CORE fOrmulas

Daily Basics OUR SIGNATURE FOUNDATIONS FORMULA

Ingredients:

• Vitamin A (as Vitamin A Palmitate)

Vision, growth and immune function

• Vitamin D3 (as Cholecalciferol)

Immune function, bone and cardiovascular support

• Vitamin E (as Tocotrienols - DeltaGold®)

Powerful antioxidant that protects cells form free radicals

• Vitamin K2 (as Menaquinone-7)

Helps absorb vitamin D and keep calcium in bones

• Taurine

Aids in liver function, bile production and glucose balance

• Inositol (as Myoinositol)

Neurotransmitter support, glucose balance

• Selenium (as L-Selenomethionine)

Thyroid support, egg quality and helpful for glutathione recycling

About:

Meet Daily Basics, our Signature Foundations Formula aka your new favorite delicious beverage boost that doesn't contain chemicals, gums, natural flavors or fake sweeteners and is packed with vitamins! Daily Basics is a delicious cream powder that adds a subtle, velvety flavor profile to your morning cup of coffee, tea or smoothie, all while providing you with your most needed, daily, basic nutrients.



Intended to Support:

- IMMUNE SYSTEM*
- BRAIN & COGNITIVE FUNCTION*
- BLOOD SUGAR BALANCE*
- THYROID*
- CELLULAR HEALTH*
- HORMONES*
- INFLAMMATION*

*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

Considerations when we formulated this product.

- How do we create a daily basic support that meets the needs of most people?
- Taste (this was so much harder than we initially thought)
- What are most people needing "insurance wise" that is void in their diet
- What are some of the most common problems right now in society
 - Low fat soluble vitamins, liver/thyroid stress, blood sugar issues, cortisol
- No fillers/sweeteners (it's rare to find a creamer without tapioca/maltodextrin or other bulking and thickening agents) which are all hard on the gut
- Easy add-on for habit stacking (added to water, coffee, smoothie, tea)
- Would not take away or overpower the beverage it is added to
- Does it actually work? Positive effect on blood sugar, mood, energy, etc.

Our Organic Coconut Milk Powder

We always knew we wanted coconut to be the main flavor profile of this product because it is naturally sweet in flavor and allowed us leave out any added sweeteners or sugars. It is also the least contraindicated ingredient for allergens and immune complications. Coconut milk naturally has a fatty molecular profile which makes it even more helpful in retaining the nature of absorbing the fat soluble vitamins we chose to include in this blend - A, D, E, K.

Our coconut milk powder comes from coconuts across the Philippines, with no preservatives, additives, or fillers. We find the country's best and blend them together for a result that celebrates the natural flavor and aroma of the coconut. It provides a subtle and velvety flavor without overtaking a cup of coffee, matcha or whatever else you blend it into.

Daily Basics

Common ways you can use this product . . .

- COFFEE
- TEA
- SMOOTHIES
- BONE BROTH
- YOGURT
- OATMEAL
- SMOOTHIES
- WATER

to name a few! Be sure to add to warm, not boiling or extra hot liquids to preserve nutrient stability

Our Formulations are:

Made in the USA Non-GMO Tested for Heavy Metals CGMP Compliant Tested for Potency & Purity No Fillers Gluten-Free Vegan

VITAMIN A "The Superhero "

The most frequent uses and studies uses for Vitamin A include: Antioxidant, Epithelial skin health; acne, wounds, Gastrointestinal epithelial barrier health; celiac disease, Crohn's disease, Ocular health, Bones and teeth, Immune balance; infections • Pancreatic Disorders and Fat Malabsorption. Vitamin A requires fats as well as minerals in order to be properly absorbed from the digestive tract, another reason why we love Coconut Milk as a base for this formula. Deficiency in Vitamin A can be very common = hair loss, skin problems, dry eyes/skin, night blindness, recurring infections, infertility or trouble conceiving, acne, breakouts, bumps on skin. In addition to these signs and symptoms, many people struggling with Thyroid imbalances and Vitamin A (along with Selenium) is a nutrient that helps support the conversion of T4 to the usable T3 form our thyroid needs. Vitamin A was a no brainer when formulating this product due to its broad spectrum use that so many individuals need on a daily basis and fail to get through diet.

VITAMIN D3 "The Immune Rescuer"

Most people are deficient in Vitamin D despite spending time in the sun and sometimes supplementing. Some reasons for this are due to lack of proper absorption in the gut coupled with poor liver and kidney function for conversion. Known as the "sunshine" vitamin, even though it's technically a hormone precursor, it is formed in the body by the action of the sun's ultraviolet rays on the skin, converting the biological precursor 7- dehydroergosterol (found in animals and humans) into vitamin D3. "Vitamin D3 is converted in the liver to 25- hydroxycholecalciferol (25-HCC), which is five times more active than vitamin D3. 25-HCC is then converted in the kidneys to 1,25- dihydroxycholecalciferol (1,25-HCC), which is 10 times more potent than vitamin D3. The active 1,25-HCC form of vitamin D is also called calcitrol. Optimal range is 60-80 and upwards of 100. In this formula we provide a lower dose at 200 IU, so it can be taken in addition to other supplementation if required, say in your multivitamin etc. Vitamin D is most known for it's immune system benefits by stimulating the activity of white blood cells called macrophages but is also important for egg quality, converting thyroid, balance of glutathione, calcium absorption and bone health, inflammation, reduction of gut infections and endotexemia, mood, behavior, neurological function, energy and viral support to name a few.

VITAMIN E "The Protector"

Our Vitamin E is in the form of Tocotrienols from DeltaGold[™]. The vitamin E family consists of two subgroups: tocotrienols (T3) and tocopherols (T). Tocotrienols are naturally derived from several sources, such as rice bran, palm, and annatto. DeltaGold[™] comes from the annatto source, which is specifically from the seeds - (Bixa orellana). It naturally contains only tocotrienols (90% Delta-Tocotrienols and 10% Gamma-Tocotrienols) and zero tocopherols, which offers antioxidant protection and is considered a top of the line vitamin E source. Numerous studies have uncovered the benefits and superior function of annatto-derived delta- and gamma-tocotrienols, including their role in cholesterol reduction and cardiovascular disease, influence on metabolic syndrome and diabetes, novel function for bone health, potential in cancer and chemo prevention in addition to protection against cells from free radicals and PUFA (polyunsaturated fatty acids aka "seed oils". Deficiencies in Vitamin E could reflect muscle weakness, walking difficulties, tremors, vision problems; deficiency can be caused by fat malabsorption disorders or diseases that impair the absorption of fat such as cystic fibrosis and liver disease, or by genetic abnormalities that affect vitamin E transport.

VITAMIN K2 "The Support System"

Vitamin K can often be thought of as the best supporting actor. It plays a crucial role on it's own, however it assists many of the main players to fulfill their job. Vitamin K got its name from "Koagulation", a German word for coagulation, which means clotting - supporting bone health and helping prevent the calcification of blood vessels which can potentially reducing the risk of heart disease. Vitamin K2 is used in formulations when increased absorption is needed, in this case supporting the absorption of Vitamin D and it's fat soluble counterparts. Although K2 vitamins comprise only some 10-25% of the total dietary vitamin K intake, menaquinones (K2) produce much of the therapeutic effects of vitamin K (Beulens et al, 2013), making it a preferred form for Daily Basics. It is also helpful in the uptake and absorption of calcium and mitochondrial function. Those with an increased need for vitamin K include: Alzheimer's Disease, Atherosclerosis, Alcoholics, gastrointestinal conditions that may limit vitamin K absorption, including ulcerative colitis, celiac disease, biliary obstruction, IBS and IBD, malnutrition, those with blood clotting disorders and the aging population

INOSITOL "The Balancer"

Inositol has a host of benefits, including but not limited to: regulating liver and metabolic issues, balancing blood sugar, decreasing inflammation, enhancing cellular communication, lessening hair loss through its balancing effect on hormonal and reproductive health, and supporting the production of neurotransmitters (i.e GABA, Serotonin, Dopamine and Acetylcholine) that play a role in energy, sleep, mood and neurological function. Inositol has been shown in numerous studies to reduce insomnia for some and improve sleep quality in others. Since sleep is when the brain is able to detox best, supporting healthy Zzzz's is not only crucial for detox, but overall health and aging as well.

TAURINE "The Liver's Best Friend"

Taurine occurs naturally in the human body and has many important functions. It is often needed for optimal heart, liver, and gallbladder function and has a plethora of benefits which include improving insulin resistance and decreasing serum glucose + lipid concentration, which is especially helpful in protocols when serum glucose elevates in response to stress or even "healing" stress. It may also help in the production of bile, a digestive fluid produced by the liver and stored in the gallbladder that removes harmful toxins and chemicals from the body. Why is this important? If these toxins are not properly removed, they can accumulate in the body and decrease the function of the liver. Your liver acts as the human body's primary filtration system. So, in any detox protocol or generally speaking for day to day, you want your liver in tip-top shape!

SELENIUM "The Gatekeeper & Antioxidant"

Selenium plays important roles in detoxification and antioxidant defense mechanisms in the body. Selenium functions as a redox "gatekeeper", improving antioxidant defense mechanisms. Selenium helps to reduce lipid peroxidation and neutralizes destructive hydrogen peroxide radicals, in addition to potentiating the antioxidant activity of vitamin E, (another reason we love this Daily Basics blend). Not only does it act as a master antioxidant, it is probably most known for thyroid support. A systematic review of the literature in 2010 reported that selenium supplementation reduced thyroid peroxidase antibodies and may be beneficial for those with autoimmune thyroiditis, including Hashimoto's thyroiditis (Toulis et al, 2010). Another reason we love Selenium (and a common thyroid root cause) is it's ability to help detox heavy metals such as mercury and cadmium (Zwolak et al, 2012), which are commonly exposed to frequently in today's world.

Daily Basics: Citations

Vitamin A "The Superhero "

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Vitamin E "The Protector"

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Vitamin K2 "The Supporter"

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