

# SYNTHETIC VITAMINS

## The Hidden Truth about Synthetic Vitamins

It's well established that our modern diets are deficient of essential vitamins and minerals. In fact, a recent government report stated that practically no one gets adequately nourished through diet alone. That's probably because most of the foods bought in US grocery stores are ultra processed. Processing strips the food of its vital nutrients and replaces them with things like sugar, sodium, and a whole host of chemical flavorings, colorings, and preservatives. Processed foods are bioengineered to be addictive, and added sugar is the primary strategy used for this purpose. Even our most popular fruits and vegetables have lost up to 50% of some of their most vital vitamins and minerals due to modern commercial farming technologies that are all designed to grow these foods faster and bigger and with longer shelf lives. And since nutrient deficiency is a major cause of compromised immunity and sickness, it's no wonder that over 60% of the US population now has to live with one or more chronic conditions that require the intake of multiple pharmaceutical drugs to help manage. To make up for our nutrient deficient diets, we've been told to take a daily multiple vitamin, and big Pharma was right there to capitalize on that demand through the creation of synthetically made vitamins. They then launched multi million dollar PR campaigns claiming that there is no difference between their chemically made vitamins, and those found in whole foods. They were even so bold as to claim that their synthetic vitamins could help reduce the risk of diet related diseases like cancer and heart disease.

However, that campaign might have been just a little too convincing, as several large population studies were initiated to quantify the actual reduction of these diseases through the supplementation of their synthetic vitamins. But as the results of these studies started to surface, they sent shockwaves around the world. In one study published in the New England Journal of medicine, over 18,000 high risk smokers and asbestos workers were divided into two groups. Group one received high daily doses of synthetically made vitamin A and beta carotene supplements while group two received a placebo product. The study had to be stopped 21 months early for ethical reasons, because the synthetic vitamin group had already shown a 28% increase in cancer and heart disease and a 17% increase in overall deaths as compared to the placebo group. Another study conducted on over 35,000 men published in the journal of the American medical Association showed that high doses of synthetically made vitamin E increased the risk of prostate cancer in these men by a whopping 17%. As a result, newspaper headlines from around the world started to ask "Are Our Vitamins Killing Us?"

Big Pharma claimed that these particular studies were flawed and/ or cherry picked from a larger volume of research, just to create negative headlines. So to help offer a more balanced perspective, a group of researchers reviewed the top 67 most non-biased published studies on the use of synthetic vitamins. These studies involved over 200,000 participants worldwide, and the review article of their findings was published in the Journal of the American Medical Association. The results? This meta-analysis showed that the supplementation of high levels of synthetically made vitamins, A, E, and beta carotene not only did not reduce the risk of diet related conditions, but in every study, they actually showed an increase in both the risk of disease and death as compared to the placebo groups. The authors of this review article pointed out that this data applied only to synthetically made vitamins, and did not relate to the intake of those same vitamins as they exist naturally in whole foods.

Unfortunately, this information was simply overwhelmed by the continued promotion of synthetically made vitamins, whose sales have continued to climb to all time highs.

At Alovea, we have joined the growing group of concerned consumers who are saying that enough is enough, through the development of a 100%, standardized whole food vitamin and mineral supplement that is super charged with our proprietary immune optimizing Acemannan. This unique new product is called Vitality and it provides a whole food solution for the deficiency of essential nutrients missing in our modern diets.

Lab tested examples of popular “whole food looking” nutritional product compared to Alovea’s vitality.