

Dare to Compare

Do You Know What Your Supplements Really Cost?



Essential Naturals *A Guaranteed Value!*

When comparing supplements, you must compare the quantity, concentration and quality of each ingredient as well as the number of capsules.

Essential Naturals products prove to be a great value, even when compared to less expensive brands.

In reality, these brands are simply giving you less. So much less that you are actually paying more than you would when buying our professionally formulated products.

This value is even more apparent when comparing Essential Natural to other high quality brands where the difference is sometimes shocking.

Enzymes

When comparing enzymes, you must compare activity units, not weight. Any product that does not list activity units (ie. HUT, GatU, DU or FCCPU) can not be trusted to be a quality or potent product. Listing weight instead of activity units is similar to saying that your car is the fastest because it weighs the most.

	Essential Naturals	Rainbow Light All Zyme	Rainbow Light Advanced Enzyme System	Tropical Traditions
Cost per Equivalent Dose	31 ¢	64 ¢	80 ¢	80 ¢
Price per Bottle	\$28	\$26	\$30	\$35
Protease	29,000	9,800	7,500	75,000
Amylase	12,000	3,400	3,000	8,000
Lipase	2500	36	60	500
Alpha Galactosidas	300	0	0	15
Glucoamylas	15	0	7	0
Bromelain	650,000	0	39,000	20,000
Lactase	1000	0	100	500

Tropical Traditions puts more protease in their formula. Our clinical studies have determined that excessive amounts of protease irritates the stomach. We use bromelain instead which has similar benefits to protease but is less irritating to the stomach.

Antioxidants

When comparing Antioxidants, you have to compare formulas with similar ingredients. Formulas with Vitamins A, C and E (common for antioxidant formulas) are inexpensive and less potent compared to our formula which contains grape seed extract, lipoic acid, bilberry and more.

The product which comes closest to Essential Natural's Antioxidant contains half or less of almost every ingredient.

	Essential Naturals	Solgar Free Radical Formula	Vitamin Shoppe Cocktail	Market America OPC-3
Cost per Equivalent Dosage	52¢	78¢	\$1.25	\$3.03
Lipoic Acid	50mg	15mg	25mg	0
Grape Seed Extract	50mg	7.5mg	25mg	25mg
Green Tea Extract	50mg	7.5mg	25mg	0
Pine Bark	5mg	7.5mg	15mg	25mg
CoQ10	0	0	10mg	0
N-Acetyl Cysteine	150mg	50mg	0	0
Turmeric Extract	25mg	7.5mg	0	0
Bilberry Extract	10mg	7.5mg	0	25mg
Lycopene	7.5mg	½ mg	0	0
Lutein	7.5mg	½ mg	0	0
Vitamin C	150mg	100mg	0	0
Red Wine Extract	0	0	0	25mg
Selenium	10mcg	25mcg	0	0
Other	0	96mg	0	25mg
Total	505 Mg	324mg	100mg	125mg
Price per Bottle	\$31	\$30	\$17	\$29

Olive Leaf Extract

When you compare the concentration, number of capsules and amount of ingredients, Essential Naturals is the best value.

	Essential Naturals	Natures Way
Cost per Dose	28¢	57¢
# capsules	90	60
Mg per capsule	450mg	250mg
Concentration	20%	12%
Cost per bottle	\$26	\$11.50

Probiotics

This comparison only looks at potency, but does not take into account the quality of each product including considerations such as:

1. If the probiotics are alive
2. If they have been kept cold
3. If the combination of different types and amounts of bacteria can live together.

	Essential Naturals	Renew Life Ultimate	GNC Acidophilus	Garden of Life
Cost per Equivalent Dose	45¢	75¢	\$1.50	\$2.75
Potency	25 Billion	50 Billion	4 Billion	5 Billion
Capsules	120	30	100	90
Price per Bottle	\$54	\$36	\$25	\$49

NAC

NAC	Essential Naturals	Solgar NAC
Cost per Dose	26¢	45¢
Cost per bottle	\$48	\$36.20
# capsules	180	120
Mg per capsule	500	600

Lipoic Acid

Alpha Lipoic Acid	Essential Naturals	Solaray
Cost per Dose	56¢	62¢
Cost per bottle	\$34	\$31.19
# capsules	60	60
Mg per capsule	300	250mg