



FORMULA IV PLUS

Scientists continue to confirm that there's more to nutrition than just the classic vitamins and minerals. As important as these nutrients are to optimal health, we're also learning that phytonutrients, enzymes, trace minerals and others play equally important roles. Original Formula IV, developed in the 1950's, was the first multifactor food supplement to provide vitamins, minerals, enzymes and phytonutrients, such as important lipids and sterols. Formula IV Plus carries forward this tradition of nutritional excellence with an Iron Free formulation that also provides additional mineral support. Formula IV Plus also provides more Tre-en-en® Grain Concentrates, which have provided people throughout the world with decades of nutritional assurance at the cellular level.



NeoLife Scientific
Advisory Board



#2556 – 30 sachets

#2557 – 60 sachets

Why Food Supplements?

- The human body requires a wide variety of nutrients to be its healthy best.
- Many diets may not provide the density or diversity of nutrients needed to assure optimal health.
- Many modern diets rely on processed staple foods which can be stripped of nutrients important for cell function, especially lipids and sterols. Other “modern” foods can lack important trace minerals due to over-processing.

Why NeoLife's Formula IV Plus?

- Delivers a wide array of **vitamins plus important minerals**.
- Contains **Tre-en-en® Grain Concentrates** from wheat germ, rice bran and soya beans, all rich sources of essential lipids and sterols important for cellular health. Lipids and sterols provide support for the healthy cellular uptake of nutrients and cellular export of waste and metabolites.
- Strengthens the function of all “links” in the **“Chain of Life”**, by providing lipids and sterols, vitamins, minerals and a selected enzyme, as well as by providing key nutrients for the body's digestion, synthesis and utilisation of protein and the body's utilisation of carbohydrates for energy.

- Tre-en-en® **works in synergy** with the vitamins, minerals and other nutrients in the product and has been scientifically proven to support efficient utilisation of nutrients.
- **IRON FREE**, for those who already obtain sufficient iron in their diet.
- Available in **individual sachets** for take-anywhere convenience.
- **Plant based** colour.
- **Preservative-free**.

*These statements have not been evaluated by the National Agency for Food and Drug Administration and Control (NAFDAC). This product is not intended to diagnose, treat, cure or prevent any disease.

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THE FORMULA IV AND FORMULA IV PLUS STORY

Good nutrition is more than just vitamins and minerals

In the 1920's, medical researchers began to identify and document the link between nutrition and health. They soon discovered that several diseases - pellagra, beriberi, some forms of anaemia, rickets, etc. - were caused by dietary deficiencies of single vitamins and minerals. As researchers continued their investigations, they found an ever-increasing degree of complexity. It was becoming clear that vitamins and minerals alone were not the only healthful nutritional "links" in the "Chain of Life". Other nutrients - lipids, sterols, food-related factors (such as phytonutrients), enzymes, proteins and carbohydrates - were also needed.

Formula IV and Formula IV Plus: The perfect "Chain of Life" nutrition supplements

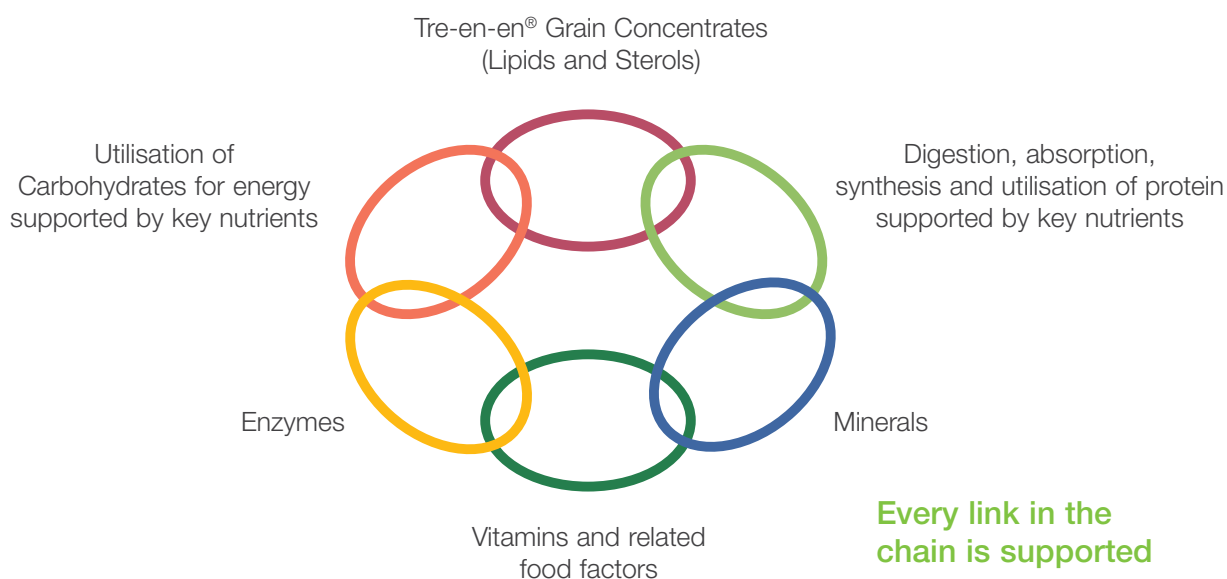
In 1958, with great care and attention to the intricacies of human nutrition, scientists at NeoLife developed a revolutionary nutritional supplement. The original product was Formula IV and more recently Formula IV Plus was added to the line. Both products share the goal of strengthening the major nutritional "links" in the "Chain of Life". Formula IV and Formula IV Plus offer something unique to health-conscious consumers. They contain not just vitamins and minerals, but also lipids, sterols, an enzyme and a complex array of other whole-food derived nutrients.

Insightfully formulated with whole-food ingredients, Formula IV was a product ahead of its time and Formula IV Plus is an iron free update of this timeless nutritional supplement. Both versions of Formula IV address the need to provide both nutrient density and nutrient diversity. The original multifactor food supplement represented a giant leap forward in the attempt to achieve optimum nutrition through a well-balanced diet, with sound supplementation to make up for occasional dietary "gaps". It was a revolutionary product concept in 1958 and today, even after over five decades of customer satisfaction, the Formula IV philosophy continues to provide the industry standard for quality, leading-edge nutritional supplementation.

Balanced and potent

Nutrients exist in natural foods in certain balances and potencies. Balance is an important aspect of all NeoLife formulations. We strive to create balanced formulations that provide both nutrient density and nutrient diversity. Based on whole-food ingredients, Formula IV and Formula IV Plus deliver balanced ratios of broad-spectrum nutrients, rather than the mega-doses of isolated nutrients found in many other supplements. These products are produced under strict laboratory conditions with the same care for quality, purity and potency that has come to be expected of NeoLife. No manufacturer goes to greater lengths to produce safe and effective formulas.

THE "CHAIN OF LIFE"



**Every link in the
chain is supported**

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