

	<b>This information current as of:</b>	<b>September 30, 2003</b>
<b>Challenge Criteria*</b>	<b>LifePak®</b>	<b>Ideal Health Custom Essentials (custom formulation for individual)</b>
<b>*Unless otherwise stated, the nutrients in both products fall within the specified ranges and meet the criteria</b>		
Uses exclusively natural vitamin E (d-alpha-tocopher...) because of its documented higher bioavailability over the synthetic form (dl-alpha tocopher...).	<b>Yes</b>	<b>Yes</b>
Provides at least 50% of the most recently established nutrient intake recommendations of the National Research Council (NRC) for adult men and women of all essential vitamins and minerals, except electrolytes, phosphorus, fluoride and iron.	<b>Yes</b>	<b>No Vitamin K, below 50% of 1998 NRC AI for Calcium, below lower limit of 1989 ESADDI for Molybdenum</b>
Uses optimum amounts of antioxidant nutrients: 100-400 IU vitamin E, 200-500 mg vitamin C, 5,000-15,000 IU beta-carotene, and 70-200 mcg selenium.	<b>Yes</b>	<b>No, 60 IU Vitamin E, 2500 IU Beta-Carotene</b>
Uses optimum amounts of B-vitamins involved in homocysteine metabolism: at least 200 mcg folic acid, 1.5 mg vitamin B6 and 2.4 mcg vitamin B12.	<b>Yes</b>	<b>Yes</b>
Uses optimum amounts of bone nutrients: 500-1,500 mg calcium, 210-700 mg magnesium, 200-800 IU vitamin D, at least 40 mcg vitamin K, and at least 1 mg boron.	<b>Yes</b>	<b>No, 400 mg Calcium, 100 IU Vitamin D, 0 mcg Vitamin K, 0 mg Boron</b>
Provides at least 6 mg carotenoids from at least 3 out of the 5 most important sources: beta-carotene, alpha-carotene, lutein, lycopene and cryptoxanthin. The amounts must be specified.	<b>Yes</b> <b>7.5 mg beta-carotene</b> <b>2 mg alpha-carotene</b> <b>2 mg lutein</b> <b>5 mg lycopene</b>	<b>Only 1 source specified: 1.5 mg Beta-Carotene, amount of Lutein not specified, amount of Lycopene not specified, amount of alpha-carotene not specified, amount of cryptoxanthin or beta-cryptoxanthin not specified</b>
Provides at least 20 mg of dietary flavonoids from at least 3 different, well-characterized sources, such as catechins, citrus bioflavonoids, quercetin, isoflavones, and grape seed extract. The amounts must be specified.**	<b>Yes</b> <b>90 mg green tea catechins, 25 mg citrus bioflavonoids, 25 mg quercetin, 15 mg isoflavones, 50 mg grape seed extract</b>	<b>Only 2 sources specified: 35 mg Citrus Bioflavonoids, amount of Ginkgo Biloba not specified, 5 mg Grape Seed Extract, amount of Grape Skin Extract not specified, amount of Isoflavones or genistein or didzein not specified</b>
Uses well-absorbable, bioavailable sources of trace minerals zinc, copper, and chromium (if present), such as organic acid salts and amino acid chelates.	<b>Yes</b>	<b>Yes</b>
Free of potentially unsafe amounts of vitamins and minerals according to the most recently published NOAEL established by the CRN.	<b>Yes</b>	<b>Yes</b>
Free of artificial fillers, binders, colors, flavors and preservatives.	<b>Yes</b>	<b>Yes</b>
Manufacturer certifies that the product has been tested and is guaranteed to meet USP XXIV disintegration guidelines.	<b>Yes</b>	<b>Yes</b>

**\*The challenge criteria represent standards selected by scientists at Pharmanex. Pharmanex believes that the information provided will help consumers make informed choices about dietary supplements. Consumers are encouraged to read and study the explanations that accompany the chart. Consumers are also encouraged to study information from other reputable sources, including information provided by other dietary supplement companies.**

**\*\*The numbers used represent adjusted amounts according to percent activity of the ingredient.**

**The products selected for comparison are based on requests from distributors and consumers.**

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