

## Healthy Reasons to Choose Potential™



### 1st Vitamin Patented for Learning, Academic & Behavioral Functioning to Optimize Brain Function\*

#### ✓ Antioxidant Power From Super Fruits & Berries\*

*Potential™ contains 20 different sources of high ORAC superfruits and berries which deliver important antioxidants a child's brain and body needs to support optimal brain function.*

#### ✓ Vitamin K-2 for Healthy Bones\*

*The latest scientific research shows that healthy bone density later in life begins in childhood and that there is a link between Vitamin K-2 (Menaquinone-7) and healthy bone density; however Vitamin K-2 (Menaquinone-7) isn't generally available in the American diet. So we've included this important form of Vitamin K at the dose recommended by published clinical trials to support healthy bone density.*

#### ✓ What's Not in Potential™ \*

*Mass market vitamins contain many undesirable ingredients including artificial colors, preservatives and potential allergens. We created Potential™ as a source of high quality nutrition for sensitive and quality conscious individuals. See our list of **what's not in Potential™** and compare to others.*

#### ✓ Sweetened By Nature Not By Chemicals\*

*Artificial and chemical sweeteners can impact brain function, which is why Potential™ is naturally sweetened with wholesome fruits, berries and monk fruit.*

#### ✓ Full Spectrum, Active Vitamins & Minerals for Complete Supplementation\*

*Full spectrum vitamins and minerals provide "active" forms for a metabolic "head start" so that the body doesn't need to make conversions, optimizing the body's response.*

#### ✓ All-Natural Vitamin E & Not Synthetic Vitamin Forms\*

*Research on the body's use and effects of synthetic Vitamin E is inconclusive and yet the cheaper, synthetic form is most commonly used in mass market vitamins. We opt for natural vitamin forms for reliable, known results.*

#### ✓ Physician-Designed Based on 35 Years of Experience & Dispensed in Schools\*

*Potential™ is scientifically designed to support brain function and was used in a study that showed improvements in learning, academic and behavioral performance with Potential™ -- formulated for results, not for marketing hype or fads.*

[www.novanutrients.com](http://www.novanutrients.com)  
[www.mykidspotential.com](http://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.