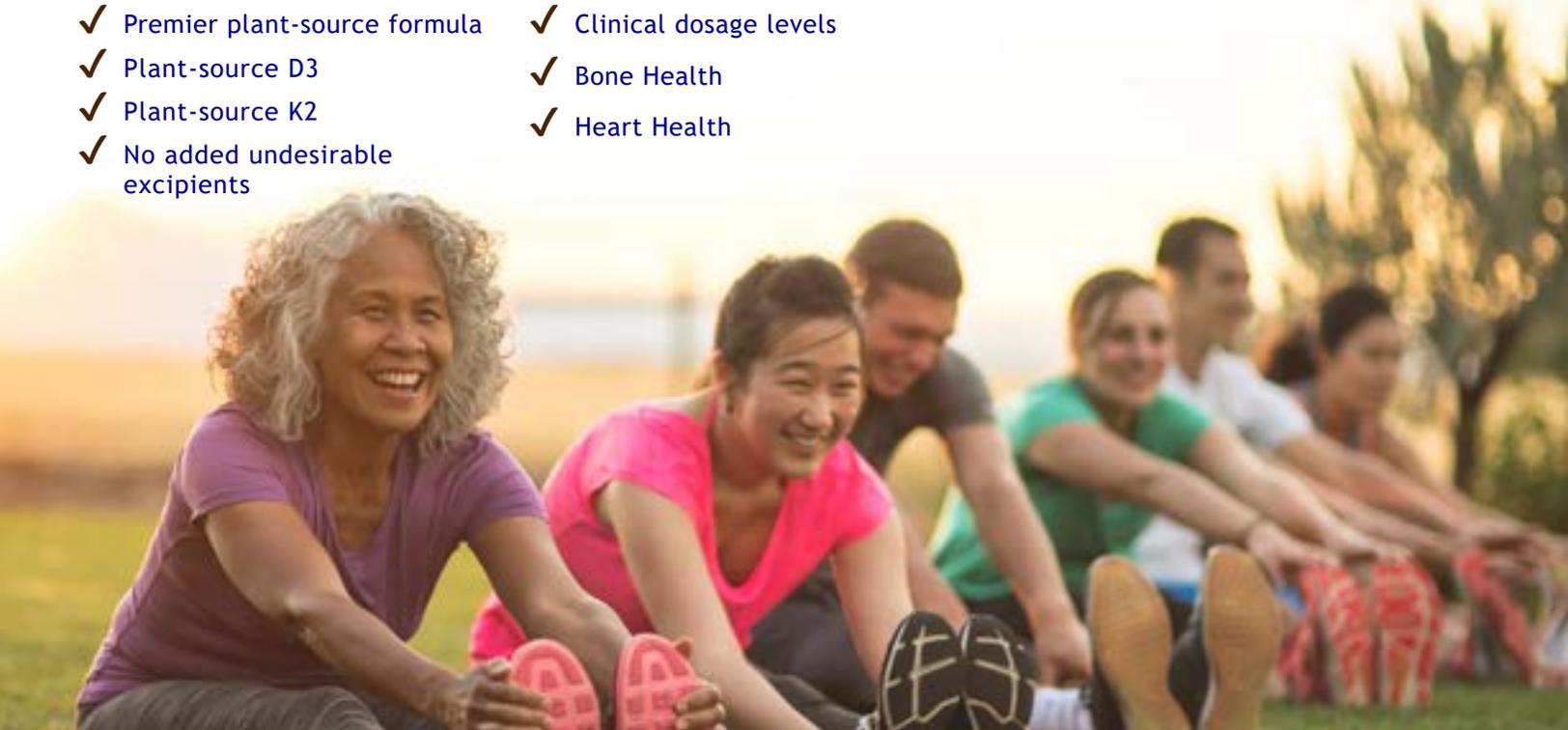


PREMIER VITAMIN D3+K2

Plant-Source Vitamin D3 with Plant-Source Vitamin K2

Premier Cardiovascular and Bone Support

- ✓ Premier plant-source formula
- ✓ Plant-source D3
- ✓ Plant-source K2
- ✓ No added undesirable excipients
- ✓ Clinical dosage levels
- ✓ Bone Health
- ✓ Heart Health

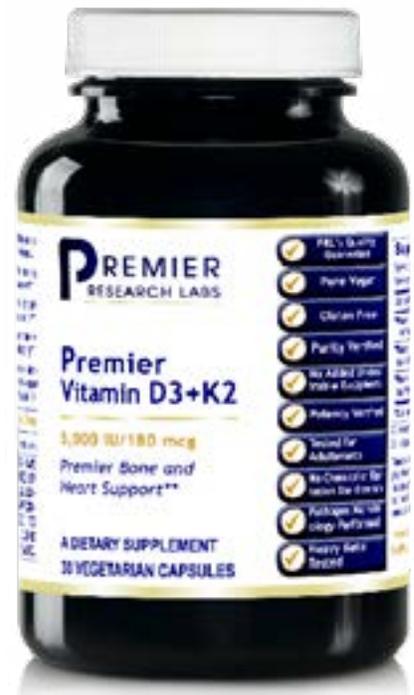


Support Bone and Heart Health With Plant-Based Vitamins

Welcome to our pure, plant-source product, Premier Vitamin D3+K2. This formula has been designed to feature plant-source vitamin D3 in addition to plant-source vitamin K2 in vegetable capsules -- without undesirable chemical tagalongs.

At a hefty 5,000 IU of D3 and 180 mcg. of K2 per capsule, Premier Vitamin D3+K2 contains an exclusive 100% vegan/ vegetarian friendly formula with both vitamin D3 and K2 present in clinically established dosages that **promote cardiovascular and bone health**. This supplement is the perfect choice for those who wish to significantly increase their vitamin D3 and vitamin K2 intake without consuming animal byproducts.

To perfect this one-of-a-kind vegan blend of vitamin D3 with K2 so that a higher clinical dosage would be incorporated all into one capsule, our team of scientists at Premier Research Labs joined forces with independent expert laboratories and developed a reliable way to do this.



THESE STATEMENTS HAVE NOT BEEN EVALUATED BY THE FOOD AND DRUG ADMINISTRATION. THESE PRODUCTS ARE NOT INTENDED TO DIAGNOSE, TREAT, CURE OR PREVENT ANY DISEASE.



Vitamins D and K work together to promote proper calcium metabolism, free-flowing blood circulation, bone formation and bone strength. Vitamin K promotes the proper metabolism of calcium to the bone from the circulatory system while vitamin D supports proper bone health. A typical recommended daily dose for these vitamins is 5,000 IU of D3 with 180 mcg. of K2 as MK-7.

New studies regarding bone and cardiovascular health are providing insights into a type of synergistic interplay between vitamin D and vitamin K (*which has been known to support the proper blood-clotting mechanisms of the cardiovascular system*). Scientists have presented powerful evidence revealing that optimal concentrations of each vitamin are beneficial for bone and heart health. **Vitamin D promotes vitamin K-dependent proteins that require the presence of vitamin K to function properly.**

This research suggests that the combination of vitamin D and vitamin K are more effective than consumption of either vitamin individually in order to promote both bone and heart health. Vitamin D promotes vitamin K2's critical role in regulating the amino acid, glutamate, into gamma-carboxyglutamate, or Gla-proteins found in the endothelial lining of our blood vessels. These active Gla-proteins are present throughout the circulatory system and help control the physiological processes of sending calcium to its proper destination - the bone. Vitamin D3 and K2, when taken together, can support the production of Gla-proteins.

We have already known that vitamin D is very important in helping to maintain healthy bones in addition to supporting our immune system. But now, this extraordinary scientific research has revealed that vitamin D3 and K2 can operate in synergy to promote bone mineralization and regulate calcium deposits in vascular tissue. This is regarded as a breakthrough discovery essential for those who need advanced cardiovascular and bone support.

Plant-Source Vitamin D3 (Vegan/Vegetarian Friendly)

Taking vitamin D in higher doses than previously (such as a robust 5,000-10,000 IU/day) has become popular over the last few years. This trend is based on findings that suggest that this daily amount is required to achieve optimal blood levels of vitamin D (ideally, over 80 ng/mL of 25-hydroxyvitamin D).

The body requires sufficient amounts of vitamin D in order to absorb calcium. The importance of adequate vitamin D levels for skeletal health and bone density has been well established. Although bone density is often associated with calcium intake,

insufficient vitamin D levels directly affect calcium absorption and is an important consideration for bone health. Without adequate absorption of vitamin D, the body must steal calcium from its stores in the bones, which compromises bone structure. Clinical research suggests that taking vitamin D can support healthy bone structure.

The Unique World of Lichens

Now there is an alternative to animal-derived vitamin D3 supplements. Our exclusive animal-free vitamin D3 (cholecalciferol) comes from a special, organic plant source called lichens. A lichen is a small unique plant species that consists of a symbiotic association of fungus with algae. This gives the lichen several unique characteristics such as the ability to survive in extreme weather and also the ability to grow and accumulate desirable levels of useful nutrients, including vitamin D3!

Although many different species of lichen exist, we offer one carefully selected strain that has proven levels of vitamin D3. Proper extraction of the vitamin D-rich oil from lichens is essential. This extraction occurs in an environment that is carefully controlled for light, heat and moisture to ensure adequate vitamin D levels as well as optimal freshness. Furthermore, the extracted vitamin D oil is then tested to ensure that it meets our potency requirements of vitamin D in every batch.

This product supplies true plant-source vitamin D3 - providing an alternative to animal-derived supplements for vitamin D3, such as cod liver oil. Thus, this product creates the perfect foundation for vitamin D supplementation, including for those who follow a vegan or vegetarian diet.

Plant-Source Vitamin K2

Vitamin K includes a group of compounds that have varied rates of absorption, bioavailability and transport by the body. Vitamin K1, phyloquinone, is the most common form and is concentrated predominantly at the liver. The less common form, vitamin K2 (as menaquinone-7 or MK-7), is found primarily in fermented soy. Studies suggest that vitamin K2 concentrates in vascular tissues outside the liver system. Thus, unlike vitamin K1, vitamin K2 (MK-7) which is present in vascular tissue, can support healthy arterial blood flow and vascular elasticity. This formula features vitamin K as MK-7, the preferred form for vascular health.

The Perfect, Plant-Based Formula

Premier Vitamin D3+K2 offers the **perfect plant-based formula** with both plant-source vitamin D3 in addition to plant-source vitamin K2 in vegetable capsules -- without undesirable chemical tagalongs. This formula supplies exclusive, plant-based support to promote both cardiovascular and bone health. This supplement is the perfect choice for those who wish to significantly increase their vitamin D3 and vitamin K2 intake without consuming animal byproducts.

INGREDIENTS

Each Vegetarian Capsule Provides:

Vitamin D3 (as Vitashine®)	125 mcg (5,000 IU)
Vitamin E (as d-alpha tocopherol)	3.2 mg
Vitamin K2 (as Menaquinone)	180 mcg

Other Ingredients: Organic Extra Virgin Olive Oil, Capsule (hydroxypropyl methyl cellulose)

Suggested Use. Take 1 capsule daily or as directed by a health professional.

Code: 1205 (30 vegetarian caps/bottle); Violite® Container R1.0

THESE STATEMENTS HAVE NOT BEEN EVALUATED BY THE FOOD AND DRUG ADMINISTRATION. THESE PRODUCTS ARE NOT INTENDED TO DIAGNOSE, TREAT, CURE OR PREVENT ANY DISEASE.