



VITA SQUARES

Building a foundation of well-being that will last a lifetime requires a commitment to good nutrition. It's never too early to assure your children receive the lipids, sterols, vitamins, minerals and other nutrients necessary to lay the protective groundwork for immediate and future well-being. Vita Squares help provide the building blocks growing children need to achieve their physical, mental and emotional "bests".



#2893,
180 chewable tablets

Why Multivitamins For Children?

- To help provide children with the nutritional building blocks they will need to form **healthy bodies and minds**.
- To help supply key nutrients which research has shown play a role in promoting **emotional well-being** in children.
- To support the **exceptional growth** demands of childhood, when body weight doubles several times over and new cells are created at a phenomenal rate.
- To assist in the **development and maturation of tissues and organ systems**.
- To help meet the **high energy demands** and **special metabolic needs** of childhood.
- To aid in the **maturation of the immune system**, which in childhood is called upon to respond to some of its greatest challenges.

Why NeoLife's Vita Squares?

- **Vita Squares provide optimal cellular nutrition that supports children's physical and mental growth and development and emotional well-being.** The formulation specifically addresses the nutritional needs of children.
- **More than just a multivitamin.** The most complete children's supplement available, Vita Squares contain vitamins, minerals, lipids, sterols and other whole-food-based nutrients that are deficient in many diets but that are essential for optimal well-being.

- **Contains Tre-en-en® Grain Concentrates.** Our exclusive formulation from whole wheat berries, rice bran and soya beans supplies lipids and sterols that are often processed out of the foods that make up children's dietary staples.
- **Broad-spectrum antioxidant protection from the entire vitamin E family** of naturally occurring mixed tocopherols and tocotrienols, not just the most common member (alpha-tocopherol) or the synthetic form.
- **100% Naturally occurring sweeteners and flavourings.** Sweetened with fruit juice concentrates (oranges, apples and grapes) and fructose, and flavoured with berry essences. Contains no sucrose. Tastes great!
- **Optimal mineral supplementation.** Chromium is included as well as **zinc** for its part in maintaining the body's immune system. **Iron** helps maintain healthy red blood cells, which play a role in oxygen transportation. The product also features **iodine** shown to be an essential component of important hormones (thyroid).
- **More choline and inositol.** Choline and inositol have been shown to be important for cognitive functions (for example, learning and memory).
- **Chewable tablets** are easy to digest and absorb.
- **No preservatives or artificial colours.**
- **Unique shape** helps differentiate Vita Squares from adult products.

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Building A Foundation Of Well-Being To Last A Lifetime

If you were going to build your dream house, you'd first create a strong foundation and then assemble the finest building materials available to complete your project. Constructing a foundation of well-being that will last a lifetime requires the same commitment to quality materials. Good whole foods and good wholefood supplements provide the nutritional diversity and density that form the foundation for optimal well-being.

It's never too early to assure your children receive the building blocks they need to achieve their physical, mental and emotional "bests". Good nutrition during childhood will help lay the protective groundwork for immediate and future well-being.

Why are children's nutritional demands exceptional?

- **Children produce MORE THAN A BILLION new cells each day and it takes a lot of nutrients to support this extraordinary growth!** Children's body weights double many times over from the time they're born. For example, 50% of adult weight is attained during puberty alone!
- **Young tissues and organ systems need nutrients to develop properly.** For instance, children's immature defence systems are constantly exposed to challenges and many nutrients have been shown to boost their defences. In addition, children's delicate lungs are often exposed to smog, automobile exhaust fumes, cigarette smoke and other pollutants. Antioxidant nutrients may offer protection from such exposure.
- **Childhood is a time when cognitive skills (learning, memory) and personalities are developing.** Scientific studies have found associations between levels of certain nutrients and mental performance and mood.
- **Children's metabolic rates are very high** - probably the highest they will ever be - and vitamins and minerals are necessary to keep the body running smoothly.
- **Children's levels of physical activity, growth and renewal create enormous energy demands.** Vitamins and minerals work together to help the body better absorb and assimilate other nutrients from foods.

Three Requirements for Optimal Cellular Nutrition in Children

1: Feed their cells. The well-being of the trillions of cells in the human body depends on their ability to receive nutrients that fortify the "Chain of Life": carbohydrates, lipids/sterols, protein, minerals, vitamins and enzymes. As a chain is only as strong as its weakest link, inadequate nutrition can undermine well-being, both now and later.

To create and maintain a strong cellular foundation in childhood, when cellular growth, renewal and rebuilding peaks. Good nutrition is essential. Without it, cell membranes become compromised in their ability to absorb nutrients and excrete wastes. Cells become "sluggish" and unable to perform their number one function: producing energy for life! If your child's cells are "sickly", your child isn't going to be functioning optimally. But if your child's cells are functioning optimally, so is your child!

2: Renew and rebuild their cells. Due to body growth and overall development, children's cells undergo renewal and rebuilding more often than those of normal adults. To grow, for instance, the body needs protein, a major cellular building block made up of strings of amino acids. Children's bodies cannot make 10 of the 22 amino acids required to replace old cells and rebuild damaged ones, so these essential amino acids must be supplied in the diet.

3: Protect their cells. But feeding, renewing and rebuilding cells isn't enough. Cells also need protection. Since children's bodies burn a lot of energy, they also produce a lot of free radicals. Free radicals are also generated by sunlight, cigarette smoke, smog, ozone, pesticides, food additives, drugs and several other chemicals to which we and our children are routinely exposed. Antioxidant nutrients can neutralise free radicals. Nutrients such as vitamin C and flavonoids protect the watery regions of cells, whereas those such as the vitamin E family and carotenoids defend their fatty regions, particularly the membranes.

Poor Diets Handicap Children

Many children fail to get the nutrients they need each day, handicapping their abilities to meet enormous challenges for physical activity, growth and cognitive development. Immune systems can also be weakened, leaving children vulnerable to a variety of challenges.

Children may not eat enough whole grains, fruits, vegetables and legumes. These are some of Nature's richest sources of vitamins, minerals and other key nutrients. Virtually all of the world's major public health organisations recommend high-produce diets.

Children's preferences also tend to create dietary shortfalls. "Picky eaters" may avoid healthful foods, such as Brussels sprouts and spinach, while sticking to a narrow range of less healthy favourites, such as sugary cereals and high-fat chips. Processed foods, poor in fibre and essential nutrients, often supplant whole grains in the diet. The result? Children aren't getting enough of the essential nutrients they need at a time of exceptional growth, activity and learning.

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Vita Squares fill the gap

Vita Squares can make a positive difference. Since they contain semi-essential nutrients, such as choline and inositol and our exclusive Tre-en-en® Grain Concentrates, Vita Squares are more than just a multivitamin. The most complete whole-food children's supplement on the market, NeoLife's chewable Vita Squares provide the nutrient diversity and density cells need for optimal growth, maintenance and rebuilding. Children love them because they're delicious, but you'll love them because:

- Vita Squares deliver the **finest naturally** occurring source-ingredients on the market.
- **Naturally occurring sweeteners and flavourings** - create a great-tasting supplement without the added sugar, preservatives and artificial colourings found in other children's chewables.
- **Tre-en-en® Grain Concentrates** from whole wheat berries, rice bran and soya beans provides whole-grain nutrients that are removed from the processed foods children tend to favour.
- Our vitamin E offers **broad-spectrum antioxidant protection from the entire vitamin E family** - not just its most well-known member, alpha-tocopherol.
- As science supports important biological roles for **zinc, copper, iron, iodine** and **manganese**, these essential minerals are an important part of the formulation.
- **Choline and inositol** help support important cognitive functions such as learning and memory.

In sum, Vita Squares contain key whole-food nutrients to support the Chain of Life and give your children a head start!

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