

Frequently Asked Questions

Q I have a tendency toward *Candida* and yeast infections, can I still take Probiotic Nutrients and eat fermented foods?

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*.

Q Why are *New Chapter's* potencies lower than conventional pharmaceutical supplements?

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's* 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.

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

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

NEWCHAPTER
Organics

New Chapter® Probiotic Nutrients™

WHOLE-FOOD PROBIOTIC MULTI FORMULAS

Every Woman Ranked #1-selling woman's multi†
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
Every Woman's Mineral Complex Positive support for bone strength, electrolyte balance, and cardiovascular function*
Tiny Tabs Multi Multi in easy-to-swallow form
Only One Most complete probiotic multi in one tablet
Perfect Prenatal Optimal nutrition for mother and child
Every Woman's Inner Beauty Cleansing, detoxifying, and tonifying nutrients for radiant skin*

PROBIOTIC CO-ENZYMATED B COMPLEXES

Coenzyme B Food Complex Bio-transformed complex B vitamins containing naturally co-enzymated forms
Stress Support Superfoods and herbs for stress management plus probiotic B vitamins*

PROBIOTIC ANTIOXIDANT COMPLEXES

C Food Complex Highly active superfood C complex, safer and superior to USP vitamin C
Tiny Tabs C Probiotic Whole-Food Vitamin C in easy-to-swallow form
E Food Complex Contains the full spectrum of all 8 mixed tocotrienols and tocopherols
E & Selenium Food Complex Powerful combination taken together enhances antioxidant effect
CoQ10+ Food Complex Up to 20x more antioxidant activity and retained by the body 3 times longer than USP CoQ10
CalMag Bone Health Build real bone health the probiotic way: no carbonate, no chalk
GTF Chromium Complex Supports blood sugar metabolism*
Every Woman's Iron Support Heme form of iron; blood builder and oxygen enhancer; non-constipating*
Selenium Food Complex Most important trace nutrient to promote normal cell growth; 64 X more active than in its purified form*
Zinc Food Complex Builds resistance, supports energy production, and promotes normal metabolism*

*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.

† Source: SPINScan Natural/Natural Supermarkets >\$2M; Total US; 52 weeks ending 6/16/07

Shouldn't Your Vitamins Be Made With Organic Ingredients?

YES—Because *New Chapter®* Probiotic Nutrients™ deliver the living energy of organic nutrients.

YES—Because you and your family deserve nutritional purity.

YES—Because an organic choice honors you and the planet.

New Chapter Whole-Food Probiotic Nutrients Made with Organic Ingredients

New Chapter, Inc.
 P.O. Box 1947, Brattleboro, VT 05301
 Tel 800-543-7279 Fax 800-470-0247
 web: www.newchapter.com
 e-mail: info@newchapter.com

Certified Organic by
 International Certification Services, Inc.
 Medina, ND, USA

ENVIRONMENTAL BENEFITS STATEMENT				
NEW LEAF PAPER™ 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	1,633 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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We've Gone Organic

New Chapter®
 Presents the Defining Moment
 in Supplementation:

Whole-Food Probiotic Nutrients™
Made With Organic Ingredients

The First Certified Organic
 Supplement Company



NEWCHAPTER
Organics

MADE WITH ORGANIC INGREDIENTS

The New Standard in Supplements

From the beginning, when our founders Paul and Barbi Schulick started making extracts from organic herbs, we have honored the natural purity and energy that come from organic ingredients. That extended to our organic ginger and turmeric farm in Costa Rica and to our support of organic farms throughout the world. And that commitment to organic ingredients finds expression in our **Probiotic Nutrients**, the world's first **cultured whole-food vitamins and minerals made with organic ingredients**. We have always been inspired by the worldwide organic movement, and we are proud to give supporters of organic practices a vitamin choice in harmony with their lives.

New Chapter® is recognized as the first certified organic vitamin company by the world's leading independent certifying body, deputized by the USDA—ICS, International Certification Services.



Our Year of Organic Fulfillment

Why Organic?

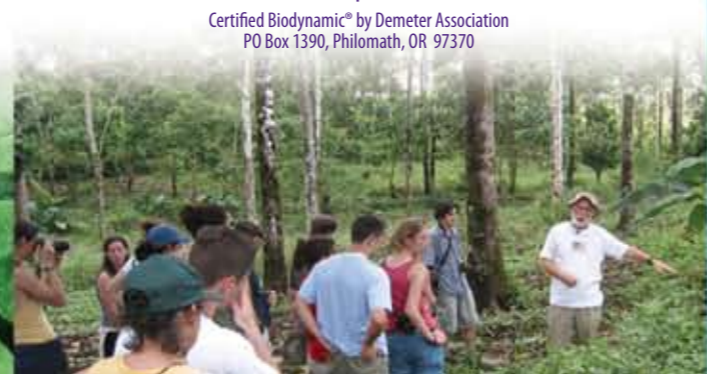
We are convinced that **Whole-Food Probiotic Nutrients™ Made with Organic Ingredients** are better and safer for us, our families, and the environment. The world is already awash in chemicals, why add to it with non-organic supplements? **New Chapter** has created a new paradigm: supplements made with organic ingredients, which are grown without GMO organisms, pesticides, fungicides, or herbicides.

Our Organic Spice Estate—Luna Nueva:

New Chapter's Luna Nueva is a world model for how the ingredients of herbal supplements should be organically and biodynamically grown. Nestled on the edge of the beautiful, pristine Children's Eternal Rain Forest in Costa Rica, the estate radiates a lushness and vibrancy that reflects our commitment to the environment and sustainable farming. Luna Nueva is not simply an organic farm, it is a farm that embraces permaculture design and Biodynamic® practices. Establishing a farm of this kind was challenging, but we felt it was essential to the quality of our products.

While **New Chapter** has always utilized wild-crafted and organic herbal ingredients, we now provide you an organic probiotic alternative to isolated USP vitamins and minerals. **New Chapter Probiotic Nutrients** are a significant advance over conventional pharmaceutical vitamins and minerals. Unlike lifeless molecules, the nutrients in **New Chapter** products are contained within whole foods, created by carefully selected, time-tested, safe, probiotic strains.

Certified Biodynamic® by Demeter Association
PO Box 1390, Philomath, OR 97370



	
	
USP Isolated Molecules	New Chapter's Probiotic Nutrients™
Single molecule	Symphony of nutrients
0% Food	24-56% Glycoproteins

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 vitamin activity

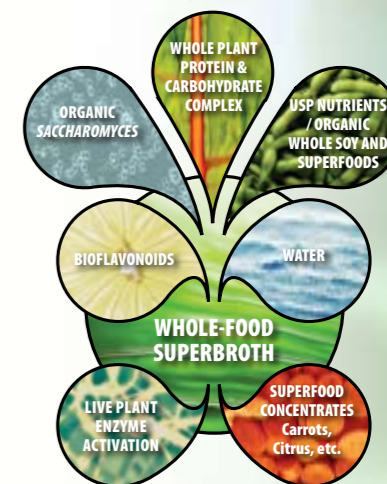
Biotransformation of Nutrients

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**.

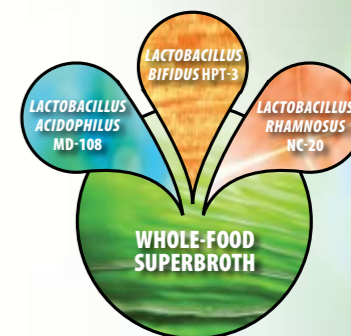
Our Unique Probiotic Dual-Stage Culturing Food Technology

Stage 1. *Saccharomyces* Culturing and Enzyme Activation



The culturing process of probiotic, nutrient-dense *Saccharomyces cerevisiae* begins the biotransformation of the nutrients and whole foods, converts indigestible, inactive soy compounds into digestible and active isoflavones, and generates ferment metabolites that are immuno-supportive, cell protective, and suppress unhealthy microbes and yeasts. When the nutrient glycoprotein binding is complete, the fermentation process is deactivated by the addition of live plant proteolytic enzymes. These enzymes break the cell walls of the *Saccharomyces*, creating and releasing valuable nutrients including beta-glucans, S.O.D., and glutathione. These plant enzymes are rich in all **New Chapter** vitamins and minerals and promote healthy detoxification while improving digestibility.*

Stage 2. *Lactobacilli* Culturing



Probiotics with a venerable history of safe use complete our unique dual-stage fermentation process. *Lactobacilli* are powerful biotransformers and positive fermenters. This *Lactobacilli* culturing stage adds unique peptide binding of vitamins and minerals and dramatically increases the quantity and healing power of bacteriocins and ferment metabolites. After the biotransformation of the superbrot is complete, we use a proprietary, low heat spray-drying process to preserve the vital probiotic nutrients in preparation for tableting.

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