

CLINICAL STUDY SHOWED RITESTART IMPROVED SEVERAL IMPORTANT HEALTH BIOMARKERS IN HEALTHY WOMEN AND MEN*

Technical White Paper

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OBJECTIVE

The purpose of this study was to evaluate the effects of RiteStart as a daily supplement on different areas of health by measuring blood and saliva biomarkers in healthy women and men who had not previously taken RiteStart.*

BACKGROUND

Studies have shown that multivitamins improve not only nutrient intake, but also overall health. This is especially true when people do not meet their recommended nutritional needs through diet alone.

RiteStart is a comprehensive multivitamin, multimineral, all-in-one daily supplement. RiteStart contains vitamins; minerals; potent antioxidants like vitamins A, C, and E; lutein; essential fatty acids from fish and plant oils; CoQ10; alpha-lipoic acid; and green tea. RiteStart also features 4Life Transfer Factor® Blend, which contains cow colostrum, chicken egg yolk extract, maitake mushrooms, shiitake mushrooms, cordyceps, inositol hexaphosphate, olive leaf extract, and other ingredients that support immune system function and overall health.*

STUDY

Study participants were instructed to take RiteStart daily for 12 weeks. To ensure data consistency, all subjects were asked to fast overnight before their study visits. Blood and saliva samples and blood pressure, heart rate, weight, height, and body composition measurements were collected at the beginning of the study, week 4, week 8, and week 12. Thirteen subjects (seven males and six females, ages 18–45) completed the entire study.

Blood samples were drawn by a certified phlebotomist and analyzed by a Clinical Laboratory Improvement Amendments (CLIA)–certified, independent laboratory (Quest Diagnostics, Draper, Utah). Blood biomarkers and saliva immunoglobulin A (sIgA) were analyzed because they are

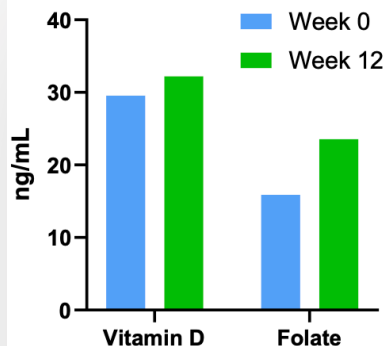
reliable indicators of overall health, including liver, brain, heart, bone, and muscle health; glucose and lipid metabolism; inflammation; and immunity.

RESULTS AND DISCUSSION

RiteStart significantly increased levels of folate in the blood compared to the baseline. Levels of vitamin D and vitamin B12 also increased compared to week 0, but this level of improvement was not statistically significant. RiteStart showed a statistically significant improvement in salivary IgA antibodies compared to the baseline. sIgA antibodies are a marker of oral mucosal immunity. These findings show that this multivitamin and mineral product supports overall health, including cardiovascular and immune system health.*

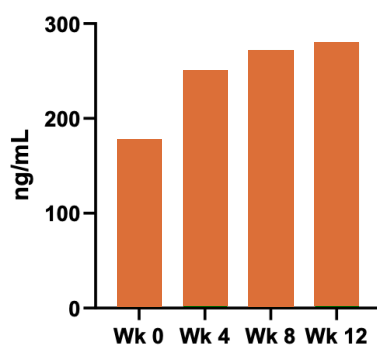
CONCLUSION

RiteStart significantly improved blood levels of folate and salivary IgA antibodies. Improvement trends were found for vitamins D and B12. These findings suggest that RiteStart may improve several areas of health including cardiovascular health, the immune system, and overall health.*



Vitamin D: Among the many roles vitamin D plays in the body, promoting bone and muscle health is most prominent. Vitamin D promotes calcium absorption in the gut, promotes normal bone mineralization, and helps prevent low calcium levels. Vitamin D is also critical for bone growth and bone remodeling. RiteStart supplementation could improve overall bone and muscle health by improving vitamin D levels.*

Folate: Folate supports healthy homocysteine levels, which support a healthy heart and cardiovascular system. Folate is required for proper red blood cell development. It also supports the metabolism of important nucleic acids and amino acids. Folic acid from supplements may be more bioavailable than folate from food.*



Salivary IgA saw a steady, significant increase over the course of the study. The increase in sIgA levels could be attributed to 4Life Transfer Factor Blend, vitamin D, and other immunity-promoting ingredients in RiteStart. IgA is the most abundant antibody in human saliva and is associated with stronger immunity and better oral health. Mucosal immunity, including sIgA as the major antibody, plays an important role in early defenses against respiratory pathogens and improves resistance to respiratory infections. Therefore, RiteStart may improve mucosal immunity by improving oral salivary IgA levels.*

SAFETY No adverse events were reported during the study or within one month after the study closure, demonstrating the product's safety and tolerability. RiteStart did not significantly impact biomarkers of liver function or biomarkers of complete blood count, further indicating its excellent safety profile as a daily supplement.*

*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.