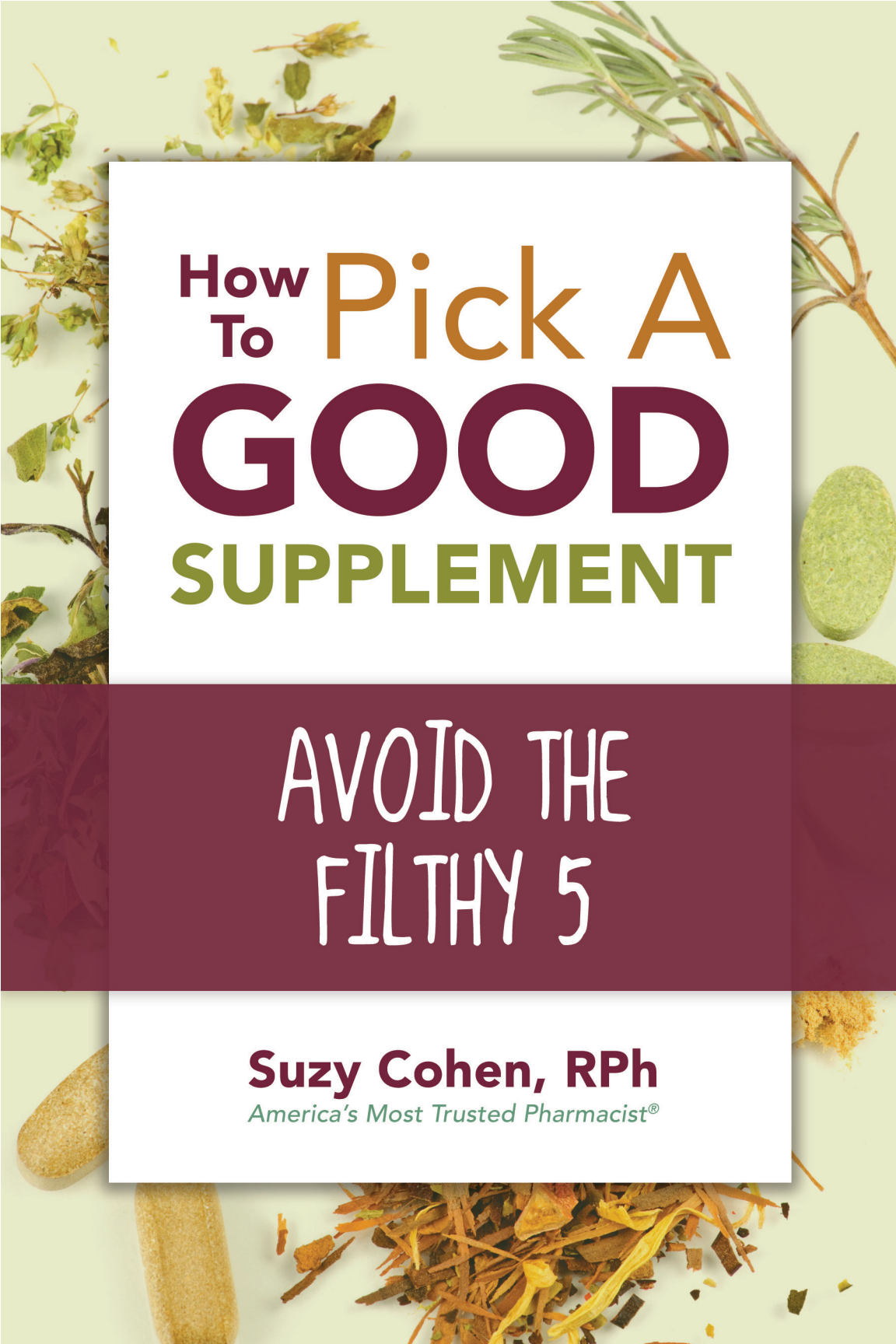

How To Pick A
GOOD
SUPPLEMENT
AVOID THE
FILTHY 5
Suzy Cohen, RPh
America's Most Trusted Pharmacist®

INTRODUCTION

For years, as a syndicated columnist, author, and pharmacist, I have watched this multi-billion dollar industry grow like a weed. I have been disturbed watching my own industry take advantage of hard-working people such as yourselves, who are willing to buy supplements because of great marketing campaigns, but then your tablets come up short, or cause you more problems. It's difficult just picking something off a shelf at a health food store or pharmacy. It can be overwhelming. What do all those ingredients do? What do they mean? How will they impact you with the medications you take. These are questions that few can answer. Sometimes you just have to try them and see. But one thing is clear to me, the better the supplement you pick, the better off you will be. You don't need fake or phony chemicals.

A common myth is that if you eat well, you will automatically get all the vitamins and minerals you need solely from your meals. Of course, I feel that you should eat a healthy diet, but the thing is that even if you eat fresh fruits and vegetables every hour, you still only get a fraction of the essential nutrients that you need from those foods. Vitamins and minerals fill a nutrient gap.

Keep in mind, those 'fresh' fruits and veggies are often grown in mineral-deficient soils that contain a lot of pesticides. The produce sits for days at the grocery store, and more time passes as it sits in your fridge. Then you microwave it, or boil it too long. Either way, the vitamins and minerals in the food supply today are greatly diminished by the time you eat them. Picking out appropriate supplements is one way to fill a nutrient gap caused by foods that are not as nutrient-

dense. Supplements also affect metabolic pathways and support genetic problems, just as slowed methylation and transsulfuration pathways. Regardless, picking out a good supplement is important. Here's what you can do to ensure that your supplement is a great one. Read the label to find out what's really in it.

1. It must contain bio-available natural ingredients such as natural Methylfolate, not folic acid, or methylcobalamin and not cyanocobalamin.
2. It should not contain magnesium stearate or any of the "filthy five" ingredients listed above.
3. No artificial sweeteners like sucralose. Natural ones are fine like cane sugar, stevia or coconut sugar.
4. Buy from reputable brands. I didn't say big name brands did I? I said reputable ones. Sometimes the less you spend, the less you get. I wouldn't be proud to brag about a bottle of 1000 Fish Oils I got that cost me $10 … honestly, I'd be very concerned that it was laden with mercury and other heavy metals. How can any company churn out supplements of any value and include a bottle, label, their team, shipping and 3rd party testing and only charge you $10? That product probably not the best thing for you.
5. Make sure you they offer a guarantee so in case you're unhappy, you can return it without a hassle. Fly-by-night makers are abundant; they want to make a quick buck on some strange-sounding compound discovered from some exotic tree discovered on an island in the South Pacific … they'll sell you something, and when their 100,000 bottles are sold, they retire to Hawaii, and you can't reach them anymore. Scary. You want a real company, one that knows the industry well and has been in business for a long time.

HOW TO PICK A GOOD SUPPLEMENT
AVOID THE FILTHY 5

1) AMMONIA

Ammonia is a gas with a powerful, pungent odor that you probably recognize as “smelling salts” used to wake up a person who has fainted. It’s found in nature as a by-product of the decay process. Ammonia is a corrosive and toxic chemical, however, a form of it is used in the production of some pharmaceuticals and dye colorants. It is also found in SULFA drugs (sulfamethoxasole, hydrochlorothiazide, celecoxib and others), many vitamins and women’s cosmetics. There is only one instance I can think of when you want to deliberately take ammonia and that is if your blood pH and alkalinity is off because your blood contains too much chloride. In that case, a physician, usually in the Emergency Room, may ask you to swallow “Ammonium Chloride” and this helps correct the alkalinity. Otherwise, you should think of this as a detrimental additive in medications and supplements. The most popular medications that contain ammonia are listed below. The supplement industry also uses ammonia as a contaminant during the nutritional processing of certain vitamins.

Note: This is not a complete list.

Medications and Supplements That Contain Ammonia

Amoxicillin Trihydrate 500mg by Sandoz

Diltiazem XR 240 mg by Mylan

Divalproex Extended Release 250 mg and 500 mg

Fluoxetine by Teva or Pliva

Gabapentin 300 mg Apotex Corp.

Lansoprazole 30 mg by Reddy

Lithium carbonate 300 mg by Glenmark

Nutritional Yeast

Minocycline 100 mg by Teva

Omeprazole 20 mg and 40 mg by Apotex,
Mylan or Kremers Urban

Pantoprazole 40 mg by Matrix Labs

Prazosin Hydrochloride 1 mg by Mylan Pharmaceuticals Inc.

Phentermine 30 mg by Lannet

Tempazepam 15mg and 30mg by Novel

Tetracycline Hydrochloride 500 mg Teva

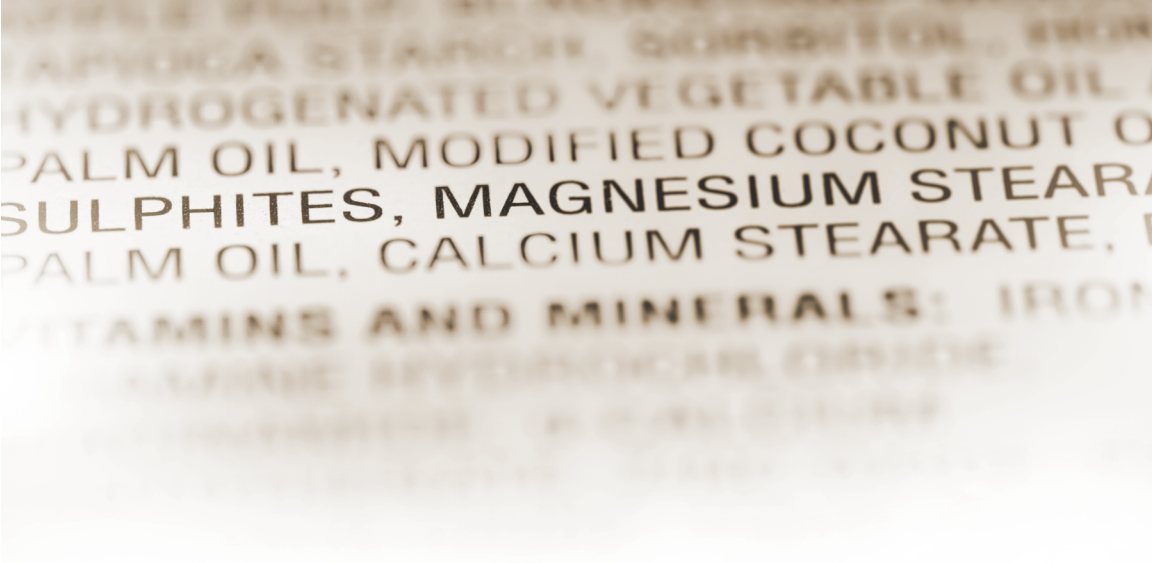
Valacyclovir Hydrochloride 500 mg and 1 gram by Mylan

Tramadol 100 mg by Par

Tussicaps® by Mallinckrodt

Vitamin B1 or thiamine (certain brands, not all)

Vitamin B3 or Niacinamide (certain brands, not all)



2) STEARIC ACID OR MAGNESIUM STEARATE

This is a very common additive found in hundreds of thousands of medications and dietary supplements. Magnesium stearate is a chemical compound used by many nutritional supplement companies and it's an additive. It does not function as a vitamin or mineral and it is not a form of "magnesium" like you may have thought. The one and only purpose for its use is to aid in the manufacturing process because it serves as a lubricant so that individual ingredients don't clump up together or clog the machinery and equipment that processes them. It allows companies to make vitamins faster because the capsules are churned out quicker and without resistance. Think of it like grease on the machines. This is not a dangerous ingredient, but it inhibits the solubility of the ingredients in your capsule. Even with stomach acid, they won't dissolve as quickly as normal (normal being without magnesium stearate). The questions to ask yourself are:

1. Am I getting the full amount of the ingredients or just a partial amount?
2. Is this working as well as a supplement without the magnesium stearate?
3. Is it affecting my digestion or increasing intestinal permeability.

The supplement companies who add this additive to their formulas and machinery will point this out and suggest that it's not fair to equate a test tube study to the human body. Fair enough, but a picture says a thousand words and a video says 10,000 words. If you want to see EXACTLY how magnesium stearate affects the way your vitamins dissolve, you need to watch my video. It can be found at my website.

Unfortunately, we don't know how the human body reacts to magnesium stearate because those studies aren't conclusive.
It would be impossible for me to list every supplement and medication that contains magnesium stearate because almost all of them do. There are hundreds of thousands of vitamins and medications that have magnesium or some other mineral-bound "stearate." That doesn't make it right, or good for you. It means that factories and labs have got to pump out a lot of product, quickly and they need the machines to go fast. Only the most mindful vitamin makers will run their machines a little slower to make a magnesium stearate free product. It costs money to do that, and while it cuts down on profit, it improves solubility. This in turn means you get a supplement that goes right into your system and your stomach and intestines don't have to do any work to try and metabolize and process the stearic acid, which is kind of like vaseline- it's a sticky, fatty substance. It's only 3% magnesium, so it's 97% fat. Avoid if possible.

3) FD&C

If you see anything with the initials FD&C in your supplement -RUN!
This is the term given to artificial colors. While they have been

sanctioned by the Food & Drug Administration (FDA) as safe, I don't agree. Why, oh why must they put anything "artificial" in a vitamin! Or a beverage for that matter. How many of you buy the kiddos red or blue drinks? For the love of Pete, whoever this Pete fellow is, please STOP! The FDA says these fake colorants are added to "offset color loss due to exposure to light, air, temperature extremes, moisture and storage conditions; correct natural variations in color; enhance colors that occur naturally; provide color to colorless and 'fun' foods." Mmmm, no thanks! Do I care if my vitamin is red or grey? I really don't. There is a connection - a bad one- between artificial food colorants and children's behavior. For example, FD&C Red #40 has been associated with hyperactivity. In the United States, they are more relaxed about keeping the dirty secret of fake dyes from you whereas in Europe, you are allowed to know. European lawmakers require a warning label on foods that contain artificial dyes. It has to say right on the product, "May have an adverse effect on activity and attention in children."

Even the food giant Kraft knows better today. They are replacing artificial colors with natural ones in their Macaroni & Cheese. Brands like Panera and Pepsi are following suit. Consumers, like me and you, are getting educated about what's in our food.

There are organizations out there trying to ban fake or artificial dyes. They serve no purpose whatsoever, and if anything, they will mask if your supplement is starting to degrade or get moldy. You won't see it because the ingredients have been painted. Some of these colors like tartrazine are tied to asthma. Tartrazine or FD&C Yellow 5 is an artificial yellow coloring that looks like lemon yellow. It's a coal tar derivative, so basically, it falls into the category of industrial waste. It's water soluble, so technically it goes in and out of you, but not before potentially harming you. It goes by other names thus making it easily concealed on the label. It's an "azo" dye which many people with

asthma are reactive to. In fact, if you have aspirin or salicylate allergies, you may also be reactive and allergic to “azo” dyes like tartrazine.

A reaction to tartrazine could vary and include anything from full-blown anaphylaxis to asthma, headache, skin rash or concentration difficulties. There is an unconfirmed relationship between tartrazine and tumors of the thyroid.

TARTRAZINE IS KNOWN BY MANY NAMES. YOU MAY FIND IT ON YOUR LABEL AS:

- E102
- C.I. 19140
- Acid Yellow 23
- Food Yellow 4
- Trisodium 1-(4-sulfonatophenyl)-4-(4-sulfonatophenylazo)-5-pyrazolone-3-carboxylate)

They only use that one when they want to be super sneaky. Tartrazine is just one of many FD&C colorants that is known to cause harm. It’s found commonly in medications. You can’t get around that very easily unless you switch medications. This may warrant a discussion with your physician. It’s in many throat lozenges, cough syrups, some birth control pills, iodine supplements, liquid medications and supplements. It’s kind of everywhere. If you drink a beverage or eat candy colored with yellow, orange or green, they may have it. It’s commonly found in toothpaste and certain brands of margarine or butter. You have to read the labels to check for it. Dietary supplements have it to “pretty” things up. It’s rampant in the industry. Please avoid tartrazine and any colors labeled with FD&C before tartrazine. For example, FD&C Green, FD&C Blue and so forth.

4. TALC

Talc is in baby powder. It conjures up the aroma of babies who are often dusted with talc to prevent rashes. Talc is in all kinds of cosmetics,

especially pressed powder, bronzers and blush. The chemical name of talc is “Magnesium silicate” and it’s used, not surprisingly, all over the supplement and pharmaceutical industry. This isn’t just for baby butts! Talc is an adsorbent, so it soaks up wetness protecting the active ingredients. That’s the same reason it’s used for baby powder; it soaks up wetness. Talc has been given GRAS status, “Generally Recognized As Safe,” which is a distinction given by the Food and Drug Administration.

But is it truly GRAS?

Talc is a naturally occurring mineral that’s mined from our beautiful planet Earth, and it consists of hydrogen, magnesium, silicon and oxygen. But natural talc could contain asbestos, a substance that clearly contributes to, if not causes, lung cancer. That’s why I’ve listed it in my “filthy five” section. If you’re eating talc, you might be exposed to asbestos. I know, I know, it’s a scary thought. Here we are cleaning up, eating good foods and going to the gym, all the while swallowing supplements or medications that potentially contain asbestos. Don’t panic. Not all studies confirm lung or respiratory problems relating to talc and not all talc contains asbestos. It depends on where it’s sourced. But how do you know where it’s sourced from if you just read that talc is in your “other” ingredients? Supplement makers themselves don’t even know where it comes from in most cases.
The asbestos is a contaminant from the mining process and it’s not a naturally occurring substance in talc. Supposedly, talc has been free of asbestos since the 1970’s, but when I conduct my own personal polls and investigative research, not a single company with a product containing talc can prove it’s asbestos-free.

Talc is frequently found in popular dietary supplements, even those with hundreds of 5-star reviews. Is the talc inside of the dietary supplement the one that has been sourced without asbestos? Maybe so. Maybe not.

See if you have any luck getting quality control tests for this. It's easier for you to just avoid talc. Getting certification documents and testing from drug companies and supplement makers is a futile effort. Some companies don't even test their talc because it's expensive or they keep their quality control documents private. As for pharmaceutical companies using talc, forget about reaching anyone at a drug company! Most consumers are unaware of the potential contaminants found in talc, or have not been fully informed. There are a handful of national and international agencies that study substances like talc to see if it's really a carcinogen or not. A carcinogen is a substance that causes cancer, or fuels cancer growth. Asbestos is a naturally occurring mineral, but it's a dangerous one and is a known carcinogen. The determination of carcinogenic potential is often based upon laboratory, human research trials or animal studies.

The International Agency for Research on Cancer (IARC) is part of the World Health Organization (WHO). Its primary goal is to identify CAUSES of cancer.

* IARC classifies talc which contains asbestos as "carcinogenic to humans."
* IARC classifies inhaled asbestos-free talc (not consumed through pill form) as "not classifiable" as to carcinogenicity. In other words they don't know for sure (or someone's not saying). There is a lack of data, or denial of current data.

* Based upon limited human studies regarding ovarian cancer, the IARC classifies genital use of talc body powder as “possibly carcinogenic to humans.”

In summary, it may be best to avoid talc. Thousands of dietary supplements contain talc in their “other ingredients” so it’s impossible to list them here. Thousands of pharmaceuticals do too. Among the most popular drugs that may include talc:

Low dose aspirin 81mg by Major Pharmaceuticals

Carisoprodol 350mg by Sun Pharmaceuticals

Ciprofloxacin 500mg by Cobalt Labs and others

Citalopram 20mg by Amneal Pharmaceuticals

Cyclobenzaprine 5mg and 10mg by Breckenridge, Amneal

Gabapentin 300mg Greenstone and Actavis

Gabapentin 600mg and 800mg by Glenmark

Lexapro 10mg and 20mg by Forest Pharmaceuticals

Lyrica 75mg by Pfizer

Nabumetone 500mg by Teva

Nucynta 50mg, 75mg and 100mg by Ortho-McNeil-Janssen

Omeprazole 20mg by Mylan

Omeprazole 20mg Delayed Release by Kremers Urban

5. TITANIUM DIOXIDE

Titanium oxide happens naturally on our planet. It's not made in a lab, but that doesn't mean you want to ingest it on purpose. This widely used mineral is a white dye found in dietary supplements, medications and makeup. I'm not quite as concerned about the makeup since it's topical. I'm more concerned about you consuming this metal on a daily basis by taking supplements with it.

Research is turning up some disturbing news regarding immune function and titanium dioxide. While minimal, who wants a wee bit of damage to your DNA from taking supplements. Titanium dioxide may do just that, which seems counterproductive if you ask me. If you take something white, like a white soft gel or tablet, look at the "other" ingredients to see if this compound is listed.

Titanium dioxide was shown to cause lung inflammation when workers inhaled it. In an animal model study, it induced some degree of intestinal inflammation which made me think of all of you with gluten sensitivity, Leaky Gut (the term for increased intestinal permeability), Celiac disease, Crohn's disease, and Irritable Bowel Syndrome (IBS). Do you want more damage to your gut? Many of you are taking supplements right now with additives, including titanium dioxide, which again has questionable effects on your digestive tract. I put it on my "filthy five" list because I truly feel that it's best avoided. It's a colorant. It's there to make soft gels opaque so you can't see inside the soft gel. The reason for that is sometimes ingredients don't mix well inside a soft gel and appear to consumers as if it's rotten, unmixed or broken. So makers have to color the soft gel so you can't see inside. That's not a bad thing, I'm just frustrated they are using titanium dioxide to do it. They could use any number of other colorants. They could also warn you on the label and tell you, "We don't use colorants so soft gels may look weird to you."

YOUR HOMEWORK

Print my lists and sit down with your supplements. Get a flashlight and magnifying glass if you need to. Get comfortable in your favorite chair and then (and this is the important part) ... Read Your Labels.

It'll be worth the effort once you begin reaping the benefits. If you need to, upgrade all your vitamins. Leave no jar unchecked! Carpe Upgrade! The best gift I can give you is extra knowledge. The best gift you can give yourself is to make the most health-conscious decisions that you can. I wish you the very best of health and happiness, my friends.

With love,
Suzy

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ABOUT THE AUTHOR

I hope you've enjoyed this ebook and learned the truth about vitamins.

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I'm the founder of a unique line of dietary supplements, all highly bioavailable and gentle on the stomach. To learn more visit www.SuzyCohen.com.

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