



Healthy Kids Free Vitamin Program

By: Aaron Syring, Pharm.D.

Hello and thank you for tuning into this week's podcast. Today (May 30th, 2012), we are launching our "Healthy Kids FREE Vitamin Program". This initiative will provide a free monthly supply of children's vitamins to school aged children; that's right FREE, EVERY month!

Why are we giving away vitamins?

Like you, we care about your child's health. Due to the busy life of today's school children, they sometimes don't get the opportunity to obtain optimal nutrition. We are not the first to run a free vitamin program, but when seeing it done elsewhere in the country our pharmacists thought it would be an excellent service to provide our community. So, we partnered with our main vitamin supplier, Nature's Blend (the yellow labels you see in our stores), to offer a chewable multivitamin with 5 assorted flavors. The full Supplement Facts labeling is found below and on the Free Vitamin page of our website for your reference.

Supplement Facts

Serving Size 1 Tablet
Serving Per Container 30

Each Tablet Contains	% Daily Value
Calories	5
Sodium	10 mg < 1%
Total Carbohydrate	1 g < 1%*
Sugars	1 g **
Vitamin A (as Acetate)	2500 IU 50%
Vitamin C (as Sodium Ascorbate)	60 mg 100%
Vitamin D ³ (as Cholecalciferol)	400 IU 100%
Vitamin E (as dl-Alpha Tocopheryl Acetate)	15 IU 50%
Thiamin (Vitamin B-1 as Thiamine Mononitrate)	1.05 mg 70%
Riboflavin (Vitamin B-2)	1.2 mg 70%
Niacin (as Niacinamide)	13.5 mg 68%
Vitamin B-6 (as Pyridoxine HCL)	1.05 mg 53%
Folic Acid	300 mcg 75%
Vitamin B-12 (as Cyanocobalamin)	4.5 mcg 75%

*Percent Daily Values are based on a 2,000 calorie diet.

**Daily Value not established.

Other Ingredients: Sucrose, Natural and Artificial Flavors, Mono and Diglycerides, Magnesium Stearate, Malic Acid (Fruit Acid), Hydroxypropyl Methylcellulose, Locust Bean Gum, Yellow #6 Lake, Red #40 Lake, Blue #2 Lake.

Directions: As a dietary supplement, chew one tablet daily, preferably with a meal. For children 4 or more years of age.

How does the program work?

To enroll in the program simply fill out the application form found either in the store or on our website. When you turn it into one of our associates, they will present you with a personalized card. The card will have a barcode that will be scanned each time at the register with your vitamins to make them free! You will also automatically become eligible to accrue iBuck\$. More info about iBuck\$, our loyalty program, can be found on our website.

Does my child need vitamin supplementation?

This question can't be fully answered in our podcast today. Vitamins are substances that your body needs to grow and develop normally. There are 13 vitamins your body needs. They are vitamins A, C, D, E, K and the B vitamins (thiamine, riboflavin, niacin, pantothenic acid, biotin, vitamin B-6, vitamin B-12 and folate). Each vitamin has specific jobs. If you have low levels of certain vitamins, you may develop a deficiency disease. For example, if you don't get enough vitamin D, you could develop rickets. Some vitamins may help prevent medical problems. Vitamin A prevents night blindness. However, doses of some vitamins in excess of the daily allowance can cause harm as

well. The best case scenario would be to consume an ideally balanced diet so you get the daily allowance of the different vitamins from the foods you eat. Since not everyone can or is able to utilize an ideally balanced diet, supplementation may be advised. Your child's doctor can help in making the decision to utilize supplementation.

For more information on vitamin supplementation, we are including [this link](#) to Medline Plus (which is part of the National Institutes of Health) <http://www.nlm.nih.gov/medlineplus/vitamins.html>. There is a good collection of information on that page that can also help in making a decision to supplement.

Summary

In conclusion, we are launching this program because our pharmacists want our community's children to be as healthy as possible. When vitamin supplementation is indicated, we wanted to remove whatever role cost may have had in preventing vitamins from making it to our kids. As always, our pharmacists are here to help in any way we can as well and we look forward to seeing you in the store soon!