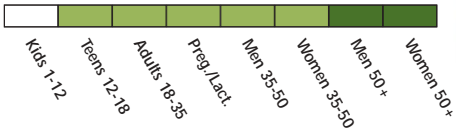


OPTIMIZERS

CELLULAR METABOLIC



E-PRIME™

- Provides a broad-spectrum vitamin E supplement with other mixed tocopherols and tocotrienols, potent antioxidants from natural sources
- Comes in a 200 IU liquid hard-shell encapsulation for enhanced bioavailability
- Complements the USANA® ESSENTIALS and provides optimal levels of vitamin E

Antioxidant vitamins and minerals are the body's first line of defense against highly reactive compounds known as free radicals. Although free radicals are normal by-products of cellular metabolism, their cumulative effects can be devastating.^{1*}

Under ideal circumstances, antioxidants produced by the body and supplied by the diet "scavenge" free radicals and destroy them as they are produced. But influences such as an inadequate diet, a stressful lifestyle, and environmental pollution can upset this balance.

For those who want to increase their vitamin E intake and enhance their antioxidant protection, USANA has formulated a "full spectrum" vitamin E product. E-PRIME™ is a balanced blend of d-alpha-tocopherol, mixed tocopherols, and mixed tocotrienols.

VITAMIN E BENEFITS

Vitamin E, one of the most powerful antioxidants known, plays a critical role in the body by protecting LDL and cell membranes from oxidation damage.* Vitamin E also helps maintain healthy DNA in the interior of cells.*

Vitamin E works with other antioxidants to provide optimal health to cells and organs.^{2*} Several laboratory and clinical studies have shown the importance of vitamin E in supporting good cardiovascular health and a strong immune system in the elderly.^{3-8*}

Vitamin E is an essential nutrient—one that the body cannot manufacture and thus must obtain from foods and supplements. However, it is difficult to ingest enough vitamin E from food alone. Animal sources of vitamin E are poor, and only small amounts occur in butter, egg yolk, milk fat, and liver. Larger but still moderate amounts are found in whole-grain products, seeds, nuts, and vegetable oils.

The body does not retain vitamin E as well as it does other fat-soluble vitamins. In addition, many processing methods (such as heating and chemical refining) eliminate much of the vitamin E in our foods. Because people consume more processed food than they did 50 years ago, they get less natural vitamin E. And many health professionals believe that vitamin E supplementation is the answer.

RECOMMENDED DIETARY ALLOWANCE

The Recommended Dietary Allowance (RDA) of vitamin E is 30 International Units (IU). But the RDA does not consider factors that may increase vitamin E needs—diet, lifestyle, disease, and exposure to pollutants—which vary among individuals. Numerous human clinical trials and epidemiological data show that vitamin E levels many times higher than the RDA on average (400–800 IU per day) can provide significant health benefits.^{6,9*} Dietary sources of vitamin E cannot supply these levels. However, vitamin E in supplement form has been shown to have few or no side effects.¹⁰

WHY E-PRIME™?

USANA's E-PRIME formulation is the premier vitamin E product on the market. Each capsule contains 200 IU of the most biologically active form of vitamin E (d-alpha-tocopherol). E-PRIME contains structurally related mixed tocopherols and tocotrienols, formulated in a base of medium-chain triglycerides and lecithin for maximum bioavailability. The E-PRIME formulation of different tocopherols and tocotrienols provides the cardiovascular system and entire body with antioxidant protection.*

TOCOTRIENOLS & TOCOPHEROLS

Tocotrienols have been shown to be potent antioxidants in themselves, with biological efficacy rivaling or surpassing that of vitamin E.^{10-12*} The tocopherols in E-PRIME are derived from soybeans and the tocotrienols from rice bran oil, providing a natural mixture of vitamin E and vitamin E analogs. Tocotrienols can also help to maintain blood cholesterol levels, providing they are normal to begin with.^{13-15*}

USANA's E-PRIME uses a state-of-the-art manufacturing process that takes advantage of liquid hard-shell encapsulation technology. This liquid formulation further enhances the bioavailability of E-PRIME. The result is a potent vitamin formulation in a powerful package.

E-PRIME is laboratory tested, quality guaranteed and meets USP specifications for potency, uniformity, and disintegration, where applicable.

* 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.

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Take two (2) E-PRIME™ capsules daily, preferably with meals, or as convenient.

Supplement Facts

Serving Size 1 Capsule

| | AMOUNT PER CAPSULE | %DV* |
|-----------------------------------|--------------------|------|
| VITAMIN E (AS D-ALPHA TOCOPHEROL) | 200 IU | 670% |
| D-GAMMA TOCOTRIENOL | 7.0 mg | † |
| MIXED TOCOPHEROLS/ TOCOTRIENOLS | 3.4 mg | † |

* Percent Daily Values are based on a 2,000 calorie diet. † Daily Value not established.

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