Dietary Supplement Catalogue

An American Company with products made in the USA

Featuring Formulas by John Jones, MD, MPH

Endobiogenic Concept™
Herbal Formulations
Herbal Extracts

Windrose Aromatics
100% Pure & Genuine
Single Species
Essential Oils

manufactured by

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www.NutritionPureAndSimple.com
Nutrition Pure and Simple

A Distributor for Time Laboratories products from nature’s lab.

Nutrition Pure and Simple, Time Labs and their clinic, Endobiogenic Integrative Medical Center in Pocatello, ID: Simplifying the complex issue of nutritional supplementation.

These are not your usual nutritional supplements. Technology developed by Annemarie Buhler, the founder and president of Time Laboratories, is used in these special formulas. She was instrumental in the development of the first true time-release process used for vitamins and minerals. Product development uses labor intensive processes, isolation techniques and testing to ensure availability to the body.

Many of the nutritional products that take advantage of this special technology are formulated by John Jones, MD, MPH. Rather than presenting complex formulas for a variety of sexes and ages, Dr. Jones has formulated Ultra-Vites. It is a combination of vitamins and minerals together in one basic multi that provides the optimal nutrients to meet the daily requirements for the body. The specific requirements are base on sound scientific research. My formula has recently been updated to supply the B Vitamins in their active bio available forms. (See formula details on page 16)

Our essential fatty acid formula, Ultra Omega-Linic, combines the benefits of GLA from Black Currant seed oil with Wild Alaskan Salmon oil. This unique formula is based on years of clinical experience, research and exciting recent studies.

“Real healthcare is preventive in focus and relies on diet, supplements, and lifestyle. Government approved disease-care, provided in alliance with the drug and surgical equipment manufacturers, will not keep us well”. Alliance for Natural Health, USA

Many people have turned to diet and other lifestyle modifications for the quality of life they desire. You should know that even if a person could or would eat a ‘perfect’ diet, biological diversity assures that each body has different nutritional needs. “In addition, the very young, the very old and the very ill may not be able to get enough of the nutrients they need from dietary intake.” A Quote from Dr Jones.

Sales Terms & Conditions

- **Health Professional Pricing:** if you would like to set up a Health Care Professional account, please request our ‘New Account Form’. Call (888) 953 5553
- **NEW Shipping:** Shipping and handling by Ground (USPS or FedEx). Shipping: $5.95 for $80 or more - $9.95 for $30 to $80 - $13.50 for purchases less than $30
- **Back orders:** We will deliver/ship back ordered products within 1 business day of arrival from the vendor. Shipping will not be charged unless the products are special order items.
- **Will Call:** No minimum order. Healing Foods Store hours:
  - 9:00 A.M. - 6:00 P.M. Monday - Friday Mountain Time
  - 6000 S 5th Avenue, Pocatello ID 83204
  - Phone ahead: 208 232 4325
- We accept all major credit cards, PayPal or check in advance.

Although we try to avoid it, prices are subject to change without notice.

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### Products at a Glance

**Products by John W Jones, MD, MPH**

**Time Labs Endobiogenics Concept™ Herbal Formulas**

**Herbal Extracts**
African Prune, Bilberry, Black Walnut, Chaste Tree, Eleuthero, Ginger, Ginkgo Biloba, Ginseng, Hawthorne Berry, Horsetail, Kelp, Melissa, Milk Thistle, Passionflower, Pineapple, Plantain, Rhodiola Rosea Extract, Sarsparilla, Serenity (St. Johnswort, Valerian), St Johnswort, Saw Palmetto, Witch Hazel, Yarrow, Yucca.

**Amino Acids**
5HTP 50 Plus (Tranquility), 5HTP 100 Plus (Tranquility), L-Arginine, L-Lysine, Spirulina, Spirulina Plus

**Chewables and Drinkables**
Bitamins (children’s Multi), Ultra Chew C, Zinc Lozenges, Calcium Ascorbate (powder), PhytoGreen drink (spirulina)

**Renewal formulations** contain superior antioxidant immune enhancing ingredients to feed cells and tissues, help defeat the signs of aging and keep skin looking its youthful best. Renewal Alpha Lipoic, Renewal Mega CoQ10, Renewal DMAE

**Multiple Vitamin and Mineral formulas**
Bitamins, Ultrai-Vites, Ultra Preventive: 3 Multi Vitamin-Mineral Formulas with Spirulina, with & w/o Iron

**GI Tract Support**
Enzymes Plus, GI-PRO, Ultra 4x6 Probiotic

**Special Formulas**
Ultra DM Complex II

**Minerals**
Calcium Ascorbate Complex, Calcium 280 & D, Calcium D Chelate, Magnesium Oxide, Ultra Cal-Mag Chelate, Ultra-Magnesium Chelate, Potassium Citrate, Strontium, Zinc 30

**Salon & Spa (Skin Care Products)**
- BodySpa (Bath and Body, Lotions and Balm, Mineral Bath crystals),
- Facial Care (Cleansers, toners, Radiance, Restore, Renewal and Reversal anti aging anti wrinkle products, Eye Cremes, Special Facial Care and Collection Starters
- HiS Shave (Shave gel, Lotion, After shave and all 3 together)
- Massage Oil Blends & Spritzers, Phyto-Aromatic Kid’s Collection,
- and Sun & Sport (FastAide, Muscle and Joint Relief, Phyto-Aromatic concentrates

**Windrose Aromatics (Aromatherapy)**
Essential Oils, Essential Oils & Absolutes, Essential Oil Combinations, Mystic Fragrances, Synergies, Diffusors, Floral Water, Natural Base Products, and Pure Carrier Oils

**Inside-Out and Special Formulas**
Fem-Ease Capsules + Fem-Ease Cream, AndroBoost Cream + Protease, Phyto-Derm Capsules + Dermaclalm Lotion +Sea Dew Special Formula D Shampoo, PhytoAmore Capsules + PhytoAmore Cream. See all our special ‘Bundle’ price saving combinations.

**Web Presentations**
Salon & Spa Beautiful Skin - NATURALLY!

Windrose Aromatics 100% Pure and Genuine essential oils, Diffusors, Essential Oil blends
5HTP 50 Plus (Tranquility)  
VMTR50 100 Capsules

5HTP 100 Plus (Tranquility)  
VMTR 100 Capsules

5-hydroxytryptophan is an intermediate metabolite between L-tryptophan and serotonin. It has all the benefits of SSRI drugs (see warning below) without the adverse side effects. This product contains Passionflower, which is a calming herb for anxiety, and insomnia.

Each capsule contains: 50 mg or 100 mg 5-HTP (Hydroxytryptophan from Griffonia Seed) and 200 mg Passionflower herb extract 4:1. (Equivalent to 800 mg of whole herb).

Other Ingredients: Inositol, magnesium stearate, gelatin.

Suggested Use: 1 capsule morning and evening or as directed by a health professional.

Caution: 5HTP should not be used in combination with SSRI antidepressant medications, Carbipoda, Sumatriptan, Tramadol or Zolpidem.

African Prune  
VMPR-01 100 Capsules

African Prune contains three compounds that relieve the symptoms of benign prostatic hypertrophy such as frequency, urgency, getting up at night.

Each Capsule contains: 200 mg African Prune (Pygeum africanum) 4:1 Concentrate.

Suggested Use: 1 capsule 3 times per day or as directed by a health professional.

Argiletz® French Green Illite Clay  
VMAF-1 8 oz

Remineralizing Dietary Supplement. Green clays detoxify and restore mineral balance. Consider adding the Essential Oil Peppermint and use for Diarrhea and other signs of GI distress.

This fine clay is also used as a Cosmetic Treatment


Argiletz Illite Clay continued

Mineral Profile

<table>
<thead>
<tr>
<th>Major Minerals</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Silica (SiO2)</td>
<td>49.5 +/- 2.5</td>
</tr>
<tr>
<td>Aluminum (Al2O3)</td>
<td>14.0 +/- 1.0</td>
</tr>
<tr>
<td>Calcium (CaO)</td>
<td>8.0 +/- 1.0</td>
</tr>
<tr>
<td>Iron (Fe2O3)</td>
<td>5.0 +/- 1.0</td>
</tr>
<tr>
<td>Potassium (K2O)</td>
<td>4.0 +/- 1.0</td>
</tr>
<tr>
<td>Magnesium (MgO)</td>
<td>2.5 +/- 0.5</td>
</tr>
<tr>
<td>Sodium (Na2O)</td>
<td>0.2 +/- 0.1</td>
</tr>
<tr>
<td>Manganese (MnO)</td>
<td>0.2 +/- 0.1</td>
</tr>
<tr>
<td>Phosphorus (P2O5)</td>
<td>0.15 +/- 0.05</td>
</tr>
</tbody>
</table>

Trace Minerals ppm

| Copper (Cu) | 20 +/- 10 |
| Cobalt (Co) | 15 +/- 10 |
| Lithium (Li)| 3 +/- 1 |
| Molybdenum (Mo)| <1 |

B-Complex  
VMBC 100 Capsules

The dozen or so B vitamins are so meagerly supplied in the American diet that many Americans lack some of them. Sugar, alcohol and caffeine cause further deficiency problems. The need for B vitamins increases during infection or stress. Children and pregnant and lactating women need higher levels for normal growth. Most authorities agree that the B Vitamins work best if all are supplemented.

Each timed release capsule contains:

| Vitamin B1 | 25 mg |
| Vitamin B2 | 25 mg |
| Niacinamide | 100 mg |
| Vitamin B6 | 25 mg |
| Folic Acid | 400 ug |
| Vitamin B12 | 100 ug |
| Biotin | 150 ug |
| Magnesium | 25 mg |

Other ingredients: Nonpareil seeds, food glaze, microcrystalline cellulose, gelatin.

Suggested Use: One Capsule with breakfast or lunch, or as directed by a health professional.

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Bilberry
VMBB-01 100 Capsule
VMBB-02 270 Capsule

Bilberry has a long history of use in visual problems, particularly macular degeneration. It contains anthocyanosides that reduce the UVA induced oxidative stress and may delay cataract formation. It also contains phenolic compounds that are beneficial as antioxidants.

Each Capsule contains: 200 mg Bilberry (Vaccinium myrtillus) 6:1 Concentrate.

**Suggested Use:** 1 capsule 3 times per day or as directed by a health professional

Bitamins Children’s Chewable
VMCB 120 Capsules

*Phyto-Aromatic Kid’s Collection: Bitamins is a chewable Multi Vitamin & Mineral dietary supplement with Xylitol.*

Each 2 chewable tablets contains:
- Vitamin A .................. 3000 IU
- Vitamin D3 .................. 400 IU
- Vitamin E .................. 30 IU
- Vitamin C .................. 80 mg
- Folate .................. 400 ug
- Vitamin B1 .................. 1.5 mg
- Vitamin B2 .................. 1.7 mg
- Niacin .................. 1.7 mg
- Vitamin B6 .................. 2 mg
- Vitamin B12 .................. 6 ug
- Biotin .................. 40 ug
- Pantothenic acid .................. 10 mg
- Calcium .................. 100 mg
- Iodine .................. 150 ug
- Magnesium .................. 10 mg
- Copper .................. 0.05 mg
- Zinc .................. 3 mg
- Manganese .................. 0.05 mg
- Potassium .................. 1 mg

Other ingredients: 378 mg Xylitol, Sorbitol, Stevia, Spirulina, natural mandarin & coconut flavors, magnesium stearate (vegetable)

**Suggested Use:** Children 4 years and older, chew 2 tablets daily; under 4 years, chew 1 tablet daily, or as directed.

Bladrease Capsules
VMEC4 100 Capsules

Bladrease may be useful for cystitis and Urinary Tract Infections.

Each capsule contains: 488 mg Proprietary blend. Fennel (Foeniculum dulce) herb extract, bilberry (Vaccinium myrtillus) fruit extract, witch hazel (Hamamelis virginiana) leaf extract, burdock (Arctium lappa) root extract.

Other ingredients: Magnesium stearate, gelatin.

**Suggested Use:**
- 2 caps 5 times per day for 5 days,
- 2 caps 4 times per day for 4 days,
- 2 caps 3 times per day for 10 days,
- 2 caps 2 times per day for 21 days.

Hint: Use with d-Mannose for continuing bladder health.

Calcium 280 and D
VMCAD 150 Capsules

*Calcium and Vitamin D - because your body needs them.*

These two nutrients are so linked together in your body’s metabolism that one isn’t very useful if you don’t have the other. They are co-dependent: Your body needs both; needs them in proportions that complement each other.

Each tablet contains: 130 IU vitamin D3 and 280 mg Calcium (as calcium carbonate).

Other Ingredients: Magnesium stearate, food glaze.

**Suggested Use:** One tablet daily or as directed by a qualified health professional.

Calcium Ascorbate Complex (Powdered Vitamin C)
VMCAA 8 oz Size

*It is easy to take large amounts of this highly available Calcium when it is dissolved in liquid and buffered.*

Each teaspoon contains: 3600 mg Vitamin C and 450 mg Calcium (as calcium ascorbate).

**Suggested Use:** Mix 1 teaspoon with water or juice and drink first thing each morning, or as directed by a health professional.

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Calcium D Chelate
VMCACD 120 Capsules

*When Calcium is given as a dipeptide chelate (amino acid complex), it is absorbed as a dipeptide. It does not use the usual pathway for absorption, so other metals, (such as Magnesium), or the lack of hydrochloric acid, do not interfere with absorption. Our calcium amino acid complex, for instance, is up to two times more absorbable than calcium salts.*

Each capsule contains 400 IU Vitamin D3 and 175 mg Calcium (amino acid complex)

**Suggested Use:** 1 capsule daily or as directed by a health professional.

Chaste Tree
VMCT-01 100 Capsules
VMCT-02 270 Capsules

*Chaste Tree may be useful for the reduction of premenstrual and premenopausal symptoms. Reduction of breast tenderness and pressure, headaches, bloating and fatigue. Chaste tree has been used to stimulate breast milk production, and infertility. It may help progesterone/estrogen balance.*

Each capsule contains: 200 mg Chaste Tree (Vitex agnus castus) 4:1 Concentrate

**Suggested Use:** 1 capsule 3 times per day or as directed by a health professional.

Choline - Inositol Tablets
VMCI 100 Tablets

*Each capsule contains: 250 mg Choline (Choline bitartrate) and 250 mg Inositol.*

Other ingredients: Microcrystalline cellulose, stearic acid, magnesium stearate.

**Choline - Inositol tablets continued**

**Suggested Use:** One tablet daily or as directed by a health professional.

Cinnamint Toothpaste (with Monolaurin)
CMT5 5 oz

*Why Choose Cinnamint Toothpaste for Your Family?*

*The various ingredients work to whiten teeth. The monolaurin has activity against bacterial infections such as gingivitis, viral or fungal infections in the mouth. The clays remove tartar and whiten and polish teeth. Together all the ingredients tend to resolve gingivitis and promote a healthy mouth. The various oils, such as cinnamin, peppermint any myrrh, leave one with a clean fresh breath. It increases the activity of neurophylls and helps control oral infections of candida.*

**Dermacalm Lotion with Monolaurin**
SCDM-1 4 oz
SCDM-2 16 oz

*Soothe and moisturize skin; help eczema. Benefit from Monolaurin, Amino Acids and Essential Oils.*

Special Ingredients: In addition to Monolaurin, Rovisome Sensitive®, Sepicalm S®, Essential Oils, Amino Acids, and Shea butter

**Suggested Use:** Apply generously to affected areas after cleansing or bathing. Reapply as often as needed.

**Check out the entire ‘suite’ of Dermacalm products:** Lotion, Intensive Night Cream, Shave Gel and Toner. Included in this [Dermacalm starter pack](#): Lavender Plus cleanser.

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Dermaclear Capsules
VMEC30  60 Capsules

Dermaclear may be useful for skin blemishes and Acne. For an inside-out benefit use with DermaClear Lotion.

Each capsule contains: 440 mg Proprietary blend. Artichoke (Cynara scolymus) globe extract, burdock (Arctium lappa) root extract, lady's mantle (Alchemilla vulgaris) herb extract, plantain (Plantago lanceolata) leaf extract, pansy (Viola tricolor) flower extract, essential oils of clary sage (Salvia sclarea) and rosemary (Rosmarinus officinalis), evening primrose (Oenanthera biennis) flower extract.

Other ingredients: Magnesium stearate, gelatin.

Suggested use: 2 capsules AM & PM or as directed by a health professional.

Dermaclear Lotion
SCDC  1 oz Size

This lotion may be useful for skin blemishes and Acne, especially when used with Dermaclear Capsules for an inside-out response.

Suggested use: Cleanse face. Apply to problem areas morning and evening. Avoid eye area.

d-Mannose Powder
VMDMA  60 g

A common alternative for urinary tract and bladder infections. d-Mannose is the active ingredient in Cranberry juice - all the benefits without the sugar!

Approximately 2.2 gm d-Mannose per 1 tsp.

Suggested use: Stir 1 teaspoon into your beverage of choice and take along with a BladrEase capsule 3-4 times per day as needed. For maintenance take 1/2 tsp morning and evening along with a BladrEase capsule, or as directed by a qualified health professional.

d-Ribose
VMDR  8 oz Size

D-Ribose is a naturally occurring sugar used by the body to synthesize nucleotides, ATP and glycogen. Studies have shown that d-Ribose helps to restore energy and support muscle recovery.

Each 1.5 teaspoon contains: approximately 5 grams pure D-Ribose.

d-Ribose continued

Suggested Use: Mix 5 grams (approximately 1.5 teaspoons) into your food or beverage 1-4 times per day or as directed by a qualified health professional. For best results do not take d-Ribose with protein.

Enzymes Plus
VMEP  200 Tablets

Enzymes Plus may be useful for signs of gastric distress. The enzymes are coated - protected from stomach acid.

Each tablet contains:
- Pancreatin 5X UPS (enteric coated) ........... 150 mg
- Ox Bile (enteric coated) ....................... 8 mg
- Cellulase 100,000 .............................. 17 mg
- Betaine HCl .................................. 17 mg
- Glutamic Acid HCL ........................... 17 mg

Suggested Use: 1 or 2 tablets with each meal or as directed by a health professional.

Essential Prenatal Complex
VMEPD  100 Capsules

Each tablet contains:
- Iron (amino acid chelate) 18 mg
- Folate (folic acid) 400 mcg
- Rubus Idaeus (Red raspberry) leaf 100 mg

Other ingredients: Magnesium stearate, microcrystalline cellulose, gelatin (capsule)

Suggested Use: 1 capsule daily or as directed by your health care provider.

Fem-Ease
MVEC7  60 Capsules

Feminease may be useful for menopause symptoms,

Each capsule contains: 411 mg Proprietary blend: Sage (Salvia officinalis) herb extract, sarsaparilla (Smilax aspera) root extract, alfalfa (Medicago sativa herb extract, wild yam ( Dioscorea villosa) root extract, evening primrose (Oenanthera biennis) oil.

Other ingredients: Magnesium stearate, gelatin.

Suggested use: 2-3 capsules per day or as directed by a health professional.

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GI-PRO
VMGI P 120 Capsules

This synergistic combination of herbal extracts and essential oils helps to soothe GI complaints while promoting healthy digestion.

**Properties:** anti-nausea, anti-inflammatory, digestive aid, antiflatulent, antidiarrhoeal, antispasmodic, analgesic, carminative, demulcent, antimicrobial, immunomodulatory

May be helpful for: nausea, gastritis, inflammatory bowel conditions, and other GI complaints

Each capsule contains a proprietary Blend: Zinger officinale (Ginger) Root Extract, Aloe barbadensis Leaf Juice Extract, Mentha piperita (Peppermint) Oil, Elettaria cardamomum (Cardamom) Seed Oil, Thymus satureioides (Wild Thyme) Oil, Matricaria chamomilla (Chamomile) Oil, French Green Illite Clay, Silica, Gelatin (Capsule).

**Suggested Use:** Take 1 capsule as needed with or without food. For chronic GI issues, take 1 capsule with each 3 meals. Consider the companion product French Green Clay powder.

Ginger
VMGR-1 100 Capsules
VMGR-2 270 Capsules

Ginger has been used for motion sickness. It increases motility of the GI tract and helps control morning sickness in pregnant ladies with no adverse effects on mother or baby.

Each Capsule contains: 200 mg Ginger (Zingiber officinale) 4:1 Concentrate, equivalent to 800 mg.

**Suggested Use:** 1 capsule 3 times per day or as directed by a health professional.

Ginkgo
VMGB-01 100 Capsules
VMGB-02 270 Capsules

Ginkgo increases blood flow to the brain, increases metabolic efficiency, regulates neuro transmitters, boosts oxygen level in the brain. These effects improve short and long term memory, increase reaction time, and improve mental clarity. It is also supportive in helping impotence and infertility in males.

Each capsule contains: 200 mg Ginkgo (Ginkgo biloba) 4:1 Concentrate, equivalent to 800 mg.

Ginkgo continued

**Suggested Use:** 1 capsule 3 times per day or as directed by a health professional.

Ginseng Extract
VMGI 100 Capsules

Each capsule contains 200 mg Panax quinquefolium root extract 4:1 concentration (equivalent to 800 mg whole root)

Other ingredients: Microcrystalline cellulose magnesium stearate, gelatin.

**Suggested use:** 1 capsule 3 times per day, or as directed.

Hawthorne Berry
VMHB-01 100 Capsules
VMHB-02 270 Capsules

Hawthorne Berry has been used for heart failure, angina and high blood pressure. It reduces water retention and has been shown to be beneficial for the relief of symptoms of exercise and it increases exercise tolerance.

Each Capsule contains: 200 mg Hawthorne Berry (Crataegus oxyacantha) 4:1 Concentrate with Inositol.

**Hawthorne Berry Suggested Use:** 1 capsule 3 times per day or as directed by a health professional.

Hepacleanse Capsules
VMEC-1 60 Capsules
VMEC-2 240 Capsules

Hepacleanse may be useful for liver protection, liver support, decongestion, allergies and skin conditions.

Each capsule contains: 415 mg Proprietary blend: Milk thistle (Carduus marianus) seed extract, papaya (Carica papaya) leaf extract, Yarrow (Achillea millefolium) leaf and flower extract.

Other ingredients: Magnesium stearate, gelatin.

**Suggested use:** 2 capsules before breakfast, 1 capsule before lunch, 1 capsule before dinner or as directed by a health professional.

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Horsetail 
VNHT 100 Capsules

Did you know that Horsetail contains 10% - 15% Silica?

Each capsule contains 200 mg Edquisetum arvense stem extract (equivalent to 800 mg whole stem)

Other ingredients: Microcrystalline cellulose, magnesium stearate, gelatin.

Suggested use: 1 capsule 3 times per day or as directed.

ImmunEase 
VMIM 120 Capsules

Consider ImmunEase for inflammation, allergies, eczema and dermatitis, hepatitis and similar conditions.

Each 600 mg capsule contains Peony and Frankincense extracts, and essential oils of ginger, lavender, and bergamot

InflamEase 
VMEC5 100 Capsule

Inflamease may be useful for inflammatory conditions, neuralgia, and laryngitis.

Each capsule contains: 406 mg Proprietary blend: Vitis vinifera (BioVin full spectrum grape) extract, pineapple (Ananas comosus) fruit extract, burdock (Arctium lappa) root extract.

Suggested use: 2 capsules 3 times per day or as directed by a health professional.

Kelp 
VMKP 100 Capsules

Each capsule supplies 150 ug Iodine from kelp powder.

Other ingredients: Kelp (Laminaria digitata), beet (Beta vulgaris) root powder, Microcrystalline cellulose, gelatin.

Suggested Use: one capsule with breakfast or as directed by a qualified health professional.

L--Arginine 
VMLA 240 Capsules

L-Arginine has been shown to stimulate the pituitary gland to produce Human Growth Hormone (hGh). It also influences several hormone functions, such as thymus activity, which has a positive effect on the immune system.

Each capsule contains: 500 mg L-Arginine.

Suggested Use: one capsule daily.

L-Lysine 
VMLY 100 Tablets

L-Lysine interferes with the replication of the herpes virus. It is one of several amino acids that stimulate human growth hormone.

Each tablet contains: 500 mg L-Lysine.

Suggested Use: for herpes - 1500 mg 3 times per day. For hGh - 2 gm at 7 AM, 2 gm at 4 PM, and/or 2 gm at bedtime to help sleep.

Licorice Extract 
VMLIC 60 capsules

Licorice is used for adrenal support. It produces a pseudo aldosteronism. It has been used for bronchitis and other viral infections.

Each capsule contains: 200 mg Glycyrriza glabra root extract 4:1 (equivalent to 800 mg whole herb.)

Other ingredients: Magnesium stearate, gelatin.

Suggested Use: Take one capsule twice daily or as directed.

Loresterol 
VML 90 Capsules

Policosanol and Hesperidin in Loresterol have a long history of use for hyperlipidemia (high cholesterol).

Each capsule contains: 5 mg Policosanol and 50 mg Hesperidin.

Other ingredients: Microcrystalline cellulose, Magnesium stearate, gelatin.

Suggested Use: One capsule AM & PM daily, or as directed by a health professional.

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Magnesium (100 mg)
VMMG 100 Capsules

Stress increases the need for magnesium. The use of diuretics and many other drugs are a common cause of Magnesium deficiency.

Each capsule contains: 100 mg Magnesium (amino acid complex).

Suggested Use: One capsule per day or as directed by a health professional.

Melissa
VMMA 100 capsules

Each 200 mg capsule contains lemon balm, melissa officinals in a 4:1 concentrate, equivalent to 800 mg.

Other ingredients: Microcrystalline cellulose, magnesium stearate, gelatin.

Suggested Use: One capsule 3 times per day or as directed by a health professional.

Milk Thistle
VMMT-1 Size 100
VMMT-2 Size 270

Milk thistle has been found useful in viral hepatitis, alcoholic hepatitis and alcoholic cirrhosis. It has been used as an emergency antidote poisoning by death cap mushrooms.

Each capsule contains: 250 mg Milk Thistle (Carduus marianus) 4:1 Concentrate, equivalent to 1000 mg.

Other ingredients: Beet (Beta vulgaris) root, magnesium stearate.

Suggested Use: 1 capsule 3 times per day or as directed by a health professional.

MSM 750 capsules
VMMSM 240 Capsules

MSM has many uses, but it is primarily used for pain relief. In addition, it is a methyl donor that facilitates many biological pathways.

Each capsule contains: 750 mg methylsulfonylmethane (MSM) - fractional distillation has been used to remove impurities.

Suggested Use: One or 2 capsules per day or as directed

Niacin 500 mg (Non-Flushing)
VMNN 100 capsules

This Niacin is less toxic to the liver than regular Niacin.

Each capsule contains 500 mg Niacin and 135 mg Inositol from 640 mg Inositol Hexanicolinate).

Other ingredients: Microcrystalline cellulose, Magnesium stearate, gelatin.

Suggested Use: one capsule per day or as directed by a qualified health professional.

Nutri Flow
(A formula like Triamin)
VMNF 100 Tablets

Nutri Flow helps with leg cramps and other muscle spasms. Good for restless legs.

Each 2 NutriFlow tablets contain 90 mg Potassium (as potassium citrate), 250 mg Calcium (as 38 mg calcium rice protein chelate and 212 mg calcium carbonate), 100 mg Vitamin E (as tocopheryl succinate), 100 mg Magnesium (as 33 mg magnesium rice protein chelate and 67 mg magnesium oxide).

Other ingredients: Microcrystalline cellulose, Stearic Acid, Magnesium Stearate, food glaze.

Suggested Use: 2 tablets 2 to 3 times per day or as suggested by a health professional.

Opti-MSM Lotion Plus by John W Jones, MD, MPH

This MSM lotion has high levels of MSM, Arnica, Boswellia and other essential oils which makes it very effective in the topical relief of pain. Other great ingredients include Peppermint and Coconut Oil, amino acids, Tangerine and Natural Vitamin E. Do your face a favor - see glowing results from daily application.

Suggested Use: Apply to painful areas such as muscle aches and pains, kitchen burns and bites. Apply as needed.

See also MSM 750 capsules

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PhytoAmore
VMUVN 60 Capsules

Natural libido support for men and women. May be helpful for low libido and sexual dysfunction. See Also PhytoAmor Oil on the web Store

Proprietary Blend 600 mg.: Turnera aphrodisiaca Leaf Extract, Rhodiola rosea Root Extract, Epimedium sagittatum Leaf Extract, Panax Ginseng Root Extract, Cordyceps sinensis Herb Extract, Polygonatum multiflorum Root Extract

Other ingredients: Magnesium stearate, Microcrystalline cellulose, Gelatin (Capsule).

Suggested use: Take 1 capsule each morning and an additional dose of 2 capsules 2 hours before intimacy.

PhytoAmore Oil
MTPAO 4 oz

Primrose oil with Pure and Genuine Clary Sage, Ylang Ylang and Sandalwood Essential Oils.

Natural Libido supporting massage oil for men and women.

PhytoBiotic
VMEC35 60 Capsules

PhytoBiotic may be useful for immune support, antimicrobial support, parasites, shingles.

Each PhytoBiotic capsule contains:
Vitamin A (as vitamin A palmitate) ........ 1,000 IU
Vitamin B6 (pyridoxine HCl) ............. 25 mg
Pantothenic Acid (as d-calcium pantothenate) ........ 25 mg
Proprietary Blend ....................... 380 mg

Blend: L-lysine, house leek (Sempervivum tectorum) leaf extract, knotweed (Polygonum cuspidatum) root extract, black currant (Ribes nigrum) leaf extract, thyme (Thymus vulgaris) herb extract, essential oils of thyme (Thymus vulgaris), savory (Satureia montana) & lavender (Lavandula angustifolia).

Suggested use: 1 to 2 Capsules 3 times per day with food or as directed by a health professional.

PhytoBiotic Topical Spray
VMEC3 2 fl oz Size

PhytoBiotic Spray may be useful for immune support, antimicrobial support, parasites, shingles.

Ingredients: Deionized water, Echinacea angustifolia flower extract, house leek (Sempervivum tectorum) leaf extract, magnesium chloride, L-lysine, essential oils of lavender (Lavandula angustifolia), savory (Satureia montana), clove (Eugenia Caryophyllata), geranium (Pelargonium odoratissimum), lecithin, panthenol, propolis, tocopherol (vitamin E), xanthan gum, trace minerals, phenoxyethanol (&) capryl glycol (&) ethylhexyglycerin (&) hexylene glycol.

Directions: Spray on affected area 2-3 times per day or as directed by a health professional. Avoid eye area.

Phyto-Derm
VMPD 120 Capsules

Nourish your Skin, Hair and Nails with supplements & herbs. Proven benefits.

Ingredients: 30 IU Vitamin E (d-alpha tocopheryl acetate), 100 ug Folic Acid, 1000 ug Biotin and a Special Proprietary Organic Blend: Kelp, Horsetail Herb, Rosehip Fruit, Pumpkin Seed, Milk Thistle Seed, Calendula officinalis Flower, Pansy Leaf & Flower.

Other Ingredients: Magnesium stearate, gelatin capsule.

Suggested Use: Take 1-2 capsules up to 3 times daily (or as directed by a qualified health professional.

PhytoCalm
VMEC6-1 60 Capsules
VMEC6-2 270 Capsules

PhytoCalm may be useful for: anxiety, mild depression, insomnia, headache.

Each capsule contains: 432 mg Proprietary blend: California poppy (Eschscholtzia californica) whole plant extract, motherwort (Leonurus cardiaca) herb extract, lemon balm (Melissa officinalis) herb extract.

Other ingredients: Magnesium stearate, gelatin.

Suggested use: 2-4 capsules per day as directed by a health professional.

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To Order: www.NutritionPureAndSimple.com - For more information please contact 1888 953 5553 Also visit www.jjconsulting.net
PhytoFlex
VMPF 100 Capsules

**Joint Support without Shellfish**

Each capsule contains 500 mg Chondroitin sulfate and 250 mg MSM (Methylsulfanylmethane) and includes Yucca schidigera root extract.

Other ingredients: Yucca schidigera root extract, magnesium stearate, gelatin.

**Suggested Use:** 1-2 capsules three times per day or as directed by a health care professional.

PhytoFlex Extra
VMPFE 120 Capsules

**Glucosamine Sulfate and Chondroitin HCl are proteo-glycans (mucopolysaccharides) that are found in large quantities in cartilage. They aid in cartilage regeneration. They also have anti-inflammatory action and immuno-regulatory effect. For joint pain, the addition of Yucca provides needed relief.**

Each four capsules contains: 1200 mg Chondroitin sulfate, 1500 mg Glucosamine HCl, and Yucca schidigera root extract.

Other ingredients: Yucca schidigera root extract, rebaudioside-A (from stevia rebaudiana), magnesium stearate, gelatin.

**Suggested Use:** 4 Capsules per day or as directed by a health professional.

Pineapple Extract
VMPP-1 100 Capsules
VMPP-2 270 Capsules

**Bromelain is an enzyme found in Pineapple. It has powerful anti-inflammatory properties. It is often recommended after injury. It also helps to loosen mucas during coughs and colds.**

Each capsule contains 200 mg Ananassa sativa in a 12:1 concentrate (equivalent to 2400 mg whole fruit).

Other ingredients Microcrystalline cellulose, magnesium stearate, gelatin.

**Suggested Use:** One capsule 3 times per day or as directed by a health professional.

Potassium Citrate
VMK95 100 Capsules

Each capsule contains 95 mg Potassium as potassium citrate.

Other ingredients: Beta vulgaris (beet) root, magnesium stearate, potato starch.

**Suggested Use:** One capsule daily as directed only by a qualified health professional because it has potential adverse reactions with many chronic conditions and many drugs.

ProstEase Capsules
VMEC8-1 60 Capsules
VMEC8-2 240 Capsules

**Prostase may be useful for prostate support.**

Each capsule contains: 454 mg Proprietary blend: Alfalfa (Medicago sativa) herb extract, eleuthero (Eleutherococcus senticosus) root extract, African prune (Pygeum africanum) bark extract, witch hazel (Hamamelis virginiana) leaf extract.

Other ingredients: Magnesium stearate, gelatin.

**Suggested use:** 2 to 4 capsules per day or as directed by a health professional.

Quercitin Powder
VMQP 60 grams

**Quercitin is the most active bioflavanoid in laboratory experiments. It is a powerful antioxidant. It has anti-inflammatory and anti allergy properties.**

Each 1/2 tsp provides approximately 2 grams.

**Suggested Use:** Add 1/2 teaspoon to your beverage of choice and mix using a shaker cup or blender. Take 1-2 times per day as needed, or as directed.

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<table>
<thead>
<tr>
<th>Category Listing - Catalog of Nutritional Supplements</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Radical Resilience</strong></td>
</tr>
<tr>
<td>VMRA-1       60 Capsules</td>
</tr>
<tr>
<td>VMRA-2       240 Capsules</td>
</tr>
</tbody>
</table>

*This innovative formula supports overall wellness by helping to fight oxidative stress, reducing inflammation, supporting the adrenals, reducing stress and supporting healthy immune function.*

Each capsule contains 750 mg Proprietary blend. Concentrated extracts of Silybum marianum (Milk thistle) seed, Bacopa monniera leaf, Melissa officinals (Lemon Balm) leaf and Curcuma longa (Turmeric) root.

Other ingredients: Gelatin (capsule)

**Suggested use:** Take 1 capsule each morning or as directed

<table>
<thead>
<tr>
<th><strong>Renewal DMAE</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>VMRNDM      60 Capsules</td>
</tr>
</tbody>
</table>

Each 500 mg capsule contains a proprietary blend of Curcumin (Turmeric), DMAE (Dimethylaminooethanol bitartrate), Hibiscus Floweres, Alpha Lipoic Acid, Yucca schidigera extract, Milk thistle extract (Silybum marianum), Microcrystalline cellulose, magnesium stearate, gelatin.

**Suggested use:** 1 capsule per day, 1/2 hour before a meal.

<table>
<thead>
<tr>
<th><strong>Resteasy Capsules</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>VMEC13      60 Capsules</td>
</tr>
</tbody>
</table>

*Resteasy may be useful for insomnia.*

Each capsule contains: 407 mg Proprietary Blend: Lavender (Lavandula officinalis) herb extract and essential oil, passionflower (Passiflora incarnata) herb, valerian (Valeriana officinalis) root extract, California poppy (Eschscholtzia californica) whole plant extract, inositol.

Other ingredients: Magnesium stearate, gelatin.

**Suggested use:** 1 or 2 capsules before bed or as directed by a health professional.

<table>
<thead>
<tr>
<th><strong>Renewal Mega CoQ10</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>VMRNCQ      60 Capsules</td>
</tr>
</tbody>
</table>

*Coenzyme Q10 has been shown to be useful in the control of elevated blood pressure and cardiomyopathy.*

Each capsule contains: 60 mg Coenzyme Q10.

Other Ingredients: Curcumin (Turmeric), Milk Thistle Extract (Silybum marianum), L-Carnitine and Bilberry extract.

**Suggested Use:** One capsule per day 1/2 hour before a meal.

<table>
<thead>
<tr>
<th><strong>Rhodiola rosea Extract</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>VMRR        100 Capsules</td>
</tr>
</tbody>
</table>

Each capsule contains 200 mg Rhodiola rosea root extract in a 4:1 concentrate (equivalent to 800 mg whole root) and 2 mg Manganese (rice protein chelate).

Other ingredients: Microcrystalline cellulose, gelatin

**Suggested use:** 1 capsule 3 times per day or as directed.

<table>
<thead>
<tr>
<th><strong>Rutin</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>VMRU       120 Capsules</td>
</tr>
</tbody>
</table>

*Rutin is a flavonol glycoside comprised of Quercetin and rutinose. Almost all of its actions are due to the release of Quercetin when it reaches the colon. It has anti-inflammatory, anti-allergy and immunomodulating activity. Rutin is useful in the management of venous edema and capillary fragility. It also reduces the cytotoxicity of oxidized LDL cholesterol.*

Each capsule contains: 375 mg Rutin.

**Suggested Use:** Take 1 capsule A.M. and P.M. or as directed by a health professional.

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To Order: [www.NutritionPureAndSimple.com](http://www.NutritionPureAndSimple.com) - For more information please contact 1888 953 5553 Also visit [www.jiconsulting.net](http://www.jiconsulting.net)
Saw Palmetto

VMSP-1 100 Capsules
VMSP-2 270 Capsules

Saw Palmetto has been shown to be useful in benign prostatic hypertrophy (BPH).

Each capsule contains: 200 mg serenoa repens 4:1 concentrate (equivalent to 800 mg whole berry).

**Suggested Use:** 1 capsule 3 times per day or as directed by a health professional.

Spirulina capsules

VMSPR 180 Capsules

Spirulina is a complete amino acid (60% to 70% protein) and it naturally contains phyto nutrients and anti oxidants.

The USDA recommends 5-9 servings of fruits and vegetables, and those who cannot meet this requirement from food may benefit from taking supplements like Spirulina.

Each 6 Capsules contain: 3.24 g Natural Earthrise Spirulina - 540 mg per capsule.

**Suggested Use:** 6 capsules daily or as directed by a qualified health professional.

Spirulina Powder

VMSPRP 250 gm

Serving Size: approximately 1 Tsp

(3 g Spirulina Natural®, Earthrise®)

3 grams of Spirulina also contains the following phytonutrients: Phycocyanin 420 mg, chlorophyll 30 mg, Mixed Carotenoids 10 mg, Polysaccharides 200 mg, Sulfolipids 40 mg, Gamma Linoleic Acid 30 mg, SOD (Super Oxide Dismutase) 5000 units, Zeaxanthin 2.5 mg, and the following naturally occurring amino acids: Isoleucine 102 mg, Leucine 174 mg, Lysine 99 mg, Methionine 39 mg, Phenylalanine 87 mg, Threonine 96 mg, Tryptophan 27 mg, Valine 114 mg, Alanine 144 mg, Arginine 141 mg, Aspartic Acid 195 mg, Cystine 18 mg, Glutamic Acid 297 mg, Glycine 96 mg, Histidine 30 mg, Proline 78 mg, Serine 96 mg, Tyrosine 81 mg.

**Suggested Use:** Add a teaspoon to your selected beverage in a shaker cup or blender. Mix well and drink immediately.

Each tablespoon of Spirulina Plus contains:

- Potassium . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . 99 mg
- Vitamin A (as Beta Carotene) . . . . . . . 6900 IU
- Magnesium ( amino acid chelate) . . . . . . . . . . 100 mg
- Earthrise organic Spirulina . . . . . . . . . . . . . . . . . . . . . . 3 grams
- Yucca Shidigera root extract 4:1 . . . . . . . . . . 100 mg
- L. Acidophilus DDS-1 . . . . . . . . . . . 2 billion CFU

Proprietary blend: Inulin, vegetable enzyme blend (amylase, protease, lipase, cellulase, lactase), essential oil of lemon, natural citrus flavor, carrageenan.

**Serenity** (St Johnswort Plus Valerian Root)

VMSY-1 100 Capsules
VMSY-2 270 Capsules

St. Johnswort has similar efficacy to standard anti depressant treatment. The addition of Valerian root can improve sleep quality and reduce insomnia.

Each capsule contains: 240 mg St. Johnswort (Hypericum perforatum) leaf and flower extract and 240 mg Valerian (valeriana officinalis) root extract 4:1. (Equivalent to 960 mg whole herb).

Other ingredients: Magnesium stearate, gelatin.

**Suggested Use:** Take 1-2 capsules before bed or as directed by a qualified health professional.

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To Order: [www.NutritionPureAndSimple.com](http://www.NutritionPureAndSimple.com) - For more information please contact 1888 953 5553  Also visit [www.jjconsulting.net](http://www.jjconsulting.net)
**St Johnswort Warning**

St Johnswort should not be used with any drugs unless drug/herb interactions are checked by a health care provider.

### St. Johnswort

<table>
<thead>
<tr>
<th>Product Code</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>VMSJW-1</td>
<td>100 Capsules</td>
</tr>
<tr>
<td>VMSJW-2</td>
<td>270 Capsules</td>
</tr>
</tbody>
</table>

A review of 29 clinical trials by Cochrane collaboration concluded that St. Johnswort had similar efficacy to standard anti depressant treatment. The rate of side effects was lower than SSRI and 5 times lower than tricyclic anti depressants.

Each capsule contains: 500 mg Hypericum perforatum.

**Suggested Use:** 1 or 2 capsules 2 or 3 times per day, or as directed by a healthcare professional.

### The Pro’s Edge

<table>
<thead>
<tr>
<th>Product Code</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>VMPE</td>
<td>60 Capsules</td>
</tr>
</tbody>
</table>

Your edge for focus, concentration and reduced anxiety.

**Pump Up Performance**

Each 2 capsules contain

- DMAE Bitartrate (100 mg Dimethylamin-oethanol) ........... 270 mg
- Rhodiola rosea root extract (4:1) .................. 200 mg
- Ginkgo biloba leaf extract (4:1) .................. 100 mg
- Eleutherococcus senticosus (4:1) ................ 200 mg
- Passiflora incarnata (Passionflower) leaf extract (4:1) ........ 100 mg
- Thiamin (vitamin B1) .................. 25 mg
- Riboflavin (vitamin B2) .......................... 25 mg
- Niacin (niacinamide) ................ 40 mg
- Vitamin B6 (pyridoxine Hcl) .......................... 25 mg
- Folate (Folic Acid) .......................... 400 mg
- Vitamin B12 (cyanocobalamin) ................ 150 mcg
- Pantothenic Acid (d calcium pantothenate) ................. 200 mg

**Suggested Use:** Take 2 capsules each morning and an additional dose as needed, or as directed.

### Turmeric

<table>
<thead>
<tr>
<th>Product Code</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>VMTU</td>
<td>200 Capsules</td>
</tr>
</tbody>
</table>

Consider for arthritis and joint pain, hepatitis, inflammation, liver congestion and hashimoto’s thyroiditis.

Each capsule contains 650 mg Curcuma longa root powder.

Other ingredients: Magnesium stearate, gelatin.

**Suggested use:** 1-2 capsules, 2-3 times per day or as directed.

### Ultra 4x6 Probiotic

<table>
<thead>
<tr>
<th>Product Code</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>VMU4x6</td>
<td>100 Capsules</td>
</tr>
</tbody>
</table>

Four Billion potency and six Probiotic strains including L.acidophilus DDS-1. This high potency product provides a balanced spectrum of beneficial bacteria found in human intestinal tracts.

Guaranteed potencies per capsule: (CFU):
- Lactobacillus acidophilus DDS-1 ........ 2 billion
- Bifidobacterium bifidum .................. 1.2 billion
- Bifidobacterium longum .................. 200 million
- Streptococcus thermophilus ............ 200 million
- Lactobacillus bulgaricus ............... 200 million
- Lactobacillus paracasei ................. 200 million

Other Ingredients: Inulin (from Chicory Root), Magnesium Stearate (Vegetable Source), Gelatin (capsule).

**Suggested Use:** 1-2 capsules between meals 1-2 times per day or as directed by a health professional.

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To Order: [www.NutritionPureAndSimple.com](http://www.NutritionPureAndSimple.com) - For more information please contact 1888 953 5553  Also visit [www.jconsulting.net](http://www.jconsulting.net)
Ultra Adrenal Complex  
VMUAC  60 Capsules  
VMUAC-2  180 Capsules

All of the vitamins in this formula are essential for normal adrenal and central nervous system function. The four herbs have both similar and different actions and are synergistic when used together.

Each two capsules contain: 200 mg Rhodiola rosea root extract 4:1*, Eleutherococcus senticosus root extract 4:1*, 200 mg Panax quinquefolium (Ginseng) root extract 4:1*, 200 mg Withania somnifera (Ashwagandha) extract 4:1*.

*200 mg of a 4:1 extract concentrate is equal to 800 mg of whole herb.

Plus:
Thiamin (Vitamin B1) .................. 25 mg
Riboflavin (Vitamin B2) ............... 25 mg
Niacin (as Niacinamide) .............. 40 mg
Pyridoxine HCl (Vitamin B6) ........ 25 mg
Folate (Folic Acid) ...................... 400 ug
Cyanocobalamin (Vitamin B12) ...... 100 ug
Pantothenic Acid ...................... 400 mg  (as D Calcium Pantothenate).

Other Ingredients: Choline Bitartrate, Magnesium Stearate, Food Glaze.

Suggested Use: 2 capsules each morning or as directed by a health professional.

Ultra-C 1000  
VMVC  1000 120 tablets

This special coated Vitamin C is stomach-friendly. The coating improves stability and taste. Rutin complements the action of Vitamin C.

Each uncoated tablet contains 1000 mg vitamin C (ascorbic acid) and 100 mg Rutin.

Suggested Use: One tablet daily or as directed by a health care professional. The tablets can be swallowed or dissolved in a glass of water.

See Also Vitamin C-500 Timed Release

Ultra Cal-Mag Chelate  
VMUCM  100 Capsules

This combination of calcium and magnesium has been very useful in helping muscle spasm.

Each capsule contains: 0.18 g Calcium (as 30 mg Calcium rice protein chelate, 30 mg Calcium citrate, 120 mg Calcium carbonate) and 90 mg Magnesium (as 70 mg Magnesium rice protein chelate, 20 mg Magnesium oxide).

Other Ingredients: Magnesium Stearate, citric acid, gelatin.

Suggested Use: One capsule per day or as directed by a health care professional.

Ultra Chew C 350  
VMUCC  120 Tablets

The stomach-friendly Vitamin C contained in this product is specially coated for stability. Rutin is included to enhance the efficacy and absorption. Xylitol has been shown to improve dental health.

Each tablet contains 350 mg Vitamin C (Ascorbic Acid, Coated), 50 mg Rutin, 350 mg Xylitol.

Other ingredients: Sorbitol, Stevia Rebaudiana Extract, Natural Mandarin & Coconut Flavors, Magnesium Stearate.

Suggested Use: Chew 1 or more tablets /day, or as directed.

Ultra CoQ10 100  
VMUCQ  10  60 Capsules

CoQ10 is responsible for about 95% of the energy production in the body. It falls off after the age of 20. It has been found to be useful in congestive heart failure and anti aging. It should be used whenever statin drugs or red yeast rice are being used.

Each capsule contains: 100 mg Coenzyme Q10 (Ubiquinone) per capsule.
Other Ingredients: Microcrystalline cellulose, Magnesium stearate, gelatin.

Suggested Use: One capsule per day or directed by a health professional.

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To Order: www.NutritionPureAndSimple.com - For more information please contact 1888 953 5553 Also visit www.jjconsulting.net
Ultra DM Complex
VMUDM 120 Capsules

Ultra DM Complex is a mixture of three substances that have been shown to help control blood sugar in individuals who are insulin dependent or have type 2 diabetes. When used together they have a synergistic action. This product can be used with or without insulin or oral hypoglycemic medications.

Each two capsules contain: 300 mg Alpha Lipoic Acid, 500 mg Cinnamon, 100 ug Chromium (as glucose tolerance factor yeast (GTF).

Suggested Use: Two capsules each morning and each evening.

Ultra DM Complex II
VMUDM2 120 Capsules

With Berberine, Cinnamon, Alpha Lipoic Acid, Chromium, Fenugreek, Milk Thistle & MSM

Each 2 Capsules Contain:
100 IU Vitamin E (d-alpha-tocopheryl succinate), 100 mcg Chromium GTF (as amino acid chelate), 300 mg Berberine HCl (Phellodendron amurense bark extract), 500 mg Cinnamon (Cinnamomum cassia) Bark, and 300 mg Alpha Lipoic Acid.

Other ingredients: Fenugreek Seed (Trigonella foenum graecum), Milk Thistle Seed Extract (Silybum marianum), MSM (Methylsulfonylmethane), Gelatin (Capsule).

Suggested use: Take 2 capsules with each main meal or as directed.

Caution: Do not take with macrolide antibiotics or other prescription medications without first consulting your physician. Not for use during pregnancy.

Ultra Elderberry Plus
VMUEP 90 Capsules

Can be used for Upper Respiratory Infections including Influenza. Consider using in conjunction with Ultra-Monolaurin if necessary.

Each capsule contains: 200 mg Elderberry (Sambucus Nigra berry extract in a 4:1 concentrate (equivalent to 800 mg whole herb).

Other ingredients: Echinacea angustifolia herb powder, Trace mineral complex (Zn, Sn), Magnesium Stearate, Gelatin.

Suggested Use: take 1 capsule 3 to 4 times per day along with 1 scoop of Ultra Monolaurin.

Ultra Folic B6 B12
VMUFB 60 Tablets

Folic Acid, Vitamin B6 and Vitamin B12 are often used to lower homocysteine levels. They may also be useful in the nausea of pregnancy.

Each tablet contains 800 mcg Folic acid, 50 mg Vitamin B6 and 1000 mcg Vitamin B12. Sweetened with Stevia.

Suggested Use: Take one tablet per day or as directed by a qualified health professional.

Ultra Magnesium Chelate
VMUMC 180 Tablets

An amino acid chelate is the most bioavailable form of oral magnesium. The addition of slippery elm gives added protection to the gastrointestinal (GI) tract. It is very unlikely to cause GI upset.

Each tablet contains: 250 mg Magnesium as an amino acid protein chelate.

Other Ingredients: Ulmus fulva (Slippery Elm) inner bark, Microcrystalline cellulose, guar gum, stearic acid, magnesium stearate.

Suggested Use: One daily or as directed by a health professional.

Ultra Monolaurin
VMUML 210 gm (7.1 oz)

Ultra Monolaurin is an effective alternative approach to antibacterial and antiviral medication. It works against pathogenic organisms, protozoa and fungi.

Each scoop (approximately 1/4 tsp) contains 750 mg Monolaurin (glyceryl monolaurate). Distilled from coconut oil, our unique Monolaurin is produced with recently developed technology yielding a highly pure, extremely effective and economical product. Our easy to swallow beads contain a minimum of 90% Monolaurin, up to 7% Monomyristin, 2% Monocaprin and 1% Monocaprylin.

Suggested Use: Take 1 scoop 3 to 4 times per day. Consider Ultra Elderberry Plus for a more effective response to colds and influenza.

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To Order: www.NutritionPureAndSimple.com - For more information please contact 1888 953 5553 Also visit www.jjconsulting.net
Ultra Omega-Linic
VMUOL 240 Softgels

Ultra Omega-Linic is an optimal and unique blend of omega 3 and omega 6 long chain poly unsaturated essential fatty acids.

See Product information Page 19.

Ingredients: Black Currant (Ribes nigrum) Seed Oil, Wild Alaskan Salmon Oil, Fish Oil concentrate, Vitamin E (mixed tocopherols)

Each Ultra Omega-Linic softgel contains:
114 mg EPA, 65 mg DHA, 84 mg GLA, 15 mg SDA
10 IU Vitamin E as mixed tocopherols

Suggested Use: 2 capsules per day or as directed by a healthcare professional.

Ultra Strontium
DJ-0S 90 Capsules

Strontium may prevent or restore the loss of calcium in the bone, repair damaged bone and reduce spinal fractures.

Each 3 capsules contain 680 mg Strontium (as Strontium Citrate).

Suggested Use: Take 3 capsules per day on an empty stomach at bedtime with no other minerals, or as directed.

Ultra Vision
VMUVN 60 capsules

Ultra Vision provides the essential xanthophylls that help delay age related diseases of the eye. Xanthophylls are nutrients that have been shown to support the macula.

Each capsule contains:
Lutein (natural source) .................. . 4.75 mg
Zeaxanthin (natural source) .................. . 4.75 mg
Vitamin C (Ascorbic Acid, coated) .................. . 200 mg

Other Ingredients: Magnesium Stearate (vegetable), Microcrystalline Cellulose, Gelatin (capsule).

Suggested Use: One capsule per day or as recommended by a health care professional.

VERY SPECIAL MULTI VITAMIN FORMULAS

Ultra Preventive
VMUPC 120 Capsules

Ultra Preventive Plus Iron *
VMUPI 120 Capsules

Ultra Preventive Special Formula C **
VMUPSC 120 Capsules

The Ultra Preventive formulas from Time Labs are a premium dietary supplement with certified organic Spirulina.

Each 4 Capsules of Ultra Preventive contain:
Potassium .................................. 40 mg
Vitamin A .................................. 4500 IU
Vitamin C .................................. 250 mg
Calcium .................................. 180 mg
Iron .................................. 15 mg
Vitamin D3 .................................. 1000 IU
Vitamin E .................................. 100 IU
Vitamin B1 .................................. 25 mg
Vitamin B2 .................................. 25 mg
Niacinamide .................................. 40 mg
Vitamin B6 .................................. 25 mg
Folic Acid .................................. 0.8 mg
Vitamin B12 ** ................................. 1000 mcg
Biotin .................................. 100 mcg
Pantothenic Acid .................................. 75 mg
Iodine .................................. 225 mcg
Magnesium .................................. 120 mg
Zinc ** .................................. 15 mg
Copper .................................. 2 mg
Manganese .................................. 2.5 mg
Chromium .................................. 100 mcg
Selenium ** .................................. 50 mcg
Molybdenum .................................. 20 mcg
Boron .................................. 5 mg
Bioflavonoid .................................. 50 mg
Lycopene .................................. 2.5 mg
Spirulina .................................. 1.1 gm

Suggested Use: 4 Capsules per day or as directed by a health professional.

** Ultra Preventive Special C is made without B12, Iron, Zinc, or Selenium.

See Product comparison on Page 22

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The products are not intended to diagnose, treat, cure or prevent any disease.

To Order: www.NutritionPureAndSimple.com - For more information please contact 1888 953 5553 Also visit www.jconsulting.net
### Ultra Vites Plus Iron

<table>
<thead>
<tr>
<th>Ingredient</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vitamin A (palmitate)</td>
<td>5000 IU</td>
</tr>
<tr>
<td>Vitamin C (ascorbic acid)</td>
<td>75 mg</td>
</tr>
<tr>
<td>Calcium (amino acid chelate)</td>
<td>100 mg</td>
</tr>
<tr>
<td>Iron (peptonate)</td>
<td>18 mg</td>
</tr>
<tr>
<td>Vitamin D (cholecalciferol)</td>
<td>400 IU</td>
</tr>
<tr>
<td>Vitamin E (tocopheryl succinate)</td>
<td>30 IU</td>
</tr>
<tr>
<td>Thiamine (b1)</td>
<td>15 mg</td>
</tr>
<tr>
<td>Riboflavin (b2)</td>
<td>15 mg</td>
</tr>
<tr>
<td>Niacin (b3)</td>
<td>20 mg</td>
</tr>
<tr>
<td>Vitamin B6 (pyrodoxine HCL)</td>
<td>30 mg</td>
</tr>
<tr>
<td>Folate (folic acid)</td>
<td>400 mcg</td>
</tr>
<tr>
<td>Vitamin B12 (cyanocobalamin)</td>
<td>50 mcg</td>
</tr>
<tr>
<td>Biotin</td>
<td>50 mcg</td>
</tr>
<tr>
<td>Pantothenic Acid (d cal pantothenate)</td>
<td>25 mg</td>
</tr>
<tr>
<td>Iodine</td>
<td>150 mcg</td>
</tr>
<tr>
<td>Magnesium (chelate &amp; oxide)</td>
<td>25 mg</td>
</tr>
<tr>
<td>Zinc (amino acid chelate)</td>
<td>15 mg</td>
</tr>
<tr>
<td>Copper (amino acid chelate)</td>
<td>1 mg</td>
</tr>
<tr>
<td>Manganese (amino acid chelate)</td>
<td>10 mg</td>
</tr>
<tr>
<td>Chromium (amino acid chelate)</td>
<td>1 mg</td>
</tr>
<tr>
<td>Selenium (L-selenomethionine)</td>
<td>20 mcg</td>
</tr>
<tr>
<td>Citrus Bioflavonoid complex</td>
<td>25 mg</td>
</tr>
</tbody>
</table>

Other Ingredients: Choline bitartrate, inositol, guar gum, rutin, hesperidin, magnesium stearate, food glaze.

Suggested Use: 2 tablets daily with breakfast or lunch or as directed by a qualified health professional.

### Veintonic

<table>
<thead>
<tr>
<th>Ingredient</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Butcher's broom (Ruscus aculeatus) herb extract</td>
<td>355 mg</td>
</tr>
<tr>
<td>Yarrow (Achillea millefolium) leaf and flower extract</td>
<td>10 mg</td>
</tr>
<tr>
<td>Witch hazel (Hamamelis virginiana) leaf extract</td>
<td>50 mcg</td>
</tr>
<tr>
<td>Horse chestnut (Aesculus hippocastanum) bark extract</td>
<td>20 mcg</td>
</tr>
</tbody>
</table>

Other ingredients: Microcrystalline cellulose, magnesium stearate, gelatin.

Suggested use: 6 caps per day for 5 days, 4 caps per day for 10 days, 2 caps per day thereafter.

---

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**Vitalize Capsules**

**VMVC3** 60 Capsules

**Vitalize may be useful for:** chronic fatigue, driver's fatigue, nausea

Each capsule contains:
- Vitamin B6 (pyridoxine HCl) .................. 5 mg
- Magnesium ascorbate (amino acid chelate) ......50 mg
- Proprietary blend .................................. 376 mg

Fenugreek (Trigonella foenum-graecum) seed extract, rosemary (Rosmarinus officinalis) herb extract, ginger (Zingiber officinale) root extract.

**Vitalize continued**

Other ingredients: Microcrystalline cellulose, l-arginine, l-glutamic acid, magnesium stearate, potassium citrate, gelatin.

**Suggested use:** 1 to 2 capsules A.M. and noon or as directed by a health professional.

**Vitamin A**

**VMA10** 100 softgels

**Vitamin A promotes healing of epithelial tissue, the gastrointestinal tract, respiratory system, genital-urinary tract and skin. It enhances immune function and promotes healing.**

Each softgel contains: 10,000 IU Vitamin A (as retinal palmitate).

Other Ingredients: gelatin, glycerin, soybean oil.

**Suggested Use:** One softgel daily or as directed by a qualified health professional.

**Vitamin C-500**

**VMVC500** 100 Capsules

*This vitamin C product is time released Ascorbic Acid with Bioflavonoids. It is designed to maximize "bowel tolerance". Since the body uses vitamin C at about 500 mg per hour, this product is not as likely to be rapidly excreted as other vitamin C products.*

Each capsule contains: 500 mg true time released vitamin C with Rutin.

Other ingredients: Rutin, nonpareil seeds (sugar spheres), microcrystalline cellulose, food glaze, gelatin.

**Suggested Use:** One capsule after each meal or as directed by a health professional.

**About Vitamins D and K**

Vitamin D, in conjunction with Parathyroid Hormone (PTH), regulates blood Calcium (Ca) and bone mineralization. It also stimulates the release of prolactin and growth hormone from the pituitary.

Vitamin K1 is important in the mineralization of normal bone, blood clotting and is important in the proper function of nervous and many other tissues in the body.

Vitamin K should be used with medical supervision when taking anti-coagulation drugs like warfarin.

**Vitamins D3 2000 + K**

**VMD2K** 100 Capsules

Each capsules contains 2000 IU Vitamin D3 and 200 mcg Vitamin K.

Other ingredients: Calcium carbonate, magnesium stearate, gelatin.

**Suggested Use:** One capsule daily or as directed by a qualified health professional.

**Vitamins D3 5000 + K**

**VMD5K** 100 Capsules

Each capsule contains: 5000 IU Vitamin D3 (as cholecalciferol), the natural form of vitamin D, and 550 mcg Vitamin K (phyloquinone), the natural form of Vitamin K.

Other ingredients: Calcium carbonate, magnesium stearate, gelatin.

**Suggested Use:** 1 capsule daily or as directed by a qualified health professional.

**Vitamin D3 2000**

**VMD32** 100 Capsules

Each capsule contains: 2,000 IU Vitamin D3 (cholecalciferol).

Other ingredients: Calcium carbonate, magnesium stearate, gelatin.

**Suggested Use:** One capsule daily or as directed by a health professional.

---

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<table>
<thead>
<tr>
<th>Product</th>
<th>Code</th>
<th>Formulation</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vitamin D3 5000</td>
<td>VMD3</td>
<td>100 Capsules</td>
<td>Each capsule contains: 5,000 IU Vitamin D3 (cholecalciferol). Other ingredients: Calcium carbonate, magnesium stearate, gelatin. <strong>Suggested Use:</strong> One capsule daily or as directed by a health professional.</td>
</tr>
<tr>
<td>Vitamin E 400</td>
<td>VME4</td>
<td>100 Softgels</td>
<td><strong>Vitamin E is one of the four (4) major antioxidants that protect phospholipids. The others are Alpha Lipoic Acid, Coenzyme Q0 and Vitamin C</strong> Each soft gel capsule contains: 400 IU vitamin E (natural mixed tocopherols). <strong>Suggested Use:</strong> One capsule daily or as directed by a health professional.</td>
</tr>
<tr>
<td>Yucca</td>
<td>VMYU</td>
<td>100 Capsules</td>
<td>Yucca contains polyphenolics and other stilbenes which have anti inflammatory activity. It has been useful in arthritis and other joint pain. It lowers total cholesterol, LDL, and normalizes elevated triglycerides. Each capsule contains: Yucca (Yucca Schidigera) 400 mg. 4:1 Concentrate (equivalent to 1600 mg whole herb) <strong>Suggested Use:</strong> 1-2 capsules 2-3 times per day or as directed by a healthcare professional</td>
</tr>
<tr>
<td>Zinc 30</td>
<td>VMZ30</td>
<td>100 Capsules</td>
<td>Each capsule contains 30 mg zinc (as rice protein chelate). Other ingredients: Microcrystalline cellulose, magnesium stearate, gelatin. <strong>Suggested Use:</strong> Take 1 capsule daily or as directed by a qualified health professional.</td>
</tr>
<tr>
<td>Zinc Lozenges</td>
<td>VMCZL</td>
<td>60 Lozenges</td>
<td>1000 IU Vitamin A, 150 mg Vitamin C, 12 mg Zinc. Other ingredients: fructose, sorbitol, bee pollen, propolis, natural flavor, mag stearate, goldenSeal &amp; Slippery Elm</td>
</tr>
</tbody>
</table>

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To Order: [www.NutritionPureAndSimple.com](http://www.NutritionPureAndSimple.com) - For more information please contact 1888 953 5553 Also visit [www.jjconsulting.net](http://www.jjconsulting.net)
Ultra Omega-Linic

This product contains LC-PUFA (Pre formed) Long chain Polynsaturated fatty aclds formulated by John W Jones, MD, MPH

IMPORTANT REASONS TO USE Ultra Omega-Linic - made with wild Alaska Salmon Oil and Black Currant seed oil.

Ultra Omega-Linic contains the following preformed fatty acids:

- high EPA to increase function and control inflammation
- high SDA to further increase levels of EPA
- high GLA to produce add additional anti inflammatory prostaglandins
- high DHA to support neurological structure

WHAT IS Ultra Omaga-Linic? Fish Oil plus GLA

Ultra Omega-Linic is a blend of essential Long Chain Poly-Unsaturated Fatty Acids (LC-PUFA). They are essential because Omega 3 and Omega 6 fatty acids cannot be made by the human body. It is extremely important that they be consumed because of their vital role in the production of neural tissue in the form of phospholipids and their role in nerve conduction in the form of free fatty acids. The LC-PUFA are the main components of inflammation and its regulation. Both omega 6 and omega 3 series must be in the body in adequate amounts in order to modulate the inflammatory process.

I have used a mixture of the omega 3 and omega 6 series LC-PUFA since 1984 and it has helped many health problems. I have formulated Ultra Omega-Linic because studies indicate that a higher concentration of Eicosapentaenoic acid (EPA) produces even better clinical results. EPA is the PUFA that deals primarily with function. Docosahexaenoic Acid (DHA) deals with structure. EPA cannot efficiently be elongated to DHA, but DHA can be efficiently converted to EPA. There are high levels of both EPA and DHA in Ultra Omega-Linic.

In addition Ultra Omega-Linic contains high levels of Stearidonic acid (SDA), which also converts quickly and efficiently to EPA in the body. Flax Seed Oil, which contains the parent ALA, but no PUFA, has been used for the source of the essential omega 3. However, ALA is poorly converted to PUFA, and when supplemented, even in large amounts will not raise the level of EPA in Red Blood Cells. The only way to increase DHA in red blood cells is to supplement with preformed DHA. Vegetarians miss out on the many benefits of EPA and DHA when they omit these essential fatty acids. These preformed prostaglandin precursors (GLA, SDA, EPA and DHA) have been found to be more effective than the use of any one of them by itself.

DESCRIPTION:

Ultra Omega-Linic contains Black Currant seed oil, Wild Alaskan Salmon oil, Fish Oil concentrate and Vitamin E in softgels. Each capsule supplies 114 mg Eicosapentaenoic Acid (EPA), 65 mg Docosahexaenoic Acid (DHA), and 84 mg of Gamma Linolenic Acid (GLA) which contains 15 mg Stearidonic Acid (SDA). Each capsule also contains 10 IU Vitamin E as mixed tocopherols.

The salmon oil is extracted from sustainably harvested wild salmon found in the pristine deep waters of Alaska. The Fish Oil concentrate, also from deep water fish, is added to achieve higher levels of EPA and DHA than is possible from Wild Alaska Salmon. This product is analyzed for contaminants such as heavy metals and organic pollutants, and is guaranteed to exceed federal safety standards. Neither the Salmon nor the Fish Oil concentrate contains any protein.

WHY DO YOU NEED Ultra Omega-Linic?:

In the typical Western diet, these essential fatty acids are missing, inadequately supplied, or are in a form unusable to the body; unusable because they are in the trans form, or are ingested as the parent essential oils which are very poorly converted to PUFA. (EPA, DHA, SDA or GLA).

WHAT DOES Ultra Omega-Linic DO?:

Fish oil, which is rich in preformed EPA and DHA, combined with Black Currant seed oil rich in preformed docosahexaenoic acid (DHA, ALA
GLA, has been found to be very useful in reducing inflammation. This makes a great deal of sense, since EPA, DHA and GLA are precursors of the prostaglandins, and very effectively modify the cyclooxygenase, lipoxygenase and epoxygenase pathways. GLA produces PG1 series prostaglandins that are anti-inflammatory; EPA and DHA are precursors of the PG3 series. Arachidonic Acid, which is overabundant in our Western diet, is the precursor of the PG2 prostaglandins, which are highly inflammatory. All three of these pathways (PG 1, 2 and 3) use the same enzymes, but the PG3 series uses them preferentially. This further reduces the production of PG2 series. The epoxygenase pathway, which is controlled by the p450 enzymes, is also modified by the substitution of EPA, DHA and GLA for Arachidonic Acid.

Supplementation of both fish oil and black currant seed oil simultaneously (as they occur in Ultra Omega-Linic) has been found to be more effective than the use of either one by itself. This combination favorably impacts any kind of inflammatory process. Other benefits: HDL is increased, thereby improving the LDL/HDL ratio; Platelet aggregation is decreased; Plasma triglycerides are reduced by an average of 30 percent or more.

The essential fatty acids in Ultra Omega-Linic have been useful in arthritis of any kind, tendinitis, bursitis, PMS, menstrual cramps, chronic fatigue syndrome, fibromyalgia, bowel inflammatory diseases, and both general and cardiac atherosclerosis. It is extremely useful in preventing the complications of diabetes; vascular, ophthalmic and neurological. It has been linked to reductions in cancer. It should be used during pregnancy and lactation to assure an adequate supply of EFAs, especially DHA, for brain and retinal development of the infant and to prevent or minimize post partum depression caused by structural brain loss in the mother.

IMPORTANT NOTES ON DEPRESSION

Very high EPA supplementation, along with the supplementation of the phospholipid antioxidants Vitamins E and C, alpha lipoic acid and Coenzyme Q 10, has been used successfully to help manage schizophrenia, bipolar and severe depression. Early studies suggest help with senile dementia.

I should point out that to ensure maximum benefit from EFA supplementation, make sure that all of the many nutrients that are required for proper metabolism of the EFAs are present. Use a multi like Ultra-Vites or Ultra-Preventive (with Spirulina) that meets or exceeds the RDIs. (See my Basic Protocol)

NOTE:

Fish allergies are typically triggered by protein molecules. Since Ultra Omega-Linic contains no fish protein it is unlikely to trigger an allergic reaction.

SUGGESTED USE:

As a dietary supplement, one to six softgels daily. For inflammatory conditions use eight to twelve softgels daily. increase or decrease quantity as indicated by symptoms.

For Neurological symptoms start with eight to twelve daily.

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UNDERSTANDING ESSENTIAL FATTY ACIDS
("Essential" means your body has to have it and can't make it. "PG" means Prostaglandin)
Modified from Leo Galland

PG1
Linoleic Acid (LA)
c18:2w6
Parent Oil:
corn, soy, sunflower
Safflower

GLA
Gamma Linolenic
Acid (GLA) c18:3w6
Source: seed oil of
Black Currant

Vitamin B6
Borage, Evening Primrose
Vit B6
(LCPUFA)

Weak
Long Chain Poly Unsaturated Fatty Acids
Δ5 desaturase (15% in humans)

DGLA
Dihomo Gamma Linolenic
Acid (DGLA) c20:3w6
Source: Human breast milk

Needs:
Zinc, Iron
Selenium
Biotin
Vit C, Vit E

PG2
Arachidonic Acid (AA)
c20:4w6
Sources:
Meat, milk, egg
Shrimp, seaweed

Eicosapentaenoic Acid(EPA)c20:5w3
Δ5 desaturase

Docosahexaenoic Acid (DHA)
c22:6w3
Sources: oils of
Cod liver, salmon
Mackerel, tuna
Herring, sardine

PG3
Alpha Linolenic Acid (ALA)
c18:3w3
Parent Oil:
Flax seed (linseed)
Walnut, chestnut, soy

SDA
Stearidonic Acid
c20:5w3

DELTA 6 Enzyme Blocked by:
Alcohol
Saturated fats
"Trans" or hydrogenated fats
Deficiencies of B3, B6 and Zinc
Some Chemicals, Some Viruses

Enzymes not as effective:
The very young (perinatal)
Allergic families
Diabetics
Advancing age (>40)

DEFICIENT PG 1 in:
Asthma
elevated cholesterol
eczema
hyperactivity
hypertension
pre-menstrual syndrome
thrombosis
vascular spasm

EXCESS PG 2 in:
angina
Arthritis
Asthma
Inflammatory Bowel disease
diabetes
depression
cancer
food allergy
menstrual cramps
Multiple Sclerosis
thrombosis

DEFICIENT PG 3 in:
acne
dandruff
elevated triglycerides
learning impairment
auto-immune disease
thrombosis
Inflammatory Bowel Disease
Bipolar depression (*EPA)
depression (*EPA)
Schizophrenia (*EPA)
ADHD (*DHA)
Schizophrenia
Cystic Fibrosis (*DHA)

*Use high levels
Note: A= Steroids block here, B=NSAIDS block here, Modulation is better than blocking

DELTA 5 Enzyme Blocked by:
5 desaturase (15% in humans)

All Enzymes have a preference for PG3

Note:
A= Steroids block here, B=NSAIDS block here, Modulation is better than blocking

DELTA 4 Enzyme Blocked by:
4 desaturase (slow)

Highly Inflammatory
Lipoxygenase
Cyclooxygenase

Less Inflammatory than PG2

Deficient PG 1 in:
Asthma
elevated cholesterol
eczema
hyperactivity
hypertension
pre-menstrual syndrome
thrombosis
vascular spasm

Excess PG 2 in:
angina
Arthritis
Asthma
Inflammatory Bowel disease
diabetes
depression
cancer
food allergy
menstrual cramps
Multiple Sclerosis
thrombosis

Deficient PG 3 in:
acne
dandruff
elevated triglycerides
learning impairment
auto-immune disease
thrombosis
Inflammatory Bowel Disease
Bipolar depression (*EPA)
depression (*EPA)
Schizophrenia (*EPA)
ADHD (*DHA)
Schizophrenia
Cystic Fibrosis (*DHA)

Note:
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DELTA 6 Enzyme Blocked by:
Alcohol
Saturated fats
"Trans" or hydrogenated fats
Deficiencies of B3, B6 and Zinc
Some Chemicals, Some Viruses

Enzymes not as effective:
The very young (perinatal)
Allergic families
Diabetics
Advancing age (>40)

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5 desaturase (15% in humans)

All Enzymes have a preference for PG3

Note:
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DELTA 4 Enzyme Blocked by:
4 desaturase (slow)

Highly Inflammatory
Lipoxygenase
Cyclooxygenase

Less Inflammatory than PG2

Deficient PG 1 in:
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elevated cholesterol
eczema
hyperactivity
hypertension
pre-menstrual syndrome
thrombosis
vascular spasm

Excess PG 2 in:
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Arthritis
Asthma
Inflammatory Bowel disease
diabetes
depression
cancer
food allergy
menstrual cramps
Multiple Sclerosis
thrombosis

Deficient PG 3 in:
acne
dandruff
elevated triglycerides
learning impairment
auto-immune disease
thrombosis
Inflammatory Bowel Disease
Bipolar depression (*EPA)
depression (*EPA)
Schizophrenia (*EPA)
ADHD (*DHA)
Schizophrenia
Cystic Fibrosis (*DHA)

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Advancing age (>40)

DELTA 5 Enzyme Blocked by:
5 desaturase (15% in humans)

All Enzymes have a preference for PG3

Note:
A= Steroids block here, B=NSAIDS block here, Modulation is better than blocking

DELTA 4 Enzyme Blocked by:
4 desaturase (slow)

Highly Inflammatory
Lipoxygenase
Cyclooxygenase

Less Inflammatory than PG2

Deficient PG 1 in:
Asthma
elevated cholesterol
eczema
hyperactivity
hypertension
pre-menstrual syndrome
thrombosis
vascular spasm

Excess PG 2 in:
angina
Arthritis
Asthma
Inflammatory Bowel disease
diabetes
depression
cancer
food allergy
menstrual cramps
Multiple Sclerosis
thrombosis

Deficient PG 3 in:
acne
dandruff
elevated triglycerides
learning impairment
auto-immune disease
thrombosis
Inflammatory Bowel Disease
Bipolar depression (*EPA)
depression (*EPA)
Schizophrenia (*EPA)
ADHD (*DHA)
Schizophrenia
Cystic Fibrosis (*DHA)

Note:
A= Steroids block here, B=NSAIDS block here, Modulation is better than blocking
VERY SPECIAL MULTIS: **Ultra-Vites** and **Ultra Preventive**, by John W Jones, MD, MPH.

- **Ultra-Vites** is specially formulated and without iron.
- **Ultra Preventive Multi Vitamin-Mineral** and **Ultra Preventive Multi Vitamin-Mineral Plus Iron** formulations contain many of the same ingredients in high concentration as **Ultra-Vites**. They also contain Spirulina.

**PRODUCT COMPARISON: Ultra Preventive Plus Iron Capsules vs Ultra-Vites**

<table>
<thead>
<tr>
<th></th>
<th>Ultra Preventive Plus Iron Each 4 capsules</th>
<th>Ultra-Vites Each 2 capsules</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amount Per Serving</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Potassium (as potassium citrate)</td>
<td>40 mg</td>
<td>20 mg</td>
</tr>
<tr>
<td>Vitamin A (as vitamin A acetate)</td>
<td>4500 IU</td>
<td>4500 IU</td>
</tr>
<tr>
<td>Vitamin C (as ascorbic acid)</td>
<td>250 mg</td>
<td>100 mg</td>
</tr>
<tr>
<td>Calcium (as calcium carbonate)</td>
<td>180 mg</td>
<td>50 mg chelate</td>
</tr>
<tr>
<td>Ultra Preventive Plus Iron *Iron (as iron peptonate)</td>
<td>15 mg</td>
<td></td>
</tr>
<tr>
<td>Vitamin D (as cholecaliferol)</td>
<td>1000 IU</td>
<td>1000 IU</td>
</tr>
<tr>
<td>Vitamin E (as mixed tocopherols)</td>
<td>100 IU</td>
<td>40 IU</td>
</tr>
<tr>
<td>Thiamine (vitamin B1)</td>
<td>25 mg</td>
<td>25 mg</td>
</tr>
<tr>
<td>Riboflavin ** (vitamin B2 or riboflavin 5’ phosphate)</td>
<td>25 mg ** 25 mg</td>
<td></td>
</tr>
<tr>
<td>Niacin (as niacinamide)</td>
<td>40 mg</td>
<td>40 mg</td>
</tr>
<tr>
<td>Vitamin B6 ** (pyridoxine HCl or pyridoxine 5’ phosphate)</td>
<td>25 mg ** 25 mg</td>
<td></td>
</tr>
<tr>
<td>Folate ** (Folic Acid or l-methylFolate)</td>
<td>0.8 mg ** 0.8 mg</td>
<td></td>
</tr>
<tr>
<td>Vitamin B12 ** (cyanocobalamin or methylcobalamin)</td>
<td>1000 ug ** 1000 ug</td>
<td></td>
</tr>
<tr>
<td>Biotin</td>
<td>100 ug</td>
<td>500 ug</td>
</tr>
<tr>
<td>Pantothenic Acid (d calcium pantothenate)</td>
<td>75 mg</td>
<td>75 mg</td>
</tr>
<tr>
<td>Iodine (as potassium iodide)</td>
<td>225 ug</td>
<td>225 ug</td>
</tr>
<tr>
<td>Magnesium (rice protein chelate)</td>
<td>120 mg</td>
<td>150 mg</td>
</tr>
<tr>
<td>Zinc (rice protein chelate)</td>
<td>15 mg</td>
<td>10 mg</td>
</tr>
<tr>
<td>Copper (rice protein chelate)</td>
<td>2 mg</td>
<td>1 mg</td>
</tr>
<tr>
<td>Manganese (rice protein chelate)</td>
<td>2.5 mg</td>
<td>2 mg</td>
</tr>
<tr>
<td>Chromium (as GTF yeast)</td>
<td>100 ug</td>
<td>50 ug chelate</td>
</tr>
<tr>
<td>Selenium (seleno methionine)</td>
<td>50 ug</td>
<td>50 ug</td>
</tr>
<tr>
<td>Molybdenum (rice protein chelate)</td>
<td>20 mg</td>
<td>20 mg</td>
</tr>
<tr>
<td>Boron (rice protein chelate)</td>
<td>5 mg</td>
<td>5 mg</td>
</tr>
<tr>
<td>Citrus Bioflavonoid Complex</td>
<td>50 mg</td>
<td>50 mg</td>
</tr>
<tr>
<td>Lycopene</td>
<td>2.5 mg</td>
<td>2.5 mg</td>
</tr>
<tr>
<td>Spirulina</td>
<td>1.1 g</td>
<td></td>
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</tbody>
</table>

Note: Special Formula C does not contain Zinc, Selenium or Vitamin B12

* no iron in Ultra Preventive Multi Vitamin-Mineral or Ultra-Vites

** active bio available forms - see page 16 for a complete description

These broad spectrum, multiple vitamin and mineral formulas are specially manufactured using microencapsulation, enteric coating, and isolation techniques which protect the nutrients and present them to the body so that absorption and utilization will be optimal. When iron is in the formula it is protected from oxidation by the vitamin C that is also present in the formula.

**IMPORTANT FORMULA NOTES:**

- Vitamin A at this level is safe for women who are or might become pregnant.
- 1000 IU Vitamin D is necessary because of extremely common deficiency of D.
- 800 mcg Folic Acid because it is essential for neurologic function and is important before and during pregnancy.
- 1000 mcg Vitamin B12 is used because high levels of folic acid can mask B12 deficiency.
- 2.5 mg Lycopene (the parent substance from which all natural carotenoid pigments are derived)
- 5 mg Boron is included because of its function in the prevention of osteoporosis.

The chelated form makes our minerals much easier for the body to absorb and use them..

*Statements in this catalog have not been evaluated by the FDA.*

*The products are not intended to diagnose, treat, cure or prevent any disease.*

To Order: [www.NutritionPureAndSimple.com](http://www.NutritionPureAndSimple.com) - For more information please contact 1888 953 5553 Also visit [www.jjconsulting.net](http://www.jjconsulting.net)
NUTRITIONAL REQUIREMENTS:

Studies have shown that in order to meet the minimum daily requirements, one must consume at least 1100 calories of nutrient dense foods. None of these calories can come from “naked calories” such as sugar. This means that a patient on a 1000 calorie diet cannot meet the minimum daily requirements, much less the optimal levels, without supplementation. Ultra-Vites and Ultra Preventive are formulated so as to provide daily supplements which exceed the RDIs.

Two nationwide food consumption studies conducted by the USDA found that approximately 60% of the individuals surveyed were consuming only 70% of the daily minimum requirements of six essential nutrients. Those surveyed were people who made an effort to eat (and thought they were eating) a balanced diet. The nutrients are: vitamin B6, folacin, zinc, copper, calcium and magnesium. With these facts in mind, it is not likely that anyone is consuming an optimal supply of nutrients... without supplementation.

In addition, Iron deficiency has long been a marker for the nutritional status of a population. Much attention has been given to iron replacement. However, too little attention has been given to iron excess and the damage it can cause. Current data suggest that iron supplementation should be limited to patients with iron deficiency anemia, a few women, some children, and blood donors at high risk for anemia. If the multi of choice is Ultra-Vites and iron is indicated, consider Iron Plus, otherwise consider Ultra Preventive Multi Vitamin-Mineral Plus Iron.

SUGGESTED USE:

Ultra-Vites: Two capsules per day or as directed by a health professional.
Ultra Preventive Multi Vitamin-Mineral: Four Capsules per day or as directed by a health professional.
Ultra Preventive Multi Vitamin-Mineral Plus Iron: Four Capsules per day or as directed by a health professional.
Ultra Preventive Multi Vitamin Mineral Special Formula C: Four Capsules /day or as directed by a health professional.

HOW THEY ARE SUPPLIED:

<table>
<thead>
<tr>
<th>Product Code</th>
<th>Product Description</th>
<th>Bottles of 120 capsules</th>
</tr>
</thead>
<tbody>
<tr>
<td>VMUV</td>
<td>Ultra-Vites</td>
<td>Bottles of 120 capsules</td>
</tr>
<tr>
<td>VMUPC</td>
<td>Ultra Preventive Multi Vitamin-Mineral</td>
<td>Bottles of 120 capsules</td>
</tr>
<tr>
<td>VMUPI</td>
<td>Ultra Preventive Multi Vitamin-Mineral Plus Iron</td>
<td>Bottles of 120 capsules</td>
</tr>
<tr>
<td>VMUPSC</td>
<td>Ultra Preventive MV Special Formula C</td>
<td>Bottles of 120 capsules</td>
</tr>
</tbody>
</table>

Many people are interested in maintaining their health - they focus on nutritional and herbal supplements. If you have investigated the market, you know it is not easy to determine which nutritional supplements your body needs. How does one choose from the hundreds of products on the market, you might ask? This is an important issue because it is hard to find supplements that are well tolerated and which produce noticeable results in a relatively short period of time.

"Natural" is a commonly misunderstood term which is often used. Many people believe the term "Natural" describes a completely natural product: one that is derived from a plant or animal with no modification by a manufacturer. But those who manufacturer package, process and standardize products. By definition, these products are "man-made". In addition, if higher levels of nutrients are required, manufacturers must modify the "natural" base product. Example: 400 mcg folic acid is needed to prevent neural tube defects.

Individual nutrients do not occur “naturally” in nature, and they do not occur in the high levels that may be needed in a nutritional supplement. For instance, Rose hips contains only 1% to 2% vitamin C. This means that 500 mg of rose hips vitamin C would be the size of a baseball. In addition, high levels of Vitamin B complex do not occur “Naturally”. Another important fact: the Minimum Daily Requirements (MDR) are based on population studies of levels of nutrients to prevent deficiency symptoms. They make no claim to be optimum levels for biological function.

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Dr. Jones has practiced medicine since 1958. He practiced aviation medicine in the US Air Force, followed by a lively practice in otolaryngology. He became interested in Clinical Ecology in the early 1980s. From the mid 1990’s to 2009 he was the medical director of The Key Company. He was the Medical Director of Occupational Medicine at Portneuf Medical Center in Pocatello, Idaho. His practice in Coeur d’Alene, ID, Nutrition and Pain Relief involved the use of nutrition and Prolozone therapy for pain. He is now retired from the active practice of Medicine.

For more information on his nutritional recommendations visit: www.jjjconsulting.net.

Dr. Jones is presently Nutritional Consultant for Nutrition Pure And Simple.

He has written information on the use of nutritional supplements to support normal living and healthy aging. There is recent new information on supplements that have been shown to be useful in age related eye disease (ARED) He is involved in product design and development, and is available for free consultations with doctors on nutritional and medical issues.

For information regarding protocols and nutritional supplementation and therapy, visit www.jjconsulting.net
TIME LABORATORIES

Since 1972, Time Laboratories has been a leading manufacturer of nutritional supplements, specially formulated herbal compounds, and Phyto-Aromatic products, supplying doctors, chiropractors, integrative health care professionals, retailers and the public. Our Phyto-Aromatic Collections include anti-aging Skin & Body Care, Aromatherapy Massage Treatments, a Phyto-Aromatic Bath Collection, the Phyto-Aromatic Kid’s Collection for infants and children, as well as specialty and gift products.

The company’s founder and president, Annemarie Buhler, is an innovative and highly respected formulator who brings more than thirty years of education and expertise in phytotherapy from Europe to the United States. Mrs. Buhler was instrumental in the development of the first true time-release process used for vitamins and minerals. Known internationally for her skill and dedication to phyto-aromatherapy, Mrs. Buhler was selected in 1993 as the U.S. delegate to the International Conference for Phytotherapy and Aromatherapy in Tunisia.

Annemarie’s Granddaughter, Annette Davis, is a Certified Nutritionist who has been with Time Laboratories since 1989. She is available by phone to assist customers Monday- Friday mornings, or you can contact her by e-mail: annette@timelabs.com

Complete descriptions and pricing is available at our online web store - www.NutritionPureAndSimple.com

Windrose Aromatics, our authentic aromatherapy line, offers a wide selection of Pure and Genuine Essential Oils, expertly blended pure Essential Oil Combinations, and features our exclusive Ultra Jet System Diffusors.

There are Mystic fragrances and Synergies, as well as Floral Waters, Natural Base Products and Pure Carrier Oils.

Our commitment to authentic aromatherapy assures you of high quality products you can purchase with confidence.

Perhaps not as well know are the Salon & Spa skin care products. BodySpa offers items for Bath & Body, Lotion and Balms, and Mineral Bath Crystals. The Facial Care line is really impressive with Cleansers, Toners, and Eye Cremes. It includes a group of products for most skin types (Radiance), a group for problem and imbalanced skin types (Restore), a group for depleted and aging skin (Renewal) and collection starters for each of these skin types.

Then there is a suite of shaving products for him - HiS. The suite includes a Gel, an After Shave and a Lotion.

And you really have to check out the Phyto-Aromatic Kid’s Collection with special products for Baby, Kids and everyone with sensitive skin.

Another one that is often overlooked is Sun & Sport. It includes FastAide, Muscle and Joint Relief and Phyto-Aromatic Concentrates.

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Time Laboratories
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Salon & Spa
Skin care Products with the highest level of active ingredients in the industry