

# CHILDREN'S NUTRITIONAL SUPPORT



## Safeguarding our Children's Health

Nowhere are the adverse effects of the Standard American Diet (SAD) more visible than in the current nutritional status of American children. Poor nutritional intake beginning in the womb, followed by a diet of highly processed, refined, high-fat, high-sugar, low-fiber "foods" has led to a generation of children who are often nutritionally deficient in essential vitamins, minerals and fatty acids. As parents, we need to remember that children are not just little adults. They are developing human beings. And as developing human beings, we know that nutritional deficiencies occurring in the early stages of that development will create long-term health issues later in life.

Docosahexaenoic acid (DHA) is the most abundant essential fatty acid in the brain, and is essential for normal, healthy brain structure and function. Studies in babies and children demonstrate that higher DHA levels help to support learning and cognitive function. Similar results are seen in adolescents, where DHA also supports higher learning skills. Given the poor, high-fat diet which most children consume, DHA supplementation in the range of 400-600 mg per day should be recommended for most children.

This same Standard American Diet often leads to poor gastrointestinal (GI) health and poor immune health. When this situation is accompanied by the usage of antibiotics, a common practice in children, it can result in a compromised situation for the essential healthy bacteria normally found in the gut. The healthy bacteria in the gut are essential for suppressing the growth of harmful bacteria, helping to support the digestion and absorption of essential nutrients, and helping to support healthy immune function. The bacterial strains found in **Children's Acidophilus** can help provide support for immune health.<sup>†</sup> And the unique formulation found in **Aller-Calm** can help to support children who suffer from chronic and seasonal allergy and asthma challenges.<sup>†</sup>

**Children's Chewable Vitamin with Acidophilus** is a solid recommendation for daily nutritional support. It is a pleasant tasting, chewable multiple vitamin/mineral formulation of nutrients shown to be essential for the healthy development of children<sup>†</sup>. Lactobacillus acidophilus is also included in the product to help support GI and immune health<sup>†</sup>. Vitamin C supports numerous biological functions in the body, not the least of which is immune function. **Vitamin C 500 mg Orange Chewable** helps to support immune function in children and protect them during times of stress or exposure to colds and flu<sup>†</sup>.

A sound, protein-based start for the day has been shown to enhance learning and alertness of children in school. A breakfast "smoothie" consisting of **Perfect Protein Powder** along with whole foods, such as berries and greens, is a much healthier beginning for the day than our typical carbohydrate-laden breakfasts. These smoothies are an excellent means to provide proper nutrition so that children can do their best<sup>†</sup>.



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<sup>†</sup>These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.