



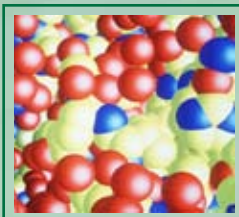
**VITAMINS & MINERALS FOR ATHLETES**

Every athlete knows how important daily nutrients are for achieving and maintaining peak performance. This is why **V/M Plus** is so much more than just a one-a-day vitamin. It is the only product potent enough to meet the intense nutritional needs of world class men & women athletes for peak performance, superior recovery and protection from damaging, exercise induced, "free-radical" formation. It is exciting that, for the first time, athletes can truly get a complete daily support formula containing optimal amounts of all the key nutrients necessary to ensure that they get what they need to perform at their best and protect their health.

**OLYMPIC COMMITTEE SUPPORTS SUPPLEMENTS**

The United States Olympic Committee (USOC) Sports Medicine Division issued guidelines on dietary supplementation. They stated that many persons, and athletes in particular, may benefit from a generous intake of antioxidants. Because of the oxidative stress associated with intense training programs of many athletes, the need for antioxidants may be increased.

**"V/M Plus provides you more health and performance protection than any other supplement in the world."**



**V/M PLUS**  
Mega Potency Vitamin, Mineral, Antioxidant

**Supplement Facts**

Serving Size: 4 capsules  
Servings per container: 30,

Cellular Defense Matrix	Amount / Serving	%DV
CoQ10 (ubiquinone)	30mg	*
Grape seed extract 95%	30mg	*
Ginkgo Biloba	30mg	*
N-Acetyl Cysteine	50mg	*
L-Carnitine Mag. Citrate	100mg	*
Colostrum	20mg	*
Spirulina	10mg	*
<b>Vitamins/Anti-Oxidants</b>		
Vitamin A (Beta Carotene)	15000iu	300%
Vitamin C	600mg	933%
Vitamin D	400iu	100%
Vitamin E (Mixed tocopherols)	200iu	667%
Selenium	200mcg	286%
Vitamin B1(Thiamine)	50mg	2592%
Vitamin B2 (Riboflavin)	50mg	2682%
Niacinimide (B3)	100mg	500%
Pyridoxine (B6)	50mg	1968%
Methylcobalamin (B12)	100mcg	76%
Biotin	300mcg	10%
Folic acid	400mcg	96%
Pantothenic Acid	150mg	500%
PABA	25mg	*
Choline Bitartrate	25mg	*
Inositol	25mg	*
Vitamin K	80mcg	100%
<b>Minerals</b>		
Calcium (Bisglycinate/Citrate)	1000mg	21%
ZMA		
Zinc aspartate	30mg	20%
Magnesium (Aspartate/Citrate)	450mg	13%
Boron	2mg	*
Copper Gluconate	2mg	13%
Manganese (Gluconate)	5mg	28%
Chromium (Picolinate)	200mcg	20%
Vanadyl Sulfate	7.5mg	*
Molybdenum	150mcg	85%
Potassium	150mg	2%
(Aspartate, Alpha-Ketoglutarate, Citrate)		
Iodine (Potassium Iodide)	150mcg	61%
<b>Digestive Enzyme Complex</b>	50mg	*
(Bromelain, Papain)		
* % DV based on 2000 calorie diet		

\* Daily Value Not Established

*\* These statements have not been evaluated by the FDA. The product is not intended to treat, cure or prevent disease.*

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**Mega Potency Vitamin, Mineral, Antioxidant**

- Cellular Defense Matrix**
- Optimized for Athletes**
- Antioxidants**
- Digestive Enzymes**
- Iron-Free**





by **John Scott, CISSN, CNS, SPN**  
Developer of John Scott's Nitro

*"I understand what an athlete needs because I am one."*

Vitamins, minerals and antioxidants are critical for the proper functioning of the immune system, enzymatic reactions, growth/development, cardiovascular and bone health. Your body and mind can not function optimally unless you properly utilize the nutrients in the foods you eat. Vitamins are like the spark plugs in your body's engine. Their quality, and sometimes quantity, affects how well you utilize the fuel you feed yourself, subsequently affecting your energy levels, health and performance.

I developed V/M Plus™ because there wasn't a supplement that had the optimal mix of micronutrients and antioxidants with enough potency for athletes to be effective. I painstakingly researched what the perfect combination of micronutrients would be and packed that nutritional power into one ultra-comprehensive formula. Never before has a "multi" given you so much. This remarkable iron-free formula provides you with an extensive list of nutrients including vitamins, minerals, antioxidants, digestive enzymes and our exclusive "Cellular Defense Matrix." The Cellular Defense Matrix provides unmatched antioxidant protection from the cellular damage caused by hard training.

Using V/M Plus daily enhances the absorption and utilization of your foods and other supplements, too. It is important to remember that a "multi" should be used as a supplement to your efforts to eat a healthy diet and drink plenty of water. VM

Plus provides you more health and performance protection than any other supplement in the world. If your health or your performance is important to you, I recommend taking VM Plus everyday.

## VITAMINS AND MINERALS FOR EVERYONE

The need for a comprehensive vitamin and mineral supplement is undeniable. Some people still cling to the notion that they can get all the micronutrients they need from food. This ignores the reality that most people don't consume the huge variety of raw foods, fruits and vegetables it takes to accomplish this. Furthermore, research shows the nutrient content of produce is declining; the amount of chemicals/pollutants that we are exposed to in the air and water is increasing and people feel generally more stressed. Keep in mind that eating good food consistently is always a priority and a "multi" is still a dietary supplement; it is not a quick fix for bad choices. Dr. Dickinson from the Council for Responsible Nutrition noted that "while all people should strive to eat a healthy and balanced diet, no matter what their age or health circumstance, few in reality do. Nutritional supplements have a critical role to play. Too many studies have shown that most diets, even fairly healthy ones, fall well below the Recommended Dietary Allowance for many nutrients. Supplements are a proven bridge between what we should eat and what we actually eat."

## SPORTS & EXERCISE INCREASE THE BODY'S NEED FOR ANTIOXIDANTS

Antioxidants are especially important for athletes. Exercise increases the body's need for antioxidants. Antioxidants combat unstable particles known as free radicals which are created as by-products of the body's normal chemical processes, environmental toxins, stress and more. They can damage body cells and contribute to the development of numerous disorders including cancer, heart disease, cataracts and accelerating the aging process. If we are deficient in antioxidants, the benefits of exercise are diminished by the damage caused by free radicals. Thus, the key to peak performance and health is to maintain an optimal amount of antioxidant protection. In fact, some studies have suggested that antioxidants can actually improve athletic performance and endurance.

## SUPERIOR ANTIOXIDANT PROTECTION WITH JSNITRO'S "CELLULAR DEFENSE MATRIX"

The "Cellular Defense Matrix" in V/M Plus is a specialized blend of compounds which is superior to other antioxidants. It provides powerful health and stress protection on its own, but also synergistically increases the benefits of the other antioxidants. This means the "Cellular Defense Matrix" can "heal" (neutralize) a broad variety of free radicals with greater efficiency. This specialized blend includes the powerful nutrients CoQ10, Grape seed extract, Ginkgo Biloba, N-Acetyl Cysteine, Colostrum, Spirulina and an especially bioactive form of L-Carnitine.

## THE FORMULA

### Cellular Defense Matrix

**CoQ10** Vital for creating cellular energy. It may help improve immune function, slow diabetes and gum disease, increase energy, lower blood pressure and cholesterol.

**Grape Seed Extract** An antioxidant found to be 20 times more powerful than Vitamin C and 50 times more effective than Vitamin E. Promotes healthy skin.

**Ginkgo Biloba** Used to improve blood flow to the brain, reported to improve memory and cardiovascular health.

**N-Acetyl Cysteine** Precursor for the body's most abundant antioxidant. It helps detoxify the liver & heavy metals, protects the immune system, maintains red & white blood cell integrity, aids carbohydrate metabolism and has anti-aging benefits.

**L-Carnitine Magnesium Citrate** A patented form of L-carnitine that is required to metabolize fat and provides a double endurance boost because magnesium is needed to make muscle energy.

**Colostrum** Research shows it can boost immune function, promote intestinal health and enhance lean muscle growth

**Spirulina** A complete super green food that contains many important nutrients, including all of the essential amino acids, vitamins, minerals, and essential fatty acids (GLA). Has been used as an antiviral, cholesterol-lowering agent and an energy booster.



## Antioxidants/Vitamins

**Beta Carotene** Provides antioxidant protection which safely converts into vitamin A as your body needs it.

**Vitamin C complex** Contains two types, Ascorbic acid (water-soluble) and Ascorbal palmitate (fat-soluble). They boost immune function, help the body fight stress and enhance collagen production (needed for healthy skin, bones, teeth and connective tissue).

**Vitamin D** Helps prevent osteoporosis by increasing calcium absorption.

**Vitamin E complex** Full spectrum of mixed tocopherols providing antioxidant protection and may help reduce heart disease.

**Selenium** A vital antioxidant that works synergistically with Vitamin E. Helps maintain a healthy heart and liver.

**Vitamin B complex** Optimized levels of all B vitamins for superior energy utilization, including Biotin and Folic acid. Contains a highly absorbable form of Vitamin B-12 (methylcobalamin); a potent energizer. B-12 promotes nervous system health, helps alleviate mood swings, reduces stress, regulates sleep patterns and reduces homocysteine levels. Also includes: Choline, vital for nervous system health (brain neurotransmitter), enhances weight loss & may lower cholesterol. Inositol, vital for hair growth, cholesterol control and brain cell function.

**Vitamin K** Required for blood clotting and bone formation.

## Minerals

**Calcium Bis-Glycinate & Citrate** 1000mg of highly absorbable forms of calcium. Vital for strong bones, teeth and gums. Helps maintain a regular heartbeat, is needed for muscle contraction and growth, as well as prevention of muscle cramps. Calcium bis-glycinate has been shown to absorb 1.8 times better (180%) than calcium citrate and 21% better than calcium citrate malate. It is chelated for absorption, too. The body is very efficient at absorbing amino acids, especially di-peptides. Chelating minerals to amino acids, in a dipeptide-like fashion, allows this mineral form to be absorbed via the intestinal lining into the body at a much faster rate.

**ZMA** (Zinc, Magnesium Aspartate): Added to provide hormonal support because of the high levels of stress athletes endure. Zinc is important for prostate function, protein synthesis, collagen formation, hormone production and sexual function. Also promotes a healthy immune system and speeds healing. Magnesium is a superior blend of (2) types of magnesium to help maximize mineral absorption (calcium & potassium) and regulate electrolyte balance. It is also vital in energy production.

**Boron** A trace element which influences calcium and magnesium metabolism. Low boron diets have been associated with low hormone levels and may promote muscle gain.

**Copper Glyconate** Required to convert iron into hemoglobin and for nerve function.

**Manganese Gluconate** Vital for nerve function, carbohydrate metabolism and reproductive system.

**Chromium & Vanadyl sulfate** Help control blood sugar and energy levels. They are important for maintaining a stable blood sugar level and controlling food cravings. Excellent for diabetics and hypoglycemia. Promotes fat loss and lean muscle gain.

**Molybdenum** Needed for enzyme function. Aids in metabolism.

**Potassium Blend** Boosts electrolytes, increases endurance.

**Potassium Iodide** (Iodine): Required for optimal function of the thyroid gland. Inadequate iodine intake can result in hypothyroidism, causing low energy levels and weight gain.

## Digestive Enzymes

Promote proper digestion/absorption, reduce inflammation & more.