



GENESTRA
BRANDS®



Pediatri Vite

DIETARY SUPPLEMENT

Comprehensive multi-vitamin supplement for children and adolescents

- Supports bone health, immune function, and normal growth and development*
- Available in a great-tasting, cherry-flavored liquid
- Improved formula
 - Better taste from natural cherry, vanilla cream and raspberry flavors for enhanced compliance
 - Increased amount of essential nutrients: vitamins D and E, niacinamide, pantothenic acid, iodine, magnesium, zinc, choline and inositol
 - Added vitamin K for additional bone health support*
 - More servings per bottle, providing an additional two-week supply

Pediatri Vite provides a delicious, natural cherry-flavored, full-spectrum liquid vitamin and mineral combination specifically formulated to support optimum nutritional status in children one year and older. Adequate amounts of vitamins and essential minerals are required for the healthy functioning of all physiological processes. Optimal nutrient intake is particularly important to the proper development of the skeletal system and maintenance of good health in children. Pediatri Vite contains more than 10 vitamins and minerals in the appropriate ratios needed for the most efficient utilization by young children. It helps in energy metabolism and tissue formation, building strong bones and teeth, and maintaining cognitive, immune and proper muscle function. Research has demonstrated that the supply and use of nutrients is most biologically relevant during early childhood, and the quantity and quality of this nutrient supply can have long-lasting effects on health.*

Supplement Facts

Serving Size 1 Teaspoon (5 ml)
Servings per Container 50

Each Teaspoon Contains		% DV for Children 1-3 Years Old	% DV for Adolescents and Children 4 Years and Older
Calories	10		
Total Carbohydrate	2 g	†	<1% [^]
Vitamin D ₃ (as cholecalciferol)	400 IU	100%	100%
Vitamin E (as <i>d</i> -alpha tocopherol)	11.2 IU	112%	37%
Vitamin K ₁ (as phyloquinone)	30 mcg	†	38%
Riboflavin	0.8 mg	100%	47%
Niacin (as niacinamide)	6 mg	67%	30%
Vitamin B ₆ (as pyridoxine hydrochloride)	1 mg	143%	50%
Vitamin B ₁₂ (as methylcobalamin/hydroxocobalamin)	8.5 mcg	283%	142%
Biotin	70 mcg	47%	23%
Pantothenic Acid (as <i>d</i> -panthenol)	2.5 mg	50%	25%
Calcium (as calcium lactate)	20 mg	3%	2%
Iodine (as potassium iodide)	45 mcg	64%	30%
Magnesium (as magnesium lactate)	12 mg	6%	3%
Zinc (as zinc citrate)	5.5 mg	69%	37%
Copper [as copper (II) gluconate]	0.45 mg	45%	23%
Choline (as choline chloride)	27.5 mg	†	†
Inositol	1 mg	†	†

[^] Percent Daily Values (DV) are based on a 2,000 calorie diet
[†] Daily Value not established

Other ingredients: Purified water, glycerin, concentrated apple juice, natural flavors (cherry, vanilla cream, raspberry), citric acid, medium chain triglycerides, xanthan gum, potassium sorbate, rebudioside A (stevia leaf extract), rosemary leaf extract, mixed tocopherol concentrate

Recommended Dose: Adolescents (9-18 years): Take one teaspoon two times daily with meals, a few hours before or after taking medications or other supplements, or as recommended by your healthcare practitioner. **Children (1-8 years):** Take one teaspoon daily with a meal, a few hours before or after taking medications or other supplements, or as recommended by your healthcare practitioner. Shake well before each use.

Product Size: 8.5 fl oz (250 ml)

Product Code: 03124-250



www.Seroyal.com | 888.737.6925

© 2017 Seroyal. All rights reserved.

The information contained herein is for informational purposes only and does not establish a doctor-patient relationship. Please be sure to consult your physician before taking this or any other product. Consult your physician for any health problems.

* 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.

Pediatri Vite

DIETARY SUPPLEMENT

Scientific Rationale:

Optimal nutrition is critical to the normal growth, development and wellbeing of children.¹ In fact, proper nutrient supply and utilization are most important during the early childhood period than any other stage of life.² Children require additional energy and nutrient intakes for body growth, tissue maintenance and physical activity.¹ In addition, the quantity and quality of the nutrients consumed during childhood can have long-term impacts on health.²

Vitamins, minerals and trace elements are required to maintain the function and integrity of organs and tissues, as well as cellular and metabolic processes that occur in the body.³ Energy and nutrient requirements are especially increased during adolescence due to the rapid increase in weight and height.¹ B vitamins are particularly supportive of energy metabolism through their roles as cofactors.^{4*} A variety of B vitamins, such as pantothenic acid and vitamins B₆ and B₁₂, also help to maintain the body's ability to metabolize macronutrients provided by the diet, which are used to support energy metabolism, physical activity and growth.^{3,4*} Adequate levels of B vitamins are also required to help form red blood cells and maintain cognitive functions.^{4,5*}

A majority of the skeletal mass is laid down throughout childhood and adolescence.¹ Optimizing the development of bones during this period is necessary to maintain bone health later in life.¹ Bone mass increases linearly with skeletal growth during early childhood, while bone density rapidly increases during puberty.¹ Bone density keeps increasing for many years after growth stops, until peak bone mass is achieved between the ages of 18 and 35.¹ As approximately 80-90% of peak bone mass is achieved by post-puberty, adequate nutrient intake is of great importance during the childhood and adolescent years.¹

One of the major nutrients involved in bone development is vitamin D.^{1*} Vitamin D plays an essential role in building strong bones and teeth as it helps in the absorption of calcium, a primary structural component of bones and teeth.^{1,6*} Vitamin D also helps to stimulate bone mineralization and maturation, while regulating

the differentiation of cells present in bone.^{1*} Furthermore, vitamin D receptors are present on most immune cells, demonstrating its importance in maintaining immune function.^{4,6*} However, research suggests that the prevalence of low vitamin D status is relatively high among American adolescents.⁷ Although vitamin D can be synthesized in the skin from sunlight, its production is often limited by geography, dress habits, skin pigmentation, lifestyle or pollution.³ Vitamin K is also involved in skeletal health as it helps in the maintenance of bones, and adequate intake levels are required for bone formation and strength.^{1*}

Excluding vitamin D, micronutrients must be supplied by the diet as they cannot be made in the body.³ Pediatri Vite combines more than 10 vitamins and minerals to support optimal nutrient intake in children. It provides six B vitamins (riboflavin, niacinamide, pantothenic acid, biotin and vitamins B₆ and B₁₂), along with vitamins D, K and E, an important lipid-soluble antioxidant.^{5*} Also included are iodine to help in the function of the thyroid gland, plus copper to help support the formation of red blood cells, defend against oxidative damage, and maintain normal iron transport in the body.^{8*} Furthermore, this formula contains magnesium, which is an electrolyte for the maintenance of good health.^{9*} In addition to its role in bone health, magnesium helps to maintain normal electrolyte balance and proper muscle function, including the heart muscle.^{6*} Zinc is also included for its role in normal growth and development.^{8*} This element has additional important roles in maintaining normal DNA synthesis, numerous metabolic pathways and immune function.^{8*}

Additionally, Pediatri Vite contains choline and inositol, two vitamin-related compounds that have important roles in essential physiological functions.^{5*} Choline is a precursor to the methyl donor betaine, the key neurotransmitter acetylcholine and phospholipids, structural compounds in the cell membrane.^{4*} Inositol is also an important component of cell membranes and is involved in the phosphatidylinositol second messenger system, which is especially important in the central nervous system.^{5*}

REFERENCES

1. Weichselbaum, E, Buttriss, JL. *Nutr Bull.* 2014; 39, 9-73.
2. Koletzko, B. *E Spen Eur E J Clin Nutr Metab.* 2008; 3: e179-e184.
3. Prentice, A, Schoenmakers, J, Laskey, MA, de Bono, S, Ginty, F, Goldberg, GR. *Proc Nutr Soc.* 2006; 65: 348-360.
4. Standing Committee on the Scientific Evaluation of Dietary Reference Intakes, Food and Nutrition Board I of M. (1998). *Dietary Reference Intakes for Thiamin, Riboflavin, Niacin, Vitamin B6, Folate, Vitamin B12, Pantothenic Acid, Biotin, and Choline.* National Academies Press. Washington, DC: National Academies Press.
5. Combs, GF. (2012). *The Vitamins* (4th ed.). USA: Elsevier.
6. Standing Committee on the Scientific Evaluation of Dietary Reference Intakes, Food and Nutrition Board I of M. (1997). *Dietary Reference Intakes for Calcium, Phosphorus, Magnesium, Vitamin D, and Fluoride.* National Academies Press. Washington, DC: National Academies Press.
7. Cashman, KD. *Postgrad Med J.* 2007; 83(978): 230-5.
8. Panel on Micronutrients, Subcommittees on Upper Reference Levels of Nutrients and of Interpretation and Use of Dietary Reference Intakes and the SC on the SE of DRI. (2001). *Dietary Reference Intakes for Vitamin A, Vitamin K, Arsenic, Boron, Chromium, Copper, Iodine, Iron, Manganese, Molybdenum, Nickel, Silicon, Vanadium, and Zinc.* Washington, DC: National Academies Press.
9. Nielsen, FH, Lukaski, HC. *Magnes Res.* 2006; 19(3): 180-9.

www.Seroyal.com | 888.737.6925

© 2017 Seroyal. All rights reserved.

The information contained herein is for informational purposes only and does not establish a doctor-patient relationship. Please be sure to consult your physician before taking this or any other product. Consult your physician for any health problems.

* 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.



GENESTRA
BRANDS®