

Sponsored by
New Chapter's
Council
of Midwives

Who are some
of the Doctors,
Registered Nurses,
Midwives, and
Birthing Experts
who endorse
New Chapter's
Perfect Prenatal™
Program?



"Optimally, if a woman is planning to have a baby, I recommend she start taking **New Chapter's Perfect Prenatal** prior to conceiving. **Perfect Prenatal** is the perfect supply of those available nutrients and I cannot recommend it enough."

—Lalitha Thomas, Herbalist, Nutritional Counselor, and author of *Ten Essential Herbs, Ten Essential Foods, and Healthy Travel*

"I use a variety of the **New Chapter**® products, and have experienced many of the benefits from the whole-food complex. I have found that they are much more absorbable and easier for my body to digest. **New Chapter's** supplements have been proven to be more active in the body, so lower dosages can be taken while giving you the same benefit as a higher dosage would in a different product. For this reason, I highly recommend **New Chapter's Perfect Prenatal** multivitamin to my Doula clients. When choosing a prenatal, think about what is going to be the most beneficial for you and your baby."

—Marilynn Evans, LMT, Southwest Institute of Healing Arts, Tempe, AZ

"As a Doula (a trained birthing expert), I hear over and over again of the efficacy of **New Chapter's Perfect Prenatal**™. Many women have a hard time digesting prenatal vitamins; they either feel nauseated or constipated, but when they start taking **New Chapter's Perfect Prenatal**, these symptoms are alleviated. They feel much happier knowing that they and their babies are getting the nutritional support that they need. As a user of **New Chapter** supplements, I can personally attest to the integrity of **New Chapter's** products and I gladly pass the information along."

—Jewel Hernandez,
Licensed Doula in San Diego, CA

"This [**Perfect Prenatal**] is the most comprehensive and safe whole-food prenatal vitamin available today."

—Deborah Marin, Founder of the Hollywood Birth Center, Hollywood, FL., licensed midwife for 17 years

"Nausea and vomiting during pregnancy can be a miserable experience—I know, I experienced five months of it myself. Doctors and patients have been afraid—and for good reason—to try pharmaceutical drugs, as some have had side effects. I believe all physicians treating expectant mothers with nausea should recommend **New Chapter's Ginger Honey Tonic** as their first course of action."

—Dr. Christine Horner, MD, nationally-known surgeon, host, and medical editor of Wisdom TV Network's *Natural Health Check*, a program reaching 5.5 million households.

PERFECT PRENATAL™

S U P P L E M E N T F A C T S

Serving size 3 Tablets Perfect Prenatal formula contains over 70% Organic Dietary Ingredients

Three tablets contain		%DV
Probiotic Nutrients*		
Vitamin A † (as beta-carotene)	2,000 IU	40%
Vitamin C †	60 mg	100%
Vitamin D †	400 IU	100%
Vitamin E †	30 IU	100%
Vitamin K †	50 mcg	63%
Thiamin-Vitamin B1 †	1.5 mg	100%
Riboflavin-Vitamin B2 †	1.7 mg	100%
Niacin †	20 mg	100%
Vitamin B6 †	2 mg	100%
Folate †	800 mcg	200%
Vitamin B12 †	6 mcg	100%
Biotin †	300 mcg	100%
Pantothenic Acid †	10 mg	100%
Calcium †	30 mg	3%
Iron †	18 mg	100%
Iodine †	150 mcg	100%
Magnesium †	10 mg	2.5%
Zinc †	7.5 mg	50%
Selenium †	50 mcg	71%
Copper †	500 mcg	25%
Manganese †	2 mg	100%
Chromium †	50 mcg	42%
Molybdenum †	75 mcg	100%

Organic Cultured Herbal Extracts (Proprietary Blend)

Prenatal Herbal Response 120 mg •
[Brown rice †, Oats †, Blueberries (fruit) †, Prunes (fruit) †, Blackberries (fruit) †, Flame Raisins (fruit) †, Kale (leaf) †, Spinach (leaf) †, Raspberries (fruit) †, Dandelion (leaf) †, Rose Hips (fruit) †, Lavender (flower) †, Lemon Balm (leaf) †, Peppermint (leaf) †, Cloves (bud) †, L. casei, L. plantarum, L. salivarius, L. acidophilus, L. rhamnosus, S. thermophilus, B. bifidum, B. infantis, B. longum, and B. breve]

Broccolife Plus (sprouted seeds) 100 mg •
(Broccoli †, Cauliflower †, Kale †, Daikon Radish †, Cabbage †, and Mustard †)

Superfoods™ (Proprietary Blend)
Cultured Organic Milled Soy † 600 mg •
Soy Lecithin (non-GMO) †*** 12 mg •
Mixed Carotenoids † 1 mg •

* Daily Value not established † Organic
† Nutrients are cultured in organic media that may contain: organic milled soy, organic yeast (*Saccharomyces cerevisiae*) - a natural source of PABA and SOD, organic maltodextrin, organic gum acacia, organic orange and lemon peel - natural sources of bioflavonoids, organic carrot powder, organic alfalfa powder, enzymes, and Lactobacilli (*L. acidophilus*, *L. bifidus*, *L. rhamnosus*)

*** A natural source of choline, inositol, linoleic and linolenic acids

Other ingredients: Organic pre-gelatinized maize starch, silica, organic milled soy, and modified cellulose.

Contains: Soy

Suggested Use: Three tablets daily. Can be taken anytime, even on an empty stomach.

100% vegetarian; no artificial flavors or colors.

NEWCHAPTER
Organics®

Formulated and distributed by

NEW CHAPTER, INC.

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www.newchapter.com

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International Certification Services, Inc., Medina, ND, USA



Paper is 50% recycled, acid free, elemental chlorine free, and contains 15% post-consumer waste. Inks used are soy based.

NEWCHAPTER
Organics®

Made With
Organic Ingredients

**PERFECT
PRENATAL™**

Whole-Food Probiotic Nutrient™
Multiple Complex



NEW!
CONVENIENT
1-PER-MEAL
DOSE

The *Only* Prenatal
Made from Organic
and Probiotic
Superfoods



Your nutritional needs during pregnancy are unique.

Your nutritional decisions will impact you and your child's health for a lifetime.

New Chapter Organics® Perfect Prenatal™ addresses the key pregnancy nutritional issues:

- **Nutritional support to optimize growth and health of mother and baby** without resorting to potentially bi-phasic, mega-potency conventional pharmaceutical vitamins and minerals
- **Nausea, indigestion, and constipation**
- **Fatigue and stress**

Gentle, predigested, **100% Whole-Food Probiotic Nutrients™** made with organic ingredients contain all necessary vitamins and minerals. **Perfect Prenatal**, formulated in consultation with our *Council of Midwives*, offers maximum safety and effectiveness for every pregnant woman and her growing baby.



Unlike conventional or pharmaceutical prenatal vitamins that contain synthesized crystalline isolate molecules, all of the vitamins and minerals in **New Chapter's Perfect Prenatal™**, made with organic ingredients, are from a probiotic whole-food matrix.

The nutrients are part of organic food complexes bound to natural glyco-peptides. This whole-food form of nourishment enhances bioavailability, activity, and potency.

We reject the practice that supplementation must be taken in huge doses of inert or bi-phasic synthetic molecular vitamins. Especially during pregnancy, all the nutrients needed must be:

- **Gentle**
- **Safe**
- **Natural**
- **No dangerous mega-vitamin doses**

New Chapter Organics® Perfect Prenatal delivers vitamins, minerals, and cultured superfood nutrients that are:

- **Recognized by the body as food**
- **Digested easily** and are soothing to sensitive GI tracts*
- **A whole-food probiotic carotenoid complex**, free of retinolic forms of vitamin A, such as palmitate and acetate. Retinols have been associated with birth defects and should be avoided in supplemental form during pregnancy.

New Chapter® offers a fermented fruit and herb source of safe and protective carotenoids from organic carrots, alfalfa, kale, and dandelion.*



New Chapter Organics® Perfect Prenatal™ contains fruits, herbs, and grains featuring:

- **Highest ORAC rated fruits** (*Oxygen Radical Absorption Capacity*) including blackberry, blueberry, prune, and raisin antioxidant concentrates, together with 17 vegetable, herbal, and superfood concentrates, all of which promote vitality and cell protection*
- **All herbs in Perfect Prenatal are "Class 1"** (safe for use during pregnancy) according to the *Botanical Safety Handbook of the American Herbal Products Association*
- **Highly concentrated cruciferous sprouts** (**Brocolive® Plus**) offering detoxification from free-radical damage and oxidation stress*
- **Cultured rosehips and oats** promote digestive and eliminatory regularity and comfort*
- **Organic probiotic brown rice complex** helps to counter fatigue, reduce stress, and enhance energy*

New Chapter Organics® Perfect Prenatal contains millions of living cells from 10 time-tested probiotic strains such as those found in yogurt, which:

- **Promote immune protection***
- **Help to eliminate toxins***
- **Enhance digestion***
- **Create a healthy internal environment for the growth of your baby***



We recommend that **Perfect Prenatal™** be used with **New Chapter's Ginger Honey Tonic**; clinically tested to safely reduce nausea in pregnancy*†, and **New Chapter's All-Flora®**, probiotics for digestive support.*

New Chapter's Ginger Honey Tonic

- **Clinically tested** to safely reduce nausea in pregnancy*†
- **Potentiates digestive function***
- **Enhances cell producing activity***
- Four ounces makes up to 24 cups of delicious tea or (herbal) Ginger Ale instantly

† Keating A, Chez RA. Ginger syrup as an antiemetic in early pregnancy. *Alternative Therapies*. Sept/Oct 2002;8(5):1-3.



New Chapter's All-Flora

- Superior probiotic formulation
- **Supports immune function, intestinal detoxification, and promotes normal bowel function***
- High potency—billions per serving
- Integrates eight of the best researched and valuable strains
- Non-GMO soy culture, non-dairy
- No maltodextrin



*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.