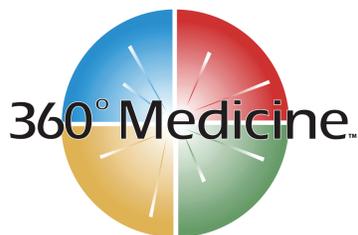


360 Nutrients



CLINICAL APPLICATIONS

- Provides Foundation Micronutrients without Iron and Copper
- Provides Nutrients in Activated Forms for Individuals with Impaired Digestion/Absorption
- Provides Antioxidant Protection
- Supports Detoxification
- Supplements Diets Low in Micronutrients

360 Nutrients, provided in easy-to-swallow vegetable capsules, is a comprehensive, well-balanced “insurance” formula containing high quality, hypoallergenic vitamins and minerals. Activated vitamin co-factors and patented Albion® chelated mineral complexes (TRAACS®) ensure maximum absorption and utilization at the cellular level to support metabolic functions.

All 360° Medicine Formulas Meet or Exceed cGMP Quality Standards

DISCUSSION

Optimal micronutrient intake is critical to the maintenance of metabolic processes and is essential to health. Population studies available to date have indicated that U.S. dietary intake of several vitamins and minerals is 50-80% below the RDAs.

Absence of Copper and Iron - The relationship between health and dietary intake of iron and copper is complicated. This is because the bioavailability of iron varies and because sensitive and/or specific biomarkers for copper are inadequate. In addition, early biomarkers for deficiency or toxicity of these minerals are lacking. Insufficient deficiency/toxicity population data stymies the ability to perform risk/benefit assays that would enable reliable evaluation of copper dose/response relationships. Although only a single case of clinical liver toxicity caused by excessive oral dietary copper supplementation has been reported in an individual with no known genetic predisposition; and although Wilson’s Disease, characterized by high copper levels, only manifests in approximately 1/90,000 individuals, avoiding supplemental copper may be prudent for individuals with excessive environmental and/or food-related copper exposure. Omitting supplemental copper may also be a consideration for individuals with very low zinc levels.

Unlike copper, excessive dietary iron’s health impact is well documented. There are several biomarkers of iron status, although serum ferritin lab results may be affected by inflammation or infection. The body strives to maintain iron levels within a tight range, adjusting its iron absorption to avoid deficiency and toxicity. Whereas a natural mechanism exists for copper excretion, the body lacks an excretory mechanism for iron. Over time, excess body iron is deposited into the liver, heart, pancreas, and other major organs, often having a negative impact on health.

Interestingly, there does not appear to be any easily identifiable relationship between dietary iron intake and body iron stores due to bioavailability modifiers such as phytates, vitamin C, etc. An individual experiencing an iron regulatory problem due to a genetic disorder or showing any possible symptoms related to iron-overload should avoid supplemental iron.

In addition to the absence of iron and copper, numerous reasons exist to select 360 Nutrients as foundation nutrition.

Balanced Profile - In 360 Nutrients, synergy exists between calcium and magnesium, vitamin C and vitamin E, and activated folate, vitamin B12, and high-potency vitamin B complex, as well as beta carotene, mixed carotenoids, and trace elements. Antioxidants work synergistically, and an excess or imbalance of one antioxidant can actually have oxidative properties. The antioxidant nutrients regenerate each other and consistent levels should be maintained intracellularly and extracellularly.

Bioavailability - The easy to absorb and utilize nutrients in 360 Nutrients include a full complement of patented Albion TRAACS mineral chelates and complexes. 360 Nutrients contains natural vitamin E (100% more potent than synthetic dl-alpha tocopherol) and also includes gamma tocopherol. Vitamin B12 is in its already methylated form and folic acid is present as folinic acid. Vitamins B2 and B6 are also “activated.”

Energy Production - The B vitamins in 360 Nutrients serve as prime coenzymes in glycolysis and oxidative phosphorylation and as cofactors in amino acid and lipid metabolism. The balanced presence of B vitamins in this formula is essential to their optimal synergistic functioning.

Antioxidant Protection – High iron and/or copper levels in the body typically result in more oxidative stress. The broad spectrum of antioxidants present in 360 Nutrients includes natural vitamin E, vitamin C, selenium, and mixed carotenoids. The balance of these antioxidants provides for effective antioxidant functioning.



Detoxification Support – Xenobiotics, including environmental pollutants and medications, must undergo biotransformation into molecules that can be easily excreted from the body. Significant levels of bioavailable riboflavin, niacin, folic acid and B12 in this formula provide support for Phase 1 detoxification of xenobiotics and metabolic by-products, while carotenes, vitamin C, tocopherols, selenium, zinc, and manganese are present to protect tissues from reactive intermediates formed between Phase 1 and Phase 2 detoxification.

Supplement Facts

Serving Size: 2 Capsules
Servings Per Container: 60

Amount Per Serving %DV		Amount Per Serving %DV	
Vitamin A (75% [2,812 IU] as mixed carotenoids 25% [938 IU] as cis-retinol palmitate)	3750 IU 75%	Zinc (TRAACS® Zinc Glycinate Chelate)	7 mg 47%
Vitamin C (as potassium ascorbate, zinc ascorbate, calcium ascorbate and sodium ascorbate)	125 mg 208%	Selenium (as Selenium Glycinate Complex)	50 mcg 71%
Vitamin D (as cholecalciferol)	100 IU 25%	Manganese (TRAACS® Manganese Glycinate Chelate)	250 mcg 13%
Vitamin E (as mixed tocopherols and vitamin E succinate)	100 IU 333%	Chromium (TRAACS® Chromium Nicotinate Glycinate Chelate)	250 mcg 208%
Vitamin B1 (as thiamine mononitrate)	10 mg 667%	Molybdenum (TRAACS® Molybdenum Glycinate Chelate)	25 mcg 33%
Vitamin B2 (as riboflavin 5' phosphate)	10 mg 588%	Potassium (as Potassium Glycinate Complex, Potassium Ascorbate)	50 mg 1%
Vitamin B3 (as niacinamide and niacin)	32 mg 160%	Inositol	18 mg **
Vitamin B6 (as pyridoxal 5' phosphate)	10 mg 500%	Choline (as choline dihydrogen citrate)	18 mg **
Folate (as calcium folinate)	200 mcg 50%	PABA	7 mg **
Vitamin B12 (as methylcobalamin)	250 mcg 4167%	Vanadium (TRAACS® Vanadium Nicotinate Glycinate Chelate)	375 mcg **
Biotin	500 mcg 167%	** Daily Value (DV) not established.	
Pantothenic Acid (as d-calcium pantothenate)	100 mg 1000%		
Calcium (DimaCal® Di-Calcium Malate)	50 mg 5%		
Iodine (as potassium iodide)	50 mcg 33%		
Magnesium (as Di-Magnesium Malate)	50 mg 13%		

Other Ingredients: HPMC (capsule), microcrystalline cellulose, stearic acid, magnesium stearate, silicon dioxide.

DOSAGE:

Take two capsules twice daily or as directed by your healthcare practitioner.

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CAUTION:

Consult with your healthcare practitioner before use. Keep out of reach of children.

*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.