

Carlson all Natural-Source Vitamin E is Twice as Active in our Bodies as Synthetic Vitamin E

E

- ✓ Promotes a healthy cardiovascular system*
- ✓ Necessary for proper immune system function*
- ✓ Protects cell membranes by preventing free radical damage*

Since its discovery, vitamin E has gained the interest of scientists and health professionals worldwide. Fifty years of medical research shows it is one of the most active antioxidant nutrients, with many proven health benefits.*

Because of this, many choose to take a high-quality, natural-source vitamin E supplement. The amount of vitamin E shown to be effective in clinical studies is not readily obtainable, even from a well-balanced diet. Additionally, this important nutrient cannot be manufactured by the body.

Carlson natural-source vitamin E is derived from soybean oil, a food source. Synthetic vitamin E is produced from turpentine or petroleum products. Research shows natural-source vitamin E is retained in the body much longer than synthetic vitamin E, and it produces higher vitamin E levels in the brain, heart, lungs, blood cells, and more.*

How to Recognize Natural Vitamin E

Natural vitamin E is stated as:

d- rrr-alpha tocopherol
d-alpha tocopherol
d-alpha tocopheryl acetate
d-alpha tocopheryl succinate

Synthetic vitamin E is stated as:

dl- all-rac alpha tocopherol
dl-alpha tocopherol
dl-alpha tocopheryl acetate
dl-alpha tocopheryl succinate

Alpha Tocopherol (or Alpha Tocopheryl) is the recognized term for Vitamin E.

- Acetate form is an oil
- Succinate is dry

Most vitamin E compounds in their raw state are oils, except vitamin E succinate, which is a powder.

**Acetate and succinate are important organic molecules within our bodies involved in numerous biochemical reactions. For example, acetate is an important part of acetylcholine, the neural transmitter required by every nerve cell in our bodies to transmit impulses. Moreover, acetate and succinate are found in energy-producing reactions in every cell. Vinegar contains acetic acid, a form of acetate. Succinate is like two acetic or acetate molecules back-to-back.

*These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease.

The Recommended Vitamin E Carries the Best Guarantee

Don't Be Fooled By "Part-Natural" Vitamin E

Unfortunately, some brands of vitamin E are mislabeled. Some products claim to contain natural vitamin E when, in fact, they only contain 5% to 10% natural vitamin E blended with synthetic vitamin E.

Tested Quality

At Carlson Laboratories we not only promise quality, we GUARANTEE it. Since our beginning, every batch of vitamin E product has been assayed for potency and source by an independent testing firm registered with the U.S. Food and Drug Administration (FDA), as following Good Laboratory Practices.

The Recommended Vitamin E

Physicians and health-care professionals recommend Carlson vitamin E knowing their patients will receive only the highest quality of 100% natural vitamin E with the full potency guaranteed on the label.

E•Gems®

Natural Vitamin E

E-Gems are golden gelatin gems containing concentrated natural-source vitamin E oil, (d-alpha tocopheryl acetate). The vitamin E is derived from soybean oil; synthetic vitamin E is never used.

E-Gems are twice as active as synthetic vitamin E

Strength	Size	Code
100 IU	100 Soft Gels	0311
	250 Soft Gels	0312
200 IU	90 Soft Gels	0320
	250 Soft Gels	0322
400 IU	60 Soft Gels	0341
	90 Soft Gels	0344
	90 + 44 Soft Gels	0349
	200 Soft Gels	0342
800 IU	50 Soft Gels	0380
	100 Soft Gels	0381
	250 Soft Gels	0382



*These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease.

A Personal Word about Vitamin E

by **Susan Carlson**

*Founder of Carlson Laboratories
Registered Pharmacist RPH
Licensed Nutrition Counselor NC*



Over 50 years ago, the Carlson family was introduced to vitamin E through Dr. Evan Shute of the Shute Institute in Canada. The results we observed when using vitamin E were exceptional, yet we noticed even at that early stage there were significant differences obtained when using natural vitamin E as compared to synthetic vitamin E. We also experienced differences between the forms and brands of vitamin E. When Carlson Laboratories became a reality, we were determined to offer only the highest quality vitamin E, which would consistently provide good results. We were convinced then, as now, that natural vitamin E is superior to synthetic, so ALL Carlson vitamin E supplements, since our beginning, have been only 100% natural-source vitamin E.

Medical research continues to help us gain further understanding of the actions of vitamin E in the body. Professional journals worldwide now report on hundreds of studies done each year with vitamin E.

Dr. Graham Burton, associated with the National Research Council of Canada, studied the body's response to natural vitamin E compared to synthetic vitamin E. **This study strongly indicates the body prefers natural vitamin E to synthetic vitamin E. Here are some of the results:**

- ✓ 5.3 times by the brain*
- ✓ 3.6 times by the red blood cells*
- ✓ 2.6 times by the lungs*
- ✓ 1.9 times by the heart*
- ✓ 1.7 times by the muscles*

This published study measured the proportion of natural and synthetic vitamin E in various organs, tissues, and fluids of experimental animals given equal doses of both types of vitamin E. The preference was then confirmed by measurement of vitamin E in blood and plasma from human subjects. This study was based on equal milligram amounts, not IU amounts, which tries to correct for some of the differences observed.

A study by Dr. Ed Desaulniers of the Shute Medical Clinic shows vitamin E is absorbed by the body much better when taken at mealtime rather than on an empty stomach.

*These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease.

Several other studies show vitamin E is an important antioxidant nutrient in protecting our body cells from harmful substances called free radicals.* Excessive free radicals can come from various sources, including air pollution, cigarette smoke, radiation, strenuous exercise, and even the body's metabolic processes.

Prominent new studies printed in medical journals show vitamin E plays an important nutritional role in maintaining normal heart health.* Medical groups, who previously advised against vitamin E supplementation, have now reversed their stand, such as the Johns Hopkins Medical Letter.

At Carlson Laboratories, we remain dedicated to natural vitamin E and staying current with new developments. We specialize in only 100% natural-source vitamin E and that is the way it has been since our beginning.

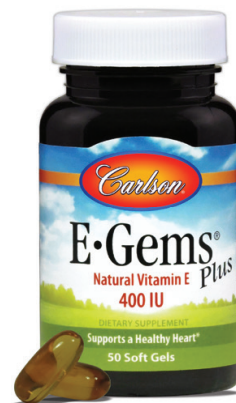
E•Gems® Plus

Alpha and Mixed Tocopherols

E-Gems Plus provides vitamin E derived from soybean oil, supplying d-alpha tocopherol, as well as other natural tocopherols, in soft gelatin capsules.

Independent assay results of E-Gems Plus show a full 200 IU or 400 IU of vitamin E in the form of d-alpha tocopherol, natural and not esterified. Natural non-alpha tocopherols are also present, including d-beta, d-delta, and d-gamma tocopherols in significant amounts.

Strength	Size	Code
200 IU	100 Soft Gels	0421
	250 Soft Gels	0422
400 IU	50 Soft Gels	0440
	100 Soft Gels	0441
	100 + 44 Soft Gels	0449
	250 Soft Gels	0442



Gamma E•Gems®

Gamma Tocopherol 465 mg

Gamma tocopherol is an active antioxidant and one of four tocopherols in the vitamin E family. A specialty formula, Gamma E-Gems is for those who want high gamma with a lower presence of alpha, beta, and delta tocopherols. The vitamin E content is expressed as d-alpha tocopherol, which is 162 IU.

Size	Code
60 Soft Gels	0866
120 Soft Gels	0861



*These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease.