



GENESTRA BRANDS®



DOUGLAS LABORATORIES

Seroyal

July 2017

Dear Valued Customer,

Re: Pediatri Vite – Formulation Update

Thank you for ordering GENESTRA BRANDS® Pediatri Vite. We are continuously working to improve our formulations based on feedback received from our clients. We are pleased to inform you of the improved Pediatri Vite.

Key Improvements

- **Updated Packaging**
 - Now packaged in glass container with easy-to-use pourable spout
 - Increased bottle size from 180mL (36 x 5mL servings) to 250mL (50 x 5mL servings)
- **Improved Flavour**
 - New & improved natural cherry/raspberry/vanilla flavour to improve palatability, texture, reduce bitter after-taste and improve compliance for children.

Updated Formulation:

EACH TEASPOON (5 ml) CONTAINS/ CHAQUE CUILLÈRE À THÉ (5 ml) CONTIENT:	
Vitamin D ₃ (cholecalciferol)/ Vitamine D ₃ (cholécalférol)	10 mcg/400 IU
Vitamin E (d-alpha tocopherol)/ Vitamine E (d-alpha tocophérol).....	7.5 mg AT/11.2 IU
Vitamin K ₁ (phyloquinone)/ Vitamine K ₁ (phyloquinone).....	30 mcg
Riboflavin/ Riboflavine	0.8 mg
Niacinamide	6 mg
Vitamin B ₆ (pyridoxine hydrochloride)/ Vitamine B ₆ (chlorhydrate de pyridoxine)	1 mg
Vitamin B ₁₂ (methylcobalamin/hydroxocobalamin)/ Vitamine B ₁₂ (méthylcobalamine/hydroxocobalamine)	8.5 mcg
Biotin/ Biotine	70 mcg
Pantothenic Acid (d-panthenol)/ Acide pantothénique (d-panthénole)	2.5 mg
Iodine (potassium iodide)/ Iode (iodure de potassium).....	45 mcg
Magnesium (magnesium lactate)/ Magnésium (lactate de magnésium)	12 mg
Zinc (zinc citrate)/ Zinc (citrate de zinc).....	5.5 mg
Copper [copper (II) gluconate]/ Cuivre [gluconate de cuivre (II)]	0.45 mg
Choline (choline chloride)/ Choline (chlorure de choline)	27.5 mg
Inositol.....	1 mg

Non-Medicinal Ingredients: Purified water, glycerin, concentrated apple juice, calcium lactate, natural flavours (cherry, vanilla cream, raspberry), citric acid, medium chain triglycerides, xanthan gum, potassium sorbate, rebaudioside A (stevia leaf extract), rosemary leaf extract, mixed tocopherol concentrate

- **Revised Order Code: 03124-250 / Revised UPC: 8 83196 14990 2**

Helping to support your practice includes the continuous improvement of the product experience and overall patient compliance. We are confident that you will experience great results with this enhanced formulation. Continual client feedback is an important component of this process, helping to ensure product superiority and reliable results for your patients. Feel free to contact Seroyal customer service or your sales representative at any time to provide your input.

Thank you for your continued support.

Yves Yau
President, Seroyal

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