



In response to increasing demand from Practitioners, Biotics Research Corporation has developed the Weekly Practice Builder program to bring important, leading-edge information and literature to you, thereby helping facilitate the growth of your practice through improved patient outcomes. Biotics Research Corporation products are available exclusively through Healthcare Providers.

Questions? Comments? Biotics Research Corporation wants to hear from you!

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For the Health of Your Patients:

It is a popular belief that vitamins and minerals are building blocks for the body. It would be more prudent to say that if the macronutrients (fats, proteins, and carbohydrates) are your fuel, then the micronutrients (vitamins and minerals) are your spark plugs. You can put all of the fuel in the world into your car, but without spark plugs, you will not get very far. Virtually no one eats a complete diet or is physically able to consume Recommended Daily Intake (RDIs) due to inadequate nutrient levels in foods. Without supplementation it is fundamentally impossible to consume desired necessary level of vitamins and minerals essential for optimal health. Despite the overwhelming information that indicates that everyone should consume a daily multivitamin supplement, only 54% of people over the age of 50 and 39% of people under the age of 50 report using a daily multivitamin. One of the largest impediments that people have when it comes to taking a multivitamin, is that they often consist of large tablets, and there is a clear demographic of patients that are incapable or unwilling to take encapsulated or tableted vitamins. Children, seniors, bariatric surgery patients, and menopausal women in particular may experience difficulty or reluctance to consume solid dose form multivitamins. The solution is simple: **Aqueous Multi-Plus™**. It is a great tasting liquid multivitamin and mineral supplement that is fantastic for those who have difficulty swallowing pills, or for those with gastrointestinal issues which result in altered transit time, thereby limiting the amount of nutrition they may be able to digest from traditional tableted multiple vitamin formulas.



For the Health of Your Practice:

Aqueous Multi-Plus™ will literally sell itself in your office. While many patients may be reluctant to discuss their aversion to swallowing large tableted vitamins, they will self-direct their purchase of a liquid formula if given the opportunity. If you place bottles of **Aqueous Multi-Plus™** at strategic centers in your office, i.e. treatment rooms, checkout, etc., your patients will pick up the supplements and request to purchase them of their own volition. It should be noted that not all liquid multis are created equally. Here is an easy way for you to determine if a liquid multivitamin is well balanced and accurately manufactured. Turn the bottle over and look at the 'Supplement Facts' panel -- now scroll down and look for folic acid. If your liquid multivitamin says it contains folic acid – then I wouldn't buy it, and here's why: Folic acid requires a narrow pH range for stability that varies from other vitamins in an aqueous solution. Therefore, when the entire complement of vitamins and minerals are blended together in a liquid product, the folic acid degrades rapidly. This faulty manufacturing process results in a false sense of security by the consumer who believes they are purchasing a great, well-rounded multivitamin product. Biotics Research's commitment to providing the best nutritional supplementation possible dictates that they do not include folic acid in their **Aqueous Multi-Plus™**. Therefore it is recommended that you supplement these patients with **B12-2000™ Lozenges** – which are great tasting lozenges that provide optimal amounts of vitamin B12, B6, and the elusive folic acid. This allows you the benefits of both worlds and makes for happy, compliant patients.