



Patent #7,771,756

## Healthy Reasons to Choose Potential™

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**First & Only Vitamin Patented to “Enhance Learning, Academic Performance & Behavioral Functioning”\***
- Antioxidant Power From Super Fruits & Berries\***  
*Potential™ contains high ORAC superfruits and berries combined with Lipoic-Carotenoid Complex with Tocotrienols and Rice Bran Extract that provide important antioxidants to support optimal brain function.*
- Comprehensive Pesticide Testing for Purity\***  
*The natural fruits and berries in Potential™ are subjected to a rigorous panel of over 30 USP tests for commonly used agricultural pesticides and herbicides. Potential™ is also tested for heavy metals and microbial contaminants to provide clean, dietary supplementation for healthy minds and bodies.*
- 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 reported in 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 designed 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, monkfruit and stevia leaf extract.*
- Full Spectrum Vitamins & Minerals for Complete Supplementation\***  
*Full spectrum vitamins and minerals provide “active” forms of important nutrients for a metabolic “head start” so the body doesn't need to make the conversion.*
- 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 full spectrum Vitamin E for optimal benefit.*
- Physician-Designed Based on 35 Years of Experience**  
*Potential™ is scientifically designed and patented to enhance learning, academic and behavioral performance -- formulated for results, not for marketing hype.*



Valued by Educators &amp; Parents

[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.