

## Overview

Why take NUTRILITE® DOUBLE X® Vitamin/Mineral/Phytonutrient? Because experts recommend that all adults take a multivitamin, daily. Because the achievements you want require stamina, energy, and lasting health. Because you want to be with your family, for the long haul. And because you've always relied on Nutrilite to provide the best of nature and the best of science.

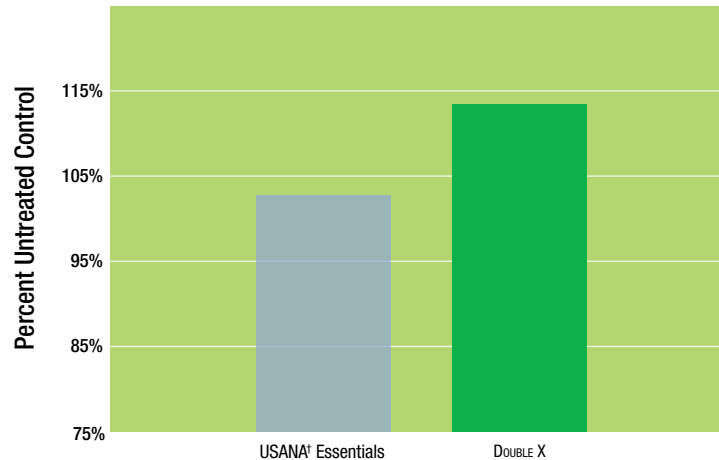
The next pages will show you exactly how the world's best vitamin delivers in ways you can count on – and that we can prove. Don't gamble on it. Get it all, with DOUBLE X.

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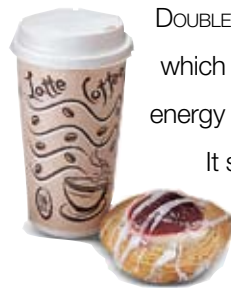
## For real energy, all day.

DOUBLE X® helps you unlock cellular energy stores with ATP-generating B vitamins and concentrates from apples, alfalfa, basil, and acerola cherries. If you want sustained energy that lasts all day, not just a fast jolt, choose DOUBLE X and power up to move past the competition.

### Double X unlocks more energy\*



\*Products were tested in the lab for their ability to induce ATP formation. ATP is a primary source of cellular energy. DOUBLE X was significantly better (P=0.05) than USANA Essentials at inducing ATP formation.  
<sup>†</sup>Trademark: USANA (USANA, Inc., Salt Lake City, Utah).



DOUBLE X is far better for you than a cup of strong coffee and a sugary snack, which costs, on average, \$4.71. Far cheaper, too, at just \$2.52 a day. And the energy you get from our multi is energy that lasts, without all of the calories or fats!

It starts deep inside your cells and is released through a complex cascade as your body maximizes its use of proteins, carbs, and fats. The vitamins, minerals, and plant concentrates in DOUBLE X help fuel your body's ability to unlock that energy. You get energy, delivered naturally.

Coffee and pastry pricing based on the average cost of Starbucks pastries and a tall latte, Grand Rapids, Michigan, December 2006.

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For more information, go to [www.quixtar.com](http://www.quixtar.com) and key **Double X** into the search field. Select the **Information** tab to learn more about "the world's best multi."

## Could you eat all this?

Even if you already eat fresh, whole, natural foods, you may not get all the nutrients you need. Why not? Because to get the vitamins and minerals your body needs, at the recommended levels, you'd have to eat a mountain of food every day. In fact, here's just *some* of what you'd have to eat, daily, to get *some* of the nutrients that you get in DOUBLE X® at just \$2.52 a day:



### Vitamin E

of 33 T. of peanut butter  
Food equivalent would cost you \$1.91



### Vitamin C

of 7 cups of cantaloupe  
Food equivalent would cost you \$5.91



### Folic Acid

of 6 cups of baked beans  
Food equivalent would cost you \$2.98



### Thiamine

of 3.3 lbs. of pork loin  
Food equivalent would cost you \$13.83



### Riboflavin

of 7.75 quarts of low-fat milk  
Food equivalent would cost you \$6.18



### Niacin

of 1.5 chicken breasts  
Food equivalent would cost you \$1.31



### Vitamin B6

of 22 bananas  
Food equivalent would cost you \$2.80



### Magnesium

of 4.2 cups of peas  
Food equivalent would cost you \$3.33



### Vitamin B12

of 4.2 lbs. of ground beef  
Food equivalent would cost you \$12.14

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Based on food costs at Meijer Food Stores,  
April 2006. Conversion sources, December 2006.

## How does your multi measure up to the world's best?

Experts recommend that all adults take a multi, daily. But is your multi the best you can buy? Compare yours to NUTRILITE® DOUBLE X® Vitamin/Mineral/Phytonutrient. We think you'll find plenty of reasons to switch!

Is your multi <i>clinically</i> shown to:	DOUBLE X	Your Multi
Help <u>protect DNA</u> from damage and support its function and stability?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Help <u>reduce homocysteine</u> levels, to maintain good heart health?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Stimulate ATP, to help provide natural energy all day?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Ensure that its nutrients are being used in the body?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Deliver protection from at least five key categories of free radicals?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Does your multi:	DOUBLE X	Your Multi
Provide more than just the Recommended Daily Intake of vitamins and minerals, but at balanced and safe levels?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Include fresh, premium plant concentrates, tested and selected for specific biological activity?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Control every part of manufacturing, from seed to supplement?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Offer you a 31-day supply, free?*	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Is your multi:	DOUBLE X	Your Multi
The first multivitamin/multimineral sold in North America?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Developed by a recognized pioneer and leader in the supplement and plant nutrient industry?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Produced by the world's leading brand of vitamin, mineral, and dietary supplements?***	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Made with plants grown on certified organic farms?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Tested and checked over 600 times for purity and potency?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Produced using the high-quality standards of Good Manufacturing Practices (GMPs)?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Produced using state-of-the-art processing methods, to preserve nutrients and ensure quality?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Free of colorants, sweeteners, and preservatives?	<input checked="" type="checkbox"/>	<input type="checkbox"/>

DOUBLE X offers all this for just \$2.52 per day. That's far less than the café mocha and pastry that you pick up in the morning.

\*Buy 10 months of 31-day refills at the regular price and get one month's supply, free. Check out the Double X 10 Tabs Form at [www.quixtar.com](http://www.quixtar.com).

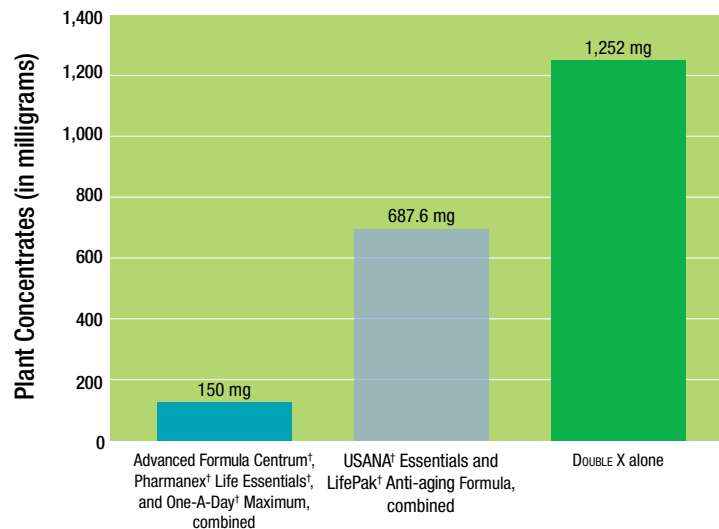
\*\*Based on 2005 sales.

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## Plant concentrates are at the heart of our value.

Many multis offer the standard array of vitamins and minerals, many at 100% of the Recommended Daily Intake (RDI). What makes DOUBLE X<sup>®</sup> different? DOUBLE X adds phytonutrients from plant concentrates, way more than other multis do. DOUBLE X includes 12 vitamins, 10 minerals, and 20 plant concentrates. No other multi comes close.

### Double X has more plant concentrates\*



\*Based on internet and label claims, 8/2005.

<sup>†</sup>Trademarks: Advanced Formula Centrum (Wyeth Holdings Corp., Madison, N.J.); Pharmanex, Life Essentials, and LifePak (NuSkin International, Inc., Provo, Utah); One-A-Day (Bayer Healthcare LLC, Pittsburgh, Pa.); USANA (USANA, Inc., Salt Lake City, Utah).

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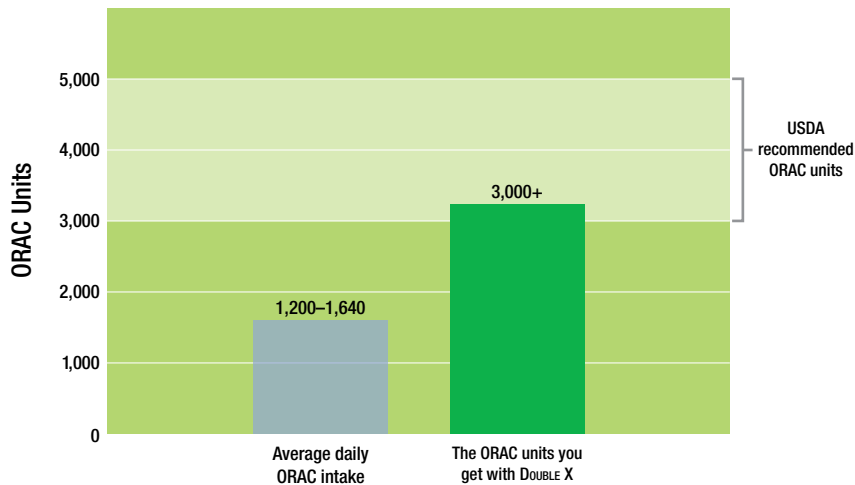
For more information, go to [www.quixtar.com](http://www.quixtar.com) and key **Double X** into the search field. Select the **Information** tab to learn more about "the world's best multi."

## Get free radical fighters – with broad power.

You've heard about them in the news: free radicals are rogue oxygen molecules that attack your healthy cells, steal an electron, and begin a chain reaction of instability and damage. Free radicals are everywhere, generated by air pollution, sunshine, X-rays, pesticides, car exhaust, cigarette smoke, even breathing and exercise. Science now knows that by increasing our intake of free radical fighters, called antioxidants, we can defend ourselves – right down to our cells – against this constant attack.

The USDA even has a way to measure the raw power of antioxidants to help fight the good fight. This measure is called the oxygen radical absorbance capacity (ORAC). It measures how well the antioxidants mop up free radicals. The USDA recommends that we all get between 3,000 and 5,000 ORAC units daily, preferably from whole, fresh fruits and vegetables. But the average American only gets between 1,200 and 1,640 ORAC units a day. Isn't it good to know that DOUBLE X® is in your corner? It delivers an average of over 3,000 ORAC units in each daily serving.

### Get five to nine for the 9-to-5 with Double X



Minimum ORAC value is suggested by the USDA (R.L. Prior, J.A. Joseph, G. Cao, B. Shukitt-Hale, "Can Foods Forestall Aging?" February 1999 *Agricultural Research*)

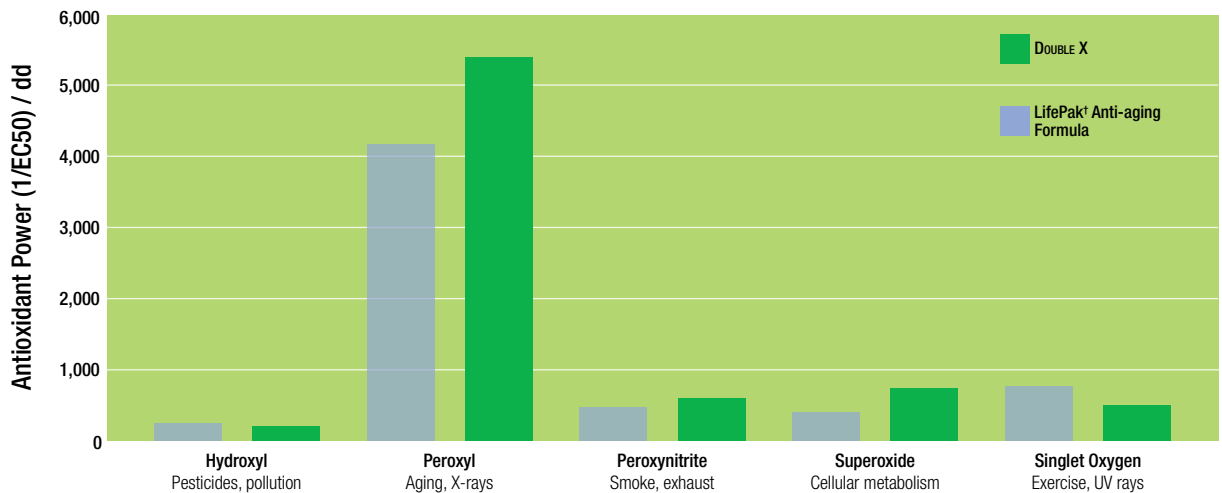
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## Get free radical fighters – with targeted power.

In extensive testing of over 100 different plant concentrates, Nutrilite scientists identified 20 plant concentrates that would take center stage in the DOUBLE X® formula. The starring roles went to plant concentrates that targeted and protected against five specific categories of free radicals. These charts show how well DOUBLE X did against these categories of free radicals.

Free radicals are generated by compounds found everywhere, from breathing to sunshine, from X-rays to car exhaust, from air pollution to pesticides and cigarette smoke. We're always under attack, but with DOUBLE X in our corner, we have protection in every direction.

### Antioxidant angels\*



\*Hydroxyl, peroxyl, peroxynitrite, superoxide, and singlet oxygen are 5 harmful free radical categories implicated in many health disorders. We screened DOUBLE X and LifePak against all 5 to determine each product's comprehensive antioxidant protection. Each test includes a chemical that generates the desired free radicals; a marker to determine the degree of oxidation; and a product sample to test how well it inhibits the free radicals.

<sup>†</sup>Trademark: LifePak (Nu Skin International, Inc., Provo, Utah).

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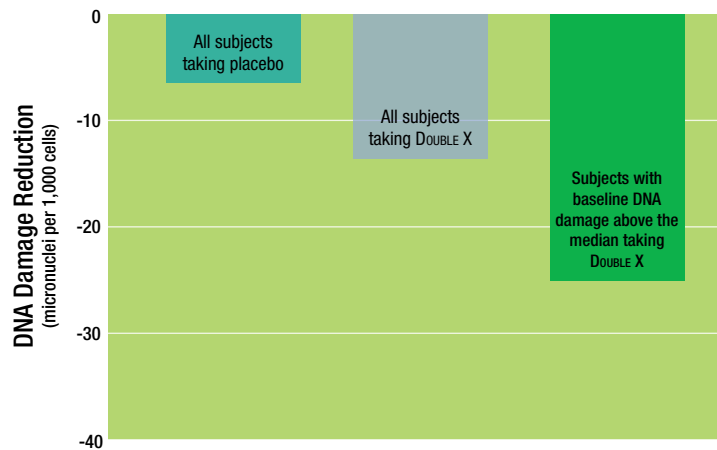
For more information, go to [www.quixtar.com](http://www.quixtar.com) and key **Double X** into the search field. Select the **Information** tab to learn more about "the world's best multi."

## Helps protect your DNA.

Healthy cells in our bodies reproduce all the time, using their DNA to produce an exact copy of themselves. But free radicals in the environment can damage DNA. And damaged DNA produces less-than-healthy cells. How do you keep your DNA healthy? Eat right, exercise, drink plenty of fresh water, and add DOUBLE X, twice a day.

Because clinical trials with 120 people showed that DOUBLE X protected DNA from damage, compared to placebo. And even more exciting, for subjects who had DNA damage above the baseline, DOUBLE X provided almost twice as much protection.

### Double X helps protect your DNA\*



\*In randomized testing, 120 subjects took DOUBLE X twice a day for 6 weeks. Blood samples were taken at baseline and at week 6. At the end of the study, everyone taking DOUBLE X showed improved DNA stability. And those with DNA damage in the top half of the range at baseline showed almost twice as much improvement.

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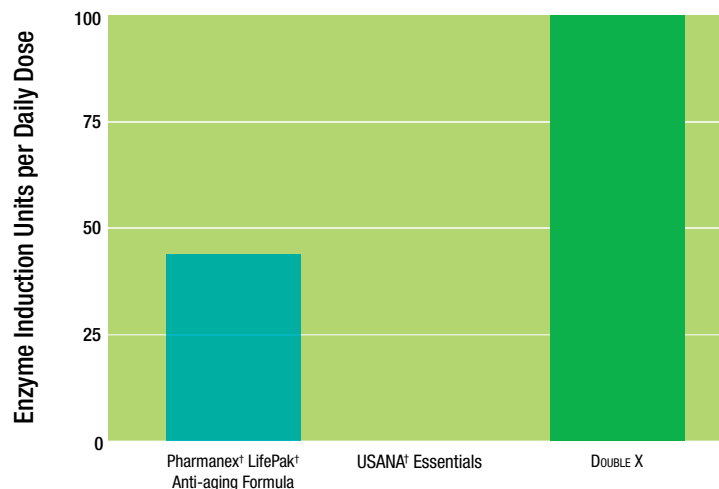
## Enzyme defense.

Plants have natural mechanisms to protect themselves against harmful pests or unfavorable growing conditions. Similarly, there are some naturally occurring compounds in the foods we eat every day that can be mildly harmful to humans. The human digestive system, therefore, develops enzymes to protect itself from these harmful compounds. These enzymes help our body differentiate between the good and bad compounds.

DOUBLE X contains cruciferous plant nutrients, such as broccoli and kale, that help produce Phase 2 enzymes. In fact, lab tests show that DOUBLE X increases the body's production of Phase 2 enzymes. These enzymes break down the harmful compounds that enter our body by making them water soluble. Once these compounds are water soluble, they exit the body more quickly.

Even better, in the same test, DOUBLE X clearly outperformed both USANA Essentials and Pharmanex LifePak Anti-aging Formula. Give your digestive system the support it naturally needs, with DOUBLE X!

## Increased protective enzymes



*In vitro* determination of increased activity of quinone reductase, a Phase II enzyme.

<sup>†</sup> Trademarks: Pharmanex and LifePak (NuSkin International, Inc., Provo, Utah); USANA (USANA, Inc., Salt Lake City, Utah).

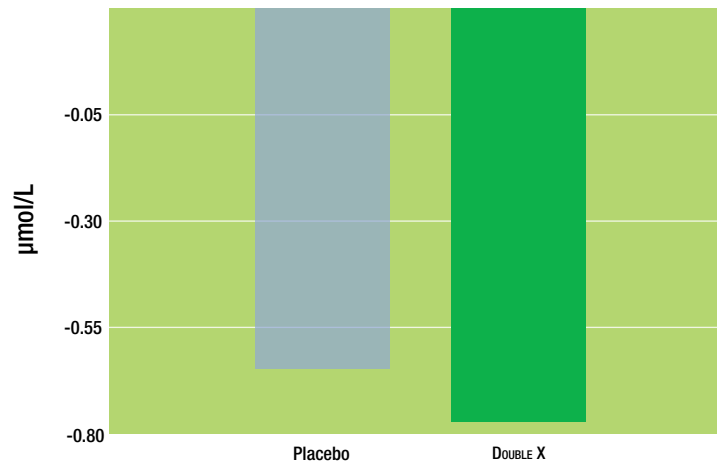
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## For better heart health, tested and proven.

Reduced homocysteine levels are important in maintaining good heart health. So for six weeks, subjects were given DOUBLE X®, twice a day, or a placebo. Everyone's blood was tested at the starting point and again at the six-week mark. Those subjects taking DOUBLE X showed reduced homocysteine levels, in statistically significant amounts. Subjects who took placebo did not show a statistically significant reduction.

DOUBLE X is bursting with B vitamins, vitamin E, folic acid, and beta carotene, with plant nutrients from apple, cranberry, grape, pomegranate, and tomato. DOUBLE X pays attention to the details of the heart!

### Double X lowers homocysteine levels\*



\*In randomized testing, 120 subjects were given either DOUBLE X or placebo twice a day for 6 weeks. Samples were tested at baseline and at week 6. One sample t-test was taken for each group and compared to baseline. Group means.

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## Double X – Full-body protection

NUTRIENT	DOUBLE X*	HELPS SUPPORT
<b>VITAMINS</b>		
	Amt. Per Daily Serving	
Vitamin A (75% beta carotene)	10000 IU (7500 IU)	Healthy eyes and skin, bone development, and immune system
Vitamin D	400 IU	Healthy bones and teeth and calcium absorption
Vitamin E	150 IU	Heart and cellular health
Vitamin C	500 mg	Immune system, cell membranes, connective tissue, and capillary strength
Folic Acid	800 mcg	Cardiovascular and prenatal health
Thiamin (B1)	11.25 mg	Energy production and nerve function
Riboflavin (B2)	12.75 mg	Energy production and nerve function
Niacin	40 mg	Energy production, healthy skin, and nerve function
Vitamin B6	15 mg	Energy production, hormones, and red blood cells
Vitamin B12	45 mcg	Healthy function of cells and nervous system
Biotin	300 mcg	Energy production and healthy hair and nails
Pantothenic acid	50 mg	Energy production, hormones, cellular metabolism
Inositol	25 mg	Helps to provide structure to cell membranes
<b>MINERALS</b>		
Calcium	750 mg	Strong bones, nerves, tissues, muscle contraction
Iodine	150 mcg	Healthy thyroid function
Potassium	80 mg	Blood pressure, energy production, regulates heartbeat and fluid balance*
Iron	–	Recommended only for specific needs, e.g., women in their childbearing years, people diagnosed by their health care provider to be anemic
Magnesium	300 mg	Strong bones and muscle function, a cofactor in energy metabolism, regulates heartbeat
Copper	2 mg	Cardiovascular and nervous systems
Zinc	15 mg	Immune system, joints, and tissues
Manganese	5 mg	Muscle and nerve activity and energy production
Selenium	100 mcg	Cells and intracellular structures, the body's antioxidant defense system, immune system, healthy heart
Chromium	120 mcg	Glucose levels* and carbohydrate, protein, and fat metabolism
Molybdenum	50 mcg	Metabolism and cell function, body's use of iron stores
<b>OTHER NUTRIENTS</b>		
Alpha lipoic acid	10 mg	Healthy cells and energy production and enhances antioxidant function of vitamins C and E
Lycopene	2 mg	Free radical protection, normal cell growth, cardiovascular health, and prostate health
Lutein esters	2 mg	Free radical protection, normal cell growth, and healthy eyes
Citrus bioflavonoid dehydrate	100 mg	Free radical protection and normal cell growth, immune system, connective tissue and capillary strength, and heart health
Dried kale	75 mg	Free radical protection, protective enzymes, and normal cell growth
Alfalfa concentrate	70 mg	Free radical protection and normal cell growth
Mixed tocopherols	50 mg	Heart and cellular health
Apple extract powder	50 mg	Free radical protection, normal cell growth, and heart health
Asparagus	50 mg	Free radical protection, protective enzymes, and normal cell growth
Holy basil extract blend	50 mg	Free radical protection and protective enzymes
Blueberry powder	50 mg	Protection from cellular stress, free radical protection, normal cell growth, and brain health
Grape extract	50 mg	Protection from cellular stress, free radical protection, normal cell growth, heart health, and skin health
Oregano powder extract	50 mg	Protection from cellular stress, free radical protection, and normal cell growth
Prune extract	50 mg	Free radical protection
Rosemary extract	50 mg	Free radical protection, protective liver enzymes, and normal cell growth
Broccoli dehydrate	48 mg	Protective enzymes and normal cell growth
Cranberry extract	50 mg	Free radical protection, normal cell growth, heart health, and protection from cellular stress
Watercress concentrate	28 mg	Protective liver enzymes
Parsley dehydrate	25 mg	Free radical protection
Pomegranate extract	25 mg	Free radical protection, protective liver enzymes, and heart health
Sage powder extract	25 mg	Free radical protection and protective liver enzymes
Horseradish dehydrate	2 mg	Protective liver enzymes and normal cell growth

\*Already within the normal range.

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## Clinical abstract.

Most people do not eat enough fruits and vegetables and thus have less than optimal levels of the vitamins, minerals, and phytochemicals that have been associated with healthy longevity.<sup>1-2</sup> Because of this, medical authorities recommend that all healthy adults consume a daily serving of a multivitamin in order to reduce the risk of chronic disease.<sup>3-6</sup> However, more research is needed to verify whether findings from test tube or population studies also apply to people actually consuming a given multisupplement as intended – information that can only be gathered by means of clinical trials.<sup>7</sup>

The challenge of clinical research on dietary supplements is there's no disease to treat, cure, or prevent: How can one hope to find an improvement if everybody's already healthy to begin with? But health now, of course, doesn't necessarily reflect health in the future. Between any two people of apparently equivalent good health, there may be unsuspected differences in risk factors for disease. Risk factors are conditions or levels of substances that affect the odds that now-healthy people have of developing a given disease, later on.

With this background, the DOUBLE X® 2005 reformulation study was designed to test the benefits of consuming the recommended daily serving of DOUBLE X on two levels: first, by analyzing the levels in the bloodstream of the health-promoting nutrients contained in DOUBLE X; second, by analyzing the levels of selected risk factors.

For this Independent Review Board-approved study, 120 healthy men and women were recruited, gave their written informed consent to participate in the clinical trial, and had a medical exam by the physician Principal Investigator. All subjects then gave blood samples before and after consuming either DOUBLE X or placebo (three tablets, twice a day) for six weeks. At week six, these samples were analyzed for nutrients and risk factors.

In the realm of nutrient levels, as expected, plasma levels of vitamins B6, B12, and folate increased significantly in the DOUBLE X group but showed no change in the placebo group. These three nutrients are important factors in the recycling of homocysteine, a harmful by-product of protein metabolism.<sup>8-10</sup>

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## Clinical abstract - continued.

Beta-carotene, which can be converted to vitamin A in the body,<sup>11</sup> and vitamin E, another important antioxidant,<sup>12</sup> were both also significantly increased in the DOUBLE X® group but not in the placebo group.

In the realm of biomarkers, homocysteine levels were modulated to a large extent in the DOUBLE X group relative to the placebo group. Homocysteine is the by-product of protein metabolism via methionine; it is known to induce DNA strand breakage, oxidative stress, and apoptosis (cell death). Insufficient recycling of homocysteine into cysteine by B6 or back into methionine by folic acid and B6 leads to elevated plasma homocysteine levels. Normal homocysteine levels are associated with good health.

Last in this list of positive outcomes from this study, but perhaps first in importance, the Micronucleus Assay, a measure of DNA damage in dividing cells, showed significantly reduced DNA damage in subjects who had consumed DOUBLE X for six weeks, but no significant change in subjects who had consumed placebo. This lab test indicates that DOUBLE X supports the body's natural DNA repair process.

This controlled clinical study thus demonstrates beneficial nutrients in DOUBLE X are absorbed by the body, and that functional benefits are detectable in healthy adults, which suggests that DOUBLE X helps maintain long-term health.

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## Clinical abstract – reference list.

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