



LIFE PRIORITY™

YOUR LIFE, OUR PRIORITY

VITAMIN D-3 PRIORITY™

“D” IS FOR DEFENSE

Getting plenty of this vitamin may strengthen your immune system and make venturing out of your house a little less scary this flu season. We're talking about the sunshine vitamin — good old D.

In a study done during flu season, people who had higher blood levels of vitamin D were half as likely to get hit with the bug — or any other viral infection of the respiratory tract, for that matter.

Not only were the D lovers in the study less likely to get sick compared with people who had lower D levels, but the high-D group also tended to be out of commission for fewer days when they did get hit. Of course, washing your hands frequently and living a healthy lifestyle are still the cornerstones of flu avoidance. But it's nice to know that a D supplement could act as positive reinforcement. Researchers aren't totally sure why D helps, but it could be that this immune system vitamin's inflammation-suppressing powers help reduce the severity of infections.

Another good defense against flu. The cold and the flu are both common illnesses. You can tell the difference by how fast it comes on. Flu also tends to have a higher fever in adults. Both can cause sore throat, cough, stuffy head and will make you feel miserable. Both are caused by viruses, and have no cure; they get better when your body makes you better. As flu can be more serious, doctors may prescribe an antiviral medication. Unlike the common cold, it is possible to prevent some flu or to reduce its severity by getting an immunization for current flu strains. **VITAMIN D-3 PRIORITY™** (cholecalciferol), to be specific, is very important and better absorbed by the human body to support the immune system.

Vitamin D, vitamin C, and zinc are essential for preventing respiratory infections of all kinds. **In fact, a respected Japanese study* suggests that vitamin D₃ supplementation during the winter may reduce the incidence of influenza A, especially in specific subgroups of schoolchildren.** Some say that this study concludes that vitamin D₃ was as effective as vaccine in preventing flu, including pandemic flu.

Vitamin D may support the immune system in the following ways:

- Reduce the risk of diseases that affect the brain (cardiovascular disease and hypertension)
- Provide antioxidative mechanisms
- Regulate calcium levels
- Regulate the immune system
- Enhance nerve conduction (signals)
- Helps rid body of toxins

According to the National Institute of Health (NIH), most people need to take 1000–5000 international units/day of vitamin D₃ (cholecalciferol). But there is considerable variation from person to person. The vitamin D blood level should be measured before taking vitamin D supplements or increasing solar UVB exposure. Vitamin D levels should also be measured a few months later.

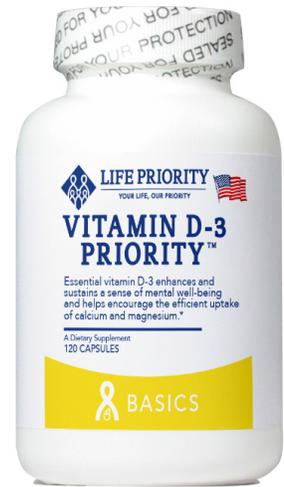
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For more information, see our website

www.LIFEPRIORITY.com

Life Priority, established in 1994, offers supplements that are scientifically-formulated, results-oriented, and GRAS (Generally Recognized As Safe) and are manufactured at USDA and FDA inspected facilities.

* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.



Supplement Facts

Serving size 1 capsule
Servings per container 120

Amount Per Serving	% Daily Value
Vitamin D-3 (as cholecalciferol) 2000 IU	†

† Daily Value not established.

Other Ingredients: Gelatin capsule, cellulose, ascorbyl palmitate.

RECOMMENDED USAGE:

Take 1 capsule with meals and optionally at bedtime.

Caution: Use only as directed. Not for use by children or by pregnant or lactating women. Do not take a vitamin D-3 supplement if you have parathyroid disease (not the same as thyroid disease), tuberculosis (because of possible immune system overreaction), sarcoidosis, lymphoma, excessive blood calcium levels or without the advice of a physician.