

# FILLING THE NUTRIENT GAP



8 OUT OF 10 people aren't getting the recommended 5–9 servings of fruits and vegetables every day.\*



## GLOBALLY PEOPLE ARE FALLING SHORT IN EVERY COLOUR CATEGORY OF PHYTONUTRIENTS\*

Phytonutrients are powerful nutrients produced by fruits and vegetables as a defence mechanism. They are thought to provide similar benefits for people. Each vibrant colour is associated with different health benefits.



**NEW BERRY BLEND  
ADDRESSES  
THE BIGGEST  
PHYTO GAP**

## NUTRIWAY® DOUBLE X® CAN HELP FILL NUTRIENT GAPS

When diet is not enough, plant-based supplements can fill the gaps by helping to increase vitamin, mineral and phytonutrient consumption.

\*NUTRILITE® Health Institute, Global Phytonutrient Report: A Global Snapshot Of Fruit/Vegetable Intake/ Availability And Implication For Phytonutrient Intakes, 2014.

# PHYTONUTRIENT TESTING

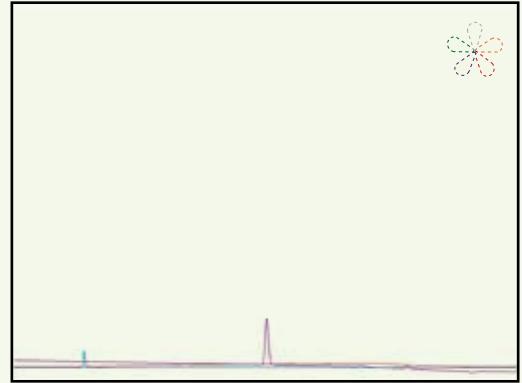
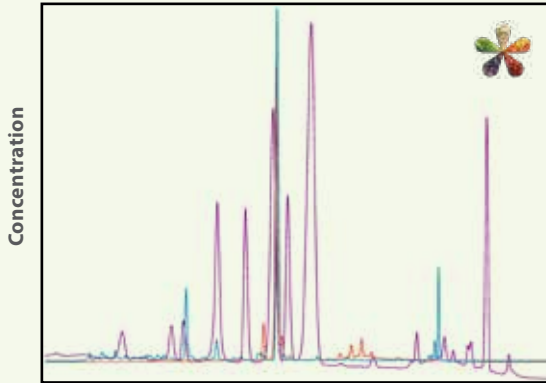
NUTRIWAY® DOUBLE X® supplement contains more intense and diverse profiles of **polyphenols**, **carotenoids** and **anthocyanins** (three key types of phytonutrients) when compared to a premium multivitamin and mineral supplement.



**NUTRIWAY DOUBLE X**



**BLACKMORES® SUSTAINED RELEASE MULTI + ANTIOXIDANTS**



Time

Time

■ Anthocyanins   ■ Carotenoid   ■ Polyphenol

These charts show combined test results for three classes of phytonutrients contained within each product tested: general polyphenols, carotenoids, and anthocyanins.

These three phytonutrients represent all five colours in the phytonutrient spectrum. Peak height indicates the concentration of a phytonutrient.

A larger number of peaks generally means the product contains a greater variety of phytonutrients.

Each product was tested by Amway Research and Development using High Performance Liquid Chromatography in January 2018.

For use in Australia only.

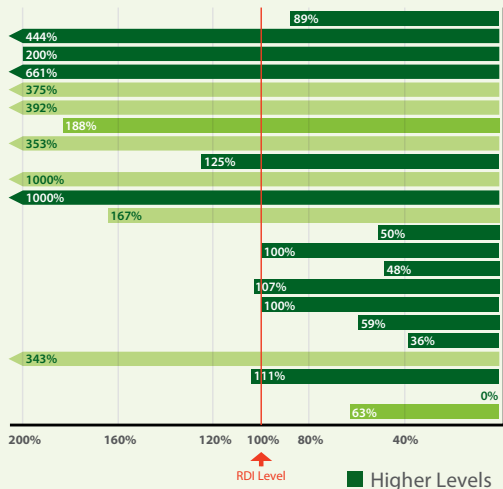
# VITAMIN & MINERAL CONTENT

NUTRIWAY® DOUBLE X® contains higher levels of 14 out of 23 vitamins and minerals when comparing daily dosage with another leading multivitamin and mineral supplement.

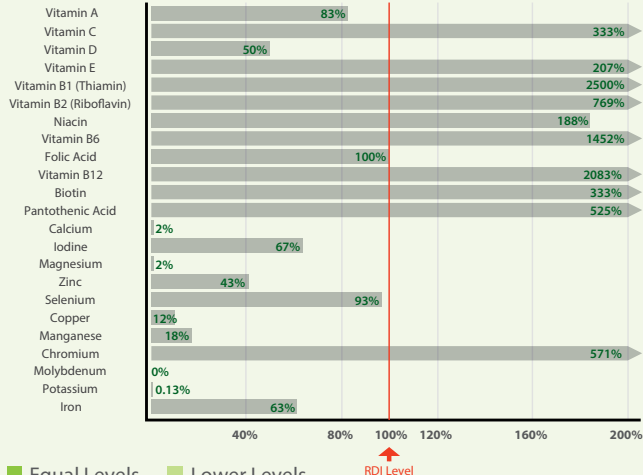
Our goal is to deliver optimal health to you. Most nutrients used in NUTRIWAY DOUBLE X either meet or exceed RDI levels needed. High excess levels of nutrients can either compete with each other for absorption, cause unwanted side effects, or reach a maximum threshold where excess nutrients are flushed out of our systems.



## NUTRIWAY DOUBLE X



## BLACKMORES® SUSTAINED RELEASE MULTI + ANTIOXIDANTS



Comparison shows approximate % Recommended Daily Intake (RDI\*) based on supplement facts information on product packaging and at [www.blackmores.com.au](http://www.blackmores.com.au) as of 1 December, 2017.

\*In some cases Adequate Intake (AI) has been used instead of RDI.  
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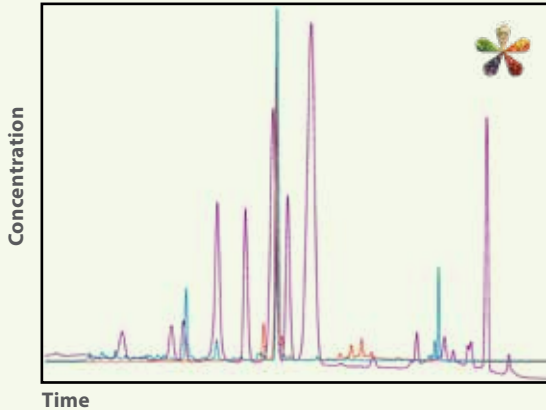


# PHYTONUTRIENT TESTING

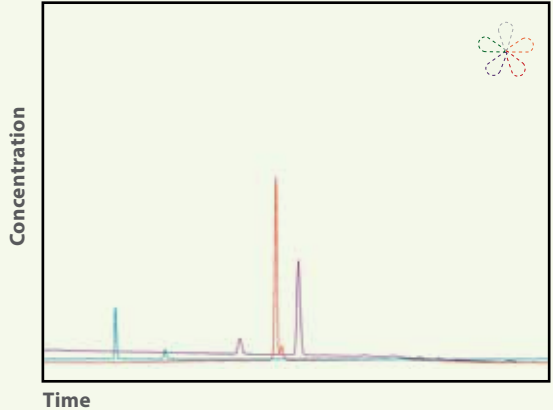
NUTRIWAY® DOUBLE X® supplement contains more intense and diverse profiles of **polyphenols**, **carotenoids** and **anthocyanins** (three key types of phytonutrients) when compared to a leading multivitamin and mineral supplement.



**NUTRIWAY DOUBLE X**



**SWISSE MEN'S ULTIVITE MULTIVITAMIN**



■ Anthocyanins   ■ Carotenoid   ■ Polyphenol

These charts show combined test results for three classes of phytonutrients contained within each product tested: general polyphenols, carotenoids, and anthocyanins.

These three phytonutrients represent all five colours in the phytonutrient spectrum. Peak height indicates the concentration of a phytonutrient.

A larger number of peaks generally means the product contains a greater variety of phytonutrients.

Each product was tested by Amway Research and Development using High Performance Liquid Chromatography in January 2018.

For use in Australia only.

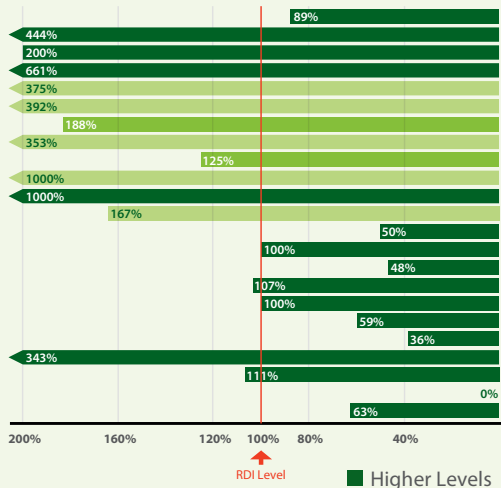
# VITAMIN & MINERAL CONTENT

NUTRIWAY® DOUBLE X® contains higher levels of 15 out of 23 vitamins and minerals when comparing daily dosage with another leading multivitamin and mineral supplement.

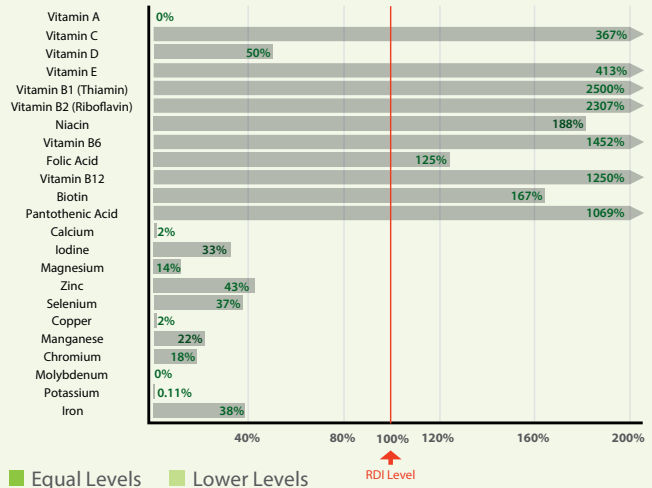
Our goal is to deliver optimal health to you. Most nutrients used in NUTRIWAY DOUBLE X either meet or exceed RDI levels needed. High excess levels of nutrients can either compete with each other for absorption, cause unwanted side effects, or reach a maximum threshold where excess nutrients are flushed out of our systems.



## NUTRIWAY DOUBLE X



## SWISSE MEN'S ULTIVITE MULTIVITAMIN



Comparison shows approximate Recommended Daily Intake (RDI\*) based on supplement facts information on product packaging and at [www.swisse.com](http://www.swisse.com) as of 1 December, 2017.

\*In some cases Adequate Intake (AI) has been used instead of RDI.  
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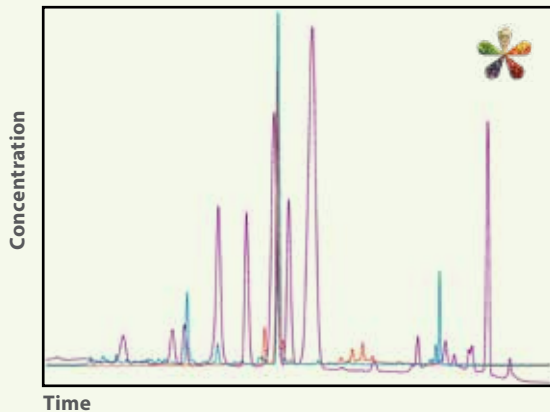


# PHYTONUTRIENT TESTING

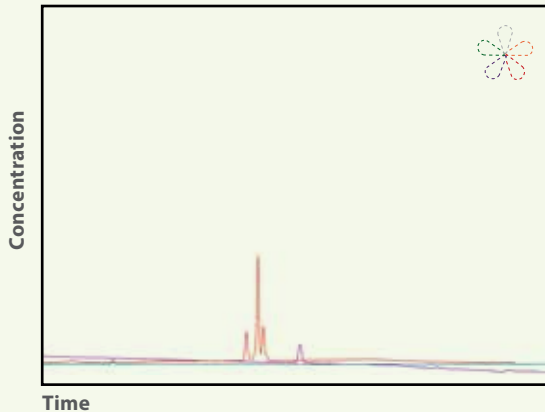
NUTRIWAY® DOUBLE X® supplement contains more intense and diverse profiles of **polyphenols**, **carotenoids** and **anthocyanins** (three key types of phytonutrients) when compared to a leading multivitamin and mineral supplement.



**NUTRIWAY DOUBLE X**



**CENTRUM® ADVANCE FOR ADULTS**



■ Anthocyanins   ■ Carotenoid   ■ Polyphenol

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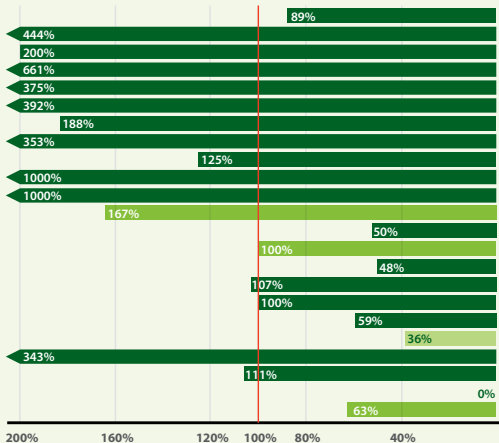
# VITAMIN & MINERAL CONTENT

NUTRIWAY® DOUBLE X® contains higher levels of 18 out of 23 vitamins and minerals when comparing daily dosage with another leading multivitamin and mineral supplement.

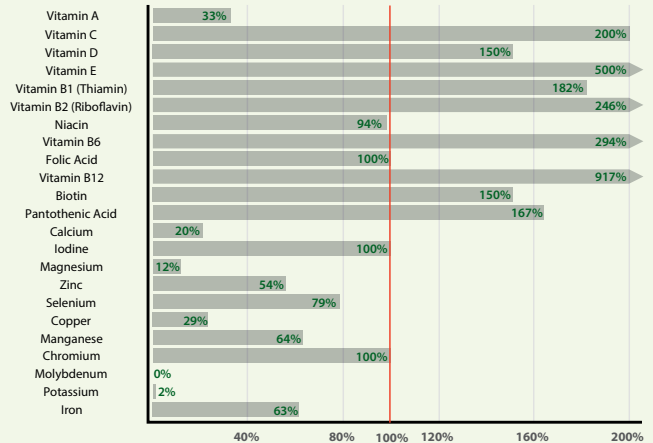
Our goal is to deliver optimal health to you. Most nutrients used in NUTRIWAY DOUBLE X either meet or exceed RDI levels needed.



## NUTRIWAY DOUBLE X



## CENTRUM® ADVANCE FOR ADULTS



↑ RDI Level

↑ RDI Level

■ Higher Levels ■ Equal Levels ■ Lower Levels

Comparison shows approximate % Recommended Daily Intake (RDI\*) based on supplement facts information on product packaging and at [www.centrum.net.au](http://www.centrum.net.au) as of 1 December, 2017.

\*In some cases Adequate Intake (AI) has been used instead of RDI.  
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