Intro: Suma Root and the Reformulated Multi

And now something you maybe have never even heard of unless you're a real avid listener to the show, and that's suma root. Suma Root, I absolutely love.

This ingredient is also known as Brazilian ginseng. It is one of my favorite herbs and probably my favourite herb in this formula. it's a powerful adaptogen, considered very broad spectrum because it helps on the stress side as well as the energy side.

But one thing that I like about it is I think it a little more high on energy for people working at the HPA axis level. What I will tell you is since the 80s, I have seen it work.

I've seen a work for me. It is one of the key, what I would consider magic ingredients in this formula that makes you feel so good when you take it. And I was able to basically triple the potency of it in the formula.

Holy cow, Jared, I like it even better than I did before. I'm really excited to start hearing that from people, and I really do believe that I will. Welcome to Vitality Radio, the podcast that helps you make sense of natural supplements and thrive without pharma drugs.

Welcome to Vitality Radio. I'm Jared St. Clair. Your host teaching every week, twice a week. And I am looking forward to this show for two reasons. One, I've been wanting to bring it to you ever since I decided to reformulate the Ultimate Vitalite Multi back in December of 2025. Two, because I want to apologize to because it's been out of stock for 2 months.

Not because of the reformulation. This was not because that. Otherwise I would not have done it. I would have waited until the next batch. This was because US Customs.

So I want to apologize for that and I'll explain what happened briefly, because I just think you need to kind of understand, but I'm not going to go into great detail because this show is evergreen.

I wanted to focus on the multi, not on The Out of Stock, But I do want formally apologize. You'll also be seeing me on Instagram and YouTube talking about this as well, cause I am so annoyed.

It took well over 60 days longer than we anticipated for the Multi to come in. We've been out of it for about two months, but I ordered it so that we would have it a month before we ran out.

And so anyway, it's about a three month process, this whole thing. And so I'll tell you that, and then I want to explain to you why the Multi is better than it's ever been, why it is the most exciting reformulation I have ever made, And why I cannot wait for you to get your hands on it again, because it going to be amazing.

There's one ingredient out of dozens of ingredients in the formula that got held at customs. It got helped for over 30 days, then they rejected it with no reason as to why.

Many of you know this because you've called, you texted, hit us up on our chat on vitalitynutrition.com, You've asked on Instagram. all over the place we've been hearing it and I've just as frustrated probably more so than you because it's coming at us from every angle and is actually costing us money so obviously not fun to be out of a popular product like this but also super annoying because I know you love this product if you're already using it because we heard so much and this was the one really kind of silver lining to this whole thing So many people saying, I just don't feel as good without your multi.

Is it going to be back? And I was making recommendations of other multis and people say, no, that's not doing the

trick wins the ultimate vitality multi coming back.

So anyway, customs rejected at the same company sent the. Same ingredient the way after that rejection. And it went right through. But that entire process took up almost two months that we didn't have, and there was other delays in there as well.

Why the Multi Was Delayed by Customs

But, that was the primary one. And that's the US government for you. Maybe it's every government, but you might be thinking, well, customs, where's this ingredient coming from?

Is it coming China? Well, yeah, it is. It came from China. In fact, the only place I can get this ingredients is China, That's not the reason I get it from china.

Some of my favorite ingredients, including My favorite probiotics come from China. I talk about this a lot on episode 655. It's linked in the show description where I talked about CGMPs, I've talked.

NSF I talking about third party testing. it's called behind the label. Check out that episode. think it is one of my most valuable episodes for you as a consumer.

But what's the deal with China ingredients? Well, it simple. It's like everything else. You can get really good stuff on Amazon and you can Get the crappiest stuff.

On earth and Amazon. you Can get Really good Stuff a lot of places and really crappy stuff at the same place. That is the Same thing with China and it's the and Mexico and so many other places.

We're not buying China, we're buying quality manufacturing with verified testing to make sure that it is what they say it Is at the potency that they see it as and the quality that a promise.

And as long as we have that and it tests well when we get it for heavy metals and for microbial issues and everything else. I'm happy to take it from China.

That's how I do it when possible. If I can, I get from America because frankly I want to support American industry, but this product It just makes sense to come from there.

And this is the first time that it's ever been held for this ridiculously egregious length of time. So I have to apologize. Sincerely, I am so sorry that was out for so long.

I had taken precautions to try to prevent this in the future. This is a very expensive ingredient. that we will hold on to and store in cold storage until it's needed again.

We are basically becoming the United States where we have an ingredient reserve in case there's a war in Iran or something like that, but I digress. So we're doing everything that can to stay on top of it.

And I appreciate your loyalty, your sincerity when you tell us we love this product. we are not upset at you because you can't get it, it is in customs, we get But we're upset that we can't have it because we love this product.

We got so much of that. So much really genuine concern for us, for our family business, and also for yourself because you just don't like being out of it.

And that makes me feel really, really good. It also makes you feel bad that you let you down. I hope you understand what I'm talking about now. But this is the thing, the reason I'm really excited about this product now.

The reason, I am so excited to be this episode is because this. Is the reformulated product. It is best version of the ultimate vitality multi it's ever been.

it has been called ultimate Vitality Multi for over 12 years. It is the first product that I developed and put the Vitality Nutrition brand on, because I've had other formulas on the market for over 20 years, but not under the vitality nutrition brand.

This is one of my babies, my pride and joy, all that stuff. And I called it Ultimate Vitaly Multi when it first came out. Not because that was the name I came up with when I was formulating it, but because, that is what people told me when they took it.

Is that they felt more vitality, more energy, better stress response. They just plain felt better when the took. And so the first four or five years I'm on the market, I didn't tinker with it at all.

It stayed the same formula. And then I got some new research on a few things and started realizing, oh, you know, I formulated this in 2012. It needs some updates, so let's update this thing.

So I started updating it, and about once a year or so I update it now. I think this is the seventh iteration of this formula, And some of these updates are important.

The first one, I think, if I remember correctly, might've been the second one was when I changed all the, well, B12 and folate to methylated forms, which they weren't before.

Back in 2012, didn't know how critical that was. I'd never heard of MTHFR back then. Stuff changes, you know what I mean? I bet you had never of it either.

So now here we are, 13, 14 years later, And about once a year I look at this formula, I go ingredient by ingredient and try and figure out how can I improve this product.

Do I take this ingredient out? Do increase the dose? do I decrease the does? So I change the form of the ingredient like I did with B12 and folate or do i leave it alone?

It's kind of a painstaking process, but it's also something I really love to do. So I never complain about it, uh, it takes time. It took me a few months to get this one figured out.

Pricing, Value, and the Three-Capsule Dose

And I am absolutely thrilled because the, the beginning of the process is that, and then I send off my kind wishlist formula to the manufacturer and say, okay, here are the changes in this case, there were like 20 changes to this formula.

And I know a little bit, you know, roughly what that might do to the price. Cause I, I knew what the prices of these ingredients are to some degree, but I don't have the exact numbers and dollars and cents that they do.

I hope that I can maintain the place where it was or make a mild increase that is worth it. That I could basically convince you on this show or in the aisle of my store, Hey, it's worth the extra couple bucks this time and here's why.

But if it's going to be a crazy increase, then I make adjustments. And, you know, because I have to figure out what's the happy place for people and what are you willing to actually spend on a great product?

And also, what can we actually sell it for and still have these ingredients that we really want in there? So I sent it over to the manufacturer. They sent me back the quote.

And I was thrilled. It wasn't exactly what I expecting, but it allowed me to keep things in the same price point, not near exactly the price points as it was.

You have a two month supply of what, I genuinely believe, is the best multivitamin in world that you can take in

three capsules per day. I do put that little caveat in there because there are multvitamins that have like nine capsule per dose, believe it or not.

They're going to be more potent than this. Obviously, they're working with a lot more real estate than I am as far as what they can fit into a capsule.

But at three capsules per day, nothing touches the ultimate vitality multi. And I really believe that I challenge anybody to bring me their multivitamin and tell me that wrong.

Now, Let's talk about price for just a minute. $74.99 for a two month supply, $44.90 for one month supplies. So for about 37 bucks per month, you get this premium multivitamin that is absolutely stacked.

Why is it only 37 a month? That might sound expensive to you. I don't know, but compare it to other mult vitamins on my website. And it's a good value compared to the other multi vitamins out there.

If you're not comparing it the Costco and Centrum and Amazon fly-by-night companies, it'd be good bang for the buck. just dollar for dollar, day for day, if you don't look closely at the ingredients.

But you know, before I did formulations for myself, I didn't formations for other companies, a couple of different companies that I formulated for in this industry.

before I started making Vitality brand products. And I know what their margins have to be in order to pay for their sales team, their marketing budget, Their distribution, they're brokers and everything else that they have that goes into their companies.

We are still a small, quite literally mom and pop company. My wife and I and my son own this place. Okay. That's the company as far as ownership goes.

and we have three other family members that work here with us. and we have about five or six people that are not family members that work here, and that's the company.

We don't do massive volume. we're a very small company, And as such, we don' have any of the perks of being a big company when it comes to buying power, volume, decrease prices, because we can run 10 million capsules or whatever it is.

100,000 capsuls, 200,00 capsul, which a lot of manufacturers won't even do business with us because, believe it or not, So it's a challenge. And yet, because that's all we are, that what vitality nutrition is, we're able to take half to a third of the margin percentage that a typical vitamin company in the industry takes.

Half to a third. One of the companies that I used to formulate for a company that. I love that, I trust that makes excellent products that still sell today.

My multivitamin instead of being 74.99 for two months supply would be $199 for. A two month supply. I'm not sensationalizing. That is the absolute truth.

The way their system works, it would sell for $200, $100 a month, and my same product sells for 37 dollars and 50 cents. So there's an interesting value proposition for you, the consumer with Vitality Nutrition products.

And I don't bring that up enough because I like to talk about price. I just like talking about the quality of the product, why I think it makes sense to you.

Then you get to decide, is it a good value? But in this case, I've got to Shout out from the rooftops, probably more than I do. This product is a bang for the buck like nothing else.

in my product line, I've chosen as a flagship multi-vitam part of my Vital 5 that I really want everybody listening to

this show to take to keep the price as low as possible to make it accessible to as many people as possibly.

And that's how I have done it. Or that why I done. So here we go. I'm going to tell you why it doesn't come in a women's and a men's version or an over 50 version, or under 50 versions.

and all that stuff. I'm going to explain that. And then I am going tell you item by item, why, what I changed, What I took out and what, I put in and why.

Cause I want you to understand why it's not just different, but it is truly better. We'll do that in the next, hopefully 20, 30 minutes and get this show done for you so that you can move on with your day.

Okay. It's a three capsule a day product. How did I decide that? Well, if you go back and listen to episode 346, that's the original episode I did all about the ultimate vitality multi.

Hilariously, I hadn't talked about it in much detail on my show for 350 episodes almost until then when I finally said, you know what, more people than you to know about this product because we talk about in the store all the time, but we're not touting it that much here.

And I started talking about on that show, people started trying it and it has boomed into our second biggest selling product now after our magnesium product.

So go back and listen to that show if you want to understand kind of the philosophy of product, the history, why it came about. If you're taking the product I think it'll be really interesting to you, but if your not sure if on the fence about the products, I thinks it's a really compelling episode to listen too.

So give that a shot. On this episode I'm not going to focus on entire product. I am going focus the changes and the adjustments that we made. But originally it was a six a day, now it is a three a days.

Why? Well, two reasons. One, i started a 6 a Day because I wanted to deliver a punch. i wanted people to take this product and say Jared, I freaking love your multivitamin.

I feel so good when I take it. Well, what we started having after it was on the market for a little while is people saying exactly that at only taking three capsules a day, because what happened was people are people.

None of us want to take more pills than we have to, including me, the guy that sells pills for living. All right. So a lot of people just wouldn't take six a or they'd take three in the morning and they forget to three and the afternoon.

And yet people were loving three capsules per day. So eventually, years in, I finally just changed it to a three a day, adjusted the doses to where it made more sense in three day and I made it a 3-day.

However, it's still a flexible product. And I want you to consider this if you're already taking it or if decide to buy it this time. Take three capsule with breakfast.

That's what I recommend. see how it feels do that for a week or two if you've already been doing it you already know and then consider on a day where you're really dragging or a Day like this for me at 7 15 p.m.

As I'm recording this episode of the show 715 and I feel pretty good Well, I took my ultimate vitality multi today. Oftentimes I will take it again at two or three or four o'clock in the afternoon afternoon with my meal or a snack or something like that to give me an extra lift of physical and mental energy later in the day.

So anywhere from three to six a day is a great way to do it.

Vision Support: Lutein, Zeaxanthin, and CoQ10

We wouldn't, I didn't want a mediocre one a days. One a, days are tough. Two a a could work, but I couldn't put the

payload in that I really wanted for people to feel it so it ended up being a three a.

That's how it is. You get the 180 capsules for that two month supply. If you take three day, so why is this formula different? Well, the biggest difference is what I said about the price because we have packed into this product.

a volume of key ingredients in the doses, potencies, and forms that make sense. And just, I've just simply refused to take the same margin on it as other companies kind of have to do.

Even the margin that I do on a lot of my other formulas. With the Multi, i'm basically taking a hit. I'm taking that hit because I want you to try this product, to rely on this project like so many people do, to really be the base of your vital five of yourself in the regimen.

And I just want to keep it as economical as possible. Now, why is it universal? Why is there not a men's version of women's versions and over 50 under 50 all that kind of stuff?

Well, I talked about how small we are and we if I do four formulas instead of one, The economics don't even work for me. So that's the biggest reason right now, as we grow this company and we market it better and this podcast gets out there, thanks to you sharing with your friends, commenting and liking and all that kind of stuff.

We'll get there. I could probably do one. i'm already working right. Now I'm prenatal. Don't hold me to it. But I'm not probably going to ever do a women's and a men's in an over 50 and an under 50, and all that kind of stuff.

Because frankly, in most cases, there's a couple of ingredients that are different. Almost everything else is the same, nearly the potencies of everything to a very large degree.

It's just marketing. People think they need a personalized formula for women or for men. Well, In reality, I'd like to personalize every formula. For the individual that's actually taking the product, but that not reality.

Can't do that. And for the most part, when it comes to nutrients, The key nutrients that are found in multivitamins are pretty universal anyway. So I've chosen not to worry about whether we're doing it under 50, over 50 male or female.

Teenagers on up as long as you're not pregnant or nursing should be considering ultimate vitality multi. Now let's talk about what actually changed and the economics of Payload or size or space not dollars, but how much can you actually fit?

Into what is called a double ought or a 00 capsule if you have your pills in front of you You have me listen to this at the kitchen table or wherever you take your stuff And you open up your ultimate vitality multi or your vital five magnesium.

You'll see what's called the double lot capsule That's a little bit fatter than the typical single lot Capsule that you might find with your apple cider vinegar or you're back on track or something like that A double eye capsule is about as big as most people are comfortable swallowing in a capsule form, so we use that size capsule.

and three a day. Well, this product was already bursting at the seams basically. We couldn't fit more in it. So we couldn' make it more potent in terms of just sheer volume or milligrams.

As we're looking through the ingredients, if we want to add something, we have to subtract something else. It's as simple as that. And as I was looking though it, there were a couple of ingredients that were taking up a fair amount of space that I didn't think on a milligram for milligram basis, we're delivering the value that I wanted them to deliver.

And so that's where we made the changes. So one change that actually did take up a little less space and I think makes it a better product. We went from a combination of beta carotene and retinal palmitate, two forms of vitamin A, a plant version and the actual real vitamin to just retinol palmitate takes up a little less space and I think is

actually a superior form of vitamin A anyway.

So we made that adjustment back in the day 2012. I was convinced that beta carotene was actually better option. No longer convinced of that and decided to get away from it and simple as that.

Also in 2012, we had iPhones, not all of us, but there weren't iPads really. And most of those weren' going from iPhone to iPad to 27 inch monitor to 75 inch TV and everything in between.

80% of the lights overhead were not LED. They were mostly incandescent back then or fluorescent. The fluorescent bulbs are good for you, But they're actually easier on the eyes, less blue light.

And blue light's been a concern for a lot of people, including me, because I stare at a screen a lots and I know you probably do as well. And so I wanted eye support.

But when I first looked at doing this years ago, and I looked these companies like Syntrum that were doing the stupid stuff like putting half a milligram of lutein in their product and saying, no, it's loutine.

When the studies clearly show 10 milligrams or more lutenin is what's optimal. I just wasn't gonna play that game. but as I was digging through and looking at these ingredients, I realized that I could make this work.

And so we decided to do this. There's a study called AREDS2 by the National Eye Institute, and it ran throughout the 2010s. And what they found is that lutein and zeaxanthin at precisely the 10 to 2, 10 milligrams and 2 milligram, ratio in adults that we have now included in the Ultimate Vitality Multi reduced the risk significantly of age-related vision decline.

A follow-up report on the same group of participants about 10 years later, I guess it was, and that reinforced the original findings that consistent daily use of 10 milligrams of lutein and two milligrams Ziaxanthin makes the needle move when it comes to your ocular health.

But there's even a newer bit of research that I found in 2025, as I was just starting to reformulate this product. A placebo-controlled randomized trial conducted in Australia gave healthy adults 10 milligrams of lutein and two milligrams azaxanthin combination daily for six months.

And compared to the placebo group, the supplemented group showed meaningful improvements on objective measures, including tear film stability and how quickly their eyes recovered function after a burst of bright light exposure.

So the mechanism in plain terms is this, lutein and zeaxanthin are the two carotenoids your eye specifically concentrates in a region called the macula, and they function almost like a built-in pair of sunglasses, filtering out high-energy blue light before it can stress the retina and contribute to that end-of-day eye fatigue so many of you have described to me over the years.

Suma Root and Energy Support

And back when this formula was first built, I genuinely wasn't thinking about blue light exposure and these ingredients were significantly more expensive then than they are now.

Now we can put high quality versions in at the study dose without raising the price of the multi and I am pumped about that. I made a similar kind of trade with resveratrol.

Sounds great on the label, powerful antioxidant, but there wasn t much in there, enough that I thought it was at least supportive but not enough to probably make the needle move like what we're talking about with lutein and zeaxanthin, and it's an expensive ingredient.

So I thought, okay, so what can I do that'll be better than resveratrol at those doses? I looked at lycopene the same

way, exact same thing, another expensive ingredients, good ingredient, I like it and I had a good dose in there, but is there a better option?

And I decided that between lutine and zezanthan and coenzyme Q10 and PQQ, that we were going to deliver a much, much better product to you. So we have 30 milligrams of CoQ10 and 10 milligrams a PQQ in the formula, and you have to approach every ingredient differently.

And with the multivitamin, when I'm looking at it, or when i was looking out at, I am looking things and saying, okay, What are some of the biggest issues that people are dealing with now?

The eye health issue was big. Cardiovascular issues are huge. Everybody needs to reduce oxidative stress. So, you know, all of that stuff is really, really critical.

The question is, how do we do it with only a few milligrams? So we have to then look for ingredients that don't require much to still deliver benefit.

And CoQ10 and PQQ are a perfect example of what happens with the synergy of ingredients because There are studies on CoQ10 that specifically show that when it is combined with potassium, magnesium, B12, folate, and niacin, even small doses of Coq10 over a six-week trial showed significant improvements in heart function and insulin markers.

Now, normally, you're recommending, if I'm recommending Co Q10, I recommend 100 milligrams, 200 milligrams sometimes even more. But that's CoQ10 as a standalone ingredient.

We now know that there are studies showing Coq10 in significantly lower doses when combined with other ingredients that essentially act as cofactors or synergy factors, you may call them, works at lower dosages and still delivers a punch.

And here's what I think is so cool about this, because many people are taking Co Q10 on its own. Many people are taking lutein and zeaxanthin on their own, and you can.

You can continue to take those if you want. Maybe take a little lower dose if want, because they're in the multi now, but most people aren't taking those ingredients.

And you are listening to this show and your thinking to yourself, probably, I already take lot of supplements. I don't want to have more supplements, well then, how about if we put in enough of some of these key supplements that is probably covering the basis for you, giving you daily support without breaking the bank because it didn't increase the price at all and without having to add another pill to the pile.

And that's what we shot for. So 30 milligrams of CoQ10 and 10 milligrams a PQQ have shown significant benefit. P Q Q primarily being at the mitochondrial level while Co Q 10 as well and Coq 10 for cardiovascular benefit as wealth.

PQQ's specific job is supporting the creation of brand new mitochondria, essentially helping your body build new cellular power plants rather than only maintaining the ones that you already have.

CoQ10 sits directly inside the machinery of those mitochondrias, existing and new, and helps them actually produce usable cellular energy once they are built.

So we have this powerhouse pairing and it's even more powerful when combined with the other ingredients in the formula. The next thing that I did is increase alpha-lipoic acid, one of my favorite antioxidants for so many reasons.

It supports liver function, it supports blood sugar balance. it's fantastic for people that deal with any kind of metabolic syndrome, insulin sensitivity issues, or excess weight, people who struggle with liver detoxification.

all those things, and it's really good for the central nervous system as well. And we were able to double that dose. Again, at a supportive dose, 50 milligrams, it used to be 25. So not a massive quantity of alpha lipoic acid, but if you're not already taking alpha-lipoic-acid, having a little extra in there I think is a very, very valuable tool.

Now something you maybe have never even heard of unless you are a real avid listener to the show, that's Sumaroot. Sumeroot, I absolutely love. This ingredient is also known as Brazilian ginseng.

It is one of my favorite herbs and probably my favourite herb in this formula. I first discovered summa back in 1980 ish. Very early in my career when I was still a boy is when it first hit probably, wow, that's probably mid 80s, something like that when i was a teenager.

And for a while it was pretty hot and it kind of died off here. But in Brazil, it is huge and is a an herb that I absolutely love. It's a powerful adaptogen, considered very broad spectrum because it helps on the stress side as well as the energy side.

But one of the things that i like about it is I think it's little more high on energy for people working at the HPA axis level.

Blood Sugar Support: Chromium, Vanadium, and Minerals

Here's something else worth noting about how I do my formulations and when we're trying to work again within the amount of space that we actually have in the capsule, one thing that you can do is increase the concentration of an herb.

So I moved summa from just sumerute extract to a 10 to 1 concentrated extract. That matters because the milligrams I was able actually to reduce a little bit, but the potency went way up because at 125 milligrams that's in there now, it's the equivalent of 1250 milligrams.

of raw summa which is about triple what it used to be. So we're triple the suma potency and that actually even saved us a little bit of money which helped to offset some of the increase in price from the lutein and some other stuff.

There aren't really strong scientific studies on sumas. They're not big, they're you know, thousands of people, they're not even necessarily placebo controlled.

So the research is thin, frankly. However, just because they are not a large, well-designed human trial on an herb does not mean that it doesn't work.

In fact, there was a time when Ashwagandha didn't have a single trial. There was time with green tea. We didn' t know what green did. It was just popular in Japan and was the staple, but we didn t why it was good.

There was no studies on rodeo armament acanacea first came out on the market and elderberry. What studies are any of these things are very very few well that's kind of where summa finds itself i don't know if it'll ever get those studies.

I don' know there's a financial reason for anybody to put money into studies what i will tell you is since the eighties. I have seen it work. I've seen work for me, I haven't worked for other people.

It is one of the key, what I would consider magic ingredients in this formula that makes you feel so good when you take it. And I was able to basically triple the potency of it in the formula and I expect a lot of people to say, Holy cow, Jared, I like it even better than I did before.

I'm really excited to start hearing that from people. And I really do believe that I will. So this is how I look at it with herbs that don't have big science on them.

Brazilian ginseng Suma has been used for hundreds, if not thousands of years over there. And why is it used? And what do they say about it in their tradition?

Then what I see when I sell it to my customers? How do I feel when take it myself? What happens when combine it with other adaptogens? and what we see, when people utilize it on a regular basis?

Soma, I'm telling you, is a superstar that just almost nobody knows about. It's one of the ingredients that's in this formula that does nothing for me on the label.

I put suma on product, people skip right by it. They don't even notice it, they don' even care. And in some cases they might look at it and say, why do I want to take that?

But it's worth that because I think it packs a punch that most people don t even realize they're getting from summa. What else did I change? I increased the chromium by double, 250 micrograms was the old dose, now 500 micro grams.

When you look And you'll get the old research is mostly done on 200 micrograms. I talked a lot about this during my GLP-1 episodes. So I won't belabor the point, but I believe this in the clinical trials.

It's very simple. Chromium is really great for people with metabolic syndrome, insulin sensitivity issues, and insulin resistance, excess weight or diabetes.

Like it's unquestioned. how effective chromium is in that group. In most other people, which I think, unfortunately, it might be the minority of Americans at this point that aren't dealing with one of those things or combination of things.

Chromium doesn't move the needle that much. People don't necessarily do a lot better with weight or things like that if they're not already dealing from one those thing.

However, I do believe that chromia at that dose 500 micrograms, half a milligram is all, Which is another great one because I can squeeze it in without taking up any space at all.

And it doesn't raise the price much because chromium is very inexpensive. It just made sense to make the bump. And so I did. I believe that most people are actually going to have more of a preventative maintenance effect with this higher dose of chromia if they're not dealing with one of those things.

But if you are dealing resistance. If you are dealing with stubborn weight, if you're dealing, with sugar cravings and all these things, 500 micrograms of chromium is way better than 250 micro grams of Chromium in the clinical research.

And so it just made sense to make that change. Not only that, but I also added vanadium to it and vanadium works hand in hand kind of downstream from chromia.

And back in the day, when chromium was first on the market, they were recommending 200 micrograms, and a lot of research was done on 200 micrograms. But we now know that 500, 1000, even 1500 micro grams a day is a better dose for people in those areas of need when it comes to metabolic support.

So what I decided to do is get to the 500 because half the people taking this multi probably don't need the extra chromum. but it won't hurt you to have it and it doesn't the price of the product.

And the other half of people really will benefit from this extra chromium, but would also then benefit for adding additional chromiam 500 to 1000 micrograms or the GLP-1 Metabolic Optimizer, which has a thousand micro grams per dose in that product, so that's why chromia came up and that why I increased it that way.

Oh, and I have to tell you about this with chromium too. So this research matters. This is a meta-analysis pooling 41 different studies on chromia among people with type 2 diabetes.

Chromium supplementation improved HbA1c hemoglobin A1C by an average of 6 tenths of a percent. Now that sounds really, really low. That doesn't seem like a big number.

But that is huge because six tenths of a percent in blood sugar management is similar to the same neighborhood as some prescription drugs for A1C, like metformin.

It's a big deal. And if you're thinking six 10ths of 1%, what the heck does that mean? Well, let's just say that your A 1C is at 5.6. Well that six-tenths-of-1% brings it to five.

It's a big number difference. So what else did I change? Better blood sugar and metabolic support. Four changes in this category. Chromium doubled from 250 micrograms to 500 micro grams and I'll explain why in just a minute.

Vanadium, brand new to the formula. I will explain that one as well. Manganese doubled, from one milligram up two milligrams and another brand-new ingredient, molybdenum is now in the multi.

Probably should have been in there sooner, but it's in their now at 150 micro-gram. Let me take you through these one at a time and I think chromium deserves extra credit and so I'm going to spend a little more time on it.

Chromium supports the way insulin interacts with your cells, essentially helping insulin bind and do its job more efficiently. Think insulin resistance, chromia helps with that type of issue.

So your body can actually move glucose out of the bloodstream and into the cells where it actually is needed. 12 years ago, when I first built this formula, This wasn't the priority that it is today.

It was getting there. And actually, I think it's been 14 years since I built the formula. That wasn' as big of a priority, but my gosh, the numbers have skyrocketed.

The CDC's most recent data puts pre-diabetes at more than 40% of American adults and roughly one In three adults now meets the clinical definition of metabolic syndrome whatever your blood sugar looks like right now the odds that this matters to you or to someone you love are higher today than they've ever been since before i started formulating this product and here's the part that i want every one of you to hear.

Whether this applies to you directly or not, these ingredients aren't going to work against you if your blood sugar is already healthy. At worst, they're simply supporting a system that already is working well.

That best, given how common these issues have become today, They may play a role in helping keep it that way. Now, if you look at chromium research across the entire population, healthy people included, the results are genuinely kind of mixed.

And I'm not going to pretend that they're not, but that doesn't really matter because the part that matters is that when you look at just the people that need chromium, that have insulin resistance, they have syndrome, the have excess weight, have issues with diabetes, pre-diabetes, high A1C, all of that stuff.

That's where chromium shines. A meta-analysis that took 41 separate studies found that among people with type 2 diabetes specifically, chromia supplementation improved hemoglobin A1c by an average of 6 tenths of a percent and lowered fasting glucose meaningfully too.

with no benefits showing up in people who didn't have diabetes to begin with. So it didn' help those people, didn"t hurt those, people may have been a preventative measure.

We don't know for sure, but it worked great for the people that need it. Now, six tenths of 1% doesn't sound like much, But in blood sugar management, that is a meaningful number.

That's in the same neighborhood of what some prescription approaches like metformin are able to achieve. And clinically, even a half point movement in A1C is considered significant enough to matter for long-term health

outcomes.

That is a real result. A separate clinical trial published in 2010 found something I think is genuinely important. Chromium didn't help everyone equally, but the people who did respond were specifically the ones who came in with the lowest insulin sensitivity and the highest blood sugar to begin with.

In other words, chromium isn't a blunt instrument that does the same thing for everybody. It appears to work hardest exactly in the people who need it the most.

That's exactly why I landed on 500 micrograms in this formula.

Detox Support and Active B Vitamins

Most multis on the market either leave chromia out entirely because it's not a required nutrient by the federal government or they put in a small dose or maybe even up to 200 micro grams.

500 micrograms is almost unheard of in a multivitamin. I didn't put it in there, honestly, originally, not because I don't think it should be in their, but because, I was concerned, people would think that it was too much.

That it would actually dissuade people from buying the product. But now, it just wanted to be the best product at the dose, and 500 mcg of chromium takes up almost no space.

It makes almost, no cost difference. And it makes all the difference for people that are dealing with A1C issues. They're dealing blood sugar issues, they're deal with metabolic syndrome and all of the other stuff.

So I decided to 500 micrograms because I think it's the right dose for everybody, preventative maintenance for people that don't need it right now, and actual number mover, needle mover for the people who do, but for also deal with significant issues in the metabolic syndrome area, in insulin sensitivity area and all that.

We have the GLP one metabolic optimizer, which has 1000 micrograms of chromium. And that is the sweet spot for me 1000 plus 500 micro grams. That's where we want the two.

It's a great pairing. it's what I take. So my wife takes and we absolutely love that combination. We also added vanadium I mentioned that in the form of vanadyl sulfate.

Added it specifically because it complements chromium rather than duplicating it. Vanadium works through a completely different mechanism. Researchers call it an insulin mimetic, meaning it can directly nudge some of the same cellular pathways that insulin itself normally activates, essentially working downstream closer to the cell's actual response.

Chromium, by contrast, works further upstream, helping the insulin receptor itself respond more efficiently in the first place. So you've got one mineral supporting the receptor's sensitivity and a second mineral, supporting, the pathway on the other side of that receptor.

That's a genuinely complimentary pairing. And that's why I decided to go ahead and add vanadium this time as well. A recent study using vanadium at a similarly modest dose to what's in the multi showed measurable improvements in fasting blood sugar and A1C over a 12 week period.

And that's just vanadium, not with chromium. So imagine what they can do together. Molybdenum may be a trace mineral and it may one you've never even heard of.

But it's essential for enzymes involved in sulfur metabolism and the body's natural detoxification pathways, including the breakdown of sulfites, the same compounds found in wine and dried fruit that some people react to.

I added 150 micrograms because it works synergistically with nutrients already in this formula like alpha-lipoic acid,

broccoli extract to support healthy liver function, and efficient cellular metabolism.

And manganese, also an often overlooked mineral, but it's essentially to help with healthy bone formation, connective tissue, and your body's primary mitochondrial antioxidant enzyme.

We're supporting mitochondria. I already talked about with CoQ10 and PQQ, we're also supporting it here and decided to double the dose to two milligrams because that's what the science really supports.

And it just simply made sense to do it. So now we're doing even better on the detoxification side because of that. And then overall, we really put a heavy focus on detoxication with this product, which sounds weird for a multivitamin.

I know, but my gosh, how many episodes of this show or Carlin's show, or Carlins Instagram, if you're just ingredients fan, do you have to see to recognize that we are under an onslaught of toxicity on a regular basis.

supplement to enhance your health like a multivitamin why not also enhance Your detox pathways so that everything else is working as well as it should so I pulled the small dose of spirulina and a small Dose of red clover out of the formula and in their place I built up dandelion root burdock root and broccoli extract in fact we didn't have broccoli Extract in there at all dandalion route was quadrupled in in potency.

Burdock was doubled and the broccoli extract has a very specific sulforaphane content that was not in the formula before. And so really excited about that because there's a reason.

Dandelion and burdock both carry a long history of traditional use specifically supporting healthy liver and kidney function tied to your body's own natural detoxification pathways.

Sulphuraphane, the compound concentrated in the broccoli sprout extracts, is one of the most well-studied natural activators of what researchers call your phase two liver detoxification enzymes, which is the pathway your liver relies on to package up compounds and prepare them for elimination from the body.

A randomized clinical trial led by researchers at Johns Hopkins studied one of the more heavily polluted regions of China and published in 2014, gave several hundred participants a daily broccoli sprout beverage over a 12-week period and tracked their urinary excretion of several common airborne pollutants throughout the day.

The group receiving the broccoli sprouts compounds showed a rapid and sustained increase in how efficiently their bodies cleared those compounds, an effect that showed up in the very first day of this study.

Between what the research shows specifically on sulforaphane from broccoli and the depth of traditional use of dandelion and burdock, I felt strongly that this three ingredient combo does considerably more daily work than what I had in there before.

And then let's talk about the forms really quickly of what we have in here because I don't talk a lot about it in this episode, it's more in episode 346, but all of the B vitamins are in their cellular active form either methylated or somehow other enhanced like p5p or r5 p because My lovely wife my best friend in the whole wide world.

Jen is an mthfr person She's dealing with these mutations that many of you are dealing With it only makes sense to make sure that all of us are absorbing these nutrients more efficiently not just people with and MTHFR, but even the people that don't have it because it's still more bioavailable.

Also, we have this really annoying thing called the FDA. I don' know if you've heard of them. They're supposedly protecting our health, mostly they're just a menace.

But here's one of the things they do that drives me crazy. And I get why they do it, but they could do so much better, kind of like the customs office.

But again, here we are with the government. So we have a form of vitamin B1, my favorite form called Benfotiamine. Benfitiamin is not considered B one by the FDA.

It is B, scientifically speaking, so it can't be at the top of the label in the supplement facts panel as B 1. And, I had it there. I was unknowingly actually mislabeling my product.

I did not understand that correctly until I sought some legal guidance on it and recognized that was the case. So in this formula, I added 25 milligrams of thiamin, which is a less efficient form, but still a very good form of vitamin B1.

It's a water-soluble form. And now you have 25 milligrams of B1 on top and 50 milligrams have been for timing underneath the supplement facts panel for a total of 75 milligrams B one.

And the reason for that is I have seen such a need for nerve health support and been Benfotiamine being the fat soluble form of B1 is the one that crosses into nerve tissue far more efficiently than standard water soluable thiamin does.

But by having the combination, we're able to claim it on the label the way that we need to for people looking for B one, which is fine, but also still give the benfotyamine what it needs.

And so, and neither of them in a token dose, so many products because of this issue have one milligram of benfitiamines. So it's on a label, they're not claiming it in the supplement facts panel.

They're just, unfortunately window dressing it. And well, I'm just not a fan of that. So those are all of the changes that we made. I know that it is a lot and I hope that you stuck with me up to this point, but I talked about holding the line on price and so I won't belabor that point.

It's the same price that was, it's way better, It is way more comprehensive. i am so excited to deliver the Ultimate Vitality Multi And all I want to do is ask you one little favor and give you a thank you.

If you're already taking the Multi, again, thank for your patience. Please try it again and please love it more than you ever have before. And if you've not done this, I would really appreciate you leaving a review on our website, vitalitynutrition.com.

Leaving a view under this episode on the, on YouTube channel would be fantastic. Or even a comment on Shopify app is great as well. Anywhere that you can do that stuff for us is really, really beneficial.

If you love what Vitality Radio provides, which I know a lot of you do because I hear it all the time and I'm so grateful for that. And you loved the formulas that we develop here at Vitaly Nutrition and you really believe in them.

please help us spread the word, we need your support. We are a little company trying to do big things. And one of the best ways, the way that I can see to that is for people like you to share this information with people you love so that they can get the results that you've experienced with things like Back On Track, GLP Metabolic Optimizer, Ultimate Vitality Multi, our Vital 5 Magnesium, and so on, I'm so grateful for you, my listeners.

I am so great for my customers and the people that support our company and allow me to do what I love for a living, which is just such a cool thing. Thank you so much for all that you do for us at Vitality Nutrition.

If you have questions, call us 801-292-6662. Jump online, vitalitynutrition.com and go spread the word. Let's tell more people about what we're doing here at Vitality and get more help that they need.

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