



ULTIMATE IMMUNE SUPPORT GUIDE

BY VITAMINIX[®]





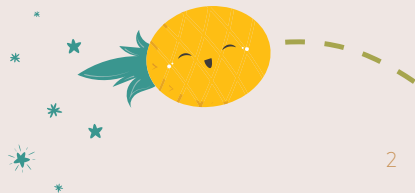
C IS FOR COLD VITAMIN C IS FOR GETTING RID OF ONE

When it comes to warding off illness such as the common cold, **Vitamin C is Super Supplement #1 in Vitaminis Immune Support.** Naturally occurring in both [oranges and pineapples](#), vitamin C [supports immune health](#) and provides antioxidants that help protect the body from disease. It's also vital for improving iron absorption, making collagen that promotes healing and strengthening teeth and bones.

How do you ensure that you are getting enough vitamin C? The good news is that it can be found in a [variety of foods](#) including the most commonly associated, citrus fruits (lemon and grapefruit in addition to the above) as well as berries, cantaloupe, and veggies like tomatoes and bell peppers.

And exactly how much do you need? The [average daily recommended amount](#) of vitamin C ranges by age and gender, with kids needing between 25-65mg, adult women needing 75mg, and adult men needing 90mg, (but not more than 2000mg per day). [Exceeding the limit](#) has the potential to cause an upset stomach, and lower doses are actually more easily absorbed.

While you may not be able to stave off a stuffy nose completely, extra vitamin C has been shown to shorten the length of a cold ([by about 8% in adults and 14% in children](#)).





A Deeper Dive

on the direct connection of Vitamin C & Immunity

The [National Institutes of Health](#) (NIH) examined the connection between vitamin C and immune function. NIH findings indicate that vitamin C supplements may shorten common cold duration and decrease symptom severity, for sure a win when it comes to fighting that stuffy nose and sore throat. Perhaps even more interestingly, one of the [areas of continued research](#) is around vitamin C's antioxidant effect on free radicals. This effect is thought to potentially help prevent/delay diseases in which oxidative stress is a cause.

Vitaminis is part of a holistic solution to boost the power of your immune system. In combination with magnesium and zinc, vitamin C leads the charge in getting the whole family back to their normal – busy, crazy, full-speed-ahead – selves as quickly as possible.



MODERN Magnesium

A MIGHTY MINERAL FOR IMMUNE SUPPORT



Super Supplement #2 in Vitaminis Immune Support, Mighty Magnesium, is an essential mineral with a [role in many of the body's processes](#): supporting blood sugar, sleep/mood, digestion, and of course, immunity.

Most of us are able to get a fair amount of magnesium from our diet, with [top sources](#) being nuts and seeds, soy foods including soymilk and edamame, vegetables such as spinach and broccoli, most beans, whole grains like brown rice, oatmeal, and whole wheat bread, and even fruits including banana, raisins, and avocado.

However, it's worth noting that levels of magnesium in produce are directly affected by the amount of magnesium in the soil where it's grown. Unfortunately, some [modern farming methods have depleted the soil](#), leaving some foods with less than they once had. With this knowledge, we look to supplementation to help ensure we maintain a good baseline, and achieve the [recommended range](#) based on age and gender.

Keep in mind, you don't have to stress about getting the exact right amount of each and every nutrient, each and every day. We prefer a holistic approach, meaning as long as you are getting the recommended amount on average over a couple of days, or even a week, you are doing great!

NOT SO MINI MAGNESIUM:

A CRITICAL NUTRIENT FOR CELL HEALTH
& OVERALL IMMUNE FUNCTION

The [National Institutes of Health](#) Health Professional's Fact Sheet indicates that one's risk for illness over time is increased by "habitually low intakes of magnesium," as its absence can cause changes in biochemical pathways. Whoa, right? [Magnesium is so important](#) because many of the hormones and neurotransmitters that regulate cellular activity require the presence of magnesium. Even the ability for cells to replicate relies on their ability to synthesize protein, and this process is greatly affected by magnesium depletion.

Instead of questioning whether you are getting enough magnesium from food sources affected by modern farming, a [simple supplement like Vitaminis](#) delivers an appropriate amount, perfectly portioned and paired with Vitamin C and Zinc, for the trifecta of immune support. Mini, but Mighty.



ZINC EVERY DAY KEEPS THE COLDS AWAY

Super Supplement #3 is Zinc, a [mineral so critical](#) to the growth, development, and maintenance of many vital cellular processes, that it's present across the entire body, and can be found in Every. Single. Cell.

Even cooler, zinc and magnesium have [reciprocal properties](#), meaning when taken together (in the right doses), they're even more mighty. Zinc helps the body absorb magnesium more efficiently, and magnesium helps the body regulate levels of zinc. Speaking of levels, zinc is definitely a #mightymini for [recommended daily amounts](#). With 5.5mg in a single shot of Vitaminis, you can be confident that you are well on your way getting all the zinc that you need.

Zinc has also been linked to [helping reduce oxidative stress](#), which is linked to chronic disease. While deficiency is rare in the U.S., it's more common in developing nations where access to [zinc-rich foods](#) such as red meat, poultry, nuts, beans, shellfish, mushrooms, skin on potatoes, and wholegrain cereal is limited.

Two of the seven essential minerals, zinc and magnesium, work in conjunction to support the immune system. Interestingly, [our bodies are unable to store zinc naturally](#), making it even more important that we consume it daily, whether through diet, supplements, or both, to ensure you're in balance and well supported.



ZINC BATTLES COLDS COMMON & CHRONIC



There's more to the story in what zinc brings to the table for both the common cold, and conditions much more severe.

Researchers studying the effect of zinc lozenges [found that when taken within 24 hours of the onset of cold symptoms](#), the duration of the common cold was reduced. Moreover, multiple research studies have indicated that in the case of [severe respiratory infections](#), such as pneumonia, supplementing with zinc may reduce both the severity, as well as the frequency of such infections. These findings are critical, especially in regions of the world where mild to moderate zinc deficiency may be more common.

Zinc plays a role in gut health as well. It repairs cells in the intestinal tract, helping them properly absorb nutrients. Deficiency can lead to diarrhea and unexplained weight loss.

[Paired in appropriate measure](#) with magnesium to maximize absorption, and complemented by an impactful amount of vitamin C, zinc completes the Vitaminis Immune Support offering to keep the whole family going.



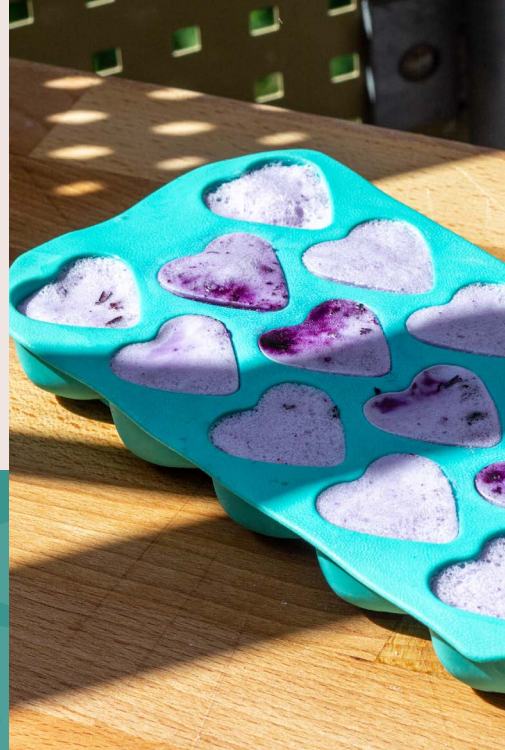


We've touched on the reciprocal properties of essential minerals such as vitamin C, magnesium, and zinc. [Research conducted during the COVID-19 pandemic](#) found that immune supportive nutrients work in synergy to not only stave off infection, but effectively combat this, and other viruses.

Summing up the science, the best protection one can have against potential viruses is an immune system well stocked with the [right combination of nutrients](#), allowing them to work together. Rather than seeking a variety of sources for each, Vitaminis' combination of vitamin C, zinc, and magnesium delivers these [nutrients together for maximum immunity impact](#). That's a lot of bang for one little bottle! **#miniwin**

FROYO FRUIT CUBES: A FAST & FUN ALTERNATIVE TO FLAVORED YOGURT

You and your kids love those flavored yogurts, but not all the sugar? This **#minimorsel** is for you. Adding nutrient-rich Vitaminis to protein-packed plain yogurt gives you a double dose of delicious nutrition, and freezing it ups the ante to not just a snack, but treat status.



Ingredients:

- 1 cup plain yogurt
- 1 Vitaminis orange-pineapple Immune Support shot (2.5 ounces)
- Fruit of choice (we like berries for their size but in season, cubed peaches, mango, or clementine segments for their complementary color)

Steps:

Combine yogurt and Vitaminis in a small bowl, mixing well to incorporate. Add fruit cut into small cubes – berries for additional antioxidants, oranges, or bananas to amp up fiber, or vitamin A found in stone fruits. Pour mixture into an ice cube tray and freeze, then pop out and enjoy!

No ice cube tray? No worries, feel free to use Dixie cups (fill only $\frac{1}{4}$ to $\frac{1}{3}$ of the way to keep the smaller size), or even drop a spoonful of the mixture onto a parchment-lined baking sheet, freeze, and peel off **#yogurtdrops!**



THANK YOU!

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MINI. MIGHTY. TASTY.