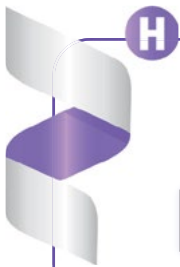


# Platform Kids Foundations



platform  
HEALTH

## Clinical Applications

- Supports Micronutrition for Optimal Growth, Normal Development, and Long-Term Health\*
- Helps Ensure That Children Who Are Picky Eaters, Have Poor Appetites, or Are on Restricted Diets Get the Nutrients They Might Be Missing\*
- Helps Bridge Nutritional Gaps Resulting from Diets Low in Healthful Fruits and Vegetables and High in Processed Foods and Sugar\*
- Provides Micronutrients Important for Healthy Immunity to Fight Common Ailments\*
- Ideal for Children and Adolescents Who Cannot Swallow Capsules\*

*Platform Kids Foundations is formulated to address children's unique nutritional needs for growth, development, and vitality and to help close the nutritional gaps that commonly result from suboptimal diets. Each great-tasting tablet provides 23 important vitamins and minerals in active, highly bioavailable forms and is free of artificial colors and flavors, preservatives, and high-fructose corn syrup.\**

All Platform Health Formulas Meet or Exceed cGMP Quality Standards

## Discussion

Good nutrition in childhood and adolescence is essential for achieving optimal growth and normal development. It also greatly impacts overall health and well-being, including resistance to infection and achieving peak bone mass.<sup>[1]</sup> Not only does good nutrition impact health, but it also influences socialization, self-esteem, and academic performance.<sup>[2,3]</sup> Unfortunately, the diets of many American children fall considerably short of recommended dietary standards.<sup>[4]</sup> For instance, vitamins A, C, D, and E as well as folate, calcium, and magnesium are all underconsumed relative to the estimated average requirements (EARs).<sup>[5]</sup>

Finding a children's multivitamin and mineral formula that comprises nutrients in their most highly absorbable form, such as 5-MTHF instead of folic acid<sup>[6,7]</sup>; is free of toxic additives and preservatives; and tastes great without using corn syrup can be very challenging. Platform Health has met this challenge with Platform Kids Foundations.

**Clean** Platform Kids Foundations is free of the common allergens wheat, gluten, yeast, soy protein, dairy products, fish, shellfish, peanuts, tree nuts, and egg. It does not contain hydrogenated oils, dyes, artificial colors, or other additives, such as high-fructose corn syrup; nor does it contain artificial flavors, sweeteners, or preservatives.

**Quality, Naturally** Platform Kids Foundations micronutrients are provided in bioavailable forms so that they can be better absorbed and utilized. The formula features a full complement of Albion® patented mineral chelates and complexes.<sup>[8]</sup> It not only provides natural vitamin E, which has been proven to be up to 100% more bioavailable than synthetic dl-alpha-tocopherol, but it also delivers mixed tocopherols to more closely approximate how one might consume vitamin E in healthful foods.<sup>[9,10]</sup> Folate is provided as Quatrefolic—5-methyltetrahydrofolate (5-MTHF) glucosamine salt. 5-MTHF is the most bioactive form of folate.<sup>[11]</sup> K2 is delivered in the form of menaquinone-7. Vitamin B12 is provided as MecobalActive™, a form of methylcobalamin that has very high purity; no harmful solvents are used in its production.<sup>[12]</sup> Vitamins B2 and B6 are also provided in activated forms.\*

**Taste** To get children to take a supplement, it must taste good. The mixed berry flavor makes it easy to incorporate Platform Kids Foundations into kids' daily routines; they will never notice all the great B vitamins and other micronutrients they are getting. Its delicious blend of blackberry, blueberry, strawberry, raspberry, and cherry flavors has the perfect balance of sweetness and tartness—one doesn't overpower the other. There's also no stevia. Platform Kids Foundations is sweetened by xylitol and monk fruit extract.<sup>\*(13)</sup>

**Complete** Many vitamins and minerals work synergistically and cooperatively. Platform Kids Foundations features a 23-nutrient profile that includes calcium and magnesium, zinc and copper, vitamins C and E, B vitamin complex, beta-carotene, and trace elements.\*

**Divided Dosing** Unlike one-a-day multivitamins, Platform Kids Foundations doses can be divided throughout the day to allow better utilization of the nutrients. This is particularly important for water-soluble nutrients like vitamin C and the B vitamins.\*

**Energy Production** Kids need energy to perform well in school and keep up with their extracurricular activities. Platform Kids Foundations provides generous levels of B vitamins, which serve as prime coenzymes in glycolysis and oxidative phosphorylation and as cofactors in amino acid and lipid metabolism. Many functional medicine practitioners believe that the balanced presence of B vitamins is essential to their cooperative functioning.\*

**Antioxidant Protection** Vitamins E and C, selenium, zinc, trace elements, and 1,275 mg of mixed carotenoids (beta-carotene, alpha-carotene, lutein, lycopene, and zeaxanthin) provide broad-spectrum antioxidant activity. The combined presence of all of these nutrients supports their ability to regenerate each other and maintain consistent levels of antioxidant activity both intra- and extracellularly.\*

**\*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.**

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Platform Kids Foundations

# Supplement Facts

Serving Size: 4 Chewable Tablets  
Servings Per Container: 15

Amount Per Serving	%DV for Children 1 through 3 Years of Age	%DV for Adults and Children 4 Years or more	Amount Per Serving	%DV for Children 1 through 3 Years of Age	%DV for Adults and Children 4 Years or more
Calories			Iodine (as potassium iodide)	75 mcg	83%
Total Carbohydrate	6 g	4% <sup>†</sup>	Magnesium (as Albion <sup>®</sup> di-magnesium malate)	50 mg	63%
Vitamin A (300 mcg (50%) as natural beta-carotene and 300 mcg (50%) as retinyl palmitate)	600 mcg	200%	Zinc (as TRAACS <sup>®</sup> zinc bisglycinate chelate)	7.5 mg	250%
Vitamin C (ascorbic acid)	250 mg	1667%	Selenium (as Albion <sup>®</sup> selenium glycinate complex)	50 mcg	250%
Vitamin D3 (cholecalciferol)	12.5 mcg (500 IU)	83%	Copper (as TRAACS <sup>®</sup> copper bisglycinate chelate)	0.5 mg	167%
Vitamin E (as d-alpha-tocopheryl succinate)	33.5 mg	558%	Manganese (as TRAACS <sup>®</sup> manganese bisglycinate chelate)	0.5 mg	42%
Vitamin K2 (as menaquinone-7)	15 mcg	50%	Chromium (as TRAACS <sup>®</sup> chromium nicotinate glycinate chelate)	50 mcg	455%
Thiamin (as thiamine HCl)	5 mg	1000%	Molybdenum (as TRAACS <sup>®</sup> molybdenum glycinate chelate)	50 mcg	294%
Riboflavin (as riboflavin and riboflavin 5'-phosphate sodium)	5 mg	1000%	Natural Mixed Tocopherols	18 mg	**
Niacin (as niacinamide)	10 mg	167%	Natural Mixed Carotenoids	1,273 mcg	**
Vitamin B6 (as pyridoxine HCl and pyridoxal 5'-phosphate)	2.5 mg	500%	Typical Composition:		
Folate (as Quatrefolic <sup>®</sup> (5S)-5-methyltetrahydrofolic acid, glucosamine salt)	200 mcg DFE	133%	Beta-Carotene	600 mcg	**
Vitamin B12 (as methylcobalamin)	50 mcg	5556%	Alpha-Carotene	250 mcg	**
Biotin	150 mcg	1875%	Lutein	246 mcg	**
Pantothenic Acid (as d-calcium pantothenate)	10 mg	500%	Lycopene	123 mcg	**
Calcium (as Albion <sup>®</sup> calcium citrate malate)	30 mg	7%	Zeaxanthin	12 mcg	**
Iron (as Albion <sup>®</sup> ferrous glycinate)	3 mg	43%			

**Other Ingredients:** Xylitol, natural flavors (no MSG), vegetable stearic acid, citric acid, silica, vegetable magnesium stearate, monk fruit extract, and malic acid. Quatrefolic<sup>®</sup> is a registered trademark of Genesis S.p.A. Produced under US patent 7,947,862. Albion<sup>®</sup>, DimaCal<sup>®</sup>, TRAACS<sup>®</sup>, and the Albion Gold Medallion<sup>®</sup> are registered trademarks of Albion Laboratories, Inc. Di-Magnesium Malate covered by US patent 6,706,904.

## Directions

Children 1-3 years: one to two tablets twice daily; children 4 years or more: two to four tablets twice daily, or take as directed by your healthcare practitioner.

Consult your healthcare practitioner prior to use. Individuals taking medication should discuss potential interactions with their healthcare practitioner. Do not use if tamper seal is damaged.

## Does Not Contain

Wheat, gluten, yeast, soy protein, dairy products, fish, shellfish, peanuts, tree nuts, egg, ingredients derived from genetically modified organisms (GMOs), artificial colors, artificial sweeteners, or artificial preservatives.

## References

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## Warning

Accidental overdose of iron-containing products is a leading cause of fatal poisoning in children under 6. Keep this product out of reach of children. In case of accidental overdose, call a doctor or poison control center immediately.

**\*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.**

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