the skeleton.⁷ Furthermore, vitamin D receptors are present on most immune cells, demonstrating its importance in maintaining immune function.⁷ **Vitamin K** is also involved in skeletal health, as it helps in the maintenance of bones, and adequate intake levels are required for bone formation and strength.⁷

Zinc is included for its roles in energy metabolism and bone health. It is also critical to the immune system as a cofactor of thymulin, a hormone involved in T cell maturation and differentiation, and is required for proper macrophage development, natural killer cell activity and cytokine production.⁹ Zinc has additional roles in helping to maintain healthy hair, nails, skin. Also included are **iodine** to help in the function of the thyroid gland, plus **chromium** to provide support for healthy glucose metabolism.

Choline is a vitamin-related compound that has important roles in essential physiological functions.⁷ It is a precursor to the methyl donor betaine, the key neurotransmitter acetylcholine, and phospholipids, structural compounds in the cell membrane.⁷ Choline helps support liver function by promoting the export of very low density lipoproteins (VLDL) from the liver.⁷

REFERENCES

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