

This information current as of: July 21, 2004

Challenge Criteria*	LifePak®	The Vitamin Shoppe Nutri-100
<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...).	Yes	Yes
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.	Yes	No Vitamin K, below 50% of 1998 NRC AI for Calcium, below 50% of 1998 NRC RDA for Magnesium, no Copper, below 50% of 1989 NRC RDA for Selenium, below lower limit of 1989 ESADDI for Chromium, no Molybdenum
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.	Yes	No, 100 mg Vitamin C, 10 mcg Selenium
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.	Yes	Yes
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.	Yes	No, 50 mg Calcium, 20 mg Magnesium, 0 mcg Vitamin K, 0 mg Boron
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.	Yes 7.5 mg beta-carotene 2 mg alpha-carotene 2 mg lutein 5 mg lycopene	Only 1 source specified: 5.4 mg Beta-Carotene
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.**	Yes 90 mg green tea catechins, 25 mg citrus bioflavonoids, 50 mg quercetin, 5 mg isoflavones, 25 mg grape seed extract	Yes 16.25 mg citrus bioflavonoid complex, 17.5 mg hesperidin, 25 mg rutin
Uses well-absorbable, bioavailable sources of trace minerals zinc, copper, and chromium (if present), such as organic acid salts and amino acid chelates.	Yes	Yes
Free of potentially unsafe amounts of vitamins and minerals according to the most recently published NOAEL established by the CRN.	Yes	Potentially unsafe amounts of Thiamin (B1)
Free of artificial fillers, binders, colors, flavors and preservatives.	Yes	polyethylene glycol
Manufacturer certifies that the product has been tested and is guaranteed to meet USP XXIV disintegration guidelines.	Yes	information not available

\*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.