



The First Patented Kids Vitamin to Support Learning*

NOVANUTRIENTS
Love How You Feel[®]

PATENTED

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

Ingredients You Won't Find in Mass Market Vitamins

Beneficial Antioxidants from High ORAC Super Fruits & Berries*

Not only do super fruits and berries provide delicious natural flavor and color, they provide essential antioxidant supplementation from natural food sources. High ORAC (Oxygen Radical Absorbance Capacity) antioxidants from fruits berries have been reported to be beneficial for healthy brain and nerve function, memory, and neuro-cognitive performance. We developed a proprietary blend of High ORAC fruit & berry extracts not found in other multivitamins, including wild bilberry, blueberry, cranberry, grape, elderberry, raspberry, rose hips, blackberry, pomegranate, Patagonian Maqui berry & red concord grapeskin. The proprietary fruit & berry concentrate in Potential™ is designed to support learning, memory and healthy brain function.*

Proc Nutr Soc. 2008, May; 67(2):238-52. Food for thought: the role of dietary flavonoids in enhancing human memory, learning and neurocognitive performance. Spencer, JP, Molecular Nutrition Group, School of Chemistry, Food Biosciences and Pharmacy, University of Reading, Reading, UK.

Targeted Nutrition

Kids Potential™ is intended to provide broad spectrum nutrients to make up for possible variations in a child's diet, differences in his/her ability to metabolize nutrients and to account for variations that may occur in the growing, manufacturing, packaging and preparation of foods.

Full Spectrum Vitamins = Complete Supplementation*

Potential™ contains multi-source forms of ingredients to provide full spectrum nutrition. For example, mass market vitamins typically contain beta carotene, but not all other carotenoids present in a well balanced diet. Since we don't not always make the best food choices or eat a balanced diet, Potential™ provides important broad spectrum nutrition.

Potential™ contains the "active forms" of specific vitamins so that the body doesn't need to make the metabolic conversion. Genetic differences in the population make it difficult for some individuals to make these conversions themselves. "active forms" do it for you. While the "active forms" are more expensive, we use them in Potential™ because we know they can make a difference in overall vitality.

*Specialized vitamin forms and full spectrum nutrients are more expensive than ingredients used in mass market kids' multivitamins, but we know quality makes all the difference. Patented Kids Potential™ is scientifically formulated to contain appropriate levels of important nutrients in accordance with Institute of Medicine recommendations and is used as part of the Eat, Exercise, Excel program to improve academic performance and behavior in school age children.**

All-Natural Full Spectrum Vitamin E Not Synthetic Vitamin Forms*

Potential™ contains all natural, full spectrum, mixed tocopherols and tocotrienols which all play a slightly different role as antioxidants and are fully utilized by the body. The Vitamin E in Potential is the very same full spectrum Vitamin E that you would find in fresh, wholesome foods. The bio potency of natural vitamin E is twice that of synthetic Vitamin E.

Vitam Horm 2007; 76: 281-308, Alpha Tocopherol Stereoisomers. Jensen, SK, Lauridsen, C, Dept of Animal Health, Welfare & Nutrition, Faculty of Agricultural Sciences, University of Aarhus, Denmark.

The body requires the *natural* d-form of Vitamin E. Since there really is no definitive research to clarify what happens to the L-form of Vitamin E in our bodies, the long term implications are unknown. The dl-form, (UNNATURAL SYNTHETIC form) of Vitamin E is used in most mass market multivitamins, but NOT in Potential™.

Full Spectrum Minerals*

Minerals are generally not palatable and may also be difficult to absorb. Potential™ provides a broad range of multi-source minerals which are designed for palatability and provide a diversity of nutritional sources, similar to our omnivorous diet. Each chewable wafer provides a broad spectrum of minerals, including Calcium, Magnesium, Zinc, Manganese, Chromium & Molybdenum. In addition, Potential™ provides Selenium, an important antioxidant for brain function, which is often not found in mass market multi-vitamins.

Potential™ also contains Taurine, an amino acid that plays many roles in brain metabolism, both as a protective nutrient against environmental toxins, but also in brain pathways regulating nerve function, neurotransmitter activity and behavior.*

Potential™ offers kids a broad range of full-spectrum minerals that help to mitigate dietary insufficiencies for optimal brain function.

Physician-designed, evidence-based Potential™ provides rational dietary supplementation for optimal brain function.

Physician-Designed for Optimal Results

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