

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 for

A short answer, and then a longer one.

A supplement is food. Not loosely, or as a figure of speech - in UK law that is the category it sits in, alongside bread and tinned tomatoes, and everything else in this book follows from it.

What it means in practice is that a supplement is there to add to your diet. Not to replace it, and not to treat anything. A company that tells you a capsule will cure or prevent an illness is breaking the law, however carefully the sentence is worded, and the ones who do it tend to be quite careful.

That sounds like a restriction and mostly it is. It also tells you what these things are good for, which is filling a gap. Have one, and closing it is cheap and quick. Have none, and you are buying expensive urine, which is the old joke about vitamins and is fair more often than our industry would like.

The clearest case in Britain is vitamin D. We sit above fifty degrees north, further from the equator than almost anywhere people live in numbers, and from roughly October to

March the sun never climbs high enough for skin here to make meaningful amounts of it. No diet fixes that. You would need to eat oily fish most days, and almost nobody does. The NHS says as much, and recommends everyone consider a supplement through the winter.

Then there is the middle ground, which is most of it. Getting to thirty grams of fibre a day is entirely possible with food and takes some thought. Iron, if you are a woman under fifty, is harder than people assume. You can do both from the shop, and chapter 12 is about exactly that. Some people would rather do half of it from a capsule and spend the attention elsewhere. That seems a reasonable way to live, and we are not going to pretend otherwise.

i The four things a supplement will not do for you

It will not stand in for a diet. A multivitamin hands you the vitamins and the minerals, which is genuinely useful, and then it stops. There is no fibre in it, 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 fully catalogued, let alone

put in a capsule. Everyone who has tried to build one has ended up making food again.

It will not treat an illness, and the risk there is not the capsule, it is the waiting. Weeks spent trying things for something that needed a GP in the first fortnight.

It does very little if you were not short to begin with. Topping up a nutrient you already

have enough of is usually an expensive habit, and occasionally it is worse than that, which is what chapter 7 is for.

And it does nothing at all from inside a drawer. There is a whole chapter about this later on, which seemed excessive when we planned it and less so once we looked at how many three-month bottles never get finished.

“

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

Which is a much harder question, and one with a different answer for everybody, so there is a short audit at the start of Part Three to help you work through it. It takes a couple of minutes and it will probably point you at less than you expected.

The rest of Part One is the practical knowledge that makes any of this usable. How to

read the back of a bottle. Why the same mineral turns up in six different forms. What testing means when a brand claims it. When to take things, and how long to give something before deciding it is not doing anything for you.

CHAPTER 2

How to read the back of a bottle

Four numbers to check, and three phrases that should give you pause.

The front of a bottle is marketing and the back of it is regulated. Once you can read the back, nobody can sell you a bad supplement again, ourselves included.

It takes about thirty seconds, which is roughly thirty seconds longer than most people give it. Here is the order we would go in.

i The four numbers worth checking, in order

1. The serving size. Always this one first, because everything else depends on it. A label announcing 1,000mg of something might mean one capsule or it might mean four. If it is four, a bottle of 120 lasts a month rather than four months, and the cheap product just became the expensive one. Price per day is the only comparison that means anything and you cannot work it out without this number.

2. The elemental amount. Minerals never come on their own; they arrive attached to something else. Magnesium oxide is magnesium bonded to oxygen, and only part of that weight is the magnesium. So a 500mg magnesium citrate tablet contains considerably less than 500mg of magnesium, and a

brand that prints the big number is not lying, exactly. Good labels state the elemental figure. Ours do, and the appendix at the back gives it for everything.

3. The %NRV. The Nutrient Reference Value is one figure applied to all adults, set for labelling rather than as advice for you specifically. What it is genuinely useful for is comparison, because 100% means the same thing on every product in the shop.

4. The ingredients list. Always in descending order by weight. So if the active you are paying for appears near the bottom, below the bulking agents, there is very little of it in there. This one line tells you more than the entire front of the pack.

What "50:1 extract, equivalent to 3,000mg" actually means

Fifty kilos of the plant were reduced down to one kilo of extract. So 60mg of that extract came from 3,000mg of root. Both numbers are true and the larger one is the one marketing prefers. Neither tells you how much of the active compound ended up in the capsule, which is why a proper label then states that too - the curcuminoid content, say, rather than just the turmeric it came from.

ii Three things on a label that should give you pause

A proprietary blend. An impressive list of ingredients with a single total weight covering all of them. It is perfectly legal and it means you cannot tell whether the blend is mostly the expensive ingredient or mostly rice flour. You are meant not to be able to tell.

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

so it can appear on the front of the pack. The order of the ingredients list 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.

CHAPTER 3

Why the same mineral comes in six different forms

What glycinate, citrate and oxide actually mean, and how much it matters.

Magnesium is magnesium, except that it never arrives on its own. It is always bonded to something, and what it is bonded to changes how much you absorb, how it sits in your stomach, and what you pay for it.

This is the genuinely interesting part of supplement science, and also the part most heavily oversold.

The position, as best anyone can tell: different forms do behave differently in the body, and that is established. How much practical difference it makes for a healthy person taking a sensible dose is far less certain. When you see a dramatic percentage quoted, it

has almost always come from a laboratory measurement rather than from anything a person noticed.

So the forms matter. They matter less than the marketing suggests and more than nothing, and a brand that has thought about which form to use has usually thought about other things too.

i The mineral words: oxide, citrate, bisglycinate and the rest

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

The pattern worth noticing is that the bigger the partner molecule, the less actual mineral there is per milligram of compound. Which is why a bisglycinate capsule is physically larger than an oxide tablet delivering the same amount, and why some formulas use two or three forms together rather than relying on one.

ii The vitamin words: D2 and D3, K1 and K2, folate and folic acid

Vitamin D2 and D3 are different molecules. D3 is the one your skin makes in sunlight. **Vitamin K1 and K2** are also different, and K2 itself comes as MK-4 or MK-7, which behave differently again. **Folic acid and folate** are not interchangeable: folic acid is synthetic and the body has to convert it before use. **B12** turns up as cyanocobalamin or methylcobalamin. **B6** as pyridoxine hydrochloride

or as pyridoxal-5-phosphate, which is the form the body uses directly.

None of this needs memorising. It is here so that when you see one of these words on a label you know it is a decision somebody made rather than chemistry jargon added for effect.

“

A form is a choice, not a magic trick.

The appendix lists the exact form of every ingredient in every formula we offer, because it is the sort of thing you ought to be able to check rather than take on trust. What you

will not find there is a claim that our form is absorbed some large percentage better than someone else's. Those comparisons need evidence we do not have.

CHAPTER 4

What testing means, and what to ask for

Four phrases that are not regulated, and the two questions that cut through them.

"Lab tested" is not a regulated phrase. Nor is "third-party tested", "clinically proven" or "pharmaceutical grade". Any company can print any of them on anything, so it is worth knowing what sits behind the words.

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

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

Contaminants. Heavy metals mainly - lead, cadmium, mercury, arsenic. Plants take up whatever is in the soil they grew in, so botanical ingredients need watching more closely

than synthetic ones. This is the test people mean when they talk about purity.

Microbiological. Total bacterial count, yeast and mould, E. coli, salmonella. Every specification in the appendix at the back states the limits, so you can see what the thresholds actually are rather than taking "safe" on trust.

ii Two questions worth asking any brand, including this one

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

A company that tests has documents, and a company with nothing to hide will send them.

If what comes back is a warm paragraph about their commitment to quality rather than a certificate, you have learned something.

The second is **"who did the testing?"** A manufacturer testing its own product is normal and not remotely sinister. An independent laboratory is a different kind of assur-

ance, and a brand that uses one will 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 any product, and the lab certificates, will be sent to anyone who asks - write to hello@oxford-origins.com with the product name. The appendix at the back of this book also gives you the complete composition of everything we make, down to the bulking agents.

Worth knowing: independent testing is periodic rather than continuous, here and almost 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 usually the second.

CHAPTER 5

When to take things, and what not to take together

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

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

i Four rules that hold up

Fat-soluble vitamins want a meal with some fat in it. A, D, E and K dissolve in fat rather than water, so taking them alongside a proper meal rather than a black coffee makes sense.

Iron and tea do not get on. The tannins bind iron and reduce how much of it you take up. An hour either side is plenty. Vitamin C does the opposite, which is why a squeeze of lemon or a tomato in the same meal genuinely helps if your iron is coming from plants.

Large mineral doses compete for the same doorway. Iron, zinc, calcium and magnesium

all use overlapping absorption routes. At the modest amounts in a multivitamin this is academic. If you are taking a high-dose single mineral, put 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 on an empty stomach first thing, and moving it to lunch fixes it.

ii Three rules you can 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 few sports nutrition products and not for a multivitamin.

Splitting doses across the day. There is an argument for it with a couple of water-soluble 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 ideal time you will skip.

CHAPTER 6

How long before you know if it is working

Why biology is slower than anyone would like, and how to judge honestly.

Nothing in this book works in a day. Some of it works within a week. Most of it works on a timescale set by how fast the relevant part of you renews itself, and that is slower than anybody would like.

If a nutrient is running low, topping it up takes as long as it takes your body to rebuild whatever was short. Red blood cells live about four months. Skin turns over in weeks. Nails grow a few millimetres a month, which means the nail you are looking at is a record

of the last several months rather than of this week.

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

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 for 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 of them did anything, if

any of them did. Dull advice, and the only way to actually learn something about your own body.

Write down why you started. One line, on the day. Memory rewrites itself in both directions and a note from twelve weeks ago is worth more than an impression.

Give it twelve weeks, then stop and see. If nothing has changed, stop taking it. That is not a failed experiment, it is a result, and the money is better spent on whatever your actual gap turns out to be.

“

We would 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 someone

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

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

i Why upper limits exist, and which nutrients they matter for

UK expert committees have set guidance levels for how much of a nutrient is sensible from supplements on top of what you eat. They are deliberately cautious, and 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. Vitamin A in particular builds up, which is why anyone pregnant is told to avoid both high-dose vitamin A and liver.

Water-soluble vitamins are more forgiving. Not infinitely so: very high doses of vitamin B6 taken over long periods have been associated with nerve problems, and that one is worth respecting.

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 add up to several times what anyone intended, and nothing on any of the four labels warns you, because none of them knows about the others. Add up what you take, nutrient by nutrient, once a year. It takes ten minutes.

ii Four times to speak to a pharmacist first

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

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

If you have kidney or liver problems. Both organs handle whatever you take. 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 produce misleading results. It is harmless in itself and easily worked around, as long as you mention it.

“

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

CHAPTER 8

How to tell a good study from a bad one

Six questions that sort useful research from something to put in an advert.

You will have studies quoted at you constantly in this industry. Here is how to work out, in about a minute, whether one is worth anything.

i Six questions to ask of any study

1. How many people were in it? Twelve is a pilot. Forty is a hint. Several hundred across more than one site begins 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 applied directly to cells at concentrations you could not reach by swallowing anything.

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

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

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

6. Who paid for it? Industry funding does not make a study wrong. It does mean somebody with an interest in the answer chose the question.

Two words worth recognising

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

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 accumulates slowly.

You will notice there are no studies cited in the product chapters of this book. That is deliberate and it is a rule we set ourselves early on: what we tell you about a formula is limited to what has been formally assessed and

approved, rather than to whatever we could find a paper supporting. The science lives in Parts One, Two and Four, where it belongs and 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 a three-month supply never finish it. Not because it disagreed with them, and not because they sat down and decided it was not working.

They went away for a weekend, or the bottle moved to a different shelf, and that was that.

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

i Five things that make a habit stick

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

Keep it where that trigger is. Next to the kettle, not in a cupboard in a different room. Out of sight is the entire problem, dressed up.

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

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 where you run out. The gap between finishing one bottle and getting round to ordering another is where most habits quietly die.

Missed a few days? Take today's and carry on. Do not double up, and do not start the count again 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 forget about. For flights, keep things in their original container where you can.

“

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. But it is not eating well either. Those are two different problems, and they need two different answers.

That difference matters, and our industry tends to blur it. You have seen the headlines: the soil is dead, the food is empty, everyone is short of everything. Most of that is sales talk.

Under the noise, though, there is a real and quite specific picture, and it has been measured for years by people who are not selling anything.

This chapter is that picture. It does not make us look good. But it is not a disaster either. Mostly it is just more interesting than either story.

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

It is worth trusting because it does not just ask people what they eat. People keep a food diary, then give blood and urine samples. The blood tests are the key part, because they let the survey check what people say they ate against what is really in their body.

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%

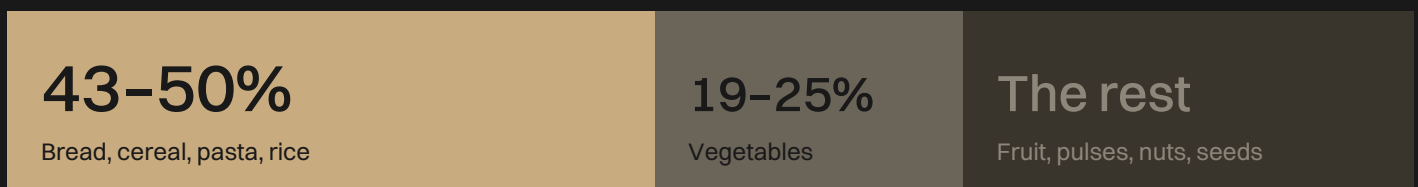
Of adults, and of eleven to eighteen year olds, did not eat enough fibre. The adult target is 30g a day.

If you remember one number from this chapter, make it this one. In the 2019 to 2023 survey, about 96% of adults did not eat enough fibre. The figure was the same 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.

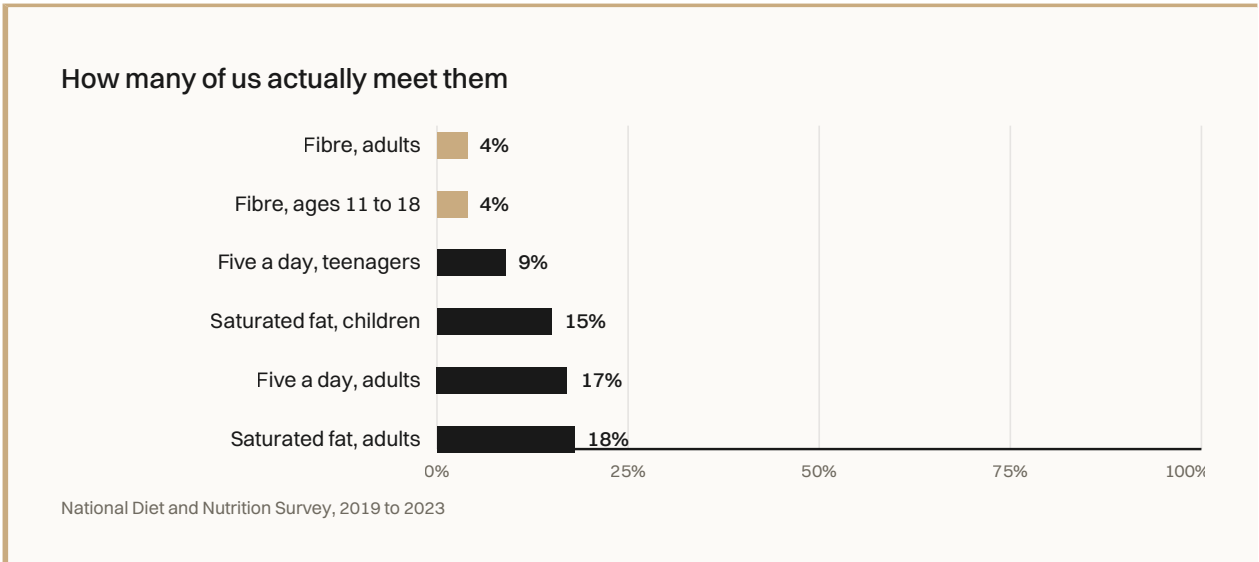


Figure 9.1 Fibre is the outlier even among a set of badly missed targets. The saturated fat bars show the share staying *within* the guideline of no more than 10% of energy.

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.

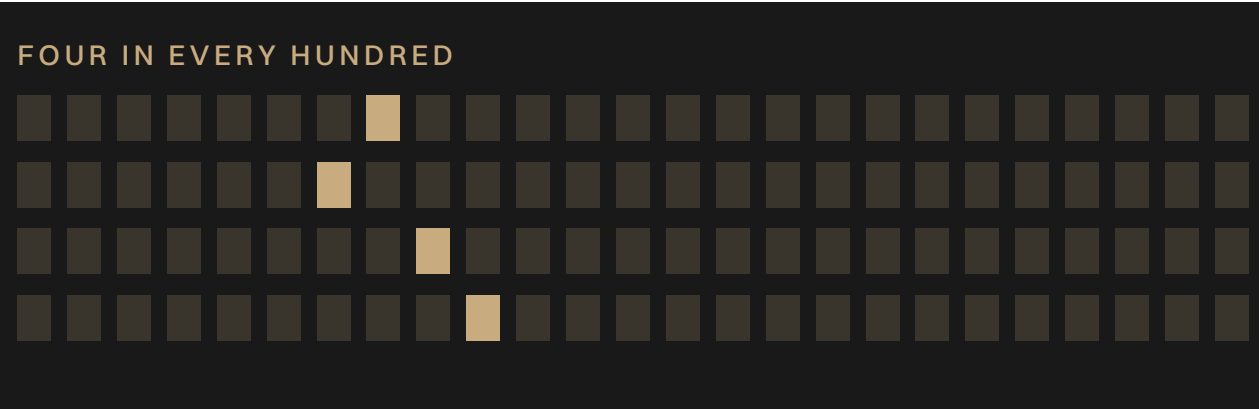


Illustration 9.2 Four in every hundred adults reach the 30g fibre target. Each square is one person.

iv The nutrients that cluster

Gaps in vitamins and minerals are not spread evenly. They cluster. And the clusters follow a pattern you can spot once you know to look.

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 big drop, in a nutrient the thyroid needs. The likely cause is that we drink less milk and eat less dairy, because UK dairy is our main source of iodine and most plant milks have none added.

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.

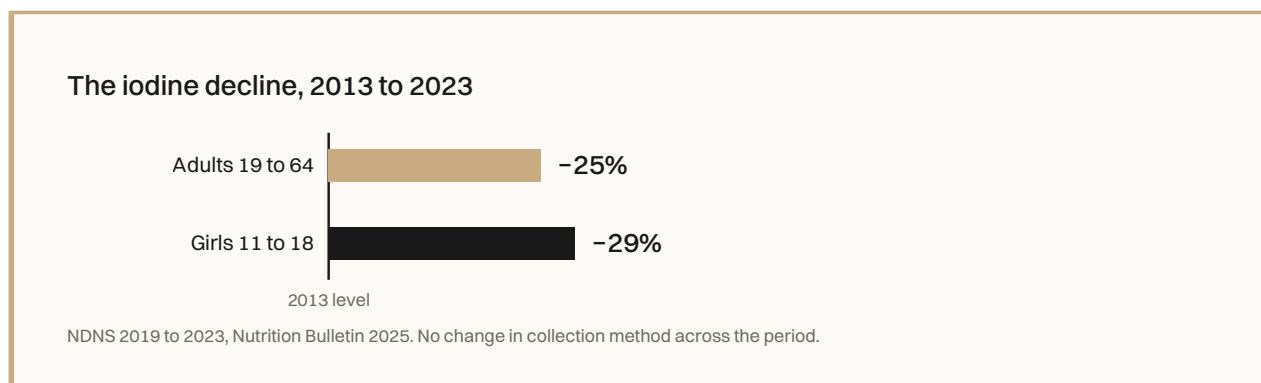
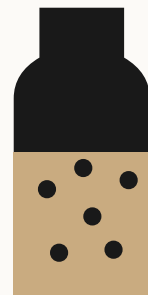


Figure 9.2 One of the few measures where a clean decade-long trend can be read, because the method did not change.

“

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.

v 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](https://www.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: where the missing 10g is

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

The average British adult eats around twenty grams of fibre a day against a target of thirty. Ten grams short. It sounds like a lot until you work out what ten grams looks like, at which point it becomes four decisions.

Fibre is the one shortfall in this book that is close to universal, and it happens to be 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 in the trolley.

i Four swaps that add up to about ten grams

The swaps

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

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

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

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

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

ii Where fibre actually lives in a British shop

Beans, lentils and chickpeas are the densest sources by a distance, and the cheapest per gram of fibre of anything on the shelves. Then the wholegrains: wholemeal bread, oats, brown rice, wholewheat pasta. Then vegetables, particularly the ones you eat the skins and stalks of.

Fruit is decent but not as good as people assume. Berries and pears do well. A banana is mostly not fibre.

And there is a category that gets forgotten completely, which is nuts and seeds. Expensive per kilo, cheap per portion, and easy to scatter over something you were going to eat anyway.

iii One warning: go slowly

Jump from twenty grams to thirty-five overnight and you will be uncomfortable for a few days, at which point you will conclude that fibre disagrees with you. It does not.

Build up over two or three weeks and drink more water while you do, because fibre needs water to work.

CHAPTER 12

Where each nutrient lives, at Aldi prices

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

This chapter 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 buy for it.

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 comes with everything else attached.

i The six nutrients Britain is actually short of

Fibre

Tinned beans, lentils and chickpeas. Wholemeal bread. Oats. Wholewheat pasta and brown rice. Potatoes with their skins on. Frozen peas and sweetcorn. Nuts and seeds. The tinned pulses are the cheapest fibre in the shop by a wide margin.

Iodine

Milk, yoghurt and cheese. White fish, particularly haddock and cod. Eggs. If you have moved over to plant milks, turn the carton round and look for added iodine, because most of them do not have any.

Iron

Red meat and liver are the most readily absorbed. From plants: lentils, beans, tofu, dark leafy greens, dried apricots, fortified breakfast cereals. Plant iron absorbs considerably better with vitamin C alongside it, so a squeeze of lemon or a tomato in the same meal is doing real work.

Selenium

Brazil nuts, by a long way. Two or three a day is plenty and more is 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 and spreads contribute 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

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

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. It is not glamorous and it is not meant to be.

CHAPTER 13

Ten recipes built around the gaps

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

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

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

ahead, because the barrier is almost 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, stir for a minute until the kitchen smells of it. Add 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. Add garlic and spices for a minute, then the purée for another to take the raw edge off. Add both tins of beans, the tomatoes and 200ml water, and simmer twenty minutes uncovered. It needs more salt than you think.



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, leave in the fridge overnight. Loosen with a little more milk in the morning. Keeps three days, so make a double batch on Sunday and stop thinking about breakfast.



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 colour. Add potatoes and stock, simmer fifteen minutes. Add the butterbeans, warm through, blend. The beans do what cream usually does and bring fibre 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 over the milk and tuck in the bay leaf. Fifteen minutes, until the fish flakes when you press it. Serve with something to mop it up.



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 easiest iodine fix there is.

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 over it while it is hot. Fork the sardines on roughly - do not mash them to paste. Lemon, parsley, 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. Add 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.

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 through everything else, press firmly into a lined 20cm tin - firmly is what stops them crumbling. Twenty minutes, then 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 add the onion and its juice. Go easy on the salt, the feta brings plenty.

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 point you at less than you expected.

Chapter 10 made one thing clear: shortfalls in Britain are not spread evenly. They cluster, and they cluster around age, sex, and a handful of things about how you eat. Which means the answer to "what should I take" depends entirely on who is asking.

Read down the list. Anything that describes you is worth paying attention to. Anything that does not, ignore, and save the money.

i Work through these, and note which ones fit

You live in Britain and it is between October and March

That is everybody reading this, for half the year. The sun does not climb high enough at our latitude for skin to make vitamin D, and food will not cover it. The NHS suggests everyone consider a supplement through the winter. If you only take one thing, this is the one.

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

Iodine is the one to watch. UK dairy is our main dietary source and most plant milks have none added, which is the likeliest explanation for the decline in chapter 10. Check your carton. Calcium is worth a thought too.

You are a woman who has not been through the menopause

Iron and selenium both cluster low in this group, and so does potassium. If you are also eating little or no red meat, iron moves up the list considerably.

You are pregnant, or might be

Folic acid before conception and through the first trimester, and vitamin D. This is the one group where the advice is specific, well established and worth following to the letter. Speak to a midwife or GP rather than taking our word for it.

You are vegan or vegetarian

Vitamin B12 is not meaningfully available from plants, so a supplement or fortified food is not optional if you are vegan. Iron, iodine, zinc and omega-3 are all worth a look. 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, and fewer than six people in a hundred get there. Vitamin D and B12 both become harder to absorb with age.

You train hard, or sweat a lot for work

Magnesium and other electrolytes go out in sweat. Iron is worth watching in endurance athletes particularly.

You work nights or rotating shifts

Eating patterns tend to fragment, vitamin D drops because daylight exposure drops, and the fibre gap usually widens. None of that needs a special product, but it does mean the ordinary advice in Part Two applies to you more than most.

Almost everyone: fibre

Around ninety-six per cent of British adults do not reach the fibre target. If you have not deliberately worked on it, assume you are one of them. Chapter 11 is four swaps and takes five minutes to read.



If you ticked one or two, that is normal. If you ticked none, you may not need anything from the chapters that follow, and we would rather say so.

The seven chapters after this one cover the formulas we offer, grouped by what they are for rather than by product. Each opens with

which of them to pick, then dose, timing, and the questions we actually get asked.

None of them cite studies. That is a rule we set ourselves and chapter 8 explains why.

CHAPTER 15

Gut and digestion

Live cultures, enzymes and fibre - and which of the six to start with.

Six formulas sit in this group and they do quite different jobs, which is worth sorting out before you pick one.

i Which one to start with

Every Day Bio Cultures is the simplest: one strain, two billion live cultures, one capsule. If you have never taken anything like this, start here.

Daily Pro Bio Cultures is the tablet version, at 550 million cultures, for anyone who prefers a smaller tablet to a capsule.

Bio Cultures Complex steps up to six strains and five billion cultures, with 88mg of chicory root fibre alongside them as a prebiotic.

Bio Cultures for Women is three strains with cranberry extract at 2,500mg equivalent.

Digestive Enzymes+ is a different animal altogether: seven enzymes, betaine hydrochloride, a billion live cultures and a little peppermint oil. Aimed at the mechanics of digestion rather than the microbiome.

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

ii What we are allowed to tell you, and what we are not

This is the group where the gap between what gets claimed in this industry and what has actually been approved is widest, so it is worth being straight about it.

No live culture strain holds an approved health claim in the UK. Not ours, not anybody's. You will see a great deal of confident language about gut health on other packaging, and none of it has cleared the bar. We are not permitted to tell you what our cul-

tures will do for you, and we are not going to imply it.

What we can tell you is exactly what is in the capsule, which strains, at what count, and that is in the appendix at the back in full.

Digestive Enzymes+ contains lactase, which is the one enzyme here with an approved claim behind it: lactase improves lactose digestion in people who have difficulty digesting lactose. That is a narrow claim and a real one.

iii How to take them

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

Digestive Enzymes+ with the meal it is meant to help, not afterwards.

Psyllium Husk with a full glass of water, and build up slowly. Fibre without enough water

is the main reason people find it uncomfortable.

If you are on antibiotics, most people space live cultures a couple of hours away from the dose. Ask your pharmacist, who will know the specific drug.

iv Questions we get

Do they need refrigerating?

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

Is a higher culture count better?

Not necessarily, and anyone telling you otherwise is selling on a number. Strain and survival matter at least as much as the total.

Can I take cultures and enzymes together?

Yes. Digestive Enzymes+ already contains a billion cultures of its own, so check you are not doubling up without meaning to.

How long before I know?

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

CHAPTER 16

Magnesium

Three formulas, one mineral, and a straight answer about sleep.

Magnesium is the mineral we are asked about most and the one most often oversold. Your muscles use it, your nerves use it, and every cell turning food into energy uses it.

i Which of the three to choose

Magnesium Glycinate is magnesium on its own, 100mg per capsule as bisglycinate. If you have never taken magnesium, start here.

Magnesium Glycinate 4-in-1 uses four forms together - bisglycinate, citrate, malate and taurate - for 131mg per capsule. For people who already take magnesium and want a broader spread rather than relying on one route in.

Magnesium Complex is 150mg per tablet with 2.5mg of vitamin B6 alongside. Both

work on energy and on the nervous system, so this is the one to pick if tiredness is your reason for taking it. It also runs from 60 to 360 tablets, and the larger sizes work out considerably cheaper per day.

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

ii What it is doing while you take it

If you are taking 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 releases energy from what you eat. The Com-

plex adds vitamin B6, which does the same two jobs.

If you are taking it for muscles. Magnesium contributes to normal muscle function and to electrolyte balance. It is one of the minerals

muscles rely on to contract and release properly, and it goes out in sweat.

If you are taking it for your nerves. Magnesium contributes to normal functioning of the nervous system and to normal psychological function. Note the word normal in both - this is about a system running as it should.

In the background. It contributes to the maintenance of normal bones and teeth, to normal protein synthesis, and it has a role in cell division. None of that is something you will feel week to week.

Does magnesium help you sleep?

Not as far as anyone has been able to establish. The evidence has been looked at and it was not strong enough, which is why no supplement in the UK is permitted to tell you it will improve your sleep. Plenty do anyway.

What magnesium is established to do is support normal muscle function, normal functioning of the nervous system, and a reduction of tiredness and fatigue. If you have been taking it at bedtime and getting on well, there is no reason to stop. Take it whenever suits you. Better you hear it here than work it out later.

iii How to take it

Any time of day, with a meal, at the same time each day. On an empty stomach it is more likely to upset your digestion. Space it a couple of hours from high-dose zinc or iron.

UK guidance for supplemental magnesium is 400mg a day on top of food, and going over it is the usual reason people get loose stools and assume the product does not suit them.

iv Questions we get

Why is the figure lower than 375mg?

That is a labelling reference for all adults, not a target to hit from a supplement. You get a good share from food.

Should I take it at night?

Take it whenever you will remember. There is no approved claim about magnesium and sleep, so we cannot recommend a bedtime dose on that basis.

It is upsetting my stomach.

Move it to a meal rather than taking it alone, and check you are within the dose. If it continues, stop and speak to a pharmacist.

Can I take it with the multivitamin?

Yes, but our Multivitamins & Minerals already contains 100mg of magnesium. Add it up.

CHAPTER 17

Daily foundations

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

This is the group with the widest range of uses in the book, because between them these formulas carry over a hundred approved claims. It is also the group where the form matters most.

i Which one to choose

Multivitamins & Minerals is the broad one: 28 nutrients, most at or near 100% of the NRV, plus turmeric and black pepper extracts. One tablet. If you want a single thing that covers the basics, this is it.

Vitamin D3 & K2 comes in two formulas that reach the same place by different routes. The capsule is 4,000iu of D3 with 100µg of K2, one a day. The tablet is 2,000iu with 75µg of K2, two a day. Pick whichever format you

will actually take. Neither is suitable for vegans - the D3 is sheep-derived, and the tablet also contains soya.

Vitamin C & Zinc is 600mg of vitamin C per capsule with 20mg of zinc and 1mg of copper.

Zinc Citrate is zinc on its own at 30mg, for anyone who wants it without anything else attached.

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. It appears alongside D in both formulas because the two work on overlapping systems.

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 repro-

duction, 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. It is in the Vitamin C & Zinc formula because zinc and copper compete, and a long run of zinc alone can leave copper short.

Why 4,000iu of vitamin D 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 through winter. A large percentage against a small reference number looks alarming and is not. Chapter 22 covers the seasonal picture properly.

iii How to take them

Vitamin D and K are fat-soluble, so take them with a meal containing some fat. The multivitamin is best with food for the same reason and because iron on an empty stomach is unkind.

If you take the multivitamin alongside anything else here, add up the zinc, the magnesium and the vitamin C across everything. The multivitamin contains 10mg of zinc on its own.

CHAPTER 18

Joints and mobility

Five formulas, and what can and cannot be said about them.

This is the hardest chapter in the book to write, and it is worth explaining why before anything else.

Glucosamine, chondroitin and MSM have all been assessed by regulators and none of them holds an approved health claim. Turmeric and boswellia sit in a separate category of claims that were submitted before EU Exit and have never been resolved, which in practice means we cannot use them.

So a chapter that told you what these ingredients will do for your joints would be breaking the law, however common that sort of writing is elsewhere. What follows instead is what is actually in each formula, what the added vitamins and minerals are established to do, and how to take them.

i Which one to choose

Glucosamine, Chondroitin & MSM is the fullest of them: 500mg glucosamine sulphate per tablet, 133mg MSM, 100mg chondroitin, 100mg bovine collagen, citrus bioflavonoids, silica and a little ginger extract. Two tablets a day. Contains crustaceans.

Turmeric & Glucosamine is 250mg glucosamine with turmeric and black pepper, plus vitamin C, vitamin D3 and manganese. Those three added nutrients are what carry the approved claims in this group, which makes this the one formula here with some-

thing established behind it. Contains crustaceans.

Turmeric Curcumin is 60mg of 50:1 turmeric extract, equivalent to 3,000mg of root at 57mg curcuminoids, with ginger and black pepper. Available from 60 to 365 capsules.

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

Turmeric & Black Pepper adds boswellia to turmeric and pepper.

ii The three nutrients here with established claims

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

Vitamin D contributes to the maintenance of normal bones and 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. None are in the other four, which is a formulation gap we are aware of.

iii How to take them, and when to see someone instead

With food, daily, and give it three months rather than three weeks. Chapter 6 explains why anything involving connective tissue is slow.

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

And the important one: joint pain that is new, severe, getting worse, or accompanied by swelling or heat needs a GP, not a supplement. Weeks lost to trying things is the genuine risk in this category.

CHAPTER 19

Skin, hair and nails

Three formulas, and which nutrient carries which part of the claim.

This is the group where the labelling detail matters most, because the nutrient that carries a hair claim is often not the one carrying the nail claim, and brands rarely say so.

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. Not suitable for vegans or vegetarians - both the collagen and the capsule shell are bovine.

Marine Collagen is 500mg of fish collagen per capsule with hyaluronic acid, vitamin C,

zinc, vitamin E, copper, riboflavin, iodine and biotin. Two capsules a day. Contains fish.

Biotin Complex is 7.5mg of biotin per tablet with zinc, copper and selenium. Two tablets a day. Suitable for vegans.

ii Which nutrient does which job

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

Nails. This is the one worth knowing: biotin has no approved nail claim. Zinc and selenium do. So a biotin-only product making nail promises is going beyond what is estab-

lished, and ours carries zinc and selenium partly for that reason.

Skin. Zinc, biotin, niacin, riboflavin, vitamin A and iodine all contribute to the maintenance of normal skin. Vitamin C contributes to normal collagen formation for the normal function of skin.

Collagen itself holds no approved claim, in either form. The vitamin C claim is about the collagen your body produces, not the colla-

gen in the capsule, and we are not going to blur those two together.

Biotin and blood tests

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.

iii How long to give it

Longer than you want to. Nails grow a few millimetres a month, so the nail you are looking at today is a record of the last several months. Hair is slower still. Three months is

the minimum fair trial and six is better, which is why we would rather you bought one large pack than three small ones and gave up between them.

CHAPTER 20

Women's health

Three formulas, and where the evidence actually stands.

Chapter 10 found that iron, selenium and potassium all cluster low in women, and that iodine has fallen furthest in girls aged eleven to eighteen. This group of formulas 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 pick it over the standard multivitamin. Contains fish; not suitable for vegans or vegetarians.

Bio Cultures for Women is three live culture strains with cranberry extract at 2,500mg equivalent. One capsule.

Myo & D-Chiro Inositol is 600mg of myo-inositol and 15mg of D-chiro-inositol per capsule, a 40:1 ratio, with zinc, chromium and folate as 5-MTHF.

ii What the evidence does and does not cover

Neither inositol nor cranberry holds an approved health claim in the UK. You will find a great deal written about both, some of it from serious researchers, and none of it has cleared the regulatory bar. We are not permitted to tell you what they will do, and we are not going to hint at it.

What we can say is what is in the capsule and at what dose, and that is in the appendix at the back.

The nutrients in these formulas that do carry approved claims are the ones worth knowing about. **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 and

to the reduction of tiredness and fatigue. **Chromium** contributes to the maintenance of normal blood glucose levels.

If you are pregnant or planning to be

The advice here is specific and well established, and it is not ours to improvise on. Folic acid at 400µg daily from before conception through the first twelve weeks, and vitamin D. Avoid high-dose vitamin A. Speak to a midwife or GP, who will give you the current UK guidance directly.

iii How to take them

The multivitamin with food, both tablets together or split across the day, whichever you will remember. Iron is easier 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 are on any hormonal medication, 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

What actually moves the needle, none of which is in a bottle.

We sell no sleep product and there is no approved claim in this book connecting anything we make to sleep. Which leaves us free to write about it properly.

Sleep is the single highest-leverage thing in Part Four, and the evidence for what helps is unusually good, partly because sleep is easy

to measure objectively and most nutrition is not.

i The four things with the strongest evidence behind them

A consistent wake time. Not bedtime - wake time. The body clock takes its cue from when light hits your eyes in the morning, and holding that steady across the week does more than almost anything else. Weekend lie-ins are the most common thing quietly wrecking people's sleep.

Morning daylight. Ten minutes outside within an hour of waking, even under British cloud, which is considerably brighter than any indoor lighting. This is the same mechanism, approached from the other side.

Cool, dark, and quiet. Core body temperature has to fall for sleep to begin, 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 - the drop afterwards is the point.

Caffeine earlier than you think. Half of a coffee is still in you five or six hours later, and for some people considerably longer. A two o'clock coffee is a ten o'clock problem.

ii What matters less than people think

Eight hours as a target. It is an average, not a requirement, and the range across healthy adults is wide. Chasing a number is itself a reliable way to sleep badly.

Blue light from screens, which gets more attention than the evidence supports. What you are doing on the screen - work email, an

argument, an absorbing series at midnight - usually matters more than the light coming off it.

Sleep tracking, for anyone inclined to worry.

A poor score in the morning reliably makes the next night worse.

“

If you are consistently sleeping badly for more than a few weeks, that is a GP conversation, not a shopping problem.

CHAPTER 22

Sunlight and the British winter

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

Britain sits between roughly fifty and sixty degrees north. Edinburgh is further north than Moscow. That single fact explains more about our vitamin D status than anything on a plate.

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

Skin makes vitamin D when UVB light reaches it. UVB is the shorter wavelength in sunlight, and shorter wavelengths are scattered and absorbed more by the atmosphere. When the sun is low, the light travels further through the atmosphere to reach you, and almost all the UVB is gone by the time it arrives.

At our latitude the sun does not climb high enough between roughly October and March for meaningful UVB to reach the

ground. You can sit out on a bright, cold February afternoon for hours and make essentially none. The light is real; the wavelength you need is not there.

Which is why this is not a diet problem. Average vitamin D intakes from food have been below the recommended 10µg a day in every age group in Britain for years, and there is no realistic way to fix that with food alone. 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 the autumn and winter. For people with little sun exposure year-round, or with darker skin, the advice extends across the whole year.

ii The summer half of the year

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

Darker skin needs longer exposure to produce the same amount, which is a straight-

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

forward matter of melanin absorbing UVB, and it is why the advice differs.

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

and to the normal function of the immune system. You will see much broader claims made for it elsewhere; those are the ones that have been assessed and approved.

CHAPTER 23

Movement and protein

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

If you had to pick two levers outside of sleep, these are the two, and they become more important rather than less as people get older.

i Movement: the useful numbers

UK guidance is 150 minutes of moderate activity a week, or 75 of vigorous, plus strength work on two days. Most of the benefit arrives well before you reach those numbers, which is the part people are rarely told. Going from nothing to a little is a bigger step than going from a lot to slightly more.

The strength half is the one that gets skipped and the one that matters most with age.

Muscle mass declines from around your thirties unless something is asking it not to, and the loss accelerates later. Resistance work is the only thing that reliably interrupts it.

It does not need a gym. Bodyweight squats, press-ups against a worktop, carrying the shopping in one trip rather than two. The stimulus is what counts.

ii Protein: how much, and when it matters more

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

Spreading it across the day appears to matter more than the total for anyone trying to

maintain muscle. Most British eating patterns put almost nothing at breakfast and a large amount at dinner, and evening out the distribution is a cheap change.

Good everyday sources: eggs, dairy, tinned fish, chicken, lentils, beans, tofu. The tinned and dried options are a fraction of the price

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

Less complicated than the internet suggests.

The eight-glasses rule has no clear origin in any research anyone has been able to trace, and it has survived for decades on repetition alone.

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

Thirst is a reasonably good guide for healthy adults under normal conditions. It becomes less reliable with age, which is one of the reasons 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 takes sodium, potassium, magnesium and chloride out with the water, and replacing water alone can leave the balance worse rather than better. For most people a normal meal handles it; for long sessions in the heat, something with salt in it is sensible.

Illness. Anything involving fever, vomiting or diarrhoea loses fluid fast.

Increasing your fibre. Fibre needs water to do its job, which is the single most common reason people find a jump in fibre uncomfortable.

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

ii What the colour chart is worth

Pale straw, roughly, is a reasonable everyday check. Worth knowing that B vitamins turn urine bright yellow and that this is harmless

and tells you nothing about hydration. Riboflavin in particular is a vivid fluorescent yellow, and if you take a B complex or a mul-

tivitamin you will see it within a couple of hours.

CHAPTER 25

Stress and digestion

The gut-brain connection, described carefully.

The gut and the brain are physically connected and talk to each other constantly. That much is settled. Nearly everything sold on the back of it goes considerably further than the evidence does.

i What is actually established

The gut has its own nervous system, sometimes called the enteric nervous system, with several hundred million neurons - more than the spinal cord. It runs much of digestion without instruction from the brain.

The vagus nerve connects the two, and traffic runs in both directions. Most of it, in fact, runs upward from gut to brain rather than the other way round, which is the opposite of what most people assume.

Stress changes digestion measurably. It alters gut motility, secretion and sensitivity, which is why nerves produce real physical symptoms rather than imagined ones. Anyone who has felt sick before an interview has direct experience of the mechanism.

The relationship runs both ways: digestive discomfort is itself stressful, and the loop can hold.

ii Where the evidence thins out

Claims that a particular bacterial strain will change your mood are far ahead of the research. Some of that work is genuinely interesting and it is mostly early, often in animals, and not close to the confidence you will see it quoted with.

No live culture holds an approved health claim in the UK for anything, let alone for mood. That is worth remembering whenever you see a gut product 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 for the gut microbiome, and it is the same advice as chapter 11's, arrived at from a different direction. Thirty different plants a week is the rule of thumb people use; herbs, spices, nuts and seeds all count, which makes it far easier than it sounds.

Regular meals rather than long gaps followed by a lot. Sleep, which chapter 21 covers. Movement, which helps gut transit directly.

And if digestive symptoms are persistent, severe, or come with weight loss or bleeding, that is a GP appointment. Not a supplement, and not a fortnight of waiting to see.

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, so it is worth saying rather than leaving you to assume.

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.

Better to say which of these is awkward than print a leaf on everything.

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 hello@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.

- Office for Health Improvement and Disparities and Food Standards Agency. *National Diet and Nutrition Survey 2019 to 2023*. Published 11 June 2025. gov.uk
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- NHS. *Vitamin D*. nhs.uk/conditions/vitamins-and-minerals/vitamin-d
- NHS. *The Eatwell Guide*. gov.uk/government/publications/the-eatwell-guide
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- Great Britain Nutrition and Health Claims Register. Department of Health and Social Care. gov.uk
- Regulation (EU) 1169/2011, Annex XIII. Nutrient Reference Values, retained in GB law.
- UK Chief Medical Officers. *Physical Activity Guidelines*. 2019. gov.uk
- British Nutrition Foundation. *Hydration*. nutrition.org.uk

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 **hello@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	