



GENESTRA
BRANDS®



Active Multi Vite Gummies

Great-tasting multivitamin gummy enhanced with an organic fruit blend

- Offers a concentrated combination of 14 vitamins and 3 minerals, plus choline and an organic fruit blend
- Provides active vitamin forms, including Metafolin® L-5-methyltetrahydrofolate and methylcobalamin
- Vegetarian pectin base; free from gelatin, as well as artificial colors and flavors
- Only 0.5 g of sugar per gummy; sweetened naturally and with low-glycemic isomalto-oligosaccharides
- Delicious raspberry-lemonade flavor
- Ideal for the entire family

Active Multi Vite Gummies provide a concentrated combination of 17 vitamins and minerals in a great-tasting format, enhanced with choline and an organic fruit blend. Many Americans do not consume adequate amounts of essential vitamins and minerals. This formula is packed with high levels of nutrients to help promote optimal nutritional status, including two forms of vitamin A, all eight B vitamins, antioxidant vitamins C and E, bone-supporting vitamins D and K, and the minerals zinc, iodine and chromium. Collectively, this formula promotes immune function, antioxidant defense, energy and healthy glucose metabolism, strong bones and teeth, eyesight and night vision, and healthy hair, skin and nails. Choline is also included to provide valuable support to the liver. Additionally, each berry-shaped gummy contains only 0.5 g of sugar from natural sweeteners and isomalto-oligosaccharides, a low-glycemic plant-based prebiotic fiber naturally found in fermented foods and honey. Free of gelatin as well as artificial colors and flavors, Active Multi Vite Gummies provide a convenient and delicious way of increasing the daily intake of bioavailable vitamins and minerals in adults and children 2 years and older.‡

SUPPLEMENT FACTS

Serving Size 4+ Years: 4 Gummies; 2-3 Years: 2 Gummies
Servings per Container 4+ Years: 25; 2-3 Years: 50

	AMOUNT PER 4 GUMMIES	% DV FOR ADULTS FOR CHILDREN 4+ YEARS (4 GUMMIES)	AMOUNT PER 2 GUMMIES	% DV FOR CHILDREN 2-3 YEARS (2 GUMMIES)
Calories	30		15	
Total Carbohydrate	7 g	3% [^]	4 g	3% ^{^^}
Total Sugars	2 g	*	1 g	*
Includes 2 g Added Sugars		4% [^]		
Includes 1 g Added Sugars				4% ^{^^}
Vitamin A (as vitamin A palmitate/60% beta-carotene)	750 mcg	83%	375 mcg	125%
Vitamin C (as ascorbic acid)	80 mg	89%	40 mg	267%
Vitamin D ₃ (as cholecalciferol)	25 mcg (1000 IU)	125%	12.5 mcg (500 IU)	83%
Vitamin E (as d-alpha tocopheryl acetate)	10 mg	67%	5 mg	83%
Vitamin K ₂ (as phyloquinone)	120 mcg	100%	60 mcg	200%
Thiamin (as thiamin mononitrate)	1.5 mg	125%	0.75 mg	150%
Riboflavin	1.7 mg	131%	0.85 mg	170%
Niacin (as niacinamide)	11 mg	69%	5.5 mg	92%
Vitamin B ₆ (as pyridoxine hydrochloride)	5 mg	294%	2.5 mg	500%
Folate (as Metafolin® L-5-MTHF)	400 mcg DFE (240 mcg L-5-MTHF)	100%	200 mcg DFE (120 mcg L-5-MTHF)	133%
Vitamin B ₁₂ (as methylcobalamin)	100 mcg	4167%	50 mcg	5556%
Biotin	100 mcg	333%	50 mcg	625%
Pantothenic Acid (as calcium d-pantothenate)	5 mg	100%	2.5 mg	125%
Choline (as choline bitartrate)	30 mg	5%	15 mg	8%
Iodine (as potassium iodide)	112 mcg	75%	56 mcg	62%
Zinc (as zinc citrate)	9 mg	82%	4.5 mg	150%
Chromium (as chromium picolinate)	50 mcg	143%	25 mcg	227%
Organic Fruit Blend	100 mg	*	50 mg	*
Strawberry Fruit, Orange Fruit, Lemon Fruit, Raspberry Fruit, Blueberry Fruit, Tart Cherry Fruit, Pomegranate Fruit, Cranberry Fruit				

* Daily Value (DV) not established

[^] Percent daily values (DV) are based on a 2,000 calorie diet

^{^^} Percent daily values (DV) are based on a 1,000 calorie diet

Other ingredients: Isomaltooligosaccharides, cane sugar, pectin, natural flavors, apple puree, citric acid, sodium citrate, purified water, natural black carrot color, stevia leaf extract, vegetarian coating (organic sunflower oil, carnauba wax, medium chain triglycerides, hypolose, glycerin)

Metafolin® is a registered trademark of Merck KGaA, Darmstadt, Germany.

Recommended Dosage

Adults and Children (4 years and older): Take 4 gummies daily with a meal or as recommended by your health professional. Children (2-3 years): Take 2 gummies daily with a meal or as recommended by your health professional. Take a few hours before or after taking medications or other supplements.

Size
100 Gummies

Product Code
03148



Non
GMO



Gluten
Free



Vegetarian

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Active Multi Vite Gummies

Scientific Rationale:

Research has reported that many Americans do not meet recommended micronutrient intakes.¹ In fact, low intakes of nutrient-rich foods combined with sedentary lifestyles have resulted in adults meeting or exceeding energy requirements while failing to meet vitamin and mineral recommendations.¹ The Dietary Guidelines for Americans has reported inadequate intakes of vitamins A and C among adults, as well as vitamin E in both children and adults.¹ Similarly, low intakes were common for vitamin B₁₂ (older adults), folic acid (pregnant women or those of childbearing age) and vitamin D (older adults, those with dark skin, or individuals with insufficient sunlight exposure).¹ Regular multivitamin consumption can help fill nutrient gaps that are created by shortcomings in the diet.¹ Active Multi Vite Gummies provide a comprehensive combination of 14 vitamins and three minerals, plus choline and organic fruits, to help maintain good health.[‡]

Vitamin A is a fat-soluble vitamin that plays important roles in the immune, visual and integumentary systems.² Preformed vitamin A (retinol) is present in animal-based products, while red, orange and yellow fruits and vegetables contain **beta-carotene**, a carotenoid pigment that can be converted into vitamin A by the body.² Vitamin A stimulates the development of immune cells; aids in the production of rhodopsin, a pigment required for sensing light (especially in low-light environments); and helps regulate the expression of skin keratins.^{3‡}

B vitamins play an important role in energy metabolism as cofactors for numerous biochemical reactions in the body.⁴ Vitamins B₆, B₁₂ and riboflavin are particularly critical in the metabolism of the amino acid metabolite homocysteine.⁴ Vitamin B₁₂ has an additional role supporting immune system function and is involved in red blood cell formation alongside vitamin B₆.^{2,4} In addition, biotin helps maintain healthy hair, nails, mucous membranes, and skin.^{3‡}

Vitamin C is the most effective water-soluble antioxidant in the plasma and cellular fluid.⁴ It directly scavenges reactive oxygen and nitrogen species, which can damage cells and disrupt normal cellular function.⁴ Vitamin C further protects cells by regenerating other antioxidants, such as glutathione and vitamin E.⁴ High levels of vitamin C are present in the eye to help decrease light-induced free radical damage, while neutrophils contain vitamin C to protect against reactive oxygen species produced during phagocytosis.⁴ In addition, vitamin C supports the immune system by regulating lymphocyte proliferation, natural killer cell activity, immunoglobulin production and histamine release.^{4‡}

Vitamin E is a fat-soluble vitamin primarily known for its antioxidant activities.⁴ As the major antioxidant within cell membranes, vitamin E plays a critical role in scavenging free radicals to protect polyunsaturated fatty acids from peroxidation.⁴ Vitamin E can be found in vegetable oils, nuts, cereal grains, fruits and vegetables, although food processing can significantly reduce its levels.^{4‡}

Vitamin D is one of the major nutrients involved in bone health.⁴ It plays an essential role in building strong bones and teeth, as it helps in the absorption of calcium, a primary structural component of the skeleton.⁴ Furthermore, vitamin D receptors are present on most immune cells, demonstrating its importance in maintaining immune function.⁴ **Vitamin K** is also involved in skeletal health, as it helps in the maintenance of bones, and adequate intake levels are required for bone formation and strength.^{4‡}

Zinc is included for its roles in nutrient metabolism and bone health.^{2,6} It is also critical to the immune system as a cofactor of thymulin, a hormone involved in T cell maturation and differentiation, and is required for proper macrophage development, natural killer cell activity and cytokine production.⁶ Zinc has additional roles in helping to maintain healthy hair, nails, and skin.⁶ Also included are **iodine** to help in the function of the thyroid gland, plus **chromium** to provide support for healthy glucose metabolism.^{2‡}

Choline is a vitamin-related compound that has important roles in essential physiological functions.⁷ It is a precursor to the methyl donor betaine, the key neurotransmitter acetylcholine, and phospholipids, structural compounds in the cell membrane.² Choline also helps support liver function by promoting healthy lipid transport.^{2‡}

Fruits provide important bioactive phytochemicals that can benefit human health.⁷ According to *in vitro* studies, these bioactive compounds exert their effects through a variety of mechanisms, including antioxidant activity.⁷ Active Multi Vite Gummies provide a blend of eight fruits that offer polyphenolic antioxidants to help support cellular health. Included in this blend are blueberry, pomegranate, cranberry, raspberry and strawberry, which contain some of the highest total phenolic contents among commonly consumed fruits.^{7‡}

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[‡] These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.