



The First & Only Patented Vitamin to Support Learning*

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*

Super fruits and berries provide delicious natural flavor and color, plus beneficial antioxidants. 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. Potential™ contains a proprietary blend of High ORAC fruit & berries not found in other multivitamins 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 neuro-cognitive performance. Spencer, JP, Molecular Nutrition Group, School of Chemistry, Food Biosciences and Pharmacy, University of Reading, Reading, UK.

Full Spectrum Vitamin E Not the Synthetic Form*

Potential™ contains full spectrum Vitamin E with mixed tocopherols and tocotrienols which each play a different role in the body. The Vitamin E in Potential is the very same natural form of Vitamin E that you enjoy in fresh, wholesome foods.

Most mass market vitamins contain the synthetic (DL) form, which we do not use. The synthetic form of Vitamin E is less active than the natural form.

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™.

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.



Valued by Educators & Parents

Full Spectrum Vitamins & Complete Supplementation*

Potential™ provide multi-source ingredients 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 "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. The "active forms" are more expensive, but we use them in Potential™ because they can make a difference in overall vitality.

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

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.