

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

Ingredients	UofM	Multi Extra	Life Optimum High Potency	Comparison
Size		186	100	Multi Extra offers better value. Compare price per day, nutrient forms
Supply for (days)		93	100	Life Brand provides 7 more days of use and 50% of the cost per day.
Retail Price		22.99	12.49	But Multi Extra has <b>57% more nutrient dosage</b> . Plus, Multi Extra has better absorbed nutrient forms. For a difference of 13 cents per day,
Cost Per Day		0.25	0.12	
Tablet size		Medium	Medium	Same size caplet.
<b>Vitamins</b>				
Vitamin A (Acetate)	IU		3,500.00	Multi Extra has 10,000 IUs of Vitamin A. Life has 3,500 IUs. That's almost 3 times less in Life Brand.
Vitamin A (Palmitate)	IU	10,000.00		
Beta Carotene (Provitamin A)	IU	-	2,500.00	Life has Beta Carotene, but the low 2,500 IU dosage does not nearly catch up to 10,000 Vitamin A in Multi Extra.
Vitamin E (Acetate, non specified D or DL)	IU		50.00	Vitamin E form (D or DL) not specified in Life Brand. Otherwise, dosage is same.
Vitamin E (D-alpha Tocopheryl Succinate)	IU	50.00		
Vitamin C (Ascorbic Acid)	MG	150.00	100.00	50% more Vitamin C in Multi Extra.
Folic Acid	MG	0.20	0.40	More folic acid in Life Brand.
B1 (Thiamine Mononitrate)	MG		3.00	50mg B1 in Multi Extra, compared to 3mg in Life.
B1 (Thiamine Hydrochloride)	MG	50.00		
B2 (Riboflavin)	MG	50.00	3.40	50mg of B2 in Multi Extra. Compared to 3.4mg in Life.
Niacinamide	MG		40.00	
Niacin	MG	50.00		50mg of the more active form of B3, vs. 40mg of the less active form.
B6 (Pyridoxine Hydrochloride)	MG	50.00	4.00	50mg vs. 4mg. You pick.
B12 (Cyanocobalamin)	MCG	50.00	9.00	50mcg vs. 9mcg. You pick.
Vitamin D3 (Cholecalciferol)	IU	400.00	400.00	Same.
Biotin	MCG	50.00	45.00	10% more in Multi Extra.
Pantothenic Acid (D-Calcium Panthothenate)	MG	50.00	10.00	5 Times more in Multi Extra.
<b>Lipotropic Factors</b>				
Choline Bitartrate	MG	50.00		No Choline in Life Brand.
Inositol	MG	50.00		No Inositol in Life Brand.
<b>Minerals</b>				
Calcium (Chelate, Calcium Phosphate)	MG	125.00		Life Brand contains Calcium phosphate. Multi Extra contains a blend of chelate and phosphate for better absorption.
Calcium (Phosphate)	MG		175.00	
Phosphorus (Calcium Phosphate)	MG		125.00	Chelate in Multi Extra, only phosphate in Life.
Phosphorus (Chelate, Calcium Phosphate)	MG	50.00		
Iodine (Potassium Iodine)	MCG	100.00	150.00	50% More Iodine in Life Brand. Which may be useful for some people.
Iron (Ferrous Fumarate)	MG		10.00	Life Brand has 10mg 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	100.00	Same.
Copper (Chelate)	MG	1.00		More Copper in Life Brand, but Multi Extra has better Copper form.
Copper (Cupric Oxide)	MG		2.00	
Manganese (Sulfate)	MG		5.00	More in Life Brand, but Multi Extra has better Manganese form.
Manganese (Chelate)	MG	1.00		
Potassium (Potassium Chloride)	MG		55.00	More in Life Brand but Potassium is easily found in many foods.
Potassium (Potassium Gluconate)	MG	50.00		
Chlorine (Potassium Chloride)	MG		50.00	No chlorine in Multi Extra. By design, not by mistake.
Chromium (Chromium Chloride)	MCG		50.00	
Chromium (Chelate)	MCG	25.00		Higher dosage Chromium in Life Brand. Better form in Multi Extra.
Molybdenum (Sodium Molybdate)	MCG		50.00	No Molybdenum in Multi Extra. No Sodium either.
Selenium (Sodium Selenate)	MCG		50.00	
Selenium (Chelate)	MCG	25.00		Higher dosage Selenium in Life Brand. Better form in Multi Extra.
Zinc (Zinc Oxide)	MG		20.00	Higher dosage Zinc in Life Brand. Better form in Multi Extra.
Zinc (Chelate)	MG	10.00		
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.
<b>Herbals &amp; Enzymes</b>				
PABA (Para Aminobenzoic Acid)	MG	50.00		No PABA in Life Brand.
Citrus Bioflavonoids	MG	25.00		No Bioflavonoids in Life Brand.
Betain Hydrochloride	MG	12.00		No Betain in Life Brand.
Hesperidin Complex	MG	10.00		No Hesperidin Complex in Life Brand.
Rutin	MG	2.00		No Rutin in Life Brand.
Prohydroxy P-Enzyme Blend	MG	20.00		Some digestive aids in Life Brand, but non-disclosure of how much.
Siberian Ginseng Standardized Extract 15:1	MG	134.00		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
Also contains: Korean Ginseng, Ginkgo Biloba, Bromelain, Papain, Citrus Bioflavonoids, Grapeskin Extract, Green Tea	MG		?	Non-disclosure of ingredient dosage means you don't really know what you get.
Ingredient count (of disclosed milligrams)		32	30	More in Multi Extra
Total units of nutrients		11,837.20	7,521.82	57% more in Multi Extra
<b>Notes</b>				
Timed release notes		T-R		Life Brand 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.