

Formulation and Price Comparison Chart - A Popular Brand vs. Multi Extra

Ingredients	UofM	Multi Extra	Centrum Performance	Comparison
Size		186	75	
Supply for (days)		93	75	Multi Extra offers better price AND better value. Compare price per day, nutrient forms AND dosages.
Retail Price		22.99	21.49	
Cost Per Day		0.25	0.29	Centrum is 16% more costly per recommended daily dose.
Tablet size		Medium	Large	Multi extra featured easy-to-swallow tablet size, contrary to Centrum's large tablets.
Vitamins				
Vitamin A (Acetate)	IU		1,000.00	Multi Extra has 10,000 IUs of Vitamin A. Centrum has 1,000 IUs. That's 10 times more in Multi Extra.
Vitamin A (Palmitate)	IU	10,000.00		
Beta Carotene (Provitamin A)	IU	-	2,000.00	Centrum has Beta Carotene, but the low 2,000 IU dosage does not nearly catch up to 10,000 Vitamin A in Multi Extra.
Vitamin E (DL-alpha Tocopheryl Acetate)	IU		60.00	
Vitamin E (D-alpha Tocopheryl Succinate)	IU	50.00		Synthetic form of Vitamin E in Centrum. Natural form in Multi Extra.
Vitamin C (Ascorbic Acid)	MG	150.00	120.00	More Vitamin C in Multi Extra.
Folic Acid	MG	0.20	0.60	More folic acid in Centrum.
B1 (Thiamine Mononitrate)	MG		4.50	
B1 (Thiamine Hydrochloride)	MG	50.00		10 Times more B1 in Multi Extra.
B2 (Riboflavin)	MG	50.00	5.10	10 Times more B2 in Multi Extra.
Niacinamide	MG		15.00	
Niacin	MG	50.00		50mg of the more active form of B3, vs. 15mg of the less active form.
B6 (Pyridoxine Hydrochloride)	MG	50.00	6.00	50mg vs. 6mg. You pick.
B12 (Cyanocobalamin)	MCG	50.00	20.00	50mcg vs. 20mcg. You pick.
Vitamin D3 (Cholecalciferol)	IU	400.00	400.00	Same.
Biotin	MCG	50.00	40.00	25% more in Multi Extra.
Pantothenic Acid (D-Calcium Panthothenate)	MG	50.00	10.00	5 Times more in Multi Extra.
Lipotropic Factors				
Choline Bitartrate	MG	50.00	-	No Choline in Centrum.
Inositol	MG	50.00	-	No Inositol in Centrum.
Minerals				
Calcium (Calcium carbonate and phosphate)	MG		162.00	Centrum contains Calcium carbonate, recognized as the least efficient form of calcium. Multi Extra contains Calcium chelate, recognized as the best form.
Calcium (Chelate, Calcium Phosphate)	MG	125.00		
Phosphorus (Calcium Phosphate)	MG		125.00	
Phosphorus (Chelate, Calcium Phosphate)	MG	50.00		Chelate in Multi Extra, only phosphate in Centrum.
Iodine (Potassium Iodine)	MCG	100.00	150.00	50% More in Centrum. Which may be useful for some people but
Iron (Ferrous Fumerate)	MG		8.00	Centrum has 8mg of the constipating form of Iron. Multi Extra has 15mg of the non-constipating form. You pick.
Iron (Chelate)	MG	15.00		
Magnesium (Magnesium Oxide)	MG	100.00	50.00	100% more in Multi Extra.
Copper (Copper Sulfate)	MG		1.40	
Copper (Chelate)	MG	1.00		40% more in Centrum, but Multi Extra has better Copper form.
Manganese (Sulfate)	MG		4.00	
Manganese (Chelate)	MG	1.00		More in Centrum, but Multi Extra has better Manganese form.
Potassium (Potassium Chloride)	MG		80.00	
Potassium (Potassium Gluconate)	MG	50.00		More in Centrum but Potassium is easily found in many foods.
Chlorine (Potassium Chloride)	MG		72.00	No chlorine in Multi Extra. By design, not by mistake.
Chromium (Chromium Chloride)	MCG		25.00	
Chromium (Chelate)	MCG	25.00		Same dosage. Better form in Multi Extra.
Molybdenum (Sodium Molybdate)	MCG		50.00	No Molybdenum in Multi Extra. No Sodium either.
Selenium (Sodium Selenate)	MCG		55.00	
Selenium (Chelate)	MCG	25.00		More in Centrum., Better form in Multi Extra.
Zinc (Zinc Oxide)	MG		10.00	
Zinc (Chelate)	MG	10.00		Same dosage of Zinc, but better form in Multi Extra.
Nickel (Nickel Sulphate)	MCG		5.00	No Nickel in Multi Extra.
Tin (Stannous Chloride)	MG		0.01	No Tin in Multi Extra. No Chloride either.
Vanadium (Sodium Metavanadate)	MCG		10.00	No Vanadium in Multi Extra. No Sodium either.
Silicon (Sodium Metasilicate)	MG		0.01	No Silicon in Multi Extra. No Sodium either.
Herbals & Enzymes				
PABA (Para Aminobenzoic Acid)	MG	50.00	-	No PABA in Centrum.
Citrus Bioflavonoids	MG	25.00	-	No Bioflavonoids in Centrum.
Betain Hydrochloride	MG	12.00		No Betain in Centrum.
Hesperidin Complex	MG	10.00		No Hesperidin Complex in Centrum.
Rutin	MG	2.00		No Rutin in Centrum.
Prohydroxy P-Enzyme Blend	MG	20.00		No digestive aid at all in Centrum.
Ginseng (Panax Ginseng) Standardized Extract	MG		50.00	Multi Extra contains a concentrated extract, which is equivalent to 2,000mg of the dried herb. This is a useful, therapeutic dosage. Plus, Siberian Ginseng can be used safely by everyone, which may not be the case for Panax Ginseng. The end result is 50mg of Panax vs. 2,000mg of Siberian for real results. You pick.
Siberian Ginseng Standardized Extract 15:1	MG	134.00		
Ingredient count (of disclosed milligrams)		32	31	More in Multi Extra
Total units of nutrients		11,837.20	4,538.62	More than double in Multi Extra.
Notes				
Timed release notes		T-R		Centrum is not timed release.

Why Choose Multi Extra*

- Better value. Every time.
 - Smaller tablets (easy-to-swallow)
 - More ingredients
 - More unit dosages
 - Better nutrient forms
 - Contains real therapeutic dosage of nutrients allowed by Health Canada
 - Best-absorbed mineral forms
 - Contains digestive aids
 - Contains therapeutic dosage of Siberian Ginseng for REAL energy and stress relief
 - Timed Release formulation for most efficient use of nutrients
 - Pharmaceutical GMP manufacturing quality
 - Subject to Nutrition House Q-Extra 7-step Quality Assurance Validation System
- Summary:**
- Better value
 - Smaller tablets
 - More nutrient dosage
 - Better nutrient forms
 - Contains digestive aids
 - Much higher dosage of ginseng for REAL result and REAL "Performance".
 - Pharmaceutical GMP Quality.



* This comparison chart is based on general industry knowledge and on each brand's prices and label claims at the time of purchase. Each person has individual needs. For more details on which multi is best for you, see our in-store experts at any of our Nutrition House store locations.