

Frequently Asked Questions

Q What are *Probiotic Nutrients*?

A Using a proprietary, dual-culturing technology, *New Chapter*® cultures our vitamins and minerals in a matrix of organic soy, fruits, and vegetables, and this biotransforms them to produce life-enhancing *Probiotic Nutrients*™. Unlike conventional supplements, *New Chapter Probiotic Nutrients* are:

- Recognized by the body as food
- Digested easily, even on an empty stomach
- Cultured nutrients shown to enhance potency, vitamin activity, and bioavailability

Q What is *biotransformation*?

A Forming the first link in the chain of life and food are *Saccharomyces cerevisiae*, *Lactobacillus acidophilus*, *L. bifidus*, and *L. rhamnosus*. They activate isolated nutrients into living-food complexes. This natural and time-tested food technology gives us a superior mode of making whole-food supplements.

- Probiotics activate the nutrients, metabolizing them into an organic complex.
- This bioconversion integrates lifeless vitamins and minerals into organic food complexes called glycoproteins.
- These glycoprotein complexes enhance bioavailability, activity, and potency.

Q Vitamins upset my stomach, will I have this difficulty with *New Chapter*?

A *New Chapter Probiotic Nutrients* are food. Better yet, they are pre-digested probiotic food. When taken on an empty stomach, this probiotic whole food digests and absorbs effortlessly. And because they are rich in plant enzymes, they are soothing to the entire G.I. tract, promoting digestion, detoxification, and elimination.

Q Why are *New Chapter's* potencies lower than USP Isolate supplements?

A We don't agree with the theory that supplementation must be taken in huge doses of inert or bi-phasic isolated vitamins. It is a common misunderstanding that milligrams measure potency. They do not! Milligrams measure only weight, not cellular activity. *New Chapter Probiotic Nutrients* provide you with potent, bio-active vitamins and nutrients your cells require. Research consistently demonstrates that *New Chapter's Whole-Food Probiotic Nutrients* are up to 64 times more active than conventional mega-milligram doses.



USP Isolate Supplements	<i>New Chapter's Probiotic Nutrients</i> ™
Single molecule	Nutrient complex
Non-food	Cultured whole food

Q I have a tendency toward *Candida*, can I take the *Every Woman*® line of products?

A There is a misunderstanding about bacteria and *Saccharomyces*. The truth is, positive bacteria and *Saccharomyces* compete against pathogenic microbial overgrowth. *Saccharomyces* and *Lactobacillus* have evolved natural anti-fungal and antibiotic *bacteriocins* which they secrete into their environment. Bacteriocins and anti-fungal compounds suppress pathogenic micro-organisms, like *Candida albicans* and *E. Coli*.

EVERY WOMAN®
#1-selling brand†
of women's multis



EVERY WOMAN® II
Specifically designed
for women over 40

EVERY WOMAN'S ONE DAILY
The essential vitamins and
minerals within the infinite
complexity of food

EVERY MAN®
Enhances endurance
and energy for men*



EVERY MAN® II
Specifically designed
for men over 40

EVERY MAN'S ONE DAILY
The essential vitamins and
minerals within the infinite
complexity of food

† According to 2006 SPINS Data

* These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

As part of the *New Chapter 'Purple Loves Green'* commitment, we proudly work with recycled, recyclable, and ecologically sensitive materials:

ENVIRONMENTAL BENEFITS STATEMENT				
	New Chapter saved the following resources using New Leaf Opaque 100 (east) made with 100% post-consumer waste and processed chlorine free. New Leaf Opaque 100 is designated Ancient Forest Friendly, certified FSC, and manufactured using Biogas energy.			
trees	water	energy	solid waste	greenhouse gases
1,200 fully grown	515,355 gallons	863 million BTUs	57,629 pounds	112,406 pounds
Calculations based on research by Environmental Defense and other members of the Paper Task Force.				

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Medina, ND, USA



NEWCHAPTER
Organics®

Made With
Organic Ingredients

What every woman
and every man need
... everyday!

Whole-Food
Probiotic Nutrients

- ✓ Digested Easily
Even on an empty stomach
- ✓ Whole Food
Recognized by the body as food
- ✓ Cultured
Enhances potency,
vitamin activity, and bioavailability



We at **New Chapter**® provide you an **organic** probiotic alternative to isolated or USP vitamins and minerals. All of our vitamins and minerals are cultured in organic soy using nature's most prized and studied probiotics, featuring *Lactobacilli acidophilus*, *bifidus*, *rhamnosus*, and *Saccharomyces cerevisiae*. **New Chapter's Probiotic Nutrients**™ deliver biotransformed vitamins and minerals in their finest cultured form, much in the same way as miso, kefir, tempeh, and yogurt. The addition of supercritical ginger and turmeric extracts maximizes bioavailability and efficacy.*

**New Chapter Probiotic Nutrients:
Made with Organic Ingredients**

- Are easy to digest, even on an empty stomach—because they're cultured whole food!
- Deliver essential nutrients in their safest and most active form within the infinite complexity of whole food.
- Provide an energizing and protective array of phytonutrients and ferment metabolites.

EVERY WOMAN®

Nourishing Fulfillment of Every Woman's Needs

Every Woman delivers 25 different nutritive and energizing probiotic vitamins and minerals as well as 20 stress-balancing and free-radical scavenging herbs cultured for maximum effectiveness. Herbs like Chaste tree (*Vitex agnus-castus*) and hawthorn have been revered for enhancing a woman's vitality, while other free-radical scavenging herbs like cinnamon, oregano, and rosemary provide key health benefits that support and sustain.*

- Rich in fermented soy, which is a key component of every woman's healthy diet
- Supports dynamic female energy
- Delivers the essential vitamins and minerals a woman needs within the infinite complexity of food

EVERY WOMAN® II

Nourishing Fulfillment for Women over 40

Every Woman II delivers 25 different nutritive and energizing probiotic vitamins and minerals as well as 20 stress-balancing and free-radical scavenging herbs cultured for maximum effectiveness. Compared to the Every Woman formula, it features a higher concentration of nutrients like calcium, magnesium, and vitamin K which are important for women over the age of 40. Additionally, Every Woman II contains more superfoods, spices, and organic cultured herbal extracts, including Chaste tree, maca, and red clover, all of which have been revered for enhancing a woman's vitality. Extra free-radical scavenging herbs like cinnamon, oregano, and rosemary provide key health benefits that support and sustain.*

- Rich in the anti-aging benefits of fermented soy and organic herbs*
- Supports dynamic female energy
- Delivers the essential vitamins and minerals a woman over 40 needs within the infinite complexity of food

EVERY WOMAN®'S ONE DAILY

Nourishing Fulfillment for Every Woman

Every Woman's One Daily delivers in one tablet 23 different nutritive and energizing probiotic vitamins and minerals as well as extracts of Chaste tree (*Vitex agnus-castus*) and maca that have been revered for supporting a woman's emotional balance.*

- Rich in fermented soy, which is a key component of every woman's healthy diet
- Supports dynamic female energy
- Delivers the essential vitamins and minerals a woman needs within the infinite complexity of food



EVERY MAN®

Nourishing Power and Protection for Men

Every Man delivers 23 different vitamins and minerals as well as 13 stress-balancing and free-radical scavenging herbs cultured for maximum effectiveness. Herbs like schizandra and maca have long been revered for supporting a man's vitality while other free-radical scavenging herbs like cinnamon, oregano, and rosemary protect and sustain.*

- Promotes endurance and immune function*
- Supports dynamic male energy
- Delivers the essential vitamins and minerals a man needs within the infinite complexity of food

EVERY MAN® II

Power and Protection for Men over 40

Every Man II delivers over 24 different probiotic nutritive and energizing vitamins and minerals as well as 13 protective and free-radical scavenging herbs cultured for maximum effectiveness. Herbs like saw palmetto are included to support prostate health while other free-radical scavenging herbs like cinnamon, oregano, and rosemary protect and sustain.*

- Promotes energy and optimal immunity*
- Supports healthy prostate and liver function*
- Delivers the essential vitamins and minerals a man over 40 needs within the infinite complexity of food

EVERY MAN®'S ONE DAILY

Nourishing Power and Protection for Men

Every Man's One Daily delivers in one tablet 22 different probiotic nutritive and energizing vitamins and minerals as well as Cordyceps and Reishi mushroom extracts that have been revered for supporting a man's vitality.*

- Promotes endurance and immune function*
- Supports dynamic male energy
- Delivers the essential vitamins and minerals a man needs within the infinite complexity of food



Made With Organic Ingredients