

OXFORD ORIGINS

The Oxford Origins *Handbook*

Written so you can make sensible decisions about your own nutrition and be healthier for it. Consider it our thank you for trusting us with something as personal as what you put in your body - and we hope it stays useful whether you stay with us for a month or a lifetime.

Why we made this handbook

We kept getting the same emails. Which one should I take. Can I take it alongside the other thing. How long before I know whether it is doing anything. Why does your bottle say 500mg when the one in Holland & Barrett says 100mg.

All good questions, and all of them ones our industry has quietly decided not to answer clearly, because a confused customer is easier to sell to than an informed one. So we wrote the answers down properly. Then we kept going, because it turned out there was rather a lot to say, and what you are reading is the result.

It is a reference rather than something to read through in order. Part One is the ground-work - labels, forms, testing, timing, how long to wait before deciding something is not for you. It applies to any supplement you ever pick up, ours or anyone else's, and it is the part we would keep if we had to throw the rest away. Part Two is about food, which comes first, and where British diets genuinely fall short according to fifteen years of national survey data rather than anybody's marketing. Part Three covers the formulas we offer, and opens with a short audit so you can work out which of them, if any, has anything to do with you. Most people need two or three things. Nobody needs everything.

At the back you will find the full composition of every formula we make, down to the bulking agents, along with a glossary and the references for every factual claim in the book.

This is not medical advice and we are not your doctor. If something is wrong, see a GP, and if you are already on prescribed medicine, ask a pharmacist before adding anything to it - they are free, five minutes away, and will not mind being asked.

Worth knowing, though: a GP trains across the whole of medicine and nutrition is a small part of a very large syllabus. A registered nutritionist or dietitian has spent their entire training on this one subject, and on questions about diet and supplements will often have more to offer. Neither replaces the other. If something might be medical, start with your doctor. If the question is genuinely about what you eat, a specialist in what you eat is the better first call.

We hope it is useful. If there is something we have missed, or something here that is not clear, write and tell us so we can put it in and make the guide better for everyone.



FOUNDER & CHIEF NUTRITION OFFICER
OXFORD ORIGINS

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PART ONE

Foundations

What the back of a bottle is telling you, what testing means, and how to tell whether anything is working.

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CHAPTER 1

What a supplement is actually for

A short answer, then the one that is more use to you.

Here is something that surprises people. A supplement is food. Not loosely, not as a turn of phrase - in UK law it sits in the same category as bread and tinned tomatoes, and almost everything else in this book follows from that one fact.

What it means day to day is that a supplement exists to add to your diet. Not to replace it, and not to treat anything. Which sounds like a limitation, and partly is, but it also tells you exactly what these things are good at: filling a gap. If you have one, closing it is quick and cheap. If you do not, you are mostly producing expensive urine - an old joke about vitamins, and a fairer one than our industry would like.

The clearest case in Britain is vitamin D, and it is worth understanding rather than just accepting. We sit above fifty degrees north. Edinburgh is further from the equator than Moscow. From about October to March the sun simply never climbs high enough for the right wavelength of light to reach your skin, so

your body cannot make the stuff however long you stand outside. No diet fixes that either - you would need oily fish most days, and almost nobody eats that way. It is the one shortfall where a supplement is not a convenience but the only realistic answer, and the NHS says so plainly.

Then there is the middle ground, which is where most of us live. Thirty grams of fibre a day is entirely doable from food and takes a bit of thought. Iron, if you are a woman under fifty, is harder than people expect. You can handle both at the supermarket, and chapter 12 tells you how. Some people would rather do half of it from a capsule and spend the attention elsewhere. That seems a perfectly sensible way to live.

i Four things a supplement will not do, whatever the label says

It will not stand in for a diet. A multivitamin hands over the vitamins and minerals, which is genuinely useful, and then stops. No fibre. No protein. None of the fats, and none of the

several thousand other compounds that turn up in a plate of food and that nobody has finished cataloguing. Everyone who has tried to build one has ended up inventing food again.

It will not treat an illness. The risk there is not the capsule - it is the weeks spent hoping, for something that needed a GP in the first fortnight.

It does very little if you were not short. Topping up something you already have enough of is usually just a standing order, and occa-

sionally it is worse than that, which is what chapter 7 is for.

And it does absolutely nothing from a drawer. We gave this a whole chapter, which felt excessive when we planned it and rather less so once we looked at how many three-month bottles never get finished.



The useful question is not whether something is good for you. It is whether you are short of it.

That is a harder question with a different answer for everybody, which is why there is a short audit at the front of Part Three. It takes two minutes and will probably point you at less than you expected.

The rest of Part One is the groundwork that makes any of this usable: how to read the

back of a bottle, why the same mineral shows up in six different forms, what testing actually means when a brand claims it, when to take things, and how long to give something before you decide it is not for you.

CHAPTER 2

How to read the back of a bottle

Four numbers, three warning signs, and about thirty seconds.

The front of a bottle is marketing. The back of it is regulated. Learn to read the back and nobody can sell you a bad supplement again - us included.

It takes roughly thirty seconds, which is about thirty seconds more than most of us

give it. Here is the order we would go in, and why.

i The four numbers, in the order to check them

1. Serving size, always first. Everything else depends on it. A label shouting 1,000mg might mean one capsule or it might mean four, and if it is four then a bottle of 120 lasts a month rather than four - at which point the cheap product has quietly become the expensive one. Cost per day is the only comparison worth making and you cannot work it out without this number.

2. The elemental amount. Minerals never turn up alone; they arrive bonded to something. Magnesium oxide is magnesium joined to oxygen, and only some of that weight is the magnesium. So a 500mg magnesium citrate tablet holds nowhere near 500mg of magnesium, and a brand printing the big

number is not lying so much as letting you misread it. Good labels give you the elemental figure. Ours do, and the appendix at the back has it for everything we make.

3. The %NRV. The Nutrient Reference Value is a single number applied to all adults, invented for labelling rather than as advice for you. Where it earns its keep is comparison: 100% means the same thing on every product in the shop.

4. The ingredients list. Descending order by weight, always. So if the active you are paying for is sitting near the bottom, below the bulking agents, there is barely any of it in there. That one line tells you more than the entire front of the pack.

What "50:1 extract, equivalent to 3,000mg" is really saying

Fifty kilos of plant reduced down to one kilo of extract. So 60mg of extract came from 3,000mg of root. Both numbers are true, and you can guess which one marketing prefers. Neither tells you how much of the active compound made it into the capsule - which is why a proper label goes on to state that too, the curcuminoid content rather than just the turmeric it came from.

ii Three things that should make you pause

A proprietary blend. An impressive list of ingredients under one combined weight. Perfectly legal, and it means you cannot tell whether the blend is mostly the expensive thing or mostly rice flour. You are not supposed to be able to tell.

Fairy dusting. An ingredient included in an amount far too small to do anything, purely

so it can appear on the front. The ingredients order gives it away every time.

"Up to" anything. "Up to 95% curcuminoids" means at most, and possibly a great deal less. A real specification commits to a figure and stands behind it.

CHAPTER 3

Why the same mineral comes in six forms

What glycinate, citrate and oxide mean, and how much to care.

Magnesium is magnesium - except that it never arrives on its own. It is always holding hands with something else, and who it is holding hands with changes how much you absorb, how it sits in your stomach, and what you pay.

This is the genuinely interesting corner of supplement science and also the most over-sold, which makes it awkward to write about without sounding like either a chemistry lecture or an advert.

Where things actually stand: different forms do behave differently in the body, and that much is established. How much practical difference it makes for a healthy person on a sensible dose is far less certain. When you

see a dramatic percentage quoted at you, it has nearly always come from a laboratory measurement rather than from something anybody noticed happening to them.

So forms matter. Less than the marketing implies, more than nothing, and a brand that has thought about which form to use has usually thought about the rest of the formula too.

i The mineral words

Oxide carries the most mineral per milligram, which makes it cheap and lets a lot fit in a small tablet. **Citrate** is bonded to citric acid. **Bisglycinate** is bonded to glycine, an amino acid. **Malate** to malic acid, the sharp one in apples. **Taurate** to taurine.

The pattern worth spotting: the bigger the partner molecule, the less actual mineral per

milligram of compound. Which is exactly why a bisglycinate capsule is physically bigger than an oxide tablet delivering the same amount, and why some formulas use two or three forms together rather than betting everything on one.

ii The vitamin words

Vitamin D2 and D3 are different molecules; D3 is the one your skin makes in sunlight. **K1 and K2** are different too, and K2 itself comes as MK-4 or MK-7, which behave differently again - MK-7 hangs around in the body considerably longer. **Folic acid and folate** are not interchangeable: folic acid is synthetic and your body has to convert it before use, which some people do less efficiently than others. **B12** shows up as cyanocobalamin or

methylcobalamin. **B6** as pyridoxine hydrochloride or as pyridoxal-5-phosphate, the form the body can use as it arrives.

None of this needs memorising. It is here so that when one of these words appears on a label you know it represents a decision somebody made, and a cost they chose to carry, rather than chemistry added for decoration.

“

A form is a choice, not a magic trick.

The appendix lists the exact form of every ingredient in everything we make, because that is the sort of thing you ought to be able to check rather than take on faith. What you will

not find there is a claim that our form absorbs some impressive percentage better than somebody else's. Those comparisons need evidence nobody reliably has.

CHAPTER 4

What testing means, and what to ask for

Four unregulated phrases, and two questions that cut through all of them.

"Lab tested" is not a regulated phrase. Neither is "third-party tested", "clinically proven" or "pharmaceutical grade". Any company can print any of them on anything at all, which makes it worth knowing what is meant to sit behind the words.

i The three kinds of testing, and what each is looking for

Identity and potency. Is the ingredient what the label says, and is there as much of it as claimed? The routine one, done as a matter of course.

Contaminants. Heavy metals, chiefly lead, cadmium, mercury and arsenic. Plants take up whatever is in the soil they grew in, so botanical ingredients need watching far

more closely than synthetic ones. This is the test people mean when they say purity.

Microbiological. Total bacterial count, yeast and mould, E. coli, salmonella. Every specification in our appendix prints the actual limits, so you can see the thresholds rather than take the word "safe" on trust.

ii Two questions worth asking any brand, ours included

The useful question is not "do you test?" Everyone says yes to that one. It is "**can I see it?**"

A company that tests has documents, and a company with nothing to hide will send them over. If what comes back is a warm paragraph about their commitment to quality

rather than an actual certificate, you have learned something.

The second question is **"who did the testing?"** A manufacturer testing its own product

is entirely normal and not remotely sinister. An independent laboratory is a different order of assurance, and a brand using one will happily tell you which.

Ask to see ours

Our formulas are tested by Eurofins, one of the largest independent testing networks in the world. The full manufacturer specification for anything we make, and the lab certificates, go to anyone who asks - write to support@oxford-origins.com with the product name. The appendix at the back also gives you the complete composition of everything, right down to the bulking agents.

One thing rarely said out loud in this industry: independent testing is periodic rather than continuous, here and nearly everywhere else. A brand claiming every single batch is

independently tested is either running a very unusual operation or being loose with language, and it is generally the second.

CHAPTER 5

When to take things, and what not to take together

Four timing rules that hold up, and three somebody invented.

Most of what you have read about supplement timing was made up by someone with a content calendar to fill. A few bits of it are real and genuinely useful, and they cost nothing to act on.

i The four that hold up

Fat-soluble vitamins want some fat alongside. A, D, E and K dissolve in fat rather than water, so they go with a proper meal rather than a black coffee on the way out of the door.

Iron and tea are not friends. Tannins bind iron and cut how much you take up. An hour either side sorts it. Vitamin C does the opposite, which is why a squeeze of lemon or a tomato in the same meal genuinely helps when your iron is coming from plants rather than meat.

Big mineral doses queue for the same door. Iron, zinc, calcium and magnesium share absorption routes. At the modest amounts in a multivitamin this is academic. If you are taking a high-dose single mineral, leave a couple of hours between it and the others.

Anything that upsets your stomach goes with food. Magnesium, iron and zinc are the usual suspects. Most people who tell us a supplement disagreed with them were taking it first thing on an empty stomach, and moving it to lunch solves it.

ii And three you can cheerfully ignore

Morning versus evening, for almost everything. Your body does not have a window for zinc.

Before or after exercise, for ordinary vitamins and minerals. This matters for a handful

of sports nutrition products and not for a multivitamin.

Splitting doses through the day. There is an argument for it with a couple of water-sol-

uble nutrients at very high doses. At normal doses it is a complication, and complications are what make people stop.

“

The time you will actually remember beats the theoretically perfect time you will skip.

CHAPTER 6

How long before you know if it is working

Why biology is slower than anyone would like.

Nothing in this book works in a day. Some of it works inside a week. Most of it runs on a timetable set by how fast the relevant bit of you gets rebuilt, and that is slower than any of us would choose.

If a nutrient has been running low, topping it up takes as long as your body needs to rebuild whatever was short. Red blood cells live about four months. Skin turns over in weeks. Nails grow a few millimetres a month - so the nail you are looking at right now is a record of last autumn, not last Tuesday.

Which is why a hair and nail supplement cannot be judged in a fortnight, however much you would like to. You are waiting for new growth, and new growth turns up when it turns up.

Roughly what to expect, and when

Days. Digestive effects, and anything to do with how something feels going down.

Two to four weeks. The earliest point at which topping up a nutrient has had time to do much of anything.

Three months. A fair trial for most things - long enough for blood levels to settle and slower tissues to turn over.

Six months and beyond. Hair, nails, and anything involving bone.

i Three habits that make the judgement honest

Change one thing at a time. Start three products on the same Monday and you will never know which one did anything, assuming any of them did. Dull advice, and the only

way to learn something real about your own body.

Write down why you started. One line, on the day. Memory quietly rewrites itself in both

directions, and a note from twelve weeks ago beats an impression every time.

Give it twelve weeks, then stop and see. If nothing has shifted, stop taking it. That is not

a failure, it is a result, and the money is better spent on whatever your actual gap turns out to be.

“

We would far rather you stopped taking something that was doing nothing than kept it going out of habit.

CHAPTER 7

Upper limits, interactions, and when to ask

More is not better, and a few situations deserve a proper conversation.

Supplements are safe at sensible doses - which is precisely why they are regulated as food rather than medicine. That is not the same as saying any amount of anything is fine, and there are a handful of situations that deserve real care.

i Why upper limits exist, and where they bite

UK expert committees have set guidance levels for how much of a nutrient is sensible from supplements on top of food. They are deliberately cautious, so drifting slightly over one is not an emergency. Going a long way over for a long time is a different conversation.

It matters most with the fat-soluble vitamins, because your body stores them rather than

passing the surplus out in the usual way. Vitamin A in particular accumulates, which is why anyone pregnant is told to steer clear of both high-dose vitamin A and liver.

Water-soluble vitamins are more forgiving. Not infinitely: very high doses of vitamin B6 over long stretches have been associated with nerve problems, and that one deserves respect rather than shrugging.

The quiet risk is stacking, not overdosing

Almost nobody takes too much of one product. People take four products that each happen to contain zinc. A multivitamin, a hair supplement, an immune formula and a single zinc tablet can stack up to several times what anyone intended, and not one of those four labels will warn you, because none of them knows about the other three. Add up what you take, nutrient by nutrient, once a year. Ten minutes, and most people are surprised.

ii Four times to have a word with a pharmacist first

If you take prescribed medicine. Vitamin K affects warfarin. St John's wort interacts with a long list including the contraceptive pill. Several minerals reduce absorption of certain antibiotics. A pharmacist sorts this in two minutes and will not mind being asked.

If you are pregnant, breastfeeding or trying. Some nutrients become considerably more important and others riskier, and the advice shifts by trimester.

If you have kidney or liver problems. Both organs handle whatever you take, and if either is not working normally the usual rules do not apply.

If you have a blood test coming up. High-dose biotin can interfere with several common laboratory assays and throw a misleading result. Harmless in itself and easily worked around, so long as you mention it.

“

A pharmacist is free, five minutes away, and knows more about interactions than any website you will find.

CHAPTER 8

How to tell a good study from a bad one

Six questions that take about a minute.

You are going to have studies quoted at you constantly in this industry, usually by people hoping you will not look them up. Here is how to work out, in roughly a minute, whether one is worth anything.

i The six questions

1. How many people were in it? Twelve is a pilot. Forty is a hint. Several hundred across more than one site starts to mean something.

2. Were they people, or cells in a dish? A surprising amount of supplement marketing rests on laboratory work where a compound was dripped onto cells at concentrations you could not reach by swallowing anything, ever.

3. Was there a control group? Without one you cannot separate the supplement from time passing, the weather improving, or people simply expecting to feel better.

4. What did they actually measure? This is where most studies quietly fall apart. A trial might measure a marker in the blood rather than anything you would notice in your life - and a marker moving is not the same as you feeling different.

5. How big was the effect? "Statistically significant" means the result probably was not chance. It says nothing whatsoever about size. A significant improvement can be far too small for any human being to detect.

6. Who paid for it? Industry funding does not make a study wrong. It does mean somebody with a stake in the answer got to choose the question.

Two words worth recognising

Meta-analysis. A study of studies, pooling results across many trials. Usually more reliable than any single one and the sensible place to start looking.

Cochrane. An independent organisation producing careful reviews of medical evidence. If Cochrane has looked at something, read that before anything else.

“

One study proves very little. It is the weight of many that tells you something, and that weight piles up slowly.

You will notice the product chapters in this book do not cite studies. That is deliberate, and it is a rule we set early: what we tell you about a formula stays inside what has actually been assessed and approved, rather

than stretching to whatever we could find a paper supporting. The research lives in Parts One, Two and Four, where nobody is trying to move a product.

CHAPTER 9

The part nobody writes about: actually taking it

The least glamorous chapter here, and the one most likely to change anything.

The most common reason a supplement does nothing is that it spent eleven of the last twelve weeks in a cupboard. Nobody writes about this, because there is nothing to sell in it.

A large share of people who buy three months' worth never finish it. Not because it disagreed with them, and not because they sat down and concluded it was not working. They went away for a weekend, or the bottle

migrated to a different shelf, and that was quietly that.

If one thing in this book changes what you do, we would honestly rather it was this chapter than any of the ones about our formulas.

i Five things that make a habit stick

Hang it off something you already do without thinking. The kettle going on. Brushing your teeth. Feeding the cat. A new habit needs an old one to attach to, because will-power is not a plan and never has been.

Keep it where that trigger is. Next to the kettle, not in a cupboard in another room. Out of sight is the whole problem wearing a disguise.

Not the bathroom. Heat and steam are unkind to tablets and capsules, and the bathroom cabinet is where most people put

them. The kitchen, away from the hob and out of direct sun, is better.

Buy the bigger size. Cheaper per day, obviously - but that is not the main reason. It means fewer moments of running out, and the gap between finishing one bottle and getting round to ordering another is where most habits quietly expire.

Missed a few days? Take today's and carry on. Do not double up, and do not restart the count in your head. A run of missed days is not a failure. It is a Tuesday.

Travelling is where most people come unstuck

Count out what you need into a small pot or a labelled bag and pack it with your toothbrush rather than somewhere sensible you will absolutely forget about. For flights, keep things in their original container where you can.

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A cheap supplement you take every day will do more for you than an excellent one you take twice a week.

PART TWO

Food First

Where British diets genuinely fall short, and what to do about it at an ordinary supermarket.

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CHAPTER 10

What Britain is actually short of

Where British diets really fall short, drawn from fifteen years of national survey data.

Britain is not going hungry. It is just not eating very well, and those are two quite different problems needing two quite different answers.

That difference matters, and our industry has a habit of blurring it. You will have seen the headlines - the soil is dead, the food is empty, everyone is short of everything. Most of that is sales talk with a lab coat on.

Underneath the noise, though, sits a real and surprisingly specific picture, measured year after year by people with nothing whatever to sell you.

This chapter is that picture. It does not flatter us, and it is not a catastrophe either. Mostly it is just more interesting than either version you have been told.

Almost everything here comes from the National Diet and Nutrition Survey. It is the main UK study of what people really eat. It covers England, Scotland, Wales and Northern Ireland, and everyone from eighteen months old upwards.

i Where these numbers come from

What makes it worth trusting is that it does not simply take your word for it. Participants keep a food diary, and then they give blood and urine samples. That second half is the clever bit: it lets the survey check what people say they ate against what is actually circulating in them.

The latest report covers October 2019 to July 2023. It came out in June 2025.¹ Where we have used older NDNS data, we have said so. The survey has run without a break

since 2008, for the Food Standards Agency and the Office for Health Improvement and Disparities.

One warning, which the survey gives too: the way the figures are worked out has changed, so you cannot compare the new numbers straight against the old ones.² Anyone who says British diets have got much better or much worse in five years is reading more into the numbers than is there.



People are hopeful about their own diets. Blood tests are not.

ii How to read a nutrient number

Three terms come up again and again. They sound alike, but they mean very different things, and sorting them out is most of the work.

RNI

Reference Nutrient Intake

Enough for almost everyone in a group, about 97.5% of people. It is set high on purpose, and most of us need less than this, so being under it is common and usually nothing to worry about.

NRV

Nutrient Reference Value

A label figure. It is what the percentages on the back of a supplement or cereal box are based on. It is one number for all adults, not advice for you.

LRNI

Lower Reference Nutrient Intake

The other end of the scale. It is only enough for the 2.5% of people who need the least. If you are under this, it is very likely not enough for you. **This is the number that actually matters.**

So: below the RNI, shrug. Below the LRNI, pay attention. And the NRV is for reading labels, not for judging your diet.

Being under the LRNI is not the same as being deficient. Deficiency is a medical dia-

gnosis, and it comes from blood tests and symptoms, not from a food diary. A low intake just means you have little room to spare, and whether that matters depends on you.

iii The fibre problem is the big one

96%

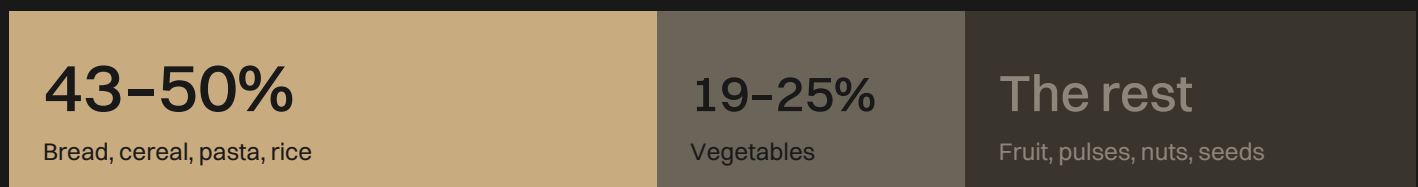
Of adults, and of eleven to eighteen year olds, did not eat enough fibre. The adult target is 30g a day.

If you take one number away from this chapter, take this one. In the 2019 to 2023 survey, about 96% of adults fell short on fibre - and the figure was identical for eleven to eighteen year olds.³ The 30g target was raised in 2015.⁴

Not a minority. Not a worrying subgroup. Essentially everybody.

What stands out is where our fibre comes from. Bread, cereal, pasta and rice give us 43% to 50% of it, at every age. Vegetables come second, at 19% to 25%.³ So most of our fibre rests on one small group of foods - and it is the group hit hardest when someone cuts carbs.

WHERE OUR FIBRE COMES FROM



Almost half of it arrives through the bread bin.

Illustration 9.1 Share of daily fibre intake by food group, across every age group. Source: National Diet and Nutrition Survey, 2019 to 2023.

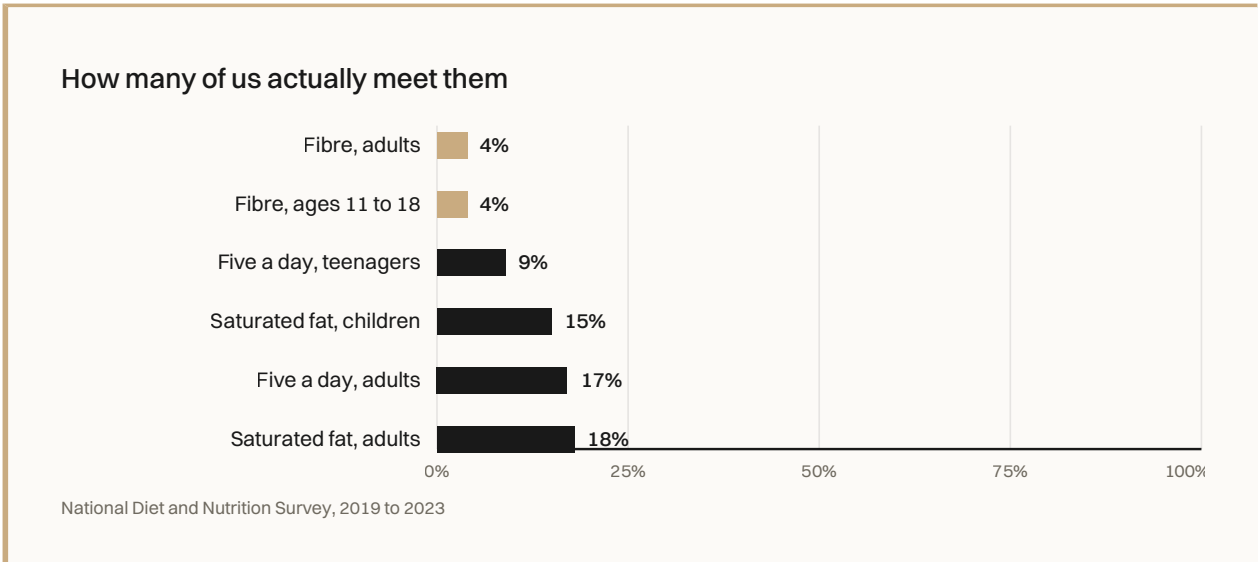


Figure 9.1 Fibre is the outlier even among a set of badly missed targets. The saturated fat bars show the share staying *within* the guideline of no more than 10% of energy.

18.3g

Average daily fibre intake among UK over-65s⁶

5.7%

Of over-65s who reached the 30g target⁶

7,000

People surveyed across all four nations¹

The fruit and veg picture is just as bad. After thirty years of being told to eat five a day, only about 17% of adults and 9% of teenagers manage it.⁵ At the same time, 82% of adults

and 85% of children eat more saturated fat than the guideline allows.³

The British diet in one line: not enough plants, and too much of what comes with them.

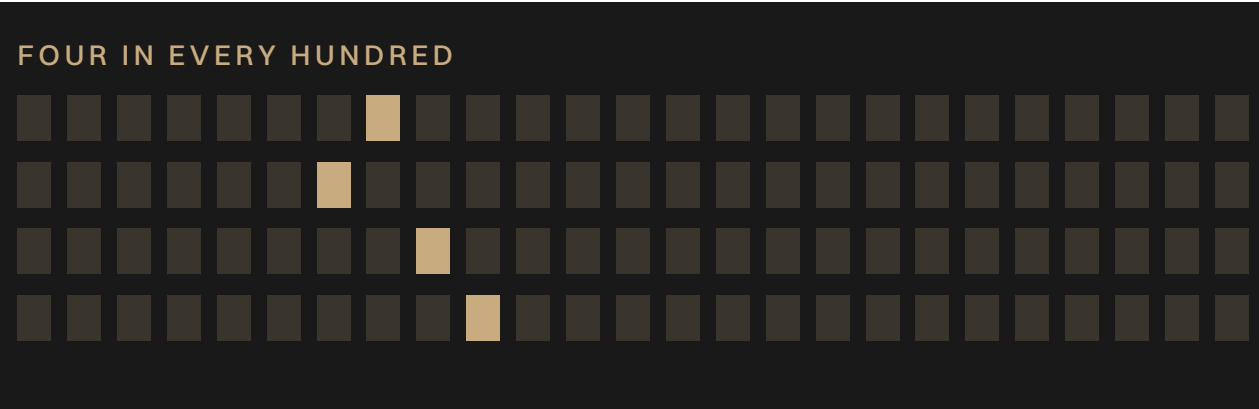


Illustration 9.2 Four in every hundred adults reach the 30g fibre target. Each square is one person.

iv The nutrients that cluster

Gaps in vitamins and minerals do not fall evenly across the population. They cluster - and once you know to look, the clusters follow a pattern that is almost predictable.

Iodine is the clearest recent warning. The survey measures iodine in urine, and that method has not changed. So we can read a real trend over time. Between 2013 and 2023, iodine levels fell by 25% in adults aged 19 to 64, and by 29% in girls aged 11 to 18.²

That is a substantial drop, in a nutrient your thyroid depends on. The likeliest culprit is the move away from milk and dairy: UK dairy is our main source of iodine, and most plant milks arrive with none added at all.

Vitamin D is the one everyone has heard of. For once the fuss is fair, though the cause is where we live rather than what we eat. Average intakes from food have sat below the 10µg a day target in every age group for years.⁷ Food is not really the answer. Sunlight is. And Britain does not get enough of it

for half the year, which is why that has its own chapter later.

Iron and selenium cluster in women. A separate study of the same survey data, covering adults aged 20 to 59, found about a quarter of women were under the LRNI for iron. Just over half were under it for selenium, against about a quarter of men. About a quarter of women were under it for potassium too.⁸

Magnesium shows up in the same study at 15% of men and 12% of women, rising to 19% of people in their twenties.⁸ These figures use the survey's older method, which tends to give higher percentages. The direction is reliable; treat the exact numbers as historical.

Folate levels in the blood have been low across most age groups, and have been falling,⁷ which is part of why the UK now adds folic acid to white flour.

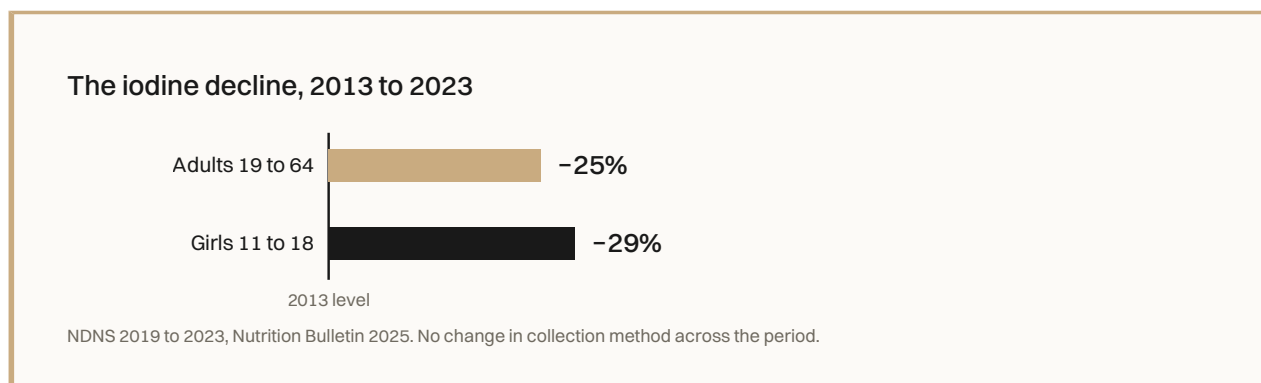
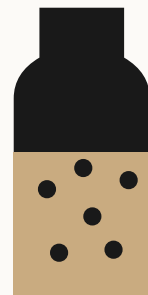


Figure 9.2 One of the few measures where a clean decade-long trend can be read, because the method did not change.

“

The gaps are not random. They fall hardest on women of childbearing age, on teenagers, and on young adults.



DAIRY

vs



OAT, UNFORTIFIED

GOLD SHOWS IODINE

Illustration 9.3 UK dairy is our main source of iodine. Most plant milks have none added.

∪ Money shows up in the data

The 2019 to 2023 report broke the data down by household income, and by how deprived an area is. It found what you would expect, but in sharper detail than usual.

People on higher incomes, and people in better-off areas, came closer to the targets for fruit, vegetables and fibre. The gap was wider by area than by income alone,² which

suggests this is about more than the price of food. It is about what the shops near you sell, and what time and kitchen you have.

There is a second finding under the first, and it is the more interesting one. Where diets missed the targets, they missed them right across the income range.² Saturated fat, sugar, oily fish: nobody was doing well.

“

Money buys you more vegetables. It does not buy you a good diet.

vi What this does and does not mean

— The fibre gap is close to universal, and it is the one most worth acting on

This is not a niche worry. It affects almost everyone reading this, it can be measured, and it changes quickly when you change what you eat.

— Vitamin and mineral gaps are personal, not general

The answer to "am I short of anything?" depends on you. On your age and sex. On whether you eat dairy or meat. On whether you are pregnant, or might be. On where you live. A woman of twenty-four who has moved to oat milk is not in the same position as a man of fifty who eats fish twice a week. Sweeping claims about the nation being deficient help neither of them.

— Intake data has real limits

Food diaries miss things. People forget, and they tidy up the truth without meaning to. Being under the LRNI is a warning sign, not a diagnosis. And a change in method can move a percentage even when nothing has changed in anyone's kitchen.

— None of these gaps were created by soil depletion

They were created by what got pushed out. Less dairy meant less iodine. Less bread and veg meant less fibre, and less of everything that comes with it. The pattern in the data is one of swaps. That is good news, because swaps work both ways.

GOLDEN INSIGHTS

If you want to go further

Two talks that pick up where this chapter stops. Neither is ours, and we have no link to either.

ABOUT AN HOUR

Ultra-Processed People: The Science Behind Food That Isn't Food

Dr Chris van Tulleken is an NHS doctor and a researcher at UCL. He explains how these swaps happened, and what he found when he tested it on himself.

youtube.com/watch?v=FRRGyy5nNik

**FORTY-FIVE
MINUTES**

Everything You Know About Diet and Gut Health Is Wrong

Professor Tim Spector of King's College London on eating a wider range of plants, which is the practical answer to the fibre problem and the subject of our next chapter.

[youtube.com/watch?v=0KI5eHTDGzI](https://www.youtube.com/watch?v=0KI5eHTDGzI)

CHAPTER 11

Closing the fibre gap

Four swaps, most of them free, one cheaper than what it replaces.

The average British adult eats about twenty grams of fibre a day against a target of thirty. Ten grams short. It sounds like a mountain right up until you see what ten grams actually looks like, at which point it turns into four decisions.

Fibre is the one shortfall in this book that applies to nearly everybody, and happily it is also the easiest to fix, because it does not ask you to eat anything new. It asks you to

buy slightly different versions of what is already going in the trolley.

i Four swaps, about ten grams

The swaps

White bread to wholemeal. Two slices and you have picked up around 3g. Costs nothing.

Half a tin of beans or lentils into something you already cook. A bolognese, a curry, a soup. About 4g for roughly thirty pence, and nobody at the table notices.

Leave the skins on the potatoes. Around 2g, costs nothing, saves you a job.

A handful of nuts or seeds instead of a biscuit. Another 2g or so.

That is your ten grams. No new diet, no trip to a different sort of shop, and one of the four is cheaper than the thing it replaced.

ii Where fibre actually lives in a British supermarket

Beans, lentils and chickpeas are the densest sources by a distance, and the cheapest per gram of fibre of anything on the shelves - a 50p tin does more for you here than almost anything in the health aisle. Then whole-grains: wholemeal bread, oats, brown rice, wholewheat pasta. Then vegetables, especially the ones where you eat the skins and stalks.

Fruit is decent but not as good as people assume. Berries and pears do well. A banana, for all its reputation, is mostly not fibre.

And then the category everyone forgets: nuts and seeds. Expensive per kilo, cheap per portion, and easy to scatter over something you were eating anyway.

iii One genuine warning: go slowly

Jump from twenty grams to thirty-five overnight and you will spend a few uncomfortable days concluding that fibre does not agree with you. It does. Build up over two or

three weeks, and drink more water while you do, because fibre needs water to do its job properly.

CHAPTER 12

Where each nutrient lives, at Aldi prices

A reference for closing gaps at the shop before closing them with a capsule.

This one is a reference rather than an argument. When the audit at the start of Part Three points you at a shortfall or two, this is where you find out what to put in the basket.

Everything below is in an ordinary British supermarket and nothing costs more than the thing it replaces. Food first is not a moral

position - it is just that food is cheaper and arrives with everything else attached.

i The six Britain is actually short of

Fibre

Tinned beans, lentils and chickpeas. Wholemeal bread, oats, wholewheat pasta, brown rice. Potatoes with their skins on. Frozen peas and sweetcorn. Nuts and seeds. The tinned pulses win by a mile on cost.

Iodine

Milk, yoghurt and cheese. White fish, particularly haddock and cod. Eggs. If you have swapped to plant milk, turn the carton round and look for added iodine - most have none, and that shift is the likeliest explanation for the decline in chapter 10.

Iron

Red meat and liver absorb most readily. From plants: lentils, beans, tofu, dark leafy greens, dried apricots, fortified cereals. Plant iron absorbs far better with vitamin C alongside, so the lemon or the tomato in the same meal is doing real work rather than decorating the plate.

Selenium

Brazil nuts, by a distance - two or three a day is plenty and more is genuinely not better. Also fish, eggs and meat.

Magnesium

Wholegrains, nuts and seeds, dark leafy greens, beans, and dark chocolate. Largely the same list as fibre, which is not a coincidence.

Vitamin D

Oily fish is the only substantial food source - salmon, mackerel, sardines, tinned or fresh. Egg yolks and fortified cereals chip in a little. Food will not carry you through a British winter, which is what chapter 22 is about.

ii A five pound basket that covers most of it

Porridge oats, four tins of pulses, frozen peas, a wholemeal loaf, a dozen eggs, a tin of sardines and a bag of mixed seeds.

Between them that covers fibre, iron, iodine, selenium, magnesium and a useful amount

of vitamin D, for less than most of us spend on coffee in a week. Not glamorous, and not trying to be.

CHAPTER 13

Ten recipes built around the gaps

Cheap, quick, and aimed at what the data says we are missing.

These are not here to impress anybody. They are here because they are cheap and fast and they happen to be built around the exact nutrients the last three chapters have been going on about.

Four are fibre-led, since that gap is near universal. Two lean on dairy or white fish for iodine. Two are aimed at iron and selenium, which sit low in women. And two are make-

ahead, because the barrier is nearly always time rather than knowledge.

i Four for fibre



Red lentil and tomato pot

SERVES 4 · 30 MINUTES

300g red lentils · 1 onion · 3 garlic cloves · 2 tsp cumin · 1 tsp smoked paprika · 400g tin chopped tomatoes · 800ml stock · 2 tbsp olive oil · lemon

Soften the onion in the oil for eight minutes. Add garlic and spices and stir for a minute, until the kitchen smells of it. In go the lentils, tomatoes and stock; bring to the boil then simmer uncovered for twenty minutes, until it is thick enough to hold the mark of a spoon. Season well. Squeeze lemon over at the table - it lifts the whole thing.



Smoky two-bean chilli

SERVES 4 · 35 MINUTES

400g tin kidney beans · 400g tin black beans · 1 onion · 1 red pepper · 3 garlic cloves · 2 tsp smoked paprika · 1 tsp cumin · 1 tsp oregano · 400g tin tomatoes · 1 tbsp tomato purée

Cook the onion and pepper for ten minutes. Garlic and spices for a minute, then the purée for another to take the raw edge off it. Both tins of beans, the tomatoes and 200ml water, then twenty minutes uncovered. It needs more salt than you think it does.



Overnight oats, apple and cinnamon

SERVES 2 · 5 MINUTES PLUS OVERNIGHT

100g rolled oats · 250ml milk · 1 grated apple · 1
tbsp mixed seeds · ½ tsp cinnamon

Stir it all together in a jar, cover, and leave in the fridge. Loosen with a splash more milk in the morning. Keeps three days, so make a double batch on Sunday and stop thinking about breakfast for half the week.



Leek, potato and butterbean soup

SERVES 4 · 30 MINUTES

2 leeks · 2 potatoes · 400g tin butterbeans · 1 litre
stock · 2 tbsp olive oil · parsley

Cook the leeks gently with the lid on for ten minutes, without letting them take any colour. Potatoes and stock, fifteen minutes. Butterbeans in, warm through, then blend. The beans do what cream usually does and bring fibre along with them.

ii Two for iodine



Baked white fish with leeks and milk

SERVES 2 · 30 MINUTES

2 white fish fillets · 2 leeks · 200ml whole milk · 1 bay leaf · 1 tbsp butter

Oven to 190°C fan. Soften the leeks in butter in an ovenproof dish, lay the fish on top, pour the milk over and tuck in the bay leaf. Fifteen minutes, until the fish flakes under a fork. Serve with something to mop it up - the milky leeks are the best part.



Yoghurt bowl with seeds and fruit

SERVES 1 · 3 MINUTES

200g plain yoghurt · 1 tbsp mixed seeds · a handful of fruit · honey, optional

Barely a recipe, and in here because dairy at breakfast is the simplest iodine fix going.

iii Two for iron and selenium



Sardines on toast with lemon and parsley

SERVES 2 · 10 MINUTES

2 tins sardines in olive oil · 4 slices wholemeal bread · 1 lemon · parsley · 1 garlic clove

Toast the bread and rub a cut garlic clove across it while it is still hot. Fork the sardines on roughly - do not mash them into paste. Lemon, parsley, plenty of pepper, and a trickle of the oil from the tin.



Spinach, egg and tomato skillet

SERVES 2 · 15 MINUTES

200g spinach · 4 eggs · 250g cherry tomatoes · 2 garlic cloves · 2 tbsp olive oil · lemon

Cook the tomatoes hard for four minutes until they slump. Garlic, then the spinach in handfuls. Make four wells, crack in the eggs, cover, four minutes. The lemon at the end is not a garnish - vitamin C alongside plant iron is the entire point of the dish.

iv Two to make ahead



Brazil nut and oat bars

MAKES 12 · 30 MINUTES

200g oats · 100g brazil nuts · 100g dates · 50g seeds · 100g peanut butter · 4 tbsp honey · 2 tbsp olive oil

Oven to 170°C fan. Warm the peanut butter, honey and oil until pourable, stir everything else through, then press firmly into a lined 20cm tin - firmly is what stops them crumbling later. Twenty minutes, and cool completely before cutting.



Chickpea, feta and parsley salad

SERVES 2 · 10 MINUTES

400g tin chickpeas · 100g feta · ½ cucumber · ½ red onion · parsley · 2 tbsp olive oil · 1 lemon

Soak the sliced onion in the lemon juice for five minutes to take the harshness out of it. Combine everything else, then tip the onion and its juice over the top. Go easy on the salt, the feta brings plenty of its own.

PART THREE

The Range

The formulas we offer, grouped by what they are for. It opens with a short audit, because most of this will not apply to you.

14 Which of these is you?

15 Gut and digestion

16 Magnesium

17 Daily foundations

18 Joints and mobility

19 Skin, hair and nails

20 Women's health

CHAPTER 14

Which of these is you?

Two minutes, and it will probably point you at less than you think.

Chapter 10 turned up one thing worth carrying into this part of the book: shortfalls in Britain cluster. They gather around age, sex, and a handful of things about how you eat. So the useful answer to "what should I take" depends entirely on who is asking.

Read down the list. Anything that sounds like you is worth a second look. Anything that does not, skip.

i Work through these and note which ones fit

You live in Britain and it is between October and March

Which is all of us, for half the year. The sun sits too low at our latitude for skin to make vitamin D, and food does not fill the gap. The NHS suggests everyone considers a supplement through the winter. If you take one thing, take this.

You have moved to plant milk, or you eat little dairy

Iodine is the one to watch. UK dairy is our main source of it and most plant milks have none added, which is the likeliest reason for the decline in chapter 10. Worth turning the carton round. Calcium is worth a thought too.

You are a woman who has not been through the menopause

Iron and selenium both sit low in this group, and so does potassium. If you are also eating little red meat, iron climbs the list.

You are pregnant, or hoping to be

Folic acid before conception and through the first trimester, and vitamin D. The guidance here is specific and well settled, so speak to a midwife or GP and follow what they tell you.

You are vegan or vegetarian

Vitamin B12 does not come from plants in any useful amount, so if you are vegan a supplement or fortified food is part of the deal. Iron, iodine, zinc and omega-3 are all worth a look, and chapter 12 covers the food side.

You are over sixty-five

Fibre intake in this group averages around eighteen grams against a thirty gram target. Vitamin D and B12 both get harder to absorb with age.

You train hard, or sweat for a living

Magnesium and the other electrolytes leave in sweat. Iron is worth keeping an eye on if you do a lot of endurance work.

You work nights or rotating shifts

Meals fragment, daylight drops away and the fibre gap usually widens. Nothing here needs a special product, but Part Two applies to you more than most.

And almost everyone: fibre

Around ninety-six per cent of British adults miss the target. Unless you have deliberately worked on it, assume you are one of them. Chapter 11 is four swaps and takes five minutes.

One or two ticks is normal. Most people are looking at two or three things, and that is the

whole point of doing this before reading about the rest.

The seven chapters that follow cover our formulas, grouped by what they are for. Each one opens with which to pick, then how to

take it, then the questions we get asked most.

CHAPTER 15

Gut and digestion

Live cultures, enzymes and fibre - and where to start.

Six formulas live in this group and they do genuinely different jobs, so it is worth a minute to work out which one you are actually after.

i Where to start

Every Day Bio Cultures is the simplest thing we make: one strain, two billion live cultures, one capsule. If you have never taken anything like this, start here and keep it uncomplicated.

Daily Pro Bio Cultures is the same idea as a small 6mm tablet at 550 million cultures, for people who would rather not swallow a capsule.

Bio Cultures Complex is the one we are proudest of in this group. Six strains across the *Lactobacillus* and *Bifidobacterium* families, five billion live cultures, and 88mg of chicory root fibre in the same capsule as a prebiotic. Most products in this bracket give you the cultures and leave it there.

Bio Cultures for Women pairs three strains with cranberry extract at a 50:1 concentration, equivalent to 2,500mg of fruit.

Digestive Enzymes+ is the most involved formula in the book. Seven enzymes - lactase, protease, amylase, lipase, papain,

bromelain and cellulase - with betaine hydrochloride, a billion live cultures and a little peppermint oil. It is aimed at the mechanics of a meal rather than at the microbiome.

Psyllium Husk Fibre is a 10:1 extract at 2,000mg equivalent per capsule, with inulin alongside. Chapter 11 makes the case for getting fibre from food first; this is for what is left over.

Why the fibre is in there

Chicory root fibre and inulin are prebiotics, which means they are food for bacteria rather than bacteria themselves. Putting the two together in one capsule costs more than putting cultures on their own, and it is a formulation choice we would make again.

ii Where the science currently sits

The microbiome is one of the most active areas in nutrition research and one of the least settled. Thousands of papers, some of them excellent, and no live culture strain yet holding an approved health claim in the UK - partly because strains behave so differently from one another, partly because the outcomes are hard to measure the same way twice.

So the confident promises you see on other packaging are running ahead of where the

evidence has got to. We would rather tell you what is in the capsule, at what count, and let you take it from there. Chapter 25 goes through the gut-brain research properly.

One exception worth knowing: lactase, in Digestive Enzymes+, does hold an approved claim. Lactase improves lactose digestion in people who have difficulty digesting lactose. Narrow, specific, and established.

iii How to take them

Live cultures with or just before food, same time each day. Consistency matters here more than with almost anything else in the book.

Digestive Enzymes+ with the meal it is meant to help rather than after it.

Psyllium Husk with a full glass of water, building up over a week or two. Fibre without enough water is the usual reason people find it uncomfortable.

On antibiotics, most people space cultures a couple of hours from the dose. Your pharmacist will know the specific drug.

iv Questions we get

Do they need refrigerating?

No. Ours are stable at room temperature. Cool, dry, out of the sun, and not the bathroom.

Is a higher culture count better?

Not automatically, and anyone selling on the number alone is hoping you think it is. Which strains, and whether they survive the journey, matter at least as much.

Can I take cultures and enzymes together?

Yes. Digestive Enzymes+ already has a billion cultures of its own, so you may not need both.

How long before I know?

Give it a month of daily use. Chapter 6 explains why nothing here works in a week.

CHAPTER 16

Magnesium

Three formulas, four forms, and a proper answer about sleep.

Magnesium is the mineral we get asked about most. Your muscles use it, your nerves use it, and every cell turning food into energy uses it. It is also the one where the form on the label genuinely tells you something.

i Which of the three to choose

Magnesium Glycinate is magnesium on its own, 100mg per capsule as bisglycinate - magnesium bound to glycine, an amino acid. It is the form most people get on with, and if you have never taken magnesium this is where to start.

Magnesium Glycinate 4-in-1 uses four forms together for 131mg a capsule: bisglycinate, citrate, malate and taurate. Four routes in rather than one. It costs us more to make than a single-form capsule and we think it is worth it for anyone already taking magnesium who wants a broader spread.

Magnesium Complex is 150mg a tablet with 2.5mg of vitamin B6 as pyridoxal-5-phosphate - the form the body uses directly, rather than the cheaper pyridoxine hydrochloride that needs converting first. Magnesium and B6 both work on energy and on the nervous system, which makes this the one to pick if tiredness is what brought you here. It runs from 60 to 360 tablets and the large size is considerably cheaper per day.

Chapter 3 goes through what the form names mean. The short version: the figure that matters is the elemental magnesium, and every number we print is elemental.

ii What it is doing while you take it

For tiredness. Magnesium contributes to normal energy-yielding metabolism and to a reduction of tiredness and fatigue - it is part

of how your body gets energy out of food. Vitamin B6 in the Complex does both those jobs as well.

For muscles. Magnesium contributes to normal muscle function and to electrolyte balance. It is one of the minerals muscles depend on to contract and release properly, and it leaves in sweat, so heavy training weeks are worth thinking about.

For nerves. Magnesium contributes to normal functioning of the nervous system and to normal psychological function.

Quietly, over years. It contributes to the maintenance of normal bones and teeth, to normal protein synthesis, and it has a role in cell division.

Magnesium, glycine and sleep

There is no approved claim linking magnesium to sleep, so you will not find one on our label. What is more interesting is the glycine half of magnesium bisglycinate. Glycine on its own has produced some encouraging early sleep research - small trials, mostly at 3g taken before bed - and chapter 21 goes through that work in full, including what it does and does not show.

Worth knowing the arithmetic, though: a serving of Magnesium Glycinate carries around 1.2g of glycine, which is well below what those studies used. So if you take yours at bedtime and get on well with it, carry on. Just know where the research actually is.

iii How to take it

Any time of day, with a meal, same time daily. On an empty stomach it is likelier to upset your digestion. Give it a couple of hours either side of high-dose zinc or iron.

UK guidance for supplemental magnesium is 400mg a day on top of food. Going over is the usual reason people get loose stools and decide the product does not agree with them.

iv Questions we get

Why is your figure lower than the bottle next to it?

Usually because theirs is the weight of the whole compound and ours is the magnesium itself.

Chapter 2 has the detail.

Should I take it at night?

Take it whenever you will remember. See the panel above for where the sleep research stands.

It is upsetting my stomach.

Move it to a meal, and check you are within the dose. If it carries on, stop and speak to a pharmacist.

Can I take it with the multivitamin?

Yes, though our Multivitamins & Minerals already has 100mg of magnesium in it. Worth adding up.

CHAPTER 17

Daily foundations

The multivitamin, vitamin D, and the two zinc formulas.

This is the group that covers the most ground, and the one where we have spent the most time arguing about forms. A multivitamin is easy to make badly and surprisingly hard to make well.

i Which one to choose

Multivitamins & Minerals is 28 nutrients in one tablet, most at or near 100% of the NRV, with turmeric and black pepper extracts alongside. A few things we are pleased about in it: the vitamin D3 is a vegan, fermented source rather than sheep-derived, so the whole formula is suitable for vegans; the coating is titanium dioxide free; and the turmeric is a 50:1 extract standardised to 95% curcuminoids rather than plain ground root.

Vitamin D3 & K2 comes two ways that arrive at the same daily amount. The capsule is 4,000iu of D3 with 100µg of K2, once a day. The tablet is 2,000iu with 75µg of K2, twice a

day. The K2 is MK-7 rather than MK-4, which is the longer-lasting of the two in the body. Neither is suitable for vegans, as the D3 is sheep-derived.

Vitamin C & Zinc is 600mg of vitamin C with 20mg of zinc as citrate and 1mg of copper. The copper is deliberate - zinc and copper compete for absorption, and a long run of zinc on its own can leave copper short. Plenty of zinc products skip it.

Zinc Citrate is zinc by itself at 30mg, for people who want one thing and no extras.

ii What these nutrients are established to do

Vitamin D contributes to normal absorption and use of calcium and phosphorus, to the maintenance of normal bones, teeth and

muscle function, and to the normal function of the immune system.

Vitamin K contributes to normal blood clotting and to the maintenance of normal bones.

Vitamin C carries fifteen approved claims, including normal collagen formation for the normal function of skin, bones, cartilage, gums, teeth and blood vessels; the normal function of the immune system; protection of cells from oxidative stress; the reduction of tiredness and fatigue; and increased iron absorption.

Zinc carries eighteen, among them normal cognitive function, normal fertility and reproduction, the maintenance of normal hair, nails, skin and vision, the normal function of the immune system, and protection of cells from oxidative stress.

Copper contributes to normal iron transport, normal hair and skin pigmentation, and the maintenance of normal connective tissues.

Why 4,000iu shows as 2000% of the NRV

The NRV for vitamin D is 5µg, a labelling figure set decades ago and well below what UK guidance now suggests for winter. A big percentage against a small reference number looks alarming and is not. Chapter 22 covers the seasonal picture.

iii How to take them

Vitamin D and K are fat-soluble, so take them with a meal that has some fat in it. The multivitamin is better with food too, partly for the same reason and partly because iron on an empty stomach is unkind.

If you take more than one of these, add up the zinc, the magnesium and the vitamin C across the lot. The multivitamin alone carries 10mg of zinc.

CHAPTER 18

Joints and mobility

Turmeric, glucosamine, and a long history worth knowing about.

Turmeric has been used in Indian cooking and in Ayurvedic practice for something like four thousand years, most often in connection with digestion and with the joints. That is not a health claim, it is history, and it is why the plant has been studied as heavily as it has.

The modern research on curcumin, the most studied compound in turmeric root, is genuinely interesting and still unresolved. Claims for it were submitted to EFSA before EU Exit and never assessed - they sit on the GB register as "on hold", alongside around two thousand other botanical claims, in a queue that has not moved in years.

So turmeric occupies an odd space: widely used, widely studied, formally undecided. Which is worth knowing when you see a bottle making confident promises about it, and worth knowing when you read ours making none.

i Which one to choose

Turmeric Curcumin is our core one: a 50:1 extract at 60mg, equivalent to 3,000mg of root and standardised to 95% curcuminoids, so you know exactly what you are getting rather than trusting an unstandardised powder. Ginger root extract and black pepper alongside. It runs from 60 up to 365 capsules.

Turmeric Curcumin 4000 is the same architecture at 80mg of extract, equivalent to 4,000mg of root.

Turmeric & Black Pepper adds boswellia, another resin with a long history in Ayurvedic

use, at a 5:1 extract standardised to 65% boswellic acids.

Turmeric & Glucosamine is the most complete formula in this group: 250mg glucosamine sulphate, chondroitin, turmeric and black pepper, plus vitamin C, vitamin D3 and manganese. Those three added nutrients each carry established claims of their own, which makes this the formula with the most behind it.

Glucosamine, Chondroitin & MSM is the high-strength option: 500mg glucosamine sulphate per tablet, 133mg MSM, 100mg chondroitin, 100mg bovine collagen, citrus

bioflavonoids, silica and ginger. Two tablets daily. Contains crustaceans, as does Turmeric & Glucosamine.

Why the black pepper is there

Piperine, the active compound in black pepper, is included in turmeric formulas across the industry because of how the two interact in the gut. Ours is a 30:1 extract standardised to 95% piperine rather than a pinch of ground pepper, which is the difference between a formulation decision and a label decoration.

ii The nutrients here with established claims

Vitamin C contributes to normal collagen formation for the normal function of cartilage and of bones. Worth noting this concerns the collagen your body makes rather than any you swallow.

Vitamin D contributes to the maintenance of normal bones and to normal muscle function.

Manganese contributes to the normal formation of connective tissue and to the maintenance of normal bones.

All three are in Turmeric & Glucosamine.

iii How to take them

With food, daily, and give it three months rather than three weeks - chapter 6 explains why anything involving connective tissue moves slowly.

Turmeric can interact with blood thinners, so if you take warfarin or anything similar, have a word with a pharmacist first.

And if joint pain is new, severe, getting worse, or comes with swelling or heat, that is a GP appointment. Weeks spent trying things is the real risk in this category.

CHAPTER 19

Skin, hair and nails

Three formulas, and which ingredient is doing what.

This is the group where the small print on the back tells you the most, because the nutrient behind a hair claim is often not the one behind a nail claim. We have built ours so that both are covered properly.

i Which one to choose

Collagen Complex is 500mg of bovine collagen per capsule with vitamin C, vitamin E and vitamin A, three capsules a day, so a full serving carries 1,500mg of collagen alongside 101% of the NRV for vitamin C and for vitamin A. Not suitable for vegans or vegetarians - both the collagen and the shell are bovine.

Marine Collagen is the fuller formula: 500mg of fish collagen per capsule with hyaluronic

acid, vitamin C, zinc, vitamin E, copper, riboflavin, iodine and biotin. Two capsules a day. Rather than collagen on its own, it carries the nutrients involved in the body's own collagen production. Contains fish.

Biotin Complex is 7.5mg of biotin a tablet with zinc, copper and selenium, two tablets a day. The zinc and selenium are there on purpose - see below. Suitable for vegans.

ii Which ingredient does which job

Hair. Biotin contributes to the maintenance of normal hair, and so do zinc and selenium. Copper contributes to normal hair pigmentation.

Nails. Here is the useful one: biotin has no approved nail claim. Zinc and selenium do.

So a biotin-only product promising nails is going further than the evidence, and it is exactly why our Biotin Complex carries zinc and selenium as well.

Skin. Zinc, biotin, niacin, riboflavin, vitamin A and iodine all contribute to the maintenance

of normal skin, and vitamin C contributes to normal collagen formation for the normal function of skin.

Collagen itself, in either form, has no approved claim behind it - the vitamin C claim

concerns collagen your body produces. Which is the reason our collagen formulas carry vitamin C rather than relying on the collagen alone.

Biotin and blood tests

Biotin at this level can interfere with some laboratory assays, including thyroid and heart function tests, and give a misleading reading. It is not harmful and it is easily worked around - just mention to whoever is taking your blood that you take a biotin supplement. They may ask you to pause it for a few days.

iii How long to give it

Longer than you would like. Nails grow a few millimetres a month, so the nail in front of you is a record of the last several months, and hair is slower still. Three months is a fair trial

and six is better, which is the honest reason we would rather sell you one large pack than three small ones you give up between.

CHAPTER 20

Women's health

Three formulas built around where the data says the gaps are.

Chapter 10 found iron, selenium and potassium all sitting low in women, and iodine falling fastest of all in girls aged eleven to eighteen. This group is built around that.

i Which one to choose

Women's Multivitamin is a broad formula with 175mg of marine collagen and hyaluronic acid alongside the vitamins and minerals. Two tablets a day, and it delivers iron at 100% of the NRV per serving, which is the reason to choose it over the standard multivitamin given what chapter 10 says about iron in women. Contains fish.

Bio Cultures for Women is three live culture strains with cranberry at a 50:1 extract, equivalent to 2,500mg of fruit. Cranberry has been used in connection with urinary health

for a very long time, and it remains one of the on-hold botanicals: much studied, formally undecided.

Myo & D-Chiro Inositol is 600mg of myo-inositol with 15mg of D-chiro-inositol, a 40:1 ratio that mirrors the proportion the two occur in naturally in the body, with zinc, chromium and folate as 5-MTHF rather than folic acid - the form that needs no conversion before the body can use it. That last detail is a genuine cost decision and one we would make again.

ii The nutrients here with established claims

Folate contributes to maternal tissue growth during pregnancy, to normal blood formation and to normal homocysteine metabolism.

Zinc contributes to normal fertility and reproduction and to the regulation of hormonal activity, as does **vitamin B6**.

Iron contributes to normal formation of red blood cells and haemoglobin, to normal oxygen transport, and to the reduction of tiredness and fatigue.

Chromium contributes to the maintenance of normal blood glucose levels.

Inositol itself has no approved claim, though it has been studied reasonably seriously in women's health over the last two decades. Where that research ends up is not settled, and we would rather point you at the formula than at a promise.

If you are pregnant or planning to be

The advice here is specific and well established, and not ours to improvise on. Folic acid at 400µg daily from before conception through the first twelve weeks, plus vitamin D, and avoid high-dose vitamin A. Speak to a midwife or GP for the current guidance.

iii How to take them

The multivitamin with food, both tablets together or split across the day. Iron is gentler on a full stomach and absorbs better away from tea and coffee.

Live cultures with or just before a meal. Inositol with food.

If you take anything hormonal, including the contraceptive pill, mention what you are taking to a pharmacist.

PART FOUR

Living Well

Sleep, sunlight, movement, water and stress. None of it involves buying anything.

21 Sleep

22 Sunlight and the British winter

23 Movement and protein

24 Hydration

25 Stress and digestion

CHAPTER 21

Sleep

The highest-leverage thing in this book, and none of it is in a bottle.

Some people are almost competitive about how little sleep they get, as though dragging yourself through a Tuesday on four hours were a badge of something. It is a strange habit, and one we have all picked up to some degree.

Nuffield Health's Healthier Nation Index, which surveyed 8,000 UK adults in 2022, found roughly one in ten getting between two and four hours a night, and about a quarter reporting insomnia. That is a lot of people running on less than they need, mostly without deciding to.

Here is the part that tends to land. Michael Irwin's team took healthy young men and cut them to a single four-hour night. The following day their natural killer cells - the ones that patrol for virus-infected and cancerous cells, no prior exposure required - were working at about 72% of their normal rate.

One night. The good news is that the effect reversed after a proper night's sleep, which is rather the point of this chapter.

The neuroscientist Matthew Walker puts the long-run version better than we can: the elastic band of sleep deprivation can only stretch so far before it snaps.

So this is the chapter with the best evidence behind it and nothing to sell. We make no sleep product and there is no approved claim in this book connecting anything we offer to sleep, which leaves us free to just tell you what works.

i Five things that genuinely move the needle

1. Pick a wake time and hold it. Not a bed-time - a wake time. Your body clock takes its cue from when light first hits your eyes, and keeping that steady across the week does more than anything else on this list. The Sunday lie-in feels like repayment and behaves like jet lag.

2. Get outside first thing. Ten minutes within an hour of waking. Even a properly grey British morning is many times brighter than your kitchen, and it is the signal your circadian system is waiting for. Breakfast by a window is not the same thing, though it is better than nothing.

3. Let your temperature fall. Core body temperature has to drop for sleep to start, and your body does it by opening up the blood vessels in your hands and feet so heat can escape. Which is why a bedroom at eighteen degrees beats one at twenty-two, and why a hot bath an hour or two before bed helps rather than hinders - it is the drop afterwards doing the work, not the warmth.

4. Move your last coffee earlier than feels necessary. Half of a coffee is still circulating

five to six hours later, and for some people a good deal longer. A two o'clock flat white is a ten o'clock problem, and most people who insist caffeine does not affect them have simply forgotten what unaffected feels like.

5. Give yourself a landing strip. Half an hour of something dull between the day and the bed. The brain does not have an off switch and asking it to go from spreadsheet to sleep in four minutes is not a reasonable request.

ii Three things that matter less than you have been told

Eight hours. An average, not a target. The healthy range is wide, and chasing a number is itself a reliable way to sleep badly.

Blue light. It gets far more attention than the evidence supports. What you are doing on the screen - work email, an argument, one more episode at midnight - matters consid-

erably more than the wavelength coming off it.

Your sleep tracker, if you are the worrying sort. A bad score at breakfast reliably produces a worse night after it.

iii Glycine: the most interesting thing in sleep research right now

Glycine is the smallest amino acid there is. Your body makes its own, and you get more from meat, fish, dairy and pulses. It is also, at the moment, one of the more intriguing corners of sleep research - and since it turns up inside our own magnesium bisglycinate, it seems fair to tell you where the work has got to.

Most of it comes from one Japanese group over about a decade. In 2006 Inagawa and colleagues gave poor sleepers 3g of glycine before bed and found better subjective sleep quality and easier mornings.¹⁵ Yamadera's team repeated it the following year in a sleep lab, wired up to polysomnography, and the objective measures broadly agreed: people fell asleep faster and dropped into deep

sleep sooner, with the overall architecture of the night left intact.¹⁶ Bannai's group then tested it on people who had been deliberately sleep-restricted and reported less daytime foggiess and better memory performance.¹⁷

The mechanism is the lovely bit. Remember the temperature drop from tip three? Kawai's team traced glycine's effect to NMDA receptors in the suprachiasmatic nucleus - the brain's master clock - which opens up the blood vessels in the hands and feet and lets the heat out.¹⁸ The same mechanism as the hot bath, arrived at chemically.

So why is it not on anybody's label? Because the trials are small - a dozen to twenty people, largely one research group, mostly in people already sleeping badly. That is an interesting early signal, not a settled finding, and nowhere near what a formal assessment would need.

If you want to try it, those studies used 3g, thirty to sixty minutes before bed. Worth knowing that magnesium bisglycinate will not get you there: a serving of our Magnesium Glycinate carries around 1.2g of glycine, so anyone implying a magnesium capsule delivers the studied dose has not done the sums.

“

If you have been sleeping badly for more than a few weeks, that is a conversation with your GP rather than a shopping problem.

CHAPTER 22

Sunlight and the British winter

Why latitude beats diet, and what happens between October and March.

Edinburgh sits further north than Moscow. That single fact explains more about Britain's vitamin D situation than anything on anybody's plate.

i What the angle of the sun has to do with it

Your skin makes vitamin D when UVB light lands on it. UVB is the short end of sunlight, and short wavelengths get scattered and absorbed by the atmosphere far more readily than long ones. When the sun sits low, its light travels much further through that atmosphere to reach you - and by the time it arrives, the UVB has essentially been filtered out.

So at our latitude, from roughly October to March, the sun never climbs high enough. You can sit outside on a brilliant, freezing February afternoon for three hours and make almost none. The light is real. The wavelength you need is simply not in it.

Which is why this is a geography problem rather than a diet one. Average vitamin D intakes from food have sat below the recommended 10µg a day in every age group in Britain for years, and there is no realistic way to fix that at the supermarket. Oily fish is the

only substantial source and you would need it most days.

What the NHS actually recommends

That everyone in the UK considers a daily supplement containing 10µg of vitamin D through autumn and winter. For anyone with little sun exposure year-round, or with darker skin, the advice runs across the whole year.

ii The summer half of the year

From late March to September, short bursts of midday sun on forearms and face do the job for most people - and short is the operative word. Skin stops producing once it has had enough, so lingering adds risk without adding vitamin D.

Darker skin needs longer exposure for the same result, which is simply melanin absorb-

ing UVB, and it is why the advice differs rather than any suggestion that one is better than the other.

Sunscreen does reduce production. It also prevents skin cancer, and that trade is not close. Get your few minutes early in the day, then cover up properly.

What vitamin D is established to do: contribute to normal absorption and use of calcium and phosphorus, to the maintenance of normal bones, teeth and muscle function, and to

the normal function of the immune system. You will see considerably broader claims made for it elsewhere - those four are the ones that have been through assessment.

CHAPTER 23

Movement and protein

The two levers that hold up across every decade of life.

If you had to pick two things outside sleep, it would be these - and unlike most advice, they get more important as you get older rather than less.

i Movement: the numbers, and the bit nobody mentions

UK guidance asks for 150 minutes of moderate activity a week, or 75 vigorous, plus strength work on two days. Here is the part people are rarely told: most of the benefit arrives well before you hit those numbers. Going from nothing to a little is a far bigger step than going from a lot to slightly more, which should be encouraging if you are currently at nothing.

The strength half is the one that gets skipped, and it is the one that matters most

as the years stack up. Muscle mass starts drifting down from around your thirties unless something is asking it not to, and the decline accelerates later on. Resistance work is the only thing that reliably interrupts it.

It does not need a gym or a subscription. Bodyweight squats. Press-ups against the kitchen worktop. Carrying the shopping in one trip instead of two. The stimulus is what counts, not the setting.

ii Protein: how much, and when it matters more

The UK reference intake is 0.75g per kilo of body weight a day, and that is a floor rather than a target. For anyone training regularly, or past about sixty, most of the research points higher - somewhere in the region of 1.2 to 1.6g per kilo.

Spreading it across the day seems to matter more than the daily total for anyone trying to hold onto muscle. Most British eating patterns put almost nothing at breakfast and a great heap at dinner, and evening that out is a free change.

Good everyday sources: eggs, dairy, tinned fish, chicken, lentils, beans, tofu. The tinned

and dried options cost a fraction of the fresh ones and lose nothing that matters.

“

Nothing in Part Three of this book will do as much for you over twenty years as picking something heavy up twice a week.

CHAPTER 24

Hydration

Rather less complicated than the internet suggests.

Nobody has ever managed to trace the eight-glasses rule to a piece of research. It has survived several decades on repetition alone, which tells you something about how health advice travels.

What UK guidance actually suggests is six to eight drinks a day - and that tea, coffee, milk and the water inside your food all count towards it. Around a fifth of most people's intake arrives through what they eat rather than what they drink.

Thirst is a decent guide for healthy adults in normal conditions. It gets less reliable with age, which is one reason dehydration turns up more often in older people, and it lags behind need during hard exercise or in heat.

i When it genuinely needs attention

Heat, or hard physical work. Sweat carries sodium, potassium, magnesium and chloride out along with the water, so replacing water alone can leave the balance worse rather than better. A normal meal handles it for most people; for long sessions in the heat, something with salt in it makes sense.

Illness. Anything with fever, vomiting or diarrhoea loses fluid fast and deserves proper attention.

Increasing your fibre. Fibre needs water to work, and skipping that step is the single most common reason people find a jump in fibre uncomfortable.

Older age. The thirst signal weakens, so drinking to a routine becomes more useful than drinking to thirst.

ii What the colour chart is worth

Pale straw, roughly, is a reasonable everyday check. One thing worth knowing before you panic: B vitamins turn urine a vivid yellow, and that tells you precisely nothing about hy-

dration. Riboflavin in particular is fluorescent, and if you take a B complex or a multivitamin you will see it within a couple of hours. It is the vitamin leaving, not a warning.

CHAPTER 25

Stress and digestion

The gut-brain connection, described carefully.

Anyone who has felt sick before a job interview already understands the gut-brain axis. The two are physically wired together and talking constantly. That much is settled - it is what gets sold on the back of it that runs ahead of the evidence.

i What is genuinely established

Your gut has a nervous system of its own, sometimes called the enteric nervous system, with several hundred million neurons - more than your spinal cord. It runs most of digestion without waiting to be told.

The vagus nerve connects it to the brain, and the traffic runs both ways. Here is the surprising part: most of it runs upward, from gut to brain, rather than the other way round.

Which is the opposite of what almost everyone assumes.

Stress changes digestion in ways you can measure. It alters gut motility, secretion and sensitivity, which is why nerves produce genuinely physical symptoms rather than imagined ones. And the loop closes: digestive discomfort is itself stressful, and the whole thing can settle into a pattern.

ii Where the evidence gets thin

Claims that a particular bacterial strain will lift your mood are a long way ahead of the research. Some of that work is genuinely interesting. Most of it is early, a good deal of it is in

animals, and none of it is anywhere near the confidence with which it gets quoted at you.

No live culture holds an approved health claim in the UK for anything at all, let alone for mood - worth keeping in mind whenever a

gut product is sold on how it will make you feel.

iii What is worth doing

Eating a wider range of plants is the best-supported dietary lever there is for the gut microbiome, and it happens to be the same advice as chapter 11's arrived at from the other direction. Thirty different plants a week is the rule of thumb people use, and herbs, spices, nuts and seeds all count, which makes it far less daunting than it sounds.

Regular meals rather than long gaps followed by a great deal at once. Sleep, which chapter 21 covers. Movement, which helps gut transit directly and immediately.

And if digestive symptoms are persistent, severe, or come with weight loss or bleeding, that is a GP appointment rather than a fortnight of trying things and hoping.

BACK MATTER

How we make things, and who we are

Sourcing, testing, where things are made, and what your order pays for.

i How we source and test

We do not own a factory. Very few supplement brands do, and the ones claiming otherwise usually mean they own the label. Our formulas are made by contract manufacturers in Britain who specialise in it, to specifications we write and sign off.

Every formula has a manufacturer specification behind it listing every raw material, its source, its function and its declared amount, along with the microbiological and contamin-

ant limits it has to meet. The appendix at the back of this book is a summary of those documents, and the full versions go to anyone who asks.

Our products are tested by Eurofins, one of the largest independent testing networks in the world. As chapter 4 says, that testing is periodic rather than on every batch, here and almost everywhere else, which is worth knowing.

ii Made in Britain

Everything we offer is manufactured in Britain. That is a supply chain decision rather than a marketing one: it means shorter lines, manufacturers we can visit, and a regulatory regime we can hold people to.

Raw materials are a different question and worth being honest about. Nobody grows turmeric in Oxfordshire. Ingredients come from wherever they are grown or produced, and what Made in Britain describes is where

the formula is put together, tested and packed.

iii Action Against Hunger

We work with Action Against Hunger, an international charity working on malnutrition in nearly fifty countries. It seemed the obvious fit for a nutrition company, and the least self-

congratulatory thing we could do with the money.

Their own reporting sets out where donations go, and we would rather point you at that than summarise it ourselves.

iv Recycling

Bottles. HDPE plastic, recyclable in household kerbside collection almost everywhere in the UK. Take the lid off and put both in.

Pouches. Not kerbside recyclable in most council areas, because they are a laminate of more than one material. Many large supermarkets now take soft plastics at front-of-

store collection points, which is currently the best route.

Cardboard outers. Kerbside, flattened.

Two of the three are easy and one is not, so it is worth saying which.

v Glossary

Bioavailability

How much of a nutrient actually reaches your bloodstream, as opposed to how much you swallowed.

CFU

Colony Forming Units. The count of live cultures in a product. Higher is not automatically better.

Elemental

The weight of the mineral itself rather than the compound carrying it. The number that matters.

EVM

The UK's Expert Group on Vitamins and Minerals, which sets guidance levels for safe supplemental intake.

Excipient

An ingredient with no nutritional role that makes the product possible: bulking agents, lubricants, capsule shells.

Extract ratio

Written as 50:1 or similar. Fifty parts raw plant reduced to one part extract.

Fortified

A food with nutrients added that were not there naturally. Breakfast cereals, most plant milks, UK white flour.

LRNI

Lower Reference Nutrient Intake. Enough only for the 2.5% of people who need the least. Below this is the figure worth attending to.

Meta-analysis

A study that pools the results of many trials. Usually more reliable than any one of them.

NDNS

The National Diet and Nutrition Survey. The UK's main source of data on what people actually eat, running since 2008.

NRV

Nutrient Reference Value. A single labelling figure for all adults, used for comparison rather than as personal advice.

Prebiotic

A fibre that feeds bacteria already living in your gut. Inulin and FOS are the common ones.

RNI

Reference Nutrient Intake. Enough for about 97.5% of people. Deliberately generous.

SACN

The Scientific Advisory Committee on Nutrition, which advises UK government on dietary recommendations.

Synthetic

Made in a laboratory rather than extracted from a plant or animal. Not a quality judgement: most vitamin C in the world is synthetic and chemically identical to the rest.

vi Quick answers

The twenty-eight things we are asked most, and where to read more.

Which one should I start with if I take nothing?

Vitamin D through the winter. Chapter 14.

Can I take everything together?

Usually. Watch zinc, iron and magnesium if you take high doses of more than one. Chapter 5.

Morning or evening?

Whenever you will remember. Chapter 5.

With or without food?

With, for almost everything here. Chapter 5.

How long before I know it is working?

Twelve weeks for most things, six months for hair and nails. Chapter 6.

I have missed a week.

Take today's dose and carry on. Do not double up.
Chapter 9.

Is a bigger number on the label better?

No. Check the elemental amount and the serving size. Chapter 2.

Why is your dose lower than the one next to it on the shelf?

Often because theirs is the compound weight and ours is the elemental. Chapter 2.

Can I take these while pregnant?

Ask a midwife or GP. Some change, some are important, one or two are best avoided. Chapter 20.

Can I take these with my prescription?

Ask a pharmacist first, every time. Chapter 7.

Do live cultures need refrigerating?

No. Chapter 15.

Does magnesium help you sleep?

There is no approved claim for it. Chapter 16.

Why does vitamin D show 2000% NRV?

Because the NRV is a very old, very low figure.
Chapter 17.

Are these suitable for vegans?

Most are. Six are not. The appendix states it per formula.

Which contain allergens?

Four. Crustaceans in two, fish in two. The appendix states it per formula.

Where are they made?

Britain. Back matter.

Can I see your lab results?

Yes. Write to support@oxford-origins.com. Chapter 4.

What do I do with the pouch?

Supermarket soft plastics collection, not kerbside.
Back matter.

Should I take a break from anything?

No need for the formulas here. Chapter 16.

It is upsetting my stomach.

Move it to a meal. If it continues, stop and ask a pharmacist. Chapter 7.

Do I need a multivitamin if I eat well?

Probably not. Chapter 1 and chapter 14.

How much fibre should I be getting?

30g a day. Almost nobody is. Chapters 10 and 11.

What is the cheapest thing I can do for my diet?

Tinned pulses. Chapter 12.

Is food better than supplements?

For almost everything except vitamin D in winter, yes. Chapter 1.

Can I give these to children?

These formulas are made for adults. Ask a pharmacist or GP for children.

Do you test every batch?

Not independently, and nor does almost anyone.
Chapter 4.

What if I want to stop?

Stop. There is nothing here you need to taper.
Chapter 6.

Something here is wrong or unclear.

Write and tell us and we will fix it in the next edition.

vii References

Everything factual in Parts One, Two and Four comes from the following. Part Three cites nothing, for the reason given in chapter 8.

-
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APPENDIX

Product specifications

Every formula we sell, with what is in it and where each ingredient comes from. One page per formula, covering all pack sizes of that product. The limits, testing standards and regulatory position on this page apply to every product in the range, so they are printed once here rather than repeated on every page.

MICROBIOLOGICAL LIMITS

Total aerobic count	Not more than 10,000 CFU/g
Yeast and mould	Not more than 100 CFU/g
E. coli	Absent in 1g

CONTAMINANT LIMITS

Heavy metals	Not more than 10 ppm
PAH	Not more than 50 µg/kg
Salmonella	Absent in 25g, or 10g where stated on the page
Shelf life	2 years from manufacture
Storage	Cool and dry, away from light and heat

STATUS

Irradiation	Not subjected to ionising radiation	Genetic modification	Contains no GM material
Pesticides	Compliant	TSE / BSE	Compliant

REGULATORY COMPLIANCE

Every product in this appendix conforms to the following retained EU regulations, and the packaging used to supply it conforms to food contact regulations including Regulation (EC) No 1935/2004.

- **2023/915** - maximum levels for certain contaminants in foodstuffs
- **1169/2011** - provision of food information to consumers
- **2073/2005** - microbiological criteria for foodstuffs
- **999/2001** - prevention and control of transmissible spongiform encephalopathies
- **396/2005** - maximum residue levels of pesticides
- **1829/2003** - genetically modified food
- **1830/2003** - traceability and labelling of genetically modified organisms
- **1935/2004** - materials and articles intended to come into contact with food

Suitability for vegetarians and vegans, declared allergens, and the Salmonella sample size vary by product and are stated on each page. Everything else on this page applies to all twenty-four formulas.

FULL SPECIFICATIONS AND LAB CERTIFICATES

These pages are a summary. Behind each one sits the fuller manufacturer specification, and our products are tested by Eurofins, one of the largest independent testing networks in the world.

If you would like to see either, just ask. Write to support@oxford-origins.com with the product name and we will send them over.

Bio Cultures Complex

CAPSULE · 60 / 120

Probiotic 5 billion CFU with FOS · Food supplement · 1 capsule per serving, taken orally

This specification covers every pack size. 60 capsules (CR-ICM6-VCIK) · 120 capsules (9Q-YKOT-2PVK).
The formula is identical in each.

COMPOSITION - PER CAPSULE, IN DESCENDING ORDER OF INPUT

RAW MATERIAL	SOURCE	FUNCTION	DECLARED AMOUNT
Microcrystalline Cellulose	Plant	Bulking agent, diluent	-
Capsule shell Clear size 0	Plant	Capsule shell	-
Chicory Root Fibre 93% FOS	Plant <i>Cichorium intybus</i>	Active	88mg fructo-oligosaccharides
Dicalcium Phosphate DC	Mineral	Bulking agent, diluent	-
Lactobacillus acidophilus On maltodextrin	Fermented	Active	2 billion CFU
Lactobacillus rhamnosus On maltodextrin	Fermented	Active	1 billion CFU
Magnesium Stearate	Plant	Lubricant	-
Silicon Dioxide	Synthetic	Anti-caking agent	-
Bifidobacterium longum On maltodextrin	Fermented	Active	0.5 billion CFU
Bifidobacterium breve On maltodextrin	Fermented	Active	0.5 billion CFU
Bifidobacterium bifidum On maltodextrin	Fermented	Active	0.5 billion CFU
Lactobacillus lactis On maltodextrin	Fermented	Active	0.5 billion CFU

TOTAL LIVE CULTURES	SERVING	SUITABLE FOR
5 billion CFU across six strains	1 capsule daily	Vegans and vegetarians
PREBIOTIC FIBRE	UNIT SIZE	ALLERGENS
88mg FOS	Size 0	None
	TOTAL WEIGHT	SALMONELLA
	525mg per capsule	Absent in 25g
	APPEARANCE	
	Off-white fill, clear two-piece capsule	

Bio Cultures for Women

CAPSULE · 60 / 180

Bio cultures with cranberry extract · Food supplement · 1 capsule per serving, taken orally

This specification covers every pack size. 60 capsules (G0-434B-IPNF) · 180 capsules (WD-9HXB-3HDZ). The formula is identical in each.

COMPOSITION - PER CAPSULE, IN DESCENDING ORDER OF INPUT

RAW MATERIAL	SOURCE	FUNCTION	DECLARED AMOUNT
Microcrystalline Cellulose	Plant	Bulking agent, diluent	-
Capsule shell Hydroxypropyl methylcellulose	Plant	Capsule shell	-
Cranberry Fruit 50:1 Extract	Plant <i>Vaccinium macrocarpon</i>	Active	50mg extract, equivalent to 2,500mg cranberry fruit
Dicalcium Phosphate DC	Mineral	Bulking agent, diluent	-
Lactobacillus paracasei On maltodextrin	Fermented	Active	1 billion CFU
Lactobacillus reuteri On maltodextrin	Fermented	Active	1 billion CFU
Lactobacillus rhamnosus On maltodextrin	Fermented	Active	1 billion CFU
Magnesium Stearate	Plant	Lubricant	-
Silicon Dioxide	Synthetic	Anti-caking agent	-

TOTAL LIVE CULTURES	SERVING	SUITABLE FOR
3 billion CFU across three strains	1 capsule daily	Vegans and vegetarians
CRANBERRY	UNIT SIZE	ALLERGENS
2,500mg equivalent	Size 0	None
	TOTAL WEIGHT	SALMONELLA
	485mg per capsule	Absent in 25g
	APPEARANCE	
	Pink speckled light pink fill, clear two-piece capsule	

Biotin Complex

TABLET · 120

Biotin 7.5mg complex with zinc, copper and selenium · Food supplement · 2 tablets per serving, taken orally

This specification covers every pack size. 120 tablets (Biotin120). The formula is identical in each.

COMPOSITION - PER TABLET, IN DESCENDING ORDER OF INPUT

RAW MATERIAL	SOURCE	FUNCTION	DECLARED AMOUNT
Biotin	-	Active	7.5mg
Zinc Citrate	-	Active	7.5mg zinc
Copper Gluconate	-	Active	1mg copper
Sodium Selenite Anhydrous	-	Active	0.06mg selenium
Dicalcium Phosphate	-	Bulking agent	-
Magnesium Stearate	-	Lubricant	-
Silicon Dioxide	-	Anti-caking agent	-

The composition above is per tablet. The suggested serving is two tablets, so the totals below are for a full daily serving.

BIOTIN	SERVING	SUITABLE FOR
15mg per serving	2 tablets daily	Vegans and vegetarians
ZINC	UNIT SIZE	ALLERGENS
15mg · 150% NRV per serving	6mm round	None
COPPER	TOTAL WEIGHT	SALMONELLA
2mg · 200% NRV per serving	-	Absent in 25g
SELENIUM	APPEARANCE	
120µg · 218% NRV per serving	Round tablet	

Worth knowing before a blood test. Biotin at this level can interfere with some laboratory assays, including thyroid and heart function tests, and may give a misleading result. It is not harmful, but do tell whoever is taking your blood that you take a biotin supplement. They may ask you to stop for a few days beforehand.

Collagen Complex

CAPSULE · 90 / 180 / 270

Bovine collagen 500mg with vitamins · Food supplement · 3 capsules per serving, taken orally

This specification covers every pack size. 90 capsules (5J-9AE5-S9AV) · 180 capsules (BQ-KYAV-DGUA) · 270 capsules (bovine270). The formula is identical in each.

COMPOSITION - PER CAPSULE, IN DESCENDING ORDER OF INPUT

RAW MATERIAL	SOURCE	FUNCTION	DECLARED AMOUNT
Agglomerated Bovine Collagen	Animal <i>Bos taurus</i>	Active	500mg collagen
Capsule shell Gelatine, clear size 00	Animal <i>Bos taurus</i>	Capsule shell	-
Vitamin C Powder Ascorbic acid	Fermented	Active	27mg vitamin C
Microcrystalline Cellulose	Plant	Bulking agent, diluent	-
Magnesium Stearate	Plant	Lubricant	-
Silicon Dioxide	Synthetic	Anti-caking agent	-
Vitamin E Powder D-alpha tocopheryl acid succinate	Plant <i>Glycine max</i>	Active	4mg vitamin E
Vitamin A Retinyl acetate, on maltodextrin, arabic gum, modified starch, vegetable oil	Synthetic	Active	270µg vitamin A

The composition above is per capsule. The suggested serving is three capsules, so the totals below are for a full daily serving.

COLLAGEN 1,500mg per serving	SERVING 3 capsules daily	SUITABLE FOR Neither vegans nor vegetarians - bovine collagen and gelatine shell
VITAMIN C 81mg · 101% NRV per serving	UNIT SIZE Size 00	ALLERGENS None
VITAMIN E 12mg · 100% NRV per serving	TOTAL WEIGHT 708mg per capsule	SALMONELLA Absent in 25g
VITAMIN A 810µg · 101% NRV per serving	APPEARANCE Off-white fill, clear two-piece capsule	

Daily Pro Bio Cultures

TABLET · 120

Lactobacillus acidophilus 550 million CFU · Food supplement · 1 tablet per serving, taken orally

This specification covers every pack size. 120 tablets (AV-KNP6-8C8W). The formula is identical in each.

COMPOSITION - PER TABLET, IN DESCENDING ORDER OF INPUT

RAW MATERIAL	SOURCE	FUNCTION	DECLARED AMOUNT
Lactobacillus acidophilus 200B CFU/g	-	Active	2.75mg, providing 550 million CFU
Dicalcium Phosphate	-	Bulking agent	-
Microcrystalline Cellulose	-	Bulking agent	-
Magnesium Stearate	-	Lubricant	-

LIVE CULTURES	SERVING	SUITABLE FOR
550 million CFU, single strain	1 tablet daily	Vegans and vegetarians
	UNIT SIZE	ALLERGENS
	6mm round	None
	TOTAL WEIGHT	SALMONELLA
	-	Absent in 25g
	APPEARANCE	
	Round tablet	

Digestive Enzymes+

CAPSULE · 60 / 90

Digestive enzymes with peppermint and acidophilus · Food supplement · 1 capsule per serving, taken orally

This specification covers every pack size. 60 capsules (HD-TADA-82SD) · 90 capsules (PP-22E5-761Y).
The formula is identical in each.

COMPOSITION - PER CAPSULE, IN DESCENDING ORDER OF INPUT

RAW MATERIAL	SOURCE	FUNCTION	DECLARED AMOUNT
Microcrystalline Cellulose	Plant	Bulking agent, diluent	-
Capsule shell Hydroxypropyl methylcellulose	Plant	Capsule shell	-
Betaine Hydrochloride	Synthetic	Active	40mg
Lactase On dicalcium phosphate, maltodextrin, sodium chloride	Fermented	Active	40mg, providing 2,600 FCC
Protease On maltodextrin	Fermented <i>Bacillus licheniformis</i>	Active	30mg, providing 300 HUT
Fungal Amylase On maltodextrin	Fermented <i>Aspergillus oryzae</i>	Active	20mg, providing 1,000 SKB
Lipase On maltodextrin	Fermented <i>Candida rugosa</i>	Active	20mg, providing 200 U
Papain On maltodextrin	Plant <i>Carica papaya</i>	Active	20mg, providing 40,000 USP
Bromelain Extract On maltodextrin	Plant <i>Ananas comosus</i>	Active	20mg, providing 24 GDU
Peppermint Oil 50% Powder On gum acacia	Plant <i>Mentha piperita</i>	Flavouring	10mg peppermint oil
Magnesium Stearate	Plant	Lubricant	-
Silicon Dioxide	Synthetic	Anti-caking agent	-
Lactobacillus acidophilus On maltodextrin	Fermented	Active	1 billion CFU
Cellulase On maltodextrin	Fermented <i>Trichoderma longibrachiatum</i>	Active	5mg, providing 175 CU

ENZYMES	SERVING	SUITABLE FOR
Seven, plus betaine hydrochloride	1 capsule daily	Vegans and vegetarians
LIVE CULTURES	UNIT SIZE	ALLERGENS
1 billion CFU	Size 0	None
	TOTAL WEIGHT	SALMONELLA
	545mg per capsule	Absent in 25g
	APPEARANCE	
	Off-white fill, clear two-piece capsule	

Every Day Bio Cultures

CAPSULE · 60

Lactobacillus acidophilus 2 billion CFU · Food supplement · 1 capsule per serving, taken orally

This specification covers every pack size. 60 capsules (Y3-E5QB-LOYG). The formula is identical in each.

COMPOSITION - PER CAPSULE, IN DESCENDING ORDER OF INPUT

RAW MATERIAL	SOURCE	FUNCTION	DECLARED AMOUNT
Microcrystalline Cellulose	Plant	Bulking agent, diluent	-
Capsule shell Hydroxypropyl methylcellulose	Plant	Capsule shell	-
Lactobacillus acidophilus On maltodextrin	Fermented	Active	2 billion CFU
Magnesium Stearate	Plant	Lubricant	-
Silicon Dioxide	Synthetic	Anti-caking agent	-

LIVE CULTURES	SERVING	SUITABLE FOR
2 billion CFU, single strain	1 capsule daily	Vegans and vegetarians
	UNIT SIZE	ALLERGENS
	Size 1	None
	TOTAL WEIGHT	SALMONELLA
	330mg per capsule	Absent in 25g
	APPEARANCE	
	Off-white fill, clear two-piece capsule	

Glucosamine, Chondroitin & MSM

TABLET · 60 / 120 / 300

High strength glucosamine complex · Food supplement · 2 tablets per serving, taken orally

This specification covers every pack size. 60 tablets, pouch (pgluco60) · 120 tablets (LK-BQCB-1HJN) · 300 tablets (TX-S9NY-5CZD). The formula is identical in each.

COMPOSITION - PER TABLET, IN DESCENDING ORDER OF INPUT

RAW MATERIAL	SOURCE	FUNCTION	DECLARED AMOUNT
Glucosamine Sulphate 2KCl Contains crustaceans	Animal <i>Crustacea</i>	Active	500mg
Microcrystalline Cellulose	Plant	Binder, bulking agent, diluent	-
Methylsulfonylmethane (MSM)	Synthetic	Active	133.33mg
Chondroitin Sulphate 90%	Animal <i>Gallus gallus</i>	Active	100mg
Bovine Collagen Peptides	Animal <i>Bos taurus</i>	Active	100mg
Citrus Bioflavonoid Complex 35%	Plant <i>Citrus aurantium</i>	Active	100mg
Silicon Dioxide	Mineral	Active	16mg silica
Clear coating Polydextrose, HPMC, maltodextrin, calcium carbonate, guar gum, MCT	Plant / mineral	Coating	-
Magnesium Stearate	Plant	Lubricant	-
Ginger Root 20:1 Extract On maltodextrin	Plant <i>Zingiber officinale</i>	Active	5mg extract, equivalent to 100mg ginger root

The composition above is per tablet. The suggested serving is two tablets, so the totals below are for a full daily serving.

GLUCOSAMINE SULPHATE 1,000mg per serving	SERVING 2 tablets daily	SUITABLE FOR Neither vegans nor vegetarians
MSM 266.7mg per serving	UNIT SIZE 20mm × 9.5mm oval	ALLERGENS Crustaceans
CHONDROITIN 200mg per serving	TOTAL WEIGHT 1,290.3mg per tablet	SALMONELLA Absent in 25g
BOVINE COLLAGEN 200mg per serving	APPEARANCE Clear coated light grey speckled tablet	

Magnesium Complex

TABLET · 60 / 120 / 240 / 360

Magnesium 150mg with vitamin B6 · Food supplement · 2 tablets per serving, taken orally

This specification covers every pack size. 60 tablets (Magnesium60) · 120 tablets (5I-159E-6QZQ) · 240 tablets (RW-WCVX-YTUD) · 360 tablets (Magnesium360). The formula is identical in each.

COMPOSITION - PER TABLET, IN DESCENDING ORDER OF INPUT

RAW MATERIAL	SOURCE	FUNCTION	DECLARED AMOUNT
Dicalcium Phosphate DC	Mineral	Binder, bulking agent, diluent	-
Magnesium Oxide DC	Mineral	Active	140mg magnesium
Microcrystalline Cellulose	Plant	Binder, bulking agent, diluent	-
Magnesium Citrate Tribasic Anhydrous	Synthetic	Active	10mg magnesium
Titanium-free white coating Calcium carbonate, HPMC, isomalt, MCT	Plant / mineral	Coating	-
Magnesium Stearate	Plant	Lubricant	-
Silicon Dioxide	Synthetic	Anti-caking agent	-
Pyridoxal-5-Phosphate	Synthetic	Active	2.5mg vitamin B6

The composition above is per tablet. The suggested serving is two tablets, so the totals below are for a full daily serving.

TOTAL MAGNESIUM	SERVING	SUITABLE FOR
300mg · 80% NRV per serving	2 tablets daily	Vegans and vegetarians
VITAMIN B6	UNIT SIZE	ALLERGENS
5mg · 357% NRV per serving	16mm × 8.2mm oval	None
	TOTAL WEIGHT	SALMONELLA
	947.6mg per tablet	Absent in 25g
	APPEARANCE	
	Off-white coated tablet	

Magnesium Glycinate

CAPSULE · 120 / 240

Magnesium 100mg as bisglycinate · Food supplement · 3 capsules per serving, taken orally

This specification covers every pack size. 120 capsules (WL-VTSZ-GK4N) · 240 capsules (QY-LL97-LOY8). The formula is identical in each.

COMPOSITION - PER CAPSULE, IN DESCENDING ORDER OF INPUT

RAW MATERIAL	SOURCE	FUNCTION	DECLARED AMOUNT
Magnesium Bisglycinate 20%	Synthetic	Active	100mg magnesium
Dicalcium Phosphate DC	Mineral	Bulking agent, diluent	-
Capsule shell Hydroxypropyl methylcellulose	Plant	Capsule shell	-
Microcrystalline Cellulose	Plant	Bulking agent, diluent	-
Magnesium Stearate	Plant	Anti-caking agent, lubricant	-
Silicon Dioxide	Synthetic	Anti-caking agent	-

The composition above is per capsule. The suggested serving is three capsules, so the totals below are for a full daily serving.

MAGNESIUM	SERVING	SUITABLE FOR
300mg · 80% NRV per serving, single form	3 capsules daily	Vegans and vegetarians
	UNIT SIZE	ALLERGENS
	Size 00	None
	TOTAL WEIGHT	SALMONELLA
	870mg per capsule	Absent in 10g
	APPEARANCE	
	Off-white fill, clear two-piece capsule	

Magnesium Glycinate 4-in-1

CAPSULE · 60 / 120

Magnesium 131mg complex, four forms · Food supplement · 2 capsules per serving, taken orally

This specification covers every pack size. 60 capsules, pouch (mag4in160) · 120 capsules (UD-9KAZ-7N7L). The formula is identical in each.

COMPOSITION - PER CAPSULE, IN DESCENDING ORDER OF INPUT

RAW MATERIAL	SOURCE	FUNCTION	DECLARED AMOUNT
Magnesium Bisglycinate 20%	Synthetic	Active	70mg magnesium
Magnesium Citrate 30% Buffered DC On maltodextrin	Mineral	Active	50mg magnesium
Capsule shell Hydroxypropyl methylcellulose	Plant	Capsule shell	-
Microcrystalline Cellulose	Plant	Bulking agent, diluent	-
Magnesium Taurate 8%	Mineral	Active	4mg magnesium
Magnesium Malate Anhydrous 14%	Synthetic	Active	7mg magnesium
Magnesium Stearate	Plant	Lubricant	-
Silicon Dioxide	Synthetic	Anti-caking agent	-

The composition above is per capsule. The suggested serving is two capsules, so the totals below are for a full daily serving.

TOTAL MAGNESIUM	SERVING	SUITABLE FOR
262mg · 70% NRV per serving	2 capsules daily	Vegans and vegetarians
FORMS	UNIT SIZE	ALLERGENS
Bisglycinate, citrate, malate, taurate	Size 00	None
	TOTAL WEIGHT	SALMONELLA
	890mg per capsule	Absent in 25g
	APPEARANCE	
	Off-white fill, clear two-piece capsule	

Marine Collagen

CAPSULE · 90

Marine collagen complex with herbals · Food supplement · 2 capsules per serving, taken orally

This specification covers every pack size. 90 capsules (7P-VXT2-46EN). The formula is identical in each.

COMPOSITION - PER CAPSULE, IN DESCENDING ORDER OF INPUT

RAW MATERIAL	SOURCE	FUNCTION	DECLARED AMOUNT
Marine Collagen	Animal <i>Fish</i>	Active	500mg
Capsule shell Hydroxypropyl methylcellulose	Plant	Capsule shell	-
Hyaluronic Acid	Fermented	Active	50mg
Vitamin C Ascorbic acid	Synthetic	Active	17.5mg
Magnesium Stearate	Plant	Anti-caking agent, lubricant	-
Zinc Citrate Dihydrate	Synthetic	Active	1.5mg zinc
Natural Vitamin E Succinate D-alpha tocopherol	Fermented <i>Soya</i>	Active	3mg vitamin E
Copper Gluconate	Synthetic	Active	0.25mg copper
Vitamin B2 Riboflavin	Synthetic	Active	1mg
Blueberry Leaf 12:1 Extract On maltodextrin	Plant <i>Vaccinium corymbosum</i>	Active	0.42mg extract, equivalent to 5mg blueberry leaf
Potassium Iodide	Synthetic	Active	37.5µg iodine
Biotin	Synthetic	Active	25µg

The composition above is per capsule. The suggested serving is two capsules, so the totals below are for a full daily serving.

MARINE COLLAGEN	SERVING	SUITABLE FOR
1,000mg per serving	2 capsules daily	Neither vegans nor vegetarians
HYALURONIC ACID	UNIT SIZE	ALLERGENS
100mg per serving	Size 00	Fish
VITAMIN C	TOTAL WEIGHT	SALMONELLA
35mg · 44% NRV per serving	714mg per capsule	Absent in 10g
ZINC	APPEARANCE	
3mg · 30% NRV per serving	Yellow / orange powder fill, clear two-piece capsule	

Multivitamins & Minerals

TABLET · 60 / 180

Multivitamin and mineral with turmeric and black pepper · Food supplement · 1 tablet per serving, taken orally

This specification covers every pack size. 60 tablets, pouch (multi60) · 180 tablets (Q5-8QUG-Z2IG). The formula is identical in each.

COMPOSITION - PER TABLET, IN DESCENDING ORDER OF INPUT

RAW MATERIAL	SOURCE	FUNCTION	DECLARED AMOUNT
Dicalcium Phosphate	Mineral	Active	80mg calcium, 60mg phosphorus
Microcrystalline Cellulose	Plant <i>Wood pulp</i>	Bulking agent, diluent	-
Magnesium Oxide DC	Synthetic	Active	100mg magnesium
Calcium Carbonate DC On maltodextrin	Mineral	Active	50mg calcium
Vitamin C DC Ascorbic acid, on HPMC	Synthetic	Active	80mg
Potassium Chloride	Mineral	Active	50mg potassium, 45mg chloride
Ferrous Fumarate	Synthetic	Active	14mg iron
Turmeric Root 50:1 Extract 95% curcuminoids	Plant <i>Curcuma longa</i>	Active	40mg extract, equivalent to 2,000mg turmeric root, providing 38mg curcuminoids
Vitamin E Acetate DL-alpha tocopherol	Synthetic	Active	12mg
Magnesium Stearate	Plant	Anti-caking agent, lubricant	-
Vitamin B3 Nicotinamide	Synthetic	Active	16mg
Hydroxypropyl methylcellulose	Plant <i>Cotton</i>	Glazing agent	-
Zinc Oxide	Synthetic	Active	10mg zinc
Vitamin A Acetate On maltodextrin, arabic gum, sucrose, corn starch, corn oil	Synthetic	Active	800µg
Silicon Dioxide	Synthetic	Anti-caking agent	-
Vitamin B5 D-calcium pantothenate	Synthetic	Active	6mg
Manganese Sulphate	Synthetic	Active	2mg manganese

Sodium Selenite 1% On microcrystalline cellulose	Synthetic	Active	55µg selenium
Black Pepper 30:1 Extract 95% piperine	Plant <i>Piper nigrum</i>	Active	5mg extract, equivalent to 150mg black pepper, providing 4.75mg piperine
Copper Sulphate Pentahydrate	Synthetic	Active	1mg copper
Vitamin B12 Cyanocobalamin, on maltodextrin	Synthetic	Active	2.5µg
Vitamin D3 Cholecalciferol, vegan, on corn syrup and arabic gum	Fermented	Active	5µg
Vitamin B6 Pyridoxine hydrochloride	Synthetic	Active	1.4mg
Vitamin K1 Phytomenadione, on maltodextrin	Synthetic	Active	75µg
Glycerin	Plant <i>Rapeseed</i>	Glazing agent	-
Vitamin B2 Riboflavin	Synthetic	Active	1.4mg
Vitamin B1 Thiamine hydrochloride	Synthetic	Active	1.1mg
Chromium Picolinate	Synthetic	Active	40µg chromium
Folic Acid	Synthetic	Active	200µg
Potassium Iodide	Synthetic	Active	150µg iodine
Sodium Molybdate Dihydrate	Synthetic	Active	50µg molybdenum
Carnauba Wax	Plant <i>Copernicia cerifera</i>	Coating agent	-
Biotin	Synthetic	Active	50µg

NUTRIENTS AT 100% NRV
B1, B2, B3, B5, B6, B12, folic acid, biotin, iodine, iron, zinc, manganese, chromium, molybdenum, selenium, vitamin C, E, K1

BELOW 100% NRV

Vitamin D3 5µg · 100% NRV,
calcium 130mg · 16%,
magnesium 100mg · 27%

SERVING

1 tablet daily

UNIT SIZE

20mm × 9.5mm oval

TOTAL WEIGHT

1,415.8mg per tablet

APPEARANCE

Clear coated light brown speckled tablet

SUITABLE FOR

Vegans and vegetarians

ALLERGENS

None

SALMONELLA

Absent in 10g

Myo & D-Chiro Inositol

CAPSULE · 90

Inositol 615mg complex · Food supplement · 1 capsule per serving, taken orally

This specification covers every pack size. 90 capsules (CF-XI6J-UHEN). The formula is identical in each.

COMPOSITION - PER CAPSULE, IN DESCENDING ORDER OF INPUT

RAW MATERIAL	SOURCE	FUNCTION	DECLARED AMOUNT
Inositol	Fermented	Active	600mg
Capsule shell Hydroxypropyl methylcellulose	Plant	Capsule shell	-
Microcrystalline Cellulose	Plant	Bulking agent, diluent	-
D-Chiro Inositol	Fermented	Active	15mg
Zinc Citrate Dihydrate	Synthetic	Active	3mg zinc
Magnesium Stearate	Plant	Lubricant	-
Silicon Dioxide	Synthetic	Anti-caking agent	-
Chromium Chloride Hexahydrate	Synthetic	Active	40µg chromium
L-5-Methyltetrahydrofolate Calcium	Synthetic	Active	80µg folate

MYO-INOSITOL 600mg	SERVING 1 capsule daily	SUITABLE FOR Vegans and vegetarians
D-CHIRO-INOSITOL 15mg, a 40:1 ratio	UNIT SIZE Size 00	ALLERGENS None
ZINC 3mg · 30% NRV	TOTAL WEIGHT 870mg per capsule	SALMONELLA Absent in 25g
FOLATE 80µg · 40% NRV	APPEARANCE Off-white fill, clear two-piece capsule	

Psyllium Husk Fibre

CAPSULE · 90

Psyllium husk extract with bio cultures · Food supplement · 2 capsules per serving, taken orally

This specification covers every pack size. 90 capsules (MY-KOXY-F8OL). The formula is identical in each.

COMPOSITION - PER CAPSULE, IN DESCENDING ORDER OF INPUT

RAW MATERIAL	SOURCE	FUNCTION	DECLARED AMOUNT
Microcrystalline Cellulose	Plant	Bulking agent, diluent	-
Psyllium Husk 10:1 Extract On maltodextrin	Plant <i>Plantago ovata</i>	Active	200mg extract, equivalent to 2,000mg psyllium husk
Capsule shell Hydroxypropyl methylcellulose	Plant	Capsule shell	-
Inulin	Plant <i>Cichorium intybus</i>	Active	100mg
Dicalcium Phosphate DC	Mineral	Bulking agent, diluent	-
Magnesium Stearate	Plant	Lubricant	-
Silicon Dioxide	Synthetic	Anti-caking agent	-
Stearic Acid	Plant	Lubricant	-
Lactobacillus acidophilus On maltodextrin	Fermented	Active	200 million CFU

The composition above is per capsule. The suggested serving is two capsules, so the totals below are for a full daily serving.

PSYLLIUM HUSK	SERVING	SUITABLE FOR
4,000mg equivalent per serving	2 capsules daily	Vegans and vegetarians
INULIN	UNIT SIZE	ALLERGENS
200mg per serving	Size 00	None
LIVE CULTURES	TOTAL WEIGHT	SALMONELLA
400 million CFU per serving	770mg per capsule	Absent in 25g
	APPEARANCE	
	Light brown speckled fill, clear two-piece capsule	

Turmeric & Black Pepper

CAPSULE · 120

Turmeric, boswellia and black pepper · Food supplement · 1 capsule per serving, taken orally

This specification covers every pack size. 120 capsules (3M-9F5X-1DPU). The formula is identical in each.

COMPOSITION - PER CAPSULE, IN DESCENDING ORDER OF INPUT

RAW MATERIAL	SOURCE	FUNCTION	DECLARED AMOUNT
Microcrystalline Cellulose	Plant	Bulking agent, diluent	-
Capsule shell Clear size 0	Plant	Capsule shell	-
Turmeric Root 50:1 Extract 95% curcuminoids	Plant <i>Curcuma longa</i>	Active	60mg extract
Boswellia 5:1 Extract 65% boswellic acids, on maltodextrin	Plant <i>Boswellia serrata</i>	Active	20mg extract
Magnesium Stearate	Plant	Lubricant	-
Silicon Dioxide	Synthetic	Anti-caking agent	-
Black Pepper 30:1 Extract 95% piperine	Plant <i>Piper nigrum</i>	Active	1mg extract

TURMERIC EXTRACT 60mg at 50:1	SERVING 1 capsule daily	SUITABLE FOR Vegans and vegetarians
BOSWELLIA EXTRACT 20mg at 5:1	UNIT SIZE Size 0	ALLERGENS None
	TOTAL WEIGHT 525mg per capsule	SALMONELLA Absent in 25g
	APPEARANCE Orange speckled yellow fill, clear two-piece capsule	

Turmeric & Glucosamine

CAPSULE · 120

Glucosamine sulphate 250mg complex with turmeric and black pepper · Food supplement · 2 capsules per serving, taken orally

This specification covers every pack size. 120 capsules (V4-L3JJ-BW06). The formula is identical in each.

COMPOSITION - PER CAPSULE, IN DESCENDING ORDER OF INPUT

RAW MATERIAL	SOURCE	FUNCTION	DECLARED AMOUNT
Glucosamine Sulphate 2KCl Contains crustaceans	Animal <i>Crustacea</i>	Active	250mg
Microcrystalline Cellulose	Plant	Bulking agent, diluent	-
Capsule shell Hydroxypropyl methylcellulose	Plant	Capsule shell	-
Avian Chondroitin Sulphate 90%	Animal <i>Gallus gallus</i>	Active	50mg
Vitamin C Powder Ascorbic acid	Fermented	Active	50mg
Turmeric Root 50:1 Extract 95% curcuminoids	Plant <i>Curcuma longa</i>	Active	30mg extract
Magnesium Stearate	Plant	Lubricant	-
Silicon Dioxide	Synthetic	Anti-caking agent	-
Vitamin D3 Cholecalciferol, on maltodextrin and modified starch	Animal <i>Ovis aries</i>	Active	10µg
Manganese Sulphate	Synthetic	Active	1mg manganese
Black Pepper 30:1 Extract 95% piperine	Plant <i>Piper nigrum</i>	Active	1mg extract

The composition above is per capsule. The suggested serving is two capsules, so the totals below are for a full daily serving.

GLUCOSAMINE SULPHATE	SERVING	SUITABLE FOR
500mg per serving	2 capsules daily	Neither vegans nor vegetarians
VITAMIN C	UNIT SIZE	ALLERGENS
100mg · 125% NRV per serving	Size 00	Crustaceans
VITAMIN D3	TOTAL WEIGHT	SALMONELLA
20µg · 400% NRV per serving	910mg per capsule	Absent in 25g
MANGANESE	APPEARANCE	
2mg · 100% NRV per serving	Light orange speckled fill, clear two-piece capsule	

Turmeric Curcumin

CAPSULE · 60 / 120 / 180 / 240 / 365

Turmeric extract 60mg with ginger root and black pepper · Food supplement · 1 capsule per serving, taken orally

This specification covers every pack size. 60 (ZA-I5ET-JX8M) · 120 (HP-LXZ9-A605) · 180 (SN-LQZK-EFP3) · 240 (EL-EKOC-R00Q) · 365 capsules (EZ-BLNI-EDS8). The formula is identical in each.

COMPOSITION - PER CAPSULE, IN DESCENDING ORDER OF INPUT

RAW MATERIAL	SOURCE	FUNCTION	DECLARED AMOUNT
Microcrystalline Cellulose	Plant <i>Wood pulp</i>	Bulking agent, diluent	-
Capsule shell Hydroxypropyl methylcellulose	Plant	Capsule shell	-
Turmeric Root 50:1 Extract 95% curcuminoids	Plant <i>Curcuma longa</i>	Active	60mg extract, equivalent to 3,000mg turmeric root, providing 57mg curcuminoids
Ginger Root 20:1 Extract On maltodextrin	Plant <i>Zingiber officinale</i>	Active	50mg extract, equivalent to 1,000mg ginger root
Magnesium Stearate	Plant	Anti-caking agent, lubricant	-
Silicon Dioxide	Synthetic	Anti-caking agent	-
Black Pepper 30:1 Extract 95% piperine	Plant <i>Piper nigrum</i>	Active	1mg extract, equivalent to 30mg black pepper, providing 0.95mg piperine

TURMERIC ROOT	SERVING	SUITABLE FOR
3,000mg equivalent, 57mg curcuminoids	1 capsule daily	Vegans and vegetarians
GINGER ROOT	UNIT SIZE	ALLERGENS
1,000mg equivalent	Size 1	None
	TOTAL WEIGHT	SALMONELLA
	360mg per capsule	Absent in 10g
	APPEARANCE	
	Orange speckled fill, clear two-piece capsule	

Turmeric Curcumin 4000

CAPSULE · 90

Turmeric 4000mg with ginger root and black pepper · Food supplement · 1 capsule per serving, taken orally

This specification covers every pack size. 90 capsules (Turmeric4k90). The formula is identical in each.

COMPOSITION - PER CAPSULE, IN DESCENDING ORDER OF INPUT

RAW MATERIAL	SOURCE	FUNCTION	DECLARED AMOUNT
Microcrystalline Cellulose	Plant	Bulking agent, diluent	-
Turmeric Root 50:1 Extract 95% curcuminoids	Plant <i>Curcuma longa</i>	Active	80mg extract, equivalent to 4,000mg turmeric root, providing 76mg curcuminoids
Capsule shell Hydroxypropyl methylcellulose	Plant	Capsule shell	-
Ginger Root 20:1 Extract On maltodextrin	Plant <i>Zingiber officinale</i>	Active	50mg extract, equivalent to 1,000mg ginger root
Magnesium Stearate	Plant	Lubricant	-
Silicon Dioxide	Synthetic	Anti-caking agent	-
Black Pepper 30:1 Extract 95% piperine	Plant <i>Piper nigrum</i>	Active	1mg extract, equivalent to 30mg black pepper, providing 0.95mg piperine

TURMERIC ROOT	SERVING	SUITABLE FOR
4,000mg equivalent, 76mg curcuminoids	1 capsule daily	Vegans and vegetarians
GINGER ROOT	UNIT SIZE	ALLERGENS
1,000mg equivalent	Size 1	None
	TOTAL WEIGHT	SALMONELLA
	370mg per capsule	Absent in 25g
	APPEARANCE	
	Orange speckled yellow fill, clear two-piece capsule	

Vitamin C & Zinc

CAPSULE · 120

Vitamin C 600mg with zinc 20mg and copper 1mg · Food supplement · 2 capsules per serving, taken orally

This specification covers every pack size. 120 capsules (Q8-F700-MOT4). The formula is identical in each.

COMPOSITION - PER CAPSULE, IN DESCENDING ORDER OF INPUT

RAW MATERIAL	SOURCE	FUNCTION	DECLARED AMOUNT
Vitamin C Powder Ascorbic acid	Fermented	Active	600mg
Microcrystalline Cellulose	Plant	Bulking agent, diluent	-
Capsule shell Clear size 00	Plant	Capsule shell	-
Zinc Citrate Dihydrate	Synthetic	Active	20mg zinc
Copper Gluconate	Synthetic	Active	1,000µg copper
Magnesium Stearate	Plant	Lubricant	-
Silicon Dioxide	Synthetic	Anti-caking agent	-

The composition above is per capsule. The suggested serving is two capsules, so the totals below are for a full daily serving.

VITAMIN C	SERVING	SUITABLE FOR
1,200mg · 1500% NRV per serving	2 capsules daily	Vegans and vegetarians
ZINC	UNIT SIZE	ALLERGENS
40mg · 400% NRV per serving	Size 00	None
COPPER	TOTAL WEIGHT	SALMONELLA
2mg · 200% NRV per serving	1,010mg per capsule	Absent in 25g
	APPEARANCE	
	Off-white speckled fill, clear two-piece capsule	

Vitamin D3 & K2 (capsule)

CAPSULE · 60 / 120 / 240

Vitamin D3 4000iu with vitamin K2 100µg and coconut 10mg · Food supplement · 1 capsule per serving, taken orally

This specification covers every pack size. 60 capsules (U1-4KQL-B1N4) · 120 capsules (G8-WCSY-QO80) · 240 capsules (UK-1GBK-DXDW). The formula is identical in each.

COMPOSITION - PER CAPSULE, IN DESCENDING ORDER OF INPUT

RAW MATERIAL	SOURCE	FUNCTION	DECLARED AMOUNT
Microcrystalline Cellulose	Plant	Bulking agent, diluent	-
Capsule shell Vegetarian, clear size 1	Plant	Capsule shell	-
Vitamin D3 Cholecalciferol, on maltodextrin, modified starch, arabic gum	Animal <i>Ovis aries</i>	Active	100µg, equivalent to 4,000iu
Coconut Oil 50% Powder On corn syrup solids and modified starch	Plant <i>Cocos nucifera</i>	Active	10mg coconut oil
Vitamin K2 Menaquinone-7, on dicalcium phosphate	Synthetic	Active	100µg
Magnesium Stearate	Plant	Lubricant	-
Silicon Dioxide	Synthetic	Anti-caking agent	-

VITAMIN D3 100µg · 2000% NRV	SERVING 1 capsule daily	SUITABLE FOR Vegetarians. Not suitable for vegans - the D3 is sheep-derived
VITAMIN K2 100µg · 133% NRV	UNIT SIZE Size 1	ALLERGENS None
	TOTAL WEIGHT 345mg per capsule	SALMONELLA Absent in 25g
	APPEARANCE Off-white fill, clear two-piece capsule	

This is the capsule formula. The tablet formula is a separate product at 2,000iu per tablet, two a day, with its own page. Both reach the same daily amount by different routes.

Vitamin D3 & K2 (tablet)

TABLET · 120

Vitamin D3 2000iu with vitamin K2 MK-7 75µg and coconut oil 10mg · Food supplement · 2 tablets per serving, taken orally

This specification covers every pack size. 120 tablets (PVitaminD3K2120). The formula is identical in each.

COMPOSITION - PER TABLET, IN DESCENDING ORDER OF INPUT

RAW MATERIAL	SOURCE	FUNCTION	DECLARED AMOUNT
Vitamin D3 Cholecalciferol	-	Active	50µg, equivalent to 2,000iu
Menaquinone-7 (Vitamin K2)	-	Active	75µg
MCT Coconut Oil	-	Active	10mg
Dicalcium Phosphate	-	Bulking agent	-
Microcrystalline Cellulose	-	Bulking agent	-
Magnesium Stearate	-	Lubricant	-
Silicon Dioxide	-	Anti-caking agent	-

The composition above is per tablet. The suggested serving is two tablets, so the totals below are for a full daily serving.

VITAMIN D3	SERVING	SUITABLE FOR
100µg · 2000% NRV per serving	2 tablets daily	Vegetarians. Not suitable for vegans
VITAMIN K2	UNIT SIZE	ALLERGENS
150µg · 200% NRV per serving	8mm round	Soya
COCONUT OIL	TOTAL WEIGHT	SALMONELLA
20mg per serving	-	Absent in 25g
	APPEARANCE	
	Round tablet	

This is the tablet formula. The capsule formula is a separate product at 4,000iu per capsule, one a day, with its own page. Both reach the same daily amount by different routes.

Women's Multivitamin

TABLET · 90 / 120

Marine collagen 175mg with multivitamin and mineral · Food supplement · 2 tablets per serving, taken orally

This specification covers every pack size. 90 tablets (FX-2UJ1-MRH4) · 120 tablets (UX-2ZJI-NOP6). The formula is identical in each.

COMPOSITION - PER TABLET, IN DESCENDING ORDER OF INPUT

RAW MATERIAL	SOURCE	FUNCTION	DECLARED AMOUNT
Microcrystalline Cellulose	Plant	Binder, bulking agent, diluent	-
Dicalcium Phosphate DC	Mineral	Active	40mg calcium, 30mg phosphorus
Fish Collagen Type I Peptides Contains fish	Animal <i>Pangasius hypophthalmus</i>	Active	175mg marine collagen
Potassium Bisglycinate 18%	Mineral	Active	21mg potassium
Magnesium Oxide DC	Mineral	Active	50mg magnesium
Calcium Carbonate DC On maltodextrin	Mineral	Active	25mg calcium
Potassium Chloride	Mineral	Active	29mg potassium, 25mg chloride
Vitamin C DC Ascorbic acid, on HPMC	Fermented	Active	40mg
Ferrous Sulphate	Synthetic	Active	7mg iron
Magnesium Stearate	Plant	Lubricant	-
Silicon Dioxide	Synthetic	Anti-caking agent	-
Clear coating Polydextrose, HPMC, maltodextrin, calcium carbonate, guar gum, MCT	Plant / mineral	Coating	-
Vitamin B3 Nicotinamide	Synthetic	Active	8mg
Hyaluronic Acid	Fermented	Active	7.5mg
Vitamin E Powder D-alpha tocopheryl acid succinate	Plant <i>Glycine max</i>	Active	6mg
Zinc Oxide	Synthetic	Active	5mg zinc
Sodium Selenite 1% On microcrystalline cellulose	Synthetic	Active	55µg selenium

Vitamin D3 Cholecalciferol, vegan, on corn syrup and arabic gum	Plant	Active	10µg
Vitamin A Retinyl acetate, on maltodextrin and arabic gum	Synthetic	Active	400µg
Vitamin B5 D-calcium pantothenate	Synthetic	Active	3mg
Manganese Sulphate	Synthetic	Active	1mg manganese
Vitamin B12 Cyanocobalamin, on maltodextrin	Fermented	Active	1.25µg
Vitamin B6 Pyridoxine hydrochloride	Synthetic	Active	0.7mg
Vitamin K1 Phytomenadione, on maltodextrin	Synthetic	Active	37.5µg
Vitamin B1 Thiamine hydrochloride	Synthetic	Active	0.55mg
Vitamin B2 Riboflavin	Fermented	Active	0.7mg
Potassium Iodide	Synthetic	Active	75µg iodine
Folic Acid	Synthetic	Active	150µg
Chromium Picolinate	Synthetic	Active	20µg chromium
D-Biotin	Synthetic	Active	75µg
Sodium Molybdate Dihydrate	Synthetic	Active	25µg molybdenum

The composition above is per tablet. The suggested serving is two tablets, so the totals below are for a full daily serving.

MARINE COLLAGEN 350mg per serving	SERVING 2 tablets daily	SUITABLE FOR Neither vegans nor vegetarians
HYALURONIC ACID 15mg per serving	UNIT SIZE 20mm × 9.5mm oval with breakline	ALLERGENS Fish
IRON 14mg · 100% NRV per serving	TOTAL WEIGHT 1,315.6mg per tablet	SALMONELLA Absent in 25g
VITAMIN D3 20µg · 400% NRV per serving	APPEARANCE Clear coated off-white speckled tablet	

Zinc Citrate

TABLET · 120

Zinc citrate 30mg · Food supplement · 1 tablet per serving, taken orally

This specification covers every pack size. 120 tablets (X6-I68E-8J0C). The formula is identical in each.

COMPOSITION - PER TABLET, IN DESCENDING ORDER OF INPUT

RAW MATERIAL	SOURCE	FUNCTION	DECLARED AMOUNT
Zinc Citrate	-	Active	30mg elemental zinc
Dicalcium Phosphate	-	Bulking agent	-
Microcrystalline Cellulose	-	Bulking agent	-
Magnesium Stearate	-	Lubricant	-

ZINC	SERVING	SUITABLE FOR
30mg · 300% NRV	1 tablet daily	Vegans and vegetarians
	UNIT SIZE	ALLERGENS
	6mm round	None
	TOTAL WEIGHT	SALMONELLA
	-	Absent in 25g
	APPEARANCE	
	Round tablet	