



Available with IRON & IRON-FREE
Available in TABLETS or VEGETARIAN CAPSULES
(Capsule version called: 1+1 Vitamin Mineral)

PIONEER® 1+ Vitamin Mineral formula (1+ VM) is an outstanding, 100% vegetarian multi of exceptional quality, potency and effectiveness. Designed with built-in dose flexibility depending on individual needs.

THE STORY OF PIONEER® 1+ VITAMIN MINERAL

When the PIONEER® clinicians decided to make a once-daily multi, we knew it wouldn't be easy for several reasons:

- It is impossible to fit enough of *everything* into just one tablet.
- To enable maximum absorption, it is preferable to spread smaller servings out over 24 hours.
- The higher quality, more bioavailable ingredients often take up more space, resulting in a very large tablet.

Despite such challenges, we believed that there was a way to formulate an excellent product without compromising on quality standards. We set out to:

- 1) Design a *flexible-serving 1/day* that would be complete when taken just once daily, but could be taken twice daily for added nutrition, if preferred.
- 2) Choose *high, effective potencies and ratios* of every vitamin, mineral and trace nutrient. (This was achieved with the exception of only two minerals, calcium and magnesium. Due to their extra-large molecular size, these ingredients had to be included in smaller amounts – true for all 1/day multis.)
- 3) Select *the highest quality, most absorbable ingredients available*, regardless of cost.
- 4) Emphasize *antioxidants, minerals & natural trace nutrients*.
- 5) Use only *pure* ingredients that have been rigorously screened for heavy metals, pesticides, herbicides & fungicides, resulting in a truly “clean” supplement.

PIONEER® 1+VM tablets (with iron) were introduced in 1994, and soon became our best-selling multiple vitamin/mineral. After receiving numerous requests for an iron-free multi, we expanded the 1+ family with *Iron-Free 1+ VM* tablets. Subsequent requests for a vitamin/mineral in capsules led us to develop versions of both *1+ VM* and *Iron-Free 1+ VM* in easy-to-swallow vegetarian capsules. Take two capsules of *1+1 VM* to receive the nutritional equivalent of one *1+ VM* tablet.

CONSIDER THESE PIONEER® ADVANTAGES:

1. Flexible Daily Serving System. One of the unique features of *1+ Vitamin Mineral* is its flexible serving system. *1+VM* tablet was perhaps the first complete once-daily multi specifically *designed to be taken either once or twice per day*. The capsule format offers the greatest flexibility, as up to four capsules a day may be taken in divided servings.

Customizing individual daily requirements is easy. In general, recommended doses are:

- **1 Tablet or 2 Capsules ONCE Daily**
for General Health Maintenance
- **1 Tablet or 2 Capsules TWICE Daily**
for High Stress Lifestyle/Sports & Fitness/Other High Nutritional Needs

Unlike time-released, once-daily vitamins that often break down incompletely, *1+ and 1+1 Vitamin Mineral* disintegrate efficiently within 30 minutes for rapid absorption.

2. Potent Antioxidant Protection. Environmental pollutants, cigarette smoke, alcohol, radiation, drugs and other toxic substances create dangerous free radicals that can depress the body's natural defense system and predispose cells to premature aging and death. PIONEER® *1+ VM* contains meaningful levels of numerous free radical-fighting antioxidants, including *vitamins C and E, beta carotene, mixed carotenoids and selenium*.

3. Highly Bioavailable Nutrient Forms. Current research suggests that many of the select forms of nutrients used in *1+ VM* are closer to the body's own chemistry than commonly used forms. Although far more costly, these preferred forms are more efficiently absorbed, transported and utilized within the cells of the body. They include the chelates *aspartate, glycinate, citrate, malate, methionate, picolinate and glutathionate*, *B-coenzymes* and sea vegetable *trace minerals*.

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4. Multiple Sources of Vitamins and Minerals.

The ability to absorb specific nutrients differs from individual to individual, and in some, pathways for absorption may be blocked. Using multiple forms and sources gives the body a greater opportunity to recognize and utilize each nutrient. Six of the vitamins and nine of the **chelated minerals** in *1+ VM* are derived from two or more sources of the same nutrient (e.g.: zinc from *picolinate*, *lysinate* and *methionate*).

5. Biologically Active B Coenzymes.

Riboflavin 5' phosphate, *pyridoxal 5' phosphate* and *coenzymated B12* are the most highly absorbable pre-activated B vitamins available. Since they don't need to be converted in the liver, they may be directly transported to needed sites in the body.

6. Natural Source Trace Minerals & Micronutrients.

Concentrated natural food sources including *spirulina*, *chlorella*, and our exclusive *sea vegetable blend (3:3:3:1 Dulse:Wakame:Bladderwrack:Kelp)* provide *1+VM* with important trace elements and other micronutrients that are often absent from food grown in commercial soils. Green Foods (a full 200 mg per serving of Hawaiian spirulina and broken cell chlorella) contain naturally-occurring protein (50%-60% by weight), *beta carotene*, *detoxifying chlorophyll*, *B12* and other *B vitamins*.

7. With Iron, and Iron-Free.

Recent research suggests that supplementation with high levels of iron is not helpful for some people. *1+Vitamin Mineral* contains a modest 4 mg of this essential nutrient per serving (22% of the USDV). This amount will be sufficient for some individuals while others may require additional iron. Still others may desire no supplemental iron and prefer one of our *Iron-Free* versions. Ask your health professional about how much iron, if any, is right for you.

8. 100% Vegetarian.

All of the ingredients in each of the four versions of *1+Vitamin Mineral* have been carefully selected to come from non-animal sources.

9. Extensive Quality Control... Guaranteed Purity & Potency.

Rigorous testing precedes and follows each phase of PIONEER® *1+ Vitamin Mineral* production. Prior to tableting, raw materials are tested for potency and thoroughly screened for contaminants such as heavy metals, herbicides and pesticides. The finished product is tested in-house for disintegration time.

10. Verified Gluten Free.

Like all PIONEER® formulas, all *1+ and 1+1 Vitamin Mineral* products are made with *strictly gluten free raw ingredients*, and every batch of finished product is *laboratory tested* to below the detectable limit of 10 ppm gluten/gliadin proteins. This strict protocol assures that absolutely *no detectable gluten or gliadin* is present in the finished tablets or capsules, helping to ensure suitability for people with celiac disease and gluten intolerance.

Serving Size 1 tablet / 2 capsules

Bottles of 60 or 120 tablets or capsules

AMOUNT
PER SERVING %DV

Vitamin A (100% as natural beta carotene and mixed carotenoids from B. trispora, spirulina & chlorella)	10,000 IU	200%
Vitamin C (calcium, magnesium and potassium ascorbates)	200 mg	333%
Vitamin D2 (ergocalciferol)	300 IU	75%
Vitamin E (d-alpha tocopheryl succinate)	100 IU	333%
Vitamin K (phytonadione)	50 mcg	63%
Thiamine (as thiamine HCl)[B1]	20 mg	1333%
Riboflavin (5:1 riboflavin HCl:riboflavin 5' phosphate)[B2]	20 mg	1176%
Niacin (1:1 niacin:niacinamide)	50 mg	250%
Vitamin B6 (5:1 pyridoxine HCl:pyridoxal 5' phosphate)	20 mg	1000%
Folic Acid	400 mcg	100%
Vitamin B12 (5:1 methylcobalamin:coenzymate B12)	100 mcg	1667%
Biotin	150 mcg	50%
Pantothenic Acid (d-calcium pantothenate)	75 mg	750%
Calcium (2:1 ascorbate:citrate:malate)	15 mg	2%
Iron (4:1:1 fumarate:citrate:glycinate) [0 mg IRON-FREE]	4 mg	22%
Iodine (as sea vegetation)	25 mcg	17%
Magnesium (2:1 ascorbate:aspartate)	15 mg	4%
Zinc (1:1:1 lysinate:picolinate:methionate)	15 mg	100%
Selenium (selenomethionine)	75 mcg	107%
Copper (1:1 glycinate:AACT [†])	1 mg	50%
Manganese (1:1 AAC [†] :aspartate)	4 mg	200%
Chromium (4:1:1 nicotinate:glutathionate:picolininate)	150 mcg	125%
Molybdenum (1:1 citrate:AACT)	100 mcg	133%
Sodium	10 mg	<1%
Potassium (ascorbate)	10 mg	<1%
Boron (1:1 glycinate:citrate)	1 mg	*
Vanadium (sulfate)	50 mcg	*
Choline (bitartrate)	40 mg	*
Inositol	40 mg	*
Citrus Bioflavonoid Complex (50% bioflavonoids)	100 mg	*
Hesperidin Complex	20 mg	*
Rutin Complex	20 mg	*
Horsetail <i>Equisetum arvense</i> Herb Extract (stand. to 1 mg [10%] silica)	10 mg	*
Trace Mineral Complex (from sea vegetation 3:3:3:1 Dulse:Wakame:Bladderwrack:Kelp)	50 mg	*
Spirulina (Hawaiian)	100 mg	*
Chlorella (broken cell)	100 mg	*
Betaine Hydrochloride	50 mg	*
Bromelain (from pineapple)	50 mg	*
Papain (from papaya)	25 mg	*

* Daily Value (DV) not established.

† AAC = amino acid chelate derived from brown rice protein

Other ingredients

1+ VM Tablets: cellulose, maltodextrin (carrier), stearic acid, sodium alginate, silica, pea starch, calcium phosphate, pure vanilla and other natural flavors.

1+1 VM Capsules: cellulose (vegetarian capsule), maltodextrin (carrier), cellulose, sodium alginate, magnesium stearate, pea starch, calcium phosphate, silica. 1.08

NOTE: Some ingredient details may be abbreviated on actual product labels.