

Vita-Vim™ For Kids Sour Gummies

UPC: 0 646420 5599 6

NPN: 80045218

A delicious sour gummy children's daily multivitamin specifically formulated to nourish growing bodies with essential nutrients to promote healthy growth and development. Kid-approved taste and made with no artificial colours or flavours!

General Information

Vitamins and minerals are important nutrients children need for growth, development, and proper daily function. Although the human body synthesizes many vitamins and minerals, a number of these nutrients are obtained from one's diet.

Parents give their children daily multivitamins to maintain general health, improve overall health, supplement diet, prevent health problems and boost immunity.^{1,2} Special consideration for multivitamin intake is given to children who are underweight, have an allergy, or have an illness that may place them at risk for vitamin or mineral deficiencies. Food allergies may cause children to remove a number of foods from their diets; therefore, they are at an increased risk for poor nutrient intake and poor growth.^{3,4}

Pediatricians may suggest a daily multivitamin if a child has a poor appetite or erratic eating habits. Multivitamin supplements are an excellent choice since nutrients do not act in isolation. They often work synergistically to ensure that normal metabolic reactions occur. Nutrient deficiencies generally happen because of a poor diet, which lacks balanced nutrition.⁵⁻⁷

A study found that there was an improvement in the "accuracy of attention task performance" when children between 8 to 14 years of age took vitamin/mineral supplements.⁸ In addition, preliminary reports from a number of clinical trials suggest that multivitamins and minerals may have a positive effect on both intelligence and aggression.⁶

Jamieson Vita-Vim™ For Kids Sour Gummies contains a balanced spectrum of nutrients, including vitamins D and A, to support the proper growth and development of children.

Vitamin D

Vitamin D is a fat-soluble vitamin that promotes tooth and bone formation and regulates calcium absorption. It is found in some foods, especially fortified foods, and is also obtained through the UV rays of the sun.⁵ Vitamin D supplementation is often recommended since few foods contain this vitamin.⁹ Vitamin D insufficiency is a common concern in industrialized countries where there is less sun exposure and a high use of sunscreen, and where the higher prevalence of obesity may hinder the positive effects of this vitamin due to reduced activity in adipose tissue.^{5,9,10}

Vitamin D deficiency can lead to rickets in children, and osteomalacia and osteoporosis later in life. Recently, conditions such as cancer, metabolic syndrome, decreased muscle strength, insulin resistance, infectious and autoimmune disorders, and neurological disorders have been found to be associated with low vitamin D levels. When testing for vitamin D levels, haemoglobin levels should also be observed since iron deficiency anemia often coexists with rickets.¹¹⁻¹³

The Canadian Cancer Society asserts the above suggestion by stating that vitamin D is required for healthy bones and muscles especially in children and vitamin D may reduce risk for colorectal and breast cancers later in life.¹⁴



Natural Health Products Directorate (NHPD) Claims:

- A multivitamin for the maintenance of good health
- Helps the body to metabolize carbohydrates, fats and proteins
- Helps to form red blood cells.
- Helps to maintain eyesight, skin membranes and immune function
- Helps in the development and maintenance of night vision
- Helps in the development and maintenance of bones, cartilage, teeth and gums
- Helps in connective tissue formation
- Helps in wound healing
- Helps in the absorption and use of calcium and phosphorus
- An antioxidant for the maintenance of good health
- Helps in tissue formation



Purity is priceless.™

The 2011 Institute of Medicine (IOM) report recommends that infants younger than one year old consume a total intake of 400 IU/day and older children 600 IU/day. The IOM does not recommend relying on the sun to obtain adequate vitamin D; therefore, the use of supplements must be considered for children to ensure adequate vitamin D intake.¹⁵

Jamieson's Vita-Vim™ for Kids Gummies contain 300 IU of vitamin D per gummy.

Vitamin A

Vitamin A is a fat-soluble vitamin that plays multiple roles in vision, normal growth and development, regulating immune function, healthy skin and hair, and tissue repair.^{16,17}

Vitamin A is an essential nutrient which cannot be synthesized by the body. Beta-carotene is a type of vitamin A that is found in plants and preformed vitamin A is found in animal food sources.¹⁷

A systematic review and meta-analysis, which included a Cochrane review, examined forty-three trials involving 215, 633 children and found that vitamin A supplementation of children between ages six months to five years can reduce mortality, morbidity, and vision problems and should be given to children who are at risk of deficiency.^{6,17}

In addition, a study examined the effect of vitamin A supplementation on iron and vitamin A status of children. It found that vitamin A supplementation may decrease vitamin A deficiency, anemia prevalence, and improve the immunity response in preschool children. More importantly, these effects were obtained without iron supplementation.¹⁸

Jamieson's Vita-Vim™ for Kids Sour Gummies provide 1,000 IU of vitamin A per gummy.

Jamieson's Vita-Vim™ For Kids Sour Gummies is formulated from natural sources and is pharmaceutically tested to guarantee full potency and absolute clinical purity.

What makes Vita-Vim™ For Kids Sour Gummies from Jamieson Laboratories different...and why does this difference mean better?

1. Easy-to-chew, all natural gummies available in three delicious sour flavours that kids love – orange, berry and cherry.
2. Contains a balanced combination of nine essential vitamins, including vitamins A and D, blended in a base of concentrated fruits and vegetables.
3. Contains no gluten, artificial colours, flavours or preservatives and is free from aspartame.
4. Our premium formulations are manufactured using the 360 Pure process – a minimum of 360 quality steps that guarantee traceability and reliability of raw material, product safety, full potency and absolute clinical purity.

Indicated Benefits

- A multivitamin for the maintenance of good health
- Helps the body to metabolize carbohydrates, fats and proteins
- Helps to form red blood cells
- Helps to maintain eyesight, skin membranes and immune function
- Helps in the development and maintenance of night vision
- Helps in the development and maintenance of bones, cartilage, teeth and gums
- Helps in connective tissue formation
- Helps in wound healing
- Helps in the absorption and use of calcium and phosphorus
- An antioxidant for the maintenance of good health
- Helps in tissue formation



Ingredient Information	Available as 60 gummies	Approx. size 
Each Gummy Contains:		
<p>Vitamins:</p> <p>Vitamin A (Retinyl acetate).....295 mcg RAE/1,000 IU Vitamin B₆ (Pyridoxine hydrochloride)..... 0.5 mg Vitamin B₁₂ (Cyanocobalamin) 1.5 mcg Vitamin C (Ascorbic acid)..... 15 mg Vitamin D (Cholecalciferol)..... 7.5 mcg/300 IU Vitamin E (dl-alpha tocopheryl acetate)4.1 mg AT/9 IU Biotin.....37.5 mcg Folic acid..... 100 mcg Pantothenic acid (Calcium d-pantothenate)2.5 mg</p> <p>Minerals:</p> <p>Iodine (Potassium iodide)..... 15 mcg Zinc (Sulphate)1.25 mg</p>		
Also Contains:		
<p>Glucose syrup, sucrose, gelatin, fumaric acid, citric acid, lactic acid, natural flavours (orange, cherry, mixed berry), Brazilian palm tree wax, yellow beeswax, fractionated coconut oil, natural colours (black carrot juice, purple berry concentrate, annatto).</p> <p>NO gluten, artificial colours, flavours or preservatives.</p>		

Nutrient Information	Per 1 Gummy
Calories	5 Kcal
Total Carbohydrate	1 g
Sugar	1 g

Directions

Children 3 years and older: Chew 1 gummy daily with a meal. Store between 15°C and 25°C, away from children.

Warnings

None known when taken as directed.

Nutrient Interactions

Drug Interactions	Nutrient Depletions	Supportive Drug Interactions
None known when taken as directed.	None known when taken as directed.	None known when taken as directed.



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biologically active
clinically pure

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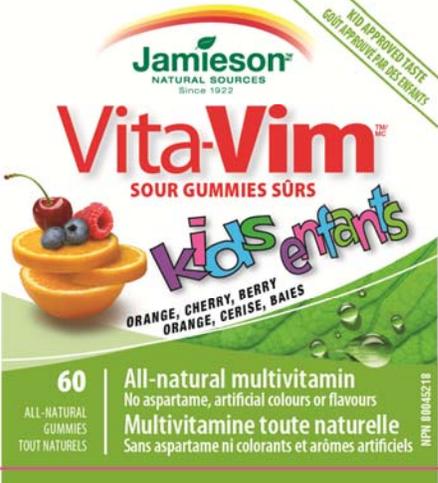


2.75" X 7.75" Santa Cruz Nutritionals - 250cc Bottle

0.25" Lot Code & Exp. area, no text or varnish

Scalé de lot et de date. Ne pas utiliser de la zone sans texte.

Scalé pour l'identification. Ne pas utiliser de la zone sans texte.



Jamieson
NATURAL SOURCES
Since 1923

Vita-Vim
SOUR GUMMIES SÛRS

Kids enfants

ORANGE, CHERRY, BERRY
ORANGE, CERISE, BAIES

60
ALL-NATURAL GUMMIES
TOUT NATURELS

All-natural multivitamin
No aspartame, artificial colours or flavours
Multivitamine toute naturelle
Sans aspartame ni colorants et arômes artificiels

NO APPROVED TASTE
GOÛT APPROUVÉ PAR DES ENFANTS

NIPI 81045218

A daily multivitamin supports the maintenance of good health. Now kids can enjoy their multivitamins in tasty, all-natural gummies - made especially for kids by the brand you trust - Jamieson™.

Une multivitamine quotidienne favorise le maintien d'une bonne santé. Les enfants peuvent maintenant profiter de leurs multivitamines sous forme de gummies savoureux et tout naturels - faits spécialement pour les enfants par la marque de confiance Jamieson™.

Directions - Children 3 years and older: Chew 1 gummy daily with a meal. Store between 15°C and 25°C, away from children.

Posologie - Enfants de 3 ans et plus : Mâcher 1 gummy par jour au repas. Conserver entre 15 °C et 25 °C, hors de la portée des enfants.

Also contains: Glucose syrup, sucrose, gelatin, fumaric acid, citric acid, lactic acid, natural flavours (orange, cherry, mixed berry), Brazilian palm tree wax, yellow beeswax, fractionated coconut oil, natural colours (black carrot juice, purple berry concentrate, annatto).

Contient également : Sirop de glucose, saccharose, gélatine, acide fumarique, acide citrique, acide lactique, arômes naturels (orange, cerise, baies assorties), cire de palme du Brésil, cire d'abeille jaune, huile fractionnée de coco, colorants naturels (jus de carotte noire, concentré de baie violette, rocou).

Vitamins:	Vitamines :
Vitamin A 295 mcg RAE/EAR/1,000 IU/UI Vitamin A (Retinyl acetate)	Vitamine A (acétate rétinyle)
Vitamin B ₆ 0.5 mg Vitamin B ₆ (Pyridoxine hydrochloride)	Vitamine B ₆ (chlorhydrate de pyridoxine)
Vitamin B ₁₂ 1.5 mcg Vitamin B ₁₂ (Cyanocobalamin)	Vitamine B ₁₂ (cyanocobalamine)
Vitamin C 15 mg Vitamin C (Ascorbic acid)	Vitamine C (acide ascorbique)
Vitamin D 7.5 mcg/300 IU/UI Vitamin D (Cholecalciferol)	Vitamine D (cholecalciférol)
Vitamin E 4.1 mg AT/9 IU/UI Vitamin E (di-alpha tocopheryl acetate)	Vitamine E (acétate de di-alpha tocophéryle)
Biotin 37.5 mcg Biotine	Biotine
Folic acid 100 mcg Acide folique	Acide panthothénique (d-panthothénate de calcium)
Pantothenic acid 2.5 mg Acide panthothénique (Calcium d-pantothenate)	
Minerals:	Minéraux :
Iodine 15 mcg Iode (Potassium iodide)	Iode (iodure de potassium)
Zinc (Sulphate) 1.25 mg Zinc (sulphate)	Zinc (sulphate)

NO gluten, artificial colours, flavours or preservatives.
SANS gluten, colorants, arômes ni agents de conservation artificiels.

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Jamieson Laboratories
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PROFITÉZ DE LA QUALITÉ
BÉNÉFICIAIRE CANADIENNE
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For Accidental Overdose dial 911, 0 for operator assistance or call your nearest Poison Control Centre.

For Professional Use Only. The information contained here has been accumulated from many sources. Indications are not intended as cures, they are simply a guideline to be used at your professional discretion.

For more information please visit jamiesonvitamins.com or call 1-800-265-5088 to speak to a Consumer Affairs representative.



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biologically active
clinically pure

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