



A Brief History*

Kids Potential™ chewable multi-vitamin is in its 13th academic year being dispensed to US public school children.



What is Kids Potential™?

Kids Potential™ is a physician-designed chewable multi-vitamin wafer containing high ORAC concentrated extracts from fresh, wholesome berries and fruits, combined with specialized forms of vitamins and minerals. Kids Potential™ does NOT contain sucrose, fructose, artificial colors, flavors or preservatives and was designed specifically to support optimal brain function in school-age children. Kids Potential™ was reviewed by pediatricians and administered under University supervision as part of a study that evaluated the impact of nutrition on academic performance and behavior in US School children.



"Nutritional Supplement to Enhance Learning, Academic & Behavioral Functioning #7,771,756*

How the Study Began

The study began with a failing K-5 school in Leavenworth, Kansas with over 200 students - Anthony Elementary.

- ★ Anthony never met any standardized testing benchmarks
- ★ Police were called to Anthony to manage out of control kids an average of once a week
- ★ Anthony's violence statistics were 9 times the state average
- ★ Anthony experienced high rates of absenteeism for both teachers & students
- ★ Most teachers never stayed more than 1 academic year
- ★ Virtually no parent involvement – PTA abandoned years ago for lack of participation
- ★ Anthony was about to be shut down

Anthony was matched with another school in the district with the same failing standardized test scores, behavioral patterns and matched socioeconomic parameters. This school was considered the "control school" and it did not participate in the program

End of the First Year With Kids Potential™

- ★ Anthony Exceeded standardized testing benchmarks by 10 years into the future
- ★ Tested 1st in the district in Math
- ★ Tested 2nd in the district in English
- ★ 97% Reduction in office referrals for disciplinary problems
- ★ Absenteeism declined for students & teachers
- ★ PTA revived after over 10 years of abandonment
- ★ 85% parent participation rates
- ★ Transformed from chaotic to quiet learning environment
- ★ Awarded recognition as a "Top School" by the Confidence in Education Task Force
- ★ Moved from the bottom to the top 6% of schools in the district
- ★ The school won awards for excellence from the Governor Kathleen Sebelius
(current US Cabinet Secretary of Health & Human Services)
- ★ PBS filmed a documentary called "How to Turn Around A Failing School" based on the Anthony study

Control School in Comparison

- ★ Academic performance continued to decline in the control school
- ★ Violence statistics and behavior did not improve in the control school
- ★ Control school fell to last place in the district in Math & English
- ★ Control school instituted the Kids Potential supplementation program in the next academic year

Such a dramatic turnaround in so short a time can be suspicious. In fact, faculty at Anthony Elementary were initially accused of influencing the results. In the years that followed, the kids' continued stellar academic performance and model student behavior proved the skeptics wrong. We're in our 9th academic year and the program has expanded to include every school in the entire district. Under the auspices of the Kansas State Department of Education, public schools in other districts are now dispensing Potential™.

Make a Change Today, Make a Difference Tomorrow.

learn more at www.mykidspotential.com

*These statements have not been evaluated by the Food & Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

*Kids Potential is not intended as a treatment for ADD/ADHD or to replace any prescribed medications for ADD/ADHD.