

# PRIME FIFTY®

S U P P L E M E N T S

## Q & A's for Prime Fifty

<p><u>What is/Who is Prime Fifty ?</u></p>	<p>Prime Fifty is both a science based Company and Brand offering advanced anti-ageing nutritional support specifically created for the over-50s and beyond. Prime Fifty believes that keeping active, combined with healthy nutrition is key to healthy ageing and has created a range of targeted supplements, focused on known areas of need, tailored for the over-50s to help support an active lifestyle.</p>
<p><u>What are the needs of the over 50s?</u></p>	<p>The over-50's told us in our substantial consumer research that the number one priority was to simply stay active, stay mobile, stay independent and healthy, as they aged, so Prime Fifty has created a range of targeted products to address some of these relevant health areas. Recent focus groups carried out by Prime Fifty, showed that consumers wanted to also keep their energy levels up, look after their joints and their bone health and also want to ensure that they do not become weak and frail in later life. Prime Fifty has addressed all these issues with its launch of the <b>musculoskeletal-health</b> products. It has also addressed <b>Brain, Heart and Vision</b> health in its other range of products too..</p> <p>Many over 50s and beyond also wish to look good too, so Prime Fifty has developed a range of <b>Beauty from Inner Health supplements for Skin, Hair &amp; Nails</b>.</p>
<p><u>Don't we get everything we need in our food? That's what we are led to believe.</u></p>	<p>A healthy, balanced diet and an active lifestyle are key to healthy ageing. However, evidence shows that absorption of food and nutrients in the gut becomes less efficient with age, meaning that nutrient requirements increase.<sup>3</sup> For example some vitamins, such as B12,<sup>4</sup> can be very difficult for the over-50s to absorb through food sources alone due to lower levels of stomach acid.<sup>3</sup></p> <p>Also there is ample evidence to suggest that over 20% of people cannot utilise the very important folic acid effectively, due to genetic changes (called SNP's)</p> <p>In addition, the National Food Intake, Diet &amp; Nutrition Studies, conducted by Public Health England, show that <b>the vast majority of the over 50s are failing to get the RDA for most vitamins and also most minerals too</b>, which can cause health issues later in life. This is scientific fact and the situation has worsened over the last few years too!</p> <p>Recent scientific studies<sup>5</sup> also suggest that over-50s should eat well in excess of the official ( and out of date) protein RDA, in order to maximise their muscle-health as the current RDA is simply not enough. Protein is a key nutrient for sustaining muscle mass and strength. Loss of strength due to reduced muscle mass (which occurs with age with the average 65 year old having lost 25% of their muscle mass<sup>3</sup>) can lead to frailty,<sup>5</sup> which can in turn lead to a higher risk of falling. Falling with weak bones can lead to hip fracture, which can be very traumatic.</p>

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	<p>About a third of all people aged over 65 fall each year (which is equivalent to over 3 million falls).<sup>6</sup></p>
<p><b><u>Safety?</u></b></p>	<p>All Prime Fifty products and their safety are governed by European and UK Food Law. Also supplements such as those sold by Prime Fifty are controlled by The Food Supplements Regulations 2003, in which labelling is controlled together with what can and what cannot be used in this type of product.</p> <p>In addition ,all health claims on the pack must be in accordance with the European Nutrition and Health Claims Regulations, which came into force in 13<sup>th</sup> December 2012. These are strict and only allow fully approved health claims on pack.</p>
<p><b><u>Max Dose?</u></b></p>	<p>Maximum upper limits have been set for nutrients by the European Food Standards Agency (EFSA) and Prime Fifty products use nutrient levels well below these designated upper levels, ensuring they are safe for use while still providing benefit to the user. In fact customers can use up to four Prime Fifty products perfectly safely over their lifetime.</p>
<p><b><u>Exceeding the RDA (NRV)? Why?</u></b></p>	<p>In the ageing gut, it is well accepted<sup>22-23</sup> that firstly some nutrients are simply not as well absorbed as when we were younger. Vitamin B12 is a good example, due to lower stomach acid ...being on medication, can also inhibit B12 absorption.<sup>3-4</sup> In addition Vitamin D synthesis from sunlight is less effective as we age, due to less exposure and less efficient synthesis in the skin. Folate too can be poorly absorbed by some.</p> <p>Furthermore, the ageing gut does not absorb nutrients as well as when we were in our thirties.</p> <p>Also, RDAs are set as a target for the average person; some of course, will need more and some may need less to get their adequate intake. However, there is a huge amount of evidence<sup>24</sup> that supports the fact that in some cases, amounts in excess of the RDA may give improved wellness with what scientists refer to as an 'optimal' dose. One example is the higher use of Vitamin D for added bone health,<sup>25</sup> another is higher doses of antioxidants such as vitamin E or selenium which can protect against oxidative stress and cell damage due to this oxidation.<sup>26</sup> Providing that this dose is below the set upper limit then this is perfectly safe to take throughout a lifetime.</p> <p>However, Prime Fifty does not believe in huge 'mega-doses' of single vitamins or minerals.</p>
<p><b><u>What about Medication?</u></b></p>	<p>All the different types of nutrients within the Prime Fifty products, are safe and are in line with the relevant European food and food supplements legislation.</p> <p>During the formulation design, the Prime Fifty scientists assumed that the majority of the customers would be on meds and some even on poly Pharmacy (more than five meds), so were extra cautious in terms of what ingredients were used.</p> <p>No herbals were used, as some herbal medicines (eg St Johns Wort) can interact with some depression meds....also no silly 'mega-doses' were used either as extra high doses of certain minerals can cause issues. Also, no 'trendy' or 'fashionable' ingredients are used.</p>

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	As with all supplements however, it's is good practice to check with your GP if you are under medical supervision.
<b><u>Do supplements really work?</u></b>	<p>Yes....but the subject of nutrition is a very complex one and there continues to be much open and interesting discussion in this arena. Prime Fifty has analysed and assessed the various arguments, both from top scientists, scientific journals, and from the European Food Standards Agency (EFSA), which legislates on supplements across Europe, and is confident that the products it provides are the very best nutritional supplements for the over-50's and well beyond.</p> <p>The over-50s consumers should be assured that these products have been created with their interests and needs at heart.</p> <p>ALL health claims on pack must have clinical evidence before being allowed, so the overwhelming evidence is YES, they do work, especially since we now know that the over 50s are failing to reach the RDA on many nutrients, from their diet alone! This is fact.</p> <p>All health claims on the pack must be in accordance with the European Nutrition and Health Claims Regulations, which came into force in 13<sup>th</sup> December 2012. These are strict and only allow fully approved health claims on pack.</p>
<b><u>Difference vs a Multi-Vit?</u></b>	<p>Prime Fifty specialises in the over 50s and also has decided to only formulate efficacious products that are <b>targeted</b> to a particular health area. This approach means that the products will be better and of higher quality as they can be better focused on that particular health concern eg joints, muscle, fatigue etc</p> <p>We also understand that the nutritional needs of the over 50s are different to their younger counterparts, for a whole host of reasons.</p>
<b><u>Lactose</u></b>	<p>No tablets contain lactose.</p> <p>However, the Maintaining Muscle powder contains a small amount of lactose derived from the Milk , BUT it also contains the enzyme LACTASE, which has been added to neutralise any lactose intolerance that people may have. Prime Fifty have thought of everything!</p>
<b><u>Gluten</u></b>	ALL gluten free
<b><u>Preservatives</u></b>	ALL preservative free (except the collagen shots which MUST contain a preservative to stop spoilage. It is a naturally found preservative found in berries)
<b><u>Artificial Colours</u></b>	All colours are natural colours eg chlorophyll, Vitamin B2(yellow), Spirulina etc
<b><u>GMO free</u></b>	Yes
<b><u>Animal tested</u></b>	No, none at all
<b><u>Dairy free</u></b>	Yes, all apart from the Maintaining Muscle powder (whey derived from milk protein)

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<b><u>Caffeine</u></b>	No caffeine or any stimulants in any product
<b><u>Mushrooms</u></b>	No mushroom extracts are used in any of the PF formulations
<b><u>Vitamin B12 injections?</u></b>	The amount of B12 in an injection is huge compared with what is in a tablet, so this is safe, yes. However its always good practice to check with your GP as usual.
<b><u>Why is Vitamin A missing?</u></b>	Vitamin A can be quite a toxic vitamin at high doses, so we have only used Vitamin A in those applications where Vit A is really needed, namely Vision, Hair/Skin/Nails and, also the new Super Greens effervescent product(designed for those who are not eating their 5 veggies a day so are missing out on Vit A.
<b><u>Can I take with other Vitamins?</u></b>	Usually the answer will be YES...however, write to <a href="mailto:enquiries@primefifty.co.uk">enquiries@primefifty.co.uk</a> and you will get a personal response from Dr Max.
<b><u>Can I take if I am younger than 50?</u></b>	This is a very common question and the simple answer is <b>YES, you can.</b> In fact the younger you start the better. There are thousands of much younger people taking Prime Fifty as they trust the Brand and trust what Dr Max is telling them on QVC TV.
<b><u>Just had an operation-can I take?</u></b>	Usually the answer will be yes, as this is when the body is needing more micronutrients than ever. However, do share this with your doctor.
<b><u>I am on a diet-can I also take Prime Fifty supplements?</u></b>	When you are dieting, this is when you will most likely be low on vitamins and minerals, so yes, you should take a supplement, to ensure you are getting your daily target of these key nutrients.
<b><u>What is this special BioPerine that you talk about all the time?</u></b>	BioPerine is a very special, patented black pepper extract which has been clinically proven to help the ageing guy better absorb both vitamins and minerals. This is added to all the Prime Fifty products, where possible to ensure you get the healthy nutrients from the various formulations.
<b><u>Which are OK for vegetarians and vegans?</u></b>	Fighting Fatigue-vegetarians Strong Bones-ditto Maintaining Muscle-lacto-vegetarians(OK with dairy) Healthy Joints-pesco-vegetarians(OK with fish) Skin, Hair & Nails tablets(3m supply)- no as capsule is gelatin Collagen Shots – pesco-vegetarian(collagen derived from fish) Super Greens effervescent tabs-yes Vegan Joints plus CBD –no as capsule is gelatin
<b><u>Bright yellow urine!</u></b>	Don't worry, this is a common observation with MANY supplement users. And it's perfectly safe too! Sometimes, urine can be bright yellow due to one particular vitamin(Riboflavin) being excreted if on that day, you don't need it. Riboflavin is a very bright yellow and it only takes a few milligrams.
<b><u>Made me feel sick</u></b>	Over the years Prime Fifty products have been swallowed quite safely with no side effects, including sickness. There is no logical reason why anyone should

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	feel sick after taking one of these tablets, as all the ingredients are natural, have been safety tested and have had a VERY long history of safe use across Europe. Having said this , try just stopping for a few days, then start taking again.
<b><u>Can I take the tablets in a smoothy or some other way?</u></b>	Yes, absolutely, in fact many customers decide to add the tablet(s) to their morning smoothy. The ingredients in the tablet will be perfectly OK, so don't worry. Some prefer to crush and sprinkle the powder over their breakfast/porridge too.
<b><u>What is NRV-I've noticed this on the box?</u></b>	NRV is just the same as RDA (recommended daily allowance). It's just an EU labelling requirement I'm afraid. A little confusing I know, but that's European law for all supplements.
<b><u>Before I buy can I see the full nutritional table?</u></b>	We have tried to include this on the QVC website but if you need more info, contact Prime Fifty direct on <a href="mailto:enquiries@primefifty.co.uk">enquiries@primefifty.co.uk</a>