



GENESTRA
BRANDS®



DOUGLAS
LABORATORIES

Seroyal

March 2018

Dear Valued Customer,

Re: Liquid Multi Vite Min – Formulation Update

Thank you for ordering GENESTRA BRANDS® Liquid Multi Vite Min. We are continuously working to improve our formulations based on client feedback and information generated from our quality assurance programs. We are pleased to inform you of revisions made to GENESTRA BRANDS® Liquid Multi Vite Min.

Key Improvements

- **Updated Packaging**
 - Now packaged in glass container with easy-to-use pourable spout
 - Increased bottle size from 360mL (24 x 15mL servings) to **450mL** (30 x 15mL servings)
- **Improved Flavour**
 - New & improved natural lemon-cardamom flavour, along with improved texture

Formula now includes vitamin K₂ (menaquinone-7), lutein & zeaxanthin; increased potassium, choline and inositol; and revised sources of vitamin B12, pantothenic acid, zinc, selenium and choline. Vitamin A, vitamin C and folic acid were removed.

- Vitamin K₂ (menaquinone-7): Vitamin K is important for bone health, blood coagulation and helps to regulate calcification in tissues.
 - Lutein / Zeaxanthin: Lutein and Zeaxanthin are dietary carotenoids important for eye health.
 - Potassium is an essential nutrient and an important electrolyte.
 - Pantothenic acid source was revised from calcium d-pantothenate to d-panthenol for improved solubility and stability in liquid.
 - Vitamin B12 source was changed from cyanocobalamin to hydroxocobalamin & methylcobalamin. Hydroxocobalamin is a relevant physiological intermediate source of cobalamin which is readily converted in the body to the two metabolically active forms of vitamin B12 – methylcobalamin and adenosylcobalamin.
 - Zinc source was revised from zinc gluconate to zinc citrate
 - Selenium source was revised from sodium selenite to sodium selenate
 - Choline source was revised from choline bitartrate to choline chloride due to improved solubility and stability in solution.
- **Revised Order Code: 03122A / Revised UPC: 8 83196 15270 4**

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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