

CHILDREN'S HEALTH



NOW® Guide to Children's Health

now Kids

GOOD HABITS

AT AN EARLY AGE



Children's Health

As any parent can attest, getting our little ones to eat anything, let alone healthy foods, often requires a Herculean effort worthy of its own book or movie. Kids are finicky by nature, but they always seem to have an unhealthy aversion to fruits and vegetables to go along with an (un)healthy hankering for less healthy foods, such as mac-n-cheese, hot dogs and pizza.

Is it a coincidence that unhealthy foods are the ones kids want most? Hardly. Over the years the food industry has made processed food appeal a fine science. Special ingredients and specialized processing methods create near-irresistible flavors

and textures that are designed to create desire and keep us coming back for more. "You can't eat just one" applies to a lot more than just chips these days. Aside from this, kids just tend to be picky, a phase that typically departs without much fanfare as kids approach their school years.

Unless your kids love a diverse diet comprised of fruits, veggies, whole grains, lean meats, and small amounts of healthy fats they're probably not getting the recommended daily levels of important nutrients they need for optimal growth and development.

Developing Healthy Eating Habits

Newborns and infants get all the nutrition they need from breast milk and/or formula. Meeting a newborn's nutritional needs isn't much of a concern during the first couple of months. But as an infant is weaned off of formula and breast milk and onto solid foods, nutrition suddenly becomes a much bigger concern.

First-time parents discover rather quickly that toddlers put the "icky" in finicky. They'll like certain things and despise others, and this will change daily (and sometimes hourly). Meals can become a source of frustration for parents trying to get their kids to eat healthy, or just eat anything at all.

It's very important to stay the course and continue to offer your child healthy foods, even if they don't eat them initially. Research shows that kids often won't try something until it's been offered to them 15 or more times, on average. It's just as important, if not more so, for parents to eat healthy, not only for their own health but to set a good example for their children. It's no secret that children copy their parents. Exhibiting the eating habits you'd like your child to adopt is one of the best ways to ensure they'll develop healthy eating habits for life. Don't give up or give in!

Supplements to the Rescue

Ensuring your children get the necessary nutrients to meet their needs gets a lot easier when you incorporate supplements into your family's daily health regimen.

By definition and design, a supplement is "something added to complete a thing, make up for a deficiency, or extend or strengthen the whole." A nutritional supplement isn't intended to be the primary source of nutrition for children or adults. Rather, a supplement is intended to address a deficiency in the diet.

As adults we have the freedom to make educated choices about the foods we eat and the level of nutrition we obtain. Children rely on their parents to make these decisions for them. If your child isn't eating a wholesome, well-rounded diet on a daily basis, then supplements really are an ideal way to ensure adequate daily intake of nutrients, until their eating habits change or they're old enough to make diet decisions for themselves.

What are the Most Important Nutrients for Children's Health?

While a well-rounded diet and plenty of daily activity are always the best ways to maintain health, supplements are a great way to fill in the gaps until these healthy habits are fully formed. Growing bodies and minds need a vast number of nutrients for optimal development.



For children all nutrients are important in some way, but some are more difficult to obtain through a typical diet than are others.

In this brochure we'll talk about nutrients based on the most common deficiencies found in U.S. school children as far as their percentage below the recommended daily intake (RDI). We'll also include the RDI for these

nutrients for age ranges 4 to 8 years and 9 to 13 years, which are established by The Food and Nutrition Board (FNB) of the Institute of Medicine, National Academy of Sciences.

Vitamin D3

The Sunshine Vitamin used to be one that parents rarely had to worry about

the kids getting enough of, but thanks to television, video games, and mobile devices our children are spending less time outside than ever before. Since much of our body's production of vitamin D is through skin exposure to the sun's UV rays, this is a major concern. Vitamin D3 is necessary for optimal structural development and normal immune system function.*

4 to 8 years – 20 mcg (800 IU)/day (female and male)
9 to 13 years – 20 mcg (800 IU)/day (female and male)

Calcium

Calcium is essential for the development of strong bones and teeth in kids, but many don't realize that calcium is also important for the proper function of the cardiovascular and nervous systems, and for cognitive health.* Calcium helps with normal blood coagulation as well.* Calcium is stored in the bones for many years, and our bones serve as reservoirs that our body can tap into when we're not getting enough from the diet.*

It's extremely important for kids to get enough calcium, not only to build strong bones, but to build up a reserve that the body can fall back on throughout life.*

4 to 8 years – 1,300 mg/day (female and male)
9 to 13 years – 1,300 mg/day (female and male)

Magnesium

Like vitamin D and calcium, magnesium is important for healthy structural growth and development, and is essential for energy production.* Together with vitamin D, magnesium helps your body utilize calcium.* Studies indicate that up to 50% of Americans may be deficient in magnesium to some degree, which includes children.

4 to 8 years – 420 mg/day (female and male)
9 to 13 years – 420 mg/day (female and male)

Vitamin C

These days you'll find vitamin C in most medicine cabinets as the go-to supplement for immune system challenges.* Not only does vitamin C help support normal immune function, it also plays a role in brain development and health, and is a vital component of healthy skin since it's integral to the formation of connective tissues.*

4 to 8 years – 90 mg/day (female and male)
9 to 13 years – 90 mg/day (female and male)



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Vitamin A

Vitamin A is another nutrient that kids need for structural development and health.* It's necessary for healthy visual function and is an important nutrient for the overall growth and development of numerous cells and tissues, especially those found in the hair, skin and nails.* Vitamin A is another nutrient that supports healthy immune function.*

4 to 8 years – 900 mcg RAE/day (female and male)
9 to 13 years – 900 mcg RAE/day (female and male)



Vitamin E

Vitamin E is important throughout life, primarily for cardiovascular system support and antioxidant protection.* It may help support immune system health and normal cognitive function, and it's good for our skin.* Vitamin E deficiency is rare, but many kids don't get nearly enough when compared to the recommended daily intake.

4 to 8 years – 15 mg/day (female and male)
9 to 13 years – 15 mg/day (female and male)

Potassium

Potassium is important for children for a very specific reason. Potassium and sodium work together to maintain a healthy balance of water in the body, which in turn supports healthy cardiovascular function, specifically blood pressure.*

It's a crucial nutrient for muscles, including the body's most important muscle, the heart.*

4 to 8 years – 4,700 mg/day (female and male)
9 to 13 years – 4,700 mg/day (female and male)

Docosahexaenoic Acid (DHA)

While there is no RDI for DHA, experts agree that it's vitally important for our overall health and well-being.* For children, DHA's importance begins while still in the womb. It's essential for the healthy growth and development of the eyes, brain, and nervous system.* After birth, most infants get adequate levels from breast milk or formula. But once a child transitions to solid foods, it can get a lot tougher to maintain adequate intake of DHA, unless your child enjoys lots of fresh fish. Experts recommend both children and adults obtain between 100 and 160 mg of DHA daily.

Fiber

Fiber is important for both kids and adults throughout life. Fiber helps maintain digestive regularity and proper stool consistency.* Foods that are high in fiber, such as fruits and vegetables, are also good sources of overall nutrition, so getting fiber from the diet should be a priority for kids.

4 to 8 years – 25 g/day (female and male)
9 to 13 years – 28 g/day (female and male)



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Zinc

Zinc is super important for overall growth and development, healthy immune system function, cognitive health, and neurological function.* Recent research indicates that zinc plays a role in cell-signaling pathways that assist in the body's



response to IGF-1 (insulin-like growth factor-1), a growth-regulating hormone.*

4 to 8 years – 11 mg/day (female and male)
9 to 13 years – 11 mg/day (female and male)

Iodine

Many people don't realize how important iodine actually is for overall health and well-being.* Iodine is a trace element that the body needs for the synthesis of thyroid hormones.* In children, the thyroid gland uses iodine to produce thyroid hormones, which help to regulate the development of the skeleton and brain, and to maintain normal metabolism.* Without adequate iodine intake, children are at greater risk for a variety of conditions later in life.

4 to 8 years – 150 mcg/day (female and male)
9 to 13 years – 150 mcg/day (female and male)

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NOW® Supplements for Children's Health

BerryDophilus™ Probiotic

NOW® Kids BerryDophilus™ offers two billion colony-forming units (CFU) from a combination of clinically validated probiotic bacterial strains designed to support gastrointestinal health and healthy immune system function.* Healthy intestinal flora also helps to create a favorable environment for the absorption of nutrients.* BerryDophilus™ can be used by both adults and children. Sweetened with xylitol, BerryDophilus™ won't harm teeth and it tastes great. Also available as Extra Strength BerryDophilus™ 10 Billion CFU, five times stronger than our regular strength BerryDophilus™.

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Liquid Echinacea

NOW® Kid's Liquid Echinacea utilizes an extract of echinacea root teeming with a full spectrum of active compounds including naturally occurring echinacoside. It's an alcohol-free herbal supplement in a delicious orange-vanilla flavor sweetened with monk fruit that children will love!





DHA

While DHA is important at every stage of life, it's critical during the first two years of life, including pregnancy, and throughout childhood. DHA supports normal growth and development, normal cognitive function, the proper development and function of the brain and eyes, and more.* At NOW we go to great lengths to ensure that the fish oil concentrate used in this children's formula is manufactured under strict quality control standards. It is tested to

ensure the absence of potentially harmful levels of heavy metal contaminants, including cadmium, lead, arsenic and mercury.

Respiratory Care Probiotic

NOW® Respiratory Care Probiotic is a probiotic combination featuring clinically validated *L. acidophilus* NCFM®, which has been used in over 60 scientific studies. When used alone or in combination with *B. lactis* BI-04, NCFM® has been shown to support a robust, but balanced, immune response to seasonal respiratory challenges.* Ideal for children.

OralBiotic®

Among the most numerous beneficial bacteria in the mouth, *Streptococcus salivarius* is typically the first one acquired in infancy.* BLIS K12® is a powerful strain of *S. salivarius* that, when taken regularly, colonizes the mouth and throat and helps to maintain the natural defense system of the main entry point of the body.* BLIS K12® has been clinically shown to support the maintenance of mouth, ear, nose, and throat health in children.*

Kid Vits™ Multivitamin

If your child just won't eat healthy, don't fret. Until they're through this phase, a low-dose multivitamin with all of the nutrients kids need is a smart choice. Once their eating habits have improved, you may be able to do away with a multivitamin altogether, but until then, kid's multis are a great way to ensure adequate nutrition during this crucial phase in their development.*



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Chewable Vitamin D

NOW® Chewable Vitamin D-3 supplies this key vitamin in a tasty chewable form. Vitamin D is

normally obtained from the diet or produced by the skin from the ultraviolet energy of the sun. However, it is not abundant in food. With children spending more time indoors than ever before, vitamin D supplementation becomes even more necessary to ensure that their growing bodies receive an adequate supply for proper development.*



NOW also offers highly bioavailable Liquid Vitamin D-3 in both 100 IU and 1,000 IU per drop dosages. Liquid Vitamin D can be mixed into your child's favorite foods and beverages and is a great way to ensure your child is getting plenty of vitamin D through supplementation.

Chewable Vitamin C

Our great-tasting chewable vitamin C supplements are sweetened with xylitol and stevia, so they go easy on teeth.

Vitamin C is a water soluble nutrient well known for its vital role in immune system function.* It is also a potent antioxidant that can protect the body's cells and molecules from damage by free radicals and reactive oxygen molecules generated during normal metabolism and typical environmental exposures.*

Brain Attention

NOW® Brain Attention™ Chewables is a cutting-edge cognitive support supplement that can help maintain healthy brain functions in both children and adults.* Brain Attention™ features Cera-Q™, a unique silk protein derivative. Initial studies on Cera-Q™ indicate that its unique amino acid profile and structure support several important cognitive functions, such as memory, learning, attention, and focus.* It comes in a delicious chocolate flavor that kids will love.



The NOW® Difference

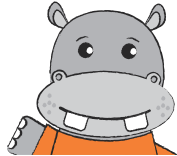
Since 1968, family-owned NOW has been empowering healthier lives with our award-winning line of natural products and supplements. Our children's supplements are made without artificial flavors or colors, and without many of today's common allergens. They taste great and are made with clean ingredients -- and of course meet all of NOW's high-quality standards for safety, efficacy, and purity. When you're looking for affordable, high quality children's supplements that are formulated and updated based on the most current research in nutrition and health, the choice is easy.

Live happy. Live healthy. Live NOW.

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