

Everything You Ever Wanted to Know About ADD-INS

Performance Food Centers (PFC) works hard to make sure that the products and ingredients we bring you are the cleanest, purest, best natural and whole-foods based items on the market. While there are many supplements on the market, PFC has chosen to offer swiig Core Supplements as the Add-Ins to our Shakes and Smoothies. These supplements are a great way to help your customers achieve their health, wellness and performance goals. You can rest assured that swiig has built their brand on the philosophy of eating and living well with **ONLY** whole food ingredients and functional nutrients. Core Supplements never contain any synthetic or artificial junk and are blended for synergistic effect. One of swiig's philosophies is "you are what your food eats" – a principal that speaks to the depth of the transparency in their products and ingredients.

Get Essentials Your Daily Dose of Vitamins & Nutrients

Supplement Facts		
Serving Size: 1 scoop (6 g)		
Servings Per Container: 76		
Amount Per Serv.	% Daily Value*	
Calories	15	
Total Carbs	4 g	1%
Vitamin A (as Retinyl Palmitate)	2500 IU	50%
Calcium (as Carbonate/Phosphate)	500 mg	50%
Vitamin D2 (as Ergocaliferol)	200 IU	50%
Vitamin B1 (as Thiamine HCL)	.75 mg	50%
Vitamin B3 (as Niacinamide)	20 mg	50%
Vitamin B12 (as Cyanocobalamin)	3 mcg	50%
Pantothenic Acid (as Calcium D-Pantothenate)	5 mg	50%
Iodine (as Potassium Iodide)	75 mcg	50%
Vitamin K (as Phytionadione)	40 mcg	50%
Vitamin C (as Ascorbic Acid)	30 mg	50%
Vitamin E (as d-Alpha Tocopheryl Succinate)	15 IU	50%
Vitamin B2 (as Riboflavin)	.85 mg	50%
Vitamin B6 (as Pyridoxine HCL)	200 mcg	50%
Biotin	150 mcg	50%
Magnesium (as Magnesium Oxide)	200 mcg	50%
* Percent Daily Values are based on a 2,000 calorie diet. † Daily Value not established		
Other Ingredients: Non-GMO Maltodextrin		

The Basics

Unfortunately, not all food products are Infinitely Good like swiig. Over-processing is just one reason why we don't always get the most nutrient-dense foods that we should...super-busy lifestyles are another. Get Essentials is the perfect Core Supplement to plug in some of the holes in your daily nutrient intake.

Get Essentials combines 5 grams of Multi-Vitamin & Minerals for an optimal blend of these nutrients to boost the immune system and healthy brain function with **Vitamin A, Vitamin B1, Vitamin B6, Vitamin B12, Vitamin C,** and **Vitamin D2,** aid in cellular energy with **Vitamin B1, B2, B5, Niacin, Iron, Magnesium,** and **Copper,** and assist in growth of healthy bones, teeth, hair, nail, and skin with **Vitamin E, Folic Acid, Biotin, Calcium, Phosphorus, Iodine,** and **Zinc.**

Our bodies need the daily ingestion of a precise mix of 59 substances, all found from the foods we eat. Some you need a lot of, others only an infinitesimal amount. The most important of these are: Oxygen, Hydrogen, Nitrogen, Carbon, and Sulfur. The rest are Minerals, Vitamins, Co-factors, Essential Amino Acids and Essential Fatty Acids. Every individual has a particular range of intake of each nutrient that will yield optimum function. Because we are all unique from our heads to our toes, we vary as much as our lifestyles and environments, our nutritional requirements are unique too. To suggest that one eating plan will fit everyone is silly.

We know that due to food degradation and the over processing of foods today, we are not eating the most nutrient dense foods that we should. Combine this with our crazy lifestyle dynamics and poor eating choices, it's not hard to imagine why most of us are just not getting the right nutrients we need to build great bodies and have a healthy and long life. The goal is to find the right

Micronutrients that are going to support your efforts to achieving Total Fitness through a perfect balance of whole food nutrition.

Micronutrients are vitamins and minerals that all humans need to maintain strong bodies, mental sharpness and strong immune systems. They are present in the diet and in the body in small amounts representing only about 4% of your body's total weight. Vitamins cannot be manufactured by the body; therefore you must get them from food. They are not usually metabolized for energy, but some are essential for the production of energy from the Macronutrients you eat by acting as cofactors in making molecules. Minerals, on the other hand are inorganic nutrients that are essential structural components in the body and are necessary for many vital metabolic processes.

Your body may only need infinitesimal amounts of Vitamins and Minerals in your daily diet, but they can have big implications on your overall health as well as giving you that critical edge when competing or just losing that last five pounds. For example, the average person may only need 30 milligrams of Vitamin C in their diets daily to remain healthy. But, remove this valuable vitamin and watch your health decline into a pernicious state of scurvy. Screw with your Micronutrients and they can screw with you.

Until the late 1970's, Vitamins and Minerals were only researched to determine levels needed to avoid deficiencies. Today, however, more and more research is concluding that specific levels of Micronutrients can affect performance. If you exercise in the gym, pool, track or on the court, you put your body through stress. Different exercises require different levels of nutrition. When you stress your body, more specific nutrients are required for repair. Finding the right levels and types for you is as personal as your toothbrush. It's hard enough to get the right ratios of Carbs, Protein and Fats and now you need to worry about vitamins and minerals too!

Key Benefits

- Live Source of Foundational Micronutrients
- Naturally Derived from Whole-Foods
- Synergistic Formula for Active Adults
- Promotes Disease Prevention
- Supports a Healthy Immune System

Key Ingredients

Vitamin A

Vitamin A is a versatile vitamin needed everywhere throughout the body. Plant foods contain vitamin A's precursor, beta-carotene, while animal products contain an active form of vitamin A known as retinol. This key vitamin plays an important role in maintaining and strengthening vision, the structure and functions of tissue found in the immune system and normal cell growth and development.

Calcium

Calcium, the most abundant mineral in the body, is essential for the development and maintenance of healthy bones, teeth and gums. It helps to maintain cell membranes, connective tissue and normal blood pressure. It is also important in the contraction of muscles, release of neurotransmitters, regulation of the heartbeat and blood clotting.

Vitamin D2

Vitamin D plays a very important role in the body. It works to maintain normal blood levels of calcium and phosphorus, build strong bones (with calcium) and regulate the immune system. Vitamin D-3, an active form of vitamin D, can be obtained by exposure to sunlight or through certain foods. When taken with calcium, vitamin D-2 can improve bone mineral density, protect against bone loss and reduce the risk of fracture.

Vitamin B1

Vitamin B1, also known as Thiamine is essential for energy production, carbohydrate metabolism, and nerve cell function.

Vitamin B3 (Niacin)

Niacin, a B Vitamin, used in cell respiration, helps in the release of converting food to energy and metabolism of carbohydrates, fats, and proteins.

Vitamin B12

Vitamin B12, also known as Cobalamin works together with Folic Acid to reactivate the benefits of this vital nutrient and also affects body processes such as the synthesis and regulation of DNA, fatty acids, and energy production.

Pantothenic Acid (Vitamin B5)

The name Pantothenic Acid, also known as Vitamin B5, means “from everywhere,” hence this abundant Vitamin is found in multiple foods and hence, with a proper diet, there is not much concern for deficiency. Along with aiding the other B Vitamins in energy production, it is also known as the anti-stress Vitamin because of its role in supporting the adrenal function and cellular metabolism.

Iodine

Iodine is a component of the thyroid hormones, which helps to regulate metabolism, growth, reproduction, nerve and muscle function, protein synthesis, the growth of skin and hair and the use of oxygen in the cells.

Vitamin K

Vitamin K is made of two main groups, K1 (phylloquinone) which is found in many vegetables, and K2 (menaquinone) which is produced by bacteria. Vitamin K has been found to be an essential nutrient for regulating normal blood clotting by helping the body transport calcium. Studies have also shown that it may also reduce bone loss and decrease risk of bone fractures as well as prevent calcification of arteries and other soft tissue.

Vitamin C

Much like the immune system itself, which operates at a cellular level, the hardworking vitamin C reaches every cell of the body. Vitamin C helps some of our most important body systems. First and foremost, it helps the immune system to fight off foreign invaders and tumor cells. Vitamin C also supports the cardiovascular system by facilitating fat metabolism and protecting tissues from free radical damage, and it assists the nervous system by converting certain amino acids into neurotransmitters. The concentration of Vitamin C in both blood serum and tissues is quite high. In fact, this nutrient plays a major role in the manufacture and defense of our connective tissue, the elaborate matrix that holds the body together. It serves as a primary ingredient in collagen, a glue-like substance that binds cells together to form tissues.

Vitamin E

Vitamin E, also known as Tocopherol, boasts antioxidant qualities in cell membranes, specifically important for the survival of cells that are regularly subjected to high oxygen levels (like in the lungs). Vitamin E protects skin cells from ultra violet rays and other free radical producers.

Vitamin B2

Vitamin B2, also known as Riboflavin, originally found as a yellow-green pigment in milk, is responsible for aiding in energy production. It is also what often gives urine the yellow-green florescent color after consumed. This very useful vitamin helps to maintain the supply of other B Vitamins, supports hormone production and neurotransmitter function and promotes healthy eyes and skin.

Vitamin B6

Vitamin B6, also known as Pyridoxine is one of the most important vitamins in maintaining good health physical and mental health. This vitamin is necessary for the production of over 100 enzymes that the body uses to metabolize proteins. It is also responsible for maintaining hormonal balance, supporting the immune system and promoting mental health.

Biotin

Biotin is manufactured in the intestines and functions in the manufacture and utilization of fats and amino acid. Biotin is needed for proper metabolism. It also promotes healthy hair and skin.

Magnesium

One of the most under-diagnosed deficiencies, this mineral can be found in legumes, vegetables (especially the green variety), most whole grain and seeds. Magnesium allows the right amount of calcium to enter the cells and releases the calcium once the work is done. It is also involved in many cellular functions, including energy production, protein formulation, and cellular replication.