

We Didn't.



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Why Gamble?



"Why should I buy supplements through my health care professional instead of the health food store or the internet?"



This brochure was written and produced as a part of the Moss Nutrition Patient Education Series.

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NUTRITION

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Tools for True Healing™

Why Should I buy supplements through my health care professional instead of the health food store or the internet?

MOST PEOPLE EXPECT ALL NUTRITIONAL supplements, such as vitamins, minerals and herbs to be exactly the same from company to company. Therefore, with this assumption in mind it makes perfect sense to buy the cheapest possible products. Unfortunately, this is not the case. Unbeknownst to many, supplement quality can vary tremendously from company to company. This can not only determine how well a supplement works, but whether it creates side effects that can range from minor annoyances to major inconveniences

How can quality be determined in a supplement?

In answering this question, it's important to know nutritional supplements are processed foods, just like a bag of potato chips or a can of beans that you might buy in a supermarket. In the case of supplements, nutrients (or, in the case of herbs, phytochemicals) have been packaged for purchase several days, weeks, or months after manufacture. What concerns would you have when purchasing a bag of potato chips or a can of beans? Most likely, they would be these:

- 1. How fresh is the product?** No matter how carefully a processed food is packaged, eventually oxygen and age will take their toll, causing food to oxidize, or, in simpler terms, rot. Therefore, most people would like to get processed food that has only spent a short time on the shelf or in a warehouse.
- 2. Can my body use the nutrients?** Has the food been processed to the point where the body regards it as a foreign substance and can no longer absorb the nutrients it contains.
- 3. Do the contents of the bag or can match what is on the label?** Has the processing company, knowingly or unknowingly, added substances to the product that are not indicated on the label, or are indicated in the wrong amount? Or even worse, are the food substances on the label not even the product?
- 4. Has the product been analyzed for microbial contamination?** Given past concerns about E.coli,

melamine, heavy metal, Salmonella, etc. contamination, this point is particularly important.

5. If there is a problem, can I talk to a manufacturer's representative? If problems arise, we all want to talk to someone "in the know" who can resolve issues. This point is particularly important since it is very difficult for the consumer to determine any of the above points before the food is ingested. It is also nice to know that a trusted, highly reliable person stands behind the product.

How do the above points relate to nutritional supplements? Let's examine them one at a time:

1. Freshness. Most nutrients (especially B and C vitamins) and herbs oxidize very readily over time, no matter how carefully they are processed and packaged. Therefore, it is important that nutrient and herbal manufacturers buy small lots that are quickly processed and made available to the consumer as soon as possible. Unfortunately, because it is more cost effective to buy large lots that are stored in warehouses for several months at a time, most manufacturers do not do this. Because the companies with which we deal make freshness a top priority, it costs more to make the product and, therefore, must charge more to stay in business.

2. Nutrient availability. Because it is more cost effective, many nutrient or herbal companies highly compress the constituents into small, very hard tablets or cram them tightly into capsules. Moreover, because the companies very often lack the equipment, they do not check and see how readily these tablets or capsules break down in the digestive tract. As a result, the saying, " Americans have the world's healthiest toilets," is more often than not true. The companies with which we deal manufacture their supplements with digestibility in mind, which is constantly determined by scientific testing. Of course, this also adds to the cost of the product.

3. Contents of the supplements. Because the nutrient and herbal industries are poorly regulated from a manufacturing standpoint, far too many instances exist where an unknown substance was added, something important was never included, or a combination of the

two happens. The companies supplying our products provide 100% assurance that what is on the label is exactly what is in the bottle. They back up this claim with scientific testing of each batch. Again, this adds to the cost of the production.

4. Microbial and toxic contamination. The companies with which we deal analyze both the raw materials and the finished products for microbial and toxic contamination.

5. Reaching a manufacturer's representative. Sadly, it is a known fact that many supplements available in the health food stores and on the Internet are manufactured by different companies at different times, depending on which company offers the lowest price. Therefore, even though the labels may look the same, the quality of the product may vary greatly from batch to batch. While this manufacturing method assures the cheapest price, it makes it very difficult to track down the manufacturers for any particular batch. Furthermore, as you might expect, manufacturers know this and may relax their standards on the above mentioned points. The companies we deal with maintain a staff of highly trained professionals that can quickly and expertly answer any concerns that may arise. As you might expect, this also adds to the cost of the product.

In light of these facts, is it better to spend a little less on products that give questionable, unpredictable results, or a bit more on those that are backed by reliable, trustworthy professionals and provide much more consistent, satisfying results? If your answer is the latter, you have come to the right place.

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