



There's more to nutrition than just vitamins and minerals. As important as these nutrients are to optimal health, others play equally important roles. Original and unique, NeoLife's Formula IV is more than just a multi-vitamin and mineral supplement. It's the first multifactor food supplement to provide vitamins and related food factors, minerals, protein, and enzymes, as well as lipids and sterols. First developed in the 1950s, Formula IV with Tre-en-en Grain Concentrates has provided people throughout the world with decades of nutritional assurance (at the cellular level).

Why Food Supplements?

- The human body requires a wide variety of nutrients to be its healthiest.
- Many diets do not provide the density or diversity of nutrients needed to assure optimal health
- Many modern diets rely on processed staple foods which have been stripped of nutrients, especially lipids and sterols. Other "modern" foods lack important trace minerals due to over-processing.

Why NeoLife Formula IV?

- Delivers a wide array of vitamins plus important minerals.
- Contains Tre-en-en Grain Concentrates from wheat germ, rice bran, and soybeans — rich sources of essential lipids and sterols important for cellular health.
- Strengthens all nutritional "links" of the "Chain of Life" except carbohydrates.
- Scientifically tested and proven to support efficient utilisation of nutrients.
- Enzymes to aid digestion and absorption of supplemented nutrients.
- Natural chlorophyll-coloured, soft gelatin capsules assure potency, digest easily.
- Preservative-free

Product Features

- Broad-spectrum supplementation — vitamins, minerals, enzymes, phytolipids/phytosterols, and other key nutrients.
- Tre-en-en Grain Concentrates. Wheat germ, rice bran, and soybean extracts provide important lipids and sterols.
- Enzymes. Support easy digestion and absorption of supplemented nutrients.
- Scientific proof it works. Tested and proven to enhance nutrient utilisation efficiency and to support overall growth and development.
- Natural chlorophyll colour.
- Soft gelatin capsule. Breaks down quickly and completely for maximum nutrient availability.



Good Nutrition Is More than Just Vitamins and Minerals

In the 1920s, medical researchers began to identify and document the link between nutrition and health. They soon discovered that several diseases - pellagra, beriberi, some forms of anaemia, rickets, etc. - were caused by dietary deficiencies of single vitamins and minerals. As researchers continued their investigations, they found an ever-increasing degree of complexity. It was becoming clear that vitamins and minerals alone were not the only healthful nutritional “links” in the “Chain of Life.” Other nutrients - lipids, sterols, food related factors (such as phytonutrients), enzymes, proteins, and carbohydrates - were also needed.

Formula IV and Formula IV Plus: The Perfect “Chain of Life” Nutrition Supplements

In 1958, with great care and attention to the intricacies of human nutrition, researchers developed a revolutionary nutritional supplement, which became the beginning point of NeoLife. The original product was Formula IV and more recently Formula IV Plus was added to the line. Both products share the goal of strengthening the major nutritional “links” in the “Chain of Life.” Formula IV and Formula IV Plus offer something unique to health-conscious consumers: They contain not just vitamins and minerals, but also lipids, sterols, enzymes, and a complex array of other naturally derived nutrients.

Insightfully formulated with whole-food ingredients, Formula IV was a product ahead of its time and Formula IV Plus is an iron free update of this timeless nutritional supplement. Both versions of Formula IV address the need to provide both nutrient density and nutrient diversity. The original multifactor food supplement, it represented a giant leap forward in the attempt to achieve optimum nutrition through a well-balanced diet with sound supplementation to make up for occasional dietary “gaps.” It was a revolutionary product concept in 1958, and today, even after more than five decades of customer satisfaction, the Formula IV philosophy continues to provide the industry standard for quality leading edge nutritional supplementation.

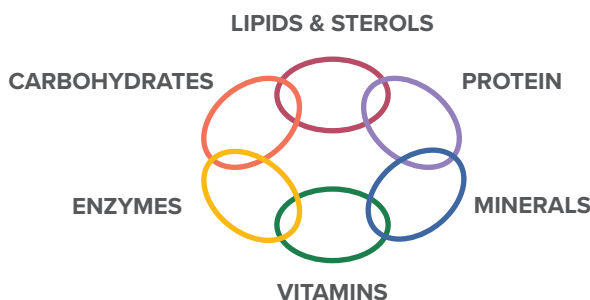
Balanced and Potent

Nutrients exist in natural foods in certain balances and potencies. Balance is an important aspect of all NeoLife formulations. We strive to create balanced formulations that provide both nutrient density and nutrient diversity. Based on wholefood ingredients, Formula IV Plus delivers balanced ratios of broad-spectrum nutrients, rather than the mega-doses of isolated nutrients found in many other supplements. Formula IV Plus is produced under strict laboratory conditions with the same care for quality, purity, and potency that has come to be expected of NeoLife.

Beyond the Basics

While most multivitamin/mineral preparations address (at best) only a few “links” in the “Chain of Life,” NeoLife Formula IV and Formula IV Plus offer supplementation to fortify the major nutritional links required for optimal health. And Formula IV and Formula IV Plus are the only product to provide NeoLife’s exclusive Tre-en-en Grain Concentrates, which supply healthful lipids and sterols, found in the outer layers of dietary grain staples. Whereas other supplements don’t even begin to cover the “basics” of human nutrition, Formula IV and Formula IV Plus go beyond just the basics.

The Chain of Life



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Enhanced Well-Being

Superior supplementation, Formula IV and Formula IV Plus may enhance the body's general well-being, by addressing dietary "gaps." Many NeoLife customers report improved well-being while using Formula IV and Formula IV Plus. Some report feeling a positive difference in just days, while others may need to "re-nourish" their systems for several months before they notice results. (Just as nutrient deficiencies are not created overnight, neither can they be corrected instantly.) Many people worldwide turn to Formula IV and Formula IV Plus to be sure each day they are receiving the complete, balanced nutrition their bodies need.

The Supplement With Something Special - Tre-en-en Grain Concentrates!

NeoLife Formula IV and Formula IV Plus is a unique multi-factor supplement to strengthen nutritional "links" in the "Chain of Life." What makes this product so unique? Formula IV and Formula IV Plus offer something special - Tre-en-en Grain Concentrates. Providing the complete lipid and sterol profile of wheat, rice and soy, cold-pressed, cold-processed Tre-en-en provides phytonutrients cells need to be their healthy best. It has been scientifically proven to support efficient nutrient utilisation.

(Continued from opposite panel)

Each Capsule Contains:

Copper (as cupric sulfate & copper gluconate)	1 mg
Manganese (as manganese gluconate)	5 mg
Potassium (as potassium gluconate & potassium iodide)	5 mg
<i>Oryza sativa</i> (rice) seed bran oil*	100 mg
<i>Malpighia punicifolia</i> (cherry) extract (EQUIV to fresh fruit 8 mg)	2 mg
Safflower oil (EQUIV to 88 mg linoleic acid)	117 mg
Soya oil*	75 mg
<i>Triticum aestivum</i> (wheat) seed embryo oil*	50 mg
Inositol	32.5 mg
Lipase	9 mg
Amylase	3.4 mg
Papain	6 mg
Lecithin	15 mg
Yeast dried	5 mg

Natural colour and encapsulating aids.
Store below 30°C in a dry area away from direct heat and light.

Contains soya beans and fish products.
Helps prevent vitamin and mineral deficiencies.
The recommended daily amount of Vitamin A from all sources is 700 µg RE for women and 900 µg RE for men. Vitamin and mineral supplements should not replace a balanced diet.
Bottle sealed under cap for protection, do not use if seal is missing or broken.

2002



NUTRITIONALS

FORMULA IV



Multi vitamin and multi mineral supplement with 225 mg TRE-EN-EN® Grain Concentrates*

DIETARY SUPPLEMENT
AUST L 279841
120 CAPSULES

DIRECTIONS FOR USE:
Adults take one capsule twice daily, or as directed by a physician.
Children (under twelve years) as directed by a physician.
WARNING: When taken in excess of 3000 µg RE, Vitamin A can cause birth defects. If you are pregnant or considering becoming pregnant, do not take Vitamin A supplements without consulting your doctor or pharmacist.

CONSUMER INFORMATION PANEL

Each Capsule Contains:

Vitamin A (from natural fish oil)	600 µg RE
Cholecalciferol (EQUIV to 200 IU vitamin D ₃)	5 µg
D-alpha-tocopherol (EQUIV to 5 IU natural vitamin E)	3.4 mg
Ascorbic acid (vitamin C)	45 mg
Folic acid	200 µg
Thiamine nitrate (vitamin B ₁)	5 mg
Riboflavin (vitamin B ₂)	5 mg
Nicotinamide	25 mg
Pyridoxine (as pyridoxine hydrochloride, vitamin B ₆)	5 mg
Cyanocobalamin (vitamin B ₁₂)	5 µg
Pantothenic acid (as calcium pantothenate)	6 mg
Iodine (as potassium iodide & kelp powder)	59 µg
Iron (as ferrous fumarate)	5 mg
Magnesium (as magnesium oxide)	17.5 mg

(Continued on opposite panel)

DISTRIBUTED BY:
NeoLife International Pty. Ltd.
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Meadowbrook, Queensland
4131 Australia

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Leading edge nutrition since 1958.

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