



# Why Kids Potential™ is Better for Kids

## Ingredients You Will Never Find in Kids Potential™

Compare these ingredients in major brands of kid's multi-vitamins and see ingredients **you WON'T find in Kids Potential™**. Many experts and parents believe that these undesirable ingredients listed below are nutritionally unnecessary and are linked to behavioral problems.

**A study published in The Lancet medical journal in September 2007 documents the impact of food additives on behavior in children.\***

**\*September 6, 2007: McCann D et al. "Food additives and hyperactive behaviour in 3-year-old and 8/9-year-old children in the community: a randomised, double-blinded, placebo-controlled trial." Lancet Online DOI:10.1016/S0140-6736(07)61306-3.**

### Flintstones Complete

Aspartame (*Phenylalanine*)  
Sorbitol  
Sucrose (*White sugar*)  
Hydrogenated Oil (*Trans fat*)  
FD&C Blue #2 Lake  
FD&C Red #40 Aluminum Lake  
FD&C Yellow #6 Aluminum Lake  
Artificial Flavors  
Pregelatinized Starch (*Animal Gelatin*)  
Animal Gelatin  
Synthetic Vitamin E  
Carrageenan  
<http://www.flintstonesvitamins.com>

### One a Day Scooby Doo

Aspartame (*Phenylalanine*)  
Sorbitol  
Animal Gelatin  
Starch  
Hydrogenated Vegetable Oil (*Trans fat*)  
FD&C Red #40 Lake  
FD&C Yellow #6 Lake  
FD&C Blue #2 Lake  
Artificial Flavors  
Synthetic Vitamin E  
Carrageenan  
<http://www.drugs.com>

### Focus Factor for Kids

Fructose (*Implicated in childhood obesity & dyslipidemia*)  
Sucrose (*White sugar, cavity promoting*)  
Honey (*Possible source of anaerobic organisms*)  
Cane Sugar Juice/Sucanat (*Sugar & cavity promoting*)  
No Iron or other nutrients important for kids  
Only 8% of the Vitamin C in Kids Potential™  
Only 27% of the Vitamin E in Kids Potential™  
Does not contain Methylcobalamin an active form of B-12  
Only 50% of the Vitamin D in Kids Potential™  
Contains no other vitamins or minerals  
10.5 mg of proprietary blend is an average of 2.6mg each -  
nutritionally insignificant based on available evidence  
[www.target.com](http://www.target.com)

### Centrum Kids (Dora)

Aspartame (*Phenylalanine*)  
Sucrose (*White sugar*)  
Wheat (*FDA allergen*)  
Soybeans (*FDA allergen*)  
Lactose (*FDA allergen*)  
FD&C Blue #2 Aluminum Lake  
FD&C Red #40 Aluminum Lake  
FD&C Yellow #6 Aluminum Lake  
Butylated Hydroxytoluene (*Preservative*)  
Sodium Benzoate (*Preservative*)  
Sorbic Acid (*Preservative*)  
Propylene Glycol  
Artificial Flavors  
Pregelatinized Starch (*Animal Gelatin*)  
Animal Gelatin  
Corn Starch  
Aluminum  
Synthetic Vitamin E  
Dried Corn Syrup  
<http://www.centrum.com>

### Disney Complete Children's Multi-Vit.

Fructose (*Implicated in childhood obesity & dyslipidemia*)  
Blue #2 Lake  
Yellow #6 Lake  
Red #40 Lake  
Synthetic Vitamin E  
Artificial Flavors  
Casein (*Allergen*)  
Wheat (*FDA Allergen*)  
Soy (*FDA Allergen*)  
Starch  
Only 13% of the Biotin (Kids Potential™ = 100%)  
Potential™=2 1/2 times the Magnesium in multiple forms  
[www.riteaidonlinestore.com](http://www.riteaidonlinestore.com)

### Rite Aid Multi-Vitamin + Iron

Fructose (*Implicated in childhood obesity & dyslipidemia*)  
Sucrose (*White sugar*)  
Hydrogenated Oil (*Trans fat*)  
FD&C Yellow #5  
FD&C Blue #2  
FD&C Red #40  
Artificial Flavors  
Synthetic Vitamin E  
~20% Less Iron than Kids Potential™  
[www.riteaidonlinestore.com](http://www.riteaidonlinestore.com)

**"According to the US Dept. of Agriculture, only 50% of children in the US consume the USDA recommended number of servings in any given pyramid group and almost 80% do not eat the recommended number of nutrient rich fruits & vegetables."**

US Dept. of Agriculture, Agriculture Research Service, Family Economics & Nutrition Review, Trends in Food & Nutrient Intakes by Children in the US. [www.cdc.gov/needphp/bb\\_healthy/youth/index.htm](http://www.cdc.gov/needphp/bb_healthy/youth/index.htm)



## Western Diet Starves Kids' Brains & Predisposes to Chronic Disease

*Pediatr ANN. 2006 DEC; 35(12):898-902, 905-7. The "Skinny" on Childhood Obesity: How our Western Environment Starves Kids' Brains. Lustig, RH, Division of Endocrinology, University of CA at San Francisco, Center for Obesity Assessment, Study & Treatment.*

*Clin Biochem. 2003 SEP; 36(6):413-20. Emergence of the Metabolic Syndrome in Childhood: An Epidemiological Overview and Mechanistic Link to Dyslipidemia. Kohen-Avramoglu, R., Theriault A., Adeli K., Dept. of Laboratory Medicine & Pathobiology, Hospital for Sick Children, University of Toronto, Ontario, Canada.*

\*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.