



Good Nutrition Fuels Healthy Development

During childhood, optimal nutrition is critical to proper growth and development. Unfortunately, many children today don't receive adequate amounts of key vitamins, minerals and micronutrients. Experts have identified the following vitamins and minerals as especially vital for promoting a child's long-term health:

- **Calcium:** Calcium is essential for the development of strong bones during childhood. A lack of calcium can lead to brittle bones, making your child more susceptible to bone fractures and breaks as well as osteoporosis later in life.
- **Vitamin A:** Vitamin A is important for children because it promotes normal growth, healthy skin, and proper vision.
- **B Vitamins:** The B vitamins are important in metabolic activity such as energy production. The B vitamins also aid in red blood cell development.
- **Vitamin C:** Vitamin C promotes proper wound healing for all of those childhood cuts and scrapes, as well as increased resistance to infection.
- **Vitamin D:** Vitamin D works hand-in-hand with calcium to increase its absorption. Vitamin D also promotes proper tooth and bone formation.
- **Vitamin E:** Vitamin E is a powerful antioxidant which works to fight free radical damage and plays a role in building a strong immune system.
- **Iron:** Iron is essential for blood production and muscle development. Low iron levels can lead to anemia.

A quality balanced vitamin/mineral supplement is a simple way to ensure children of all ages receive the nutrients their bodies need at every stage of growth and development. Among the many choices on the market, Reliv Now® for Kids provides an optimal array of vitamin, minerals, soy protein and micronutrients in a great-tasting shake kids love.

<http://health.kaboose.com/kids-health/vitamins-and-minerals-kids-miss.html>
<http://www.thechildrenshospital.org/wellness/info/kids/10261.aspx>



Nurturing the Next Generation

Anyone who has tended a garden knows that the right combination of nutrients is essential to healthy, thriving plants. The same holds true for our children, whose growing bodies demand the right fuel for proper development.

Unfortunately, as families try to deal with ever-increasing pressures on their time, nutrition is taking a backseat to speed and convenience. High fat, nutritionally questionable ready-to-eat and take-out meals are the favored choice for the family dinner table. In fact, studies show that just 38% of meals are actually "homemade."

Add to this the ramifications of a new style of eating created by sedentary kids who prefer watching a flickering TV or computer screen to playing in the fresh air and it's clear to see why childhood obesity is on the rise. Grazing — the habit of eating whatever, whenever — can add 500-1,000 calories a day to a child's diet. Sugary sodas can add another 200 calories per can. And with teen boys drinking an average of three sodas per day, it's no wonder our kids are getting fatter.

We at Reliv believe that by working together, we can change the course of our children's future by helping them to make healthy lifestyle choices now. And, with proper supplementation, we can fortify their growing bodies with the nutrients they need to prevent the catastrophic trend toward childhood obesity and the development of serious illnesses later in life.

Healthy kids become healthy adults. Reliv is committed to doing everything we can to help you help your kids be the best they can be.

To Your Health,

A handwritten signature in black ink that reads "Carl W. Hastings". The signature is written in a cursive, flowing style.

Dr. Carl W. Hastings
Reliv Vice Chairman and Chief Scientific Officer

Key Nutrients for Children's Optimal Health

Children's bodies rely on a steady intake of vitamins and minerals for normal growth and development. A child who is well-nourished with the optimal intake of vitamins, minerals, and micronutrients has the best advantage for leading a healthy and happy life into adulthood. Continuing research into children's nutrition has identified four key nutrients that go beyond the basic vitamins and minerals in supporting brain development and a healthy immune system.

Phosphatidylserine (PS), a relative to lecithin, supports brain health at a cellular level. PS stimulates the brain to produce dopamine, which is proven to be an effective therapeutic agent for clinical depression, ADD and ADHD. Both eggs and soybeans are rich sources of PS.

<http://www.nutritionexpress.com/showarticle.aspx?articleid=265>

Phosphatidylcholine (PC), the technical term for lecithin, protects cell membranes from free-radical damage in the blood, blood vessels, liver, heart, lungs, pancreas, brain, muscles and more. Soybeans, egg yolks, whole grains, fish, and brewer's yeast all contain PC.

<http://healthspotlight.com/phosphatidylcholine.htm>

<http://www.supplementnews.org/phosphatidylcholine/index.htm>

Grape Seed. Researchers are now discovering that many of the health properties of grapes may actually come from the seeds

themselves. Among other beneficial effects, the active compounds in grape seed are believed to have antioxidant properties, protecting against blood sugar regulation problems, heart disease and cancer.

<http://www.umm.edu/altmed/articles/grape-seed-000254.htm>

Omega 3. Extensive research indicates that omega-3 fatty acids reduce inflammation and help prevent risk factors associated with chronic diseases such as heart disease, cancer, arthritis, diabetes and skin disorders. Omega-3 fatty acid supplementation is also proven to improve the behavior and performance of children with ADHD. Fish, such as salmon, tuna, and halibut, along with other marine life, such as algae and krill, and nut oils all contain omega-3 fatty acids.

<http://www.umm.edu/altmed/articles/omega-3-000316.htm>

Reliv Now® for Kids is another good source of PS, PC, grape seed and omega-3 fatty acids.



Modeling Healthy Eating for Your Family

One of the most important things parents can do for their children — as well as themselves — is to model healthy eating at home. Here are a few tips for helping your family eat smart:

Make mealtime family time.

Children are more likely to eat what

they've helped prepare — and research shows that children tend to consume more fruits, vegetables and dairy products when eating meals as family.

Keep healthy snacks on-hand wherever you go. Peanut butter and crackers, fresh fruit, popcorn, pretzels or portable yogurts are all good choices.

Keep “fast food” to a minimum. An average child eating a full meal one time a week at a fast-food restaurant can gain as many as six extra pounds a year!

<http://www.wisegeek.com/should-i-let-my-children-eat-fast-food.htm>

Set a good example. Did you eat your five-to-nine servings of fruits and vegetables today? Role modeling is by far the most powerful, effective way to help your children eat well.

Optimize Your Family's Food Choices

Here are some simple ways you can help your family make healthy food choices:

- Make fruit easier to eat by serving it in bite-sized pieces with yogurt for dipping.
- Serve vegetables with fun dipping options — like peanut butter, light salad dressing and salsa.
- Teach older children to read the ingredient list on food packages at the grocery store and choose those with whole grains at the top of the list.
- Encourage your children to help in making the grocery list, shopping, preparing, and serving the meals.
- Serve low-fat milk during meals.
- Make your own nutritious snacks at home, like trail mix or granola. Store 1/2-cup portions in baggies. Pre-bagging snacks will allow children to “grab and go” when they're hungry, and help them learn appropriate portion sizes.
- Have your children take turns choosing a “color of the week” and then picking out a fruit or vegetable of the same color at the grocery store.