



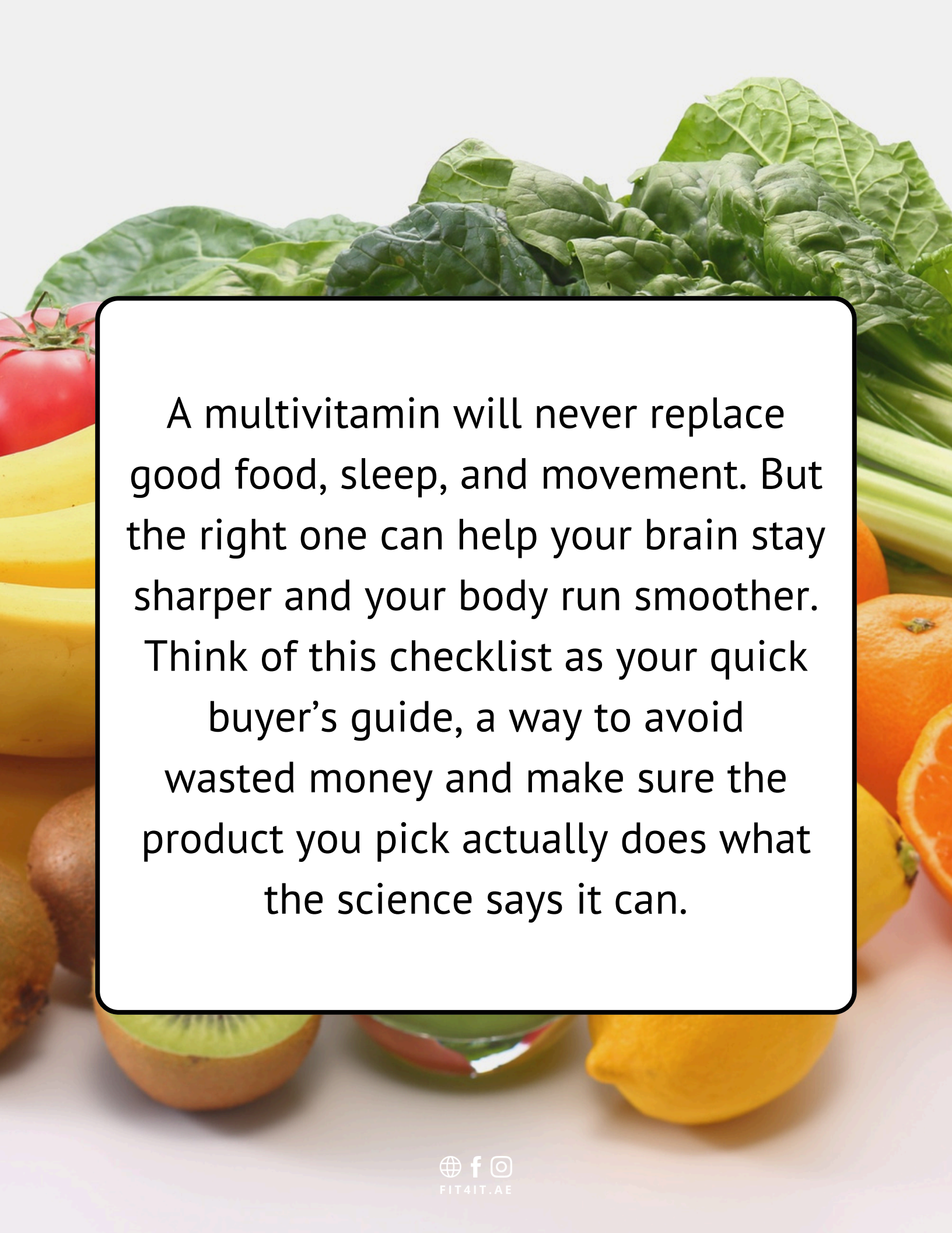
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THE SMART BUYER'S GUIDE TO MULTIVITAMINS

Picking a multivitamin isn't as simple as grabbing the cheapest bottle on the shelf. Some products are overdosed, poorly absorbed, or just plain junk. The right one, though, can quietly fill the gaps in your diet and even support sharper thinking. Use this checklist to cut through the noise and make a smart choice.

THE SMART BUYER'S GUIDE TO MULTIVITAMINS CHECKLIST

- ☐ **1) Quality matters:** Look for third-party testing (USP, NSF, ConsumerLab). If the label hides behind “proprietary blends,” skip it.
- ☐ **2) Don't overdo it:** More isn't better. Avoid megadoses of vitamin A, vitamin E, or iron unless prescribed. Aim for around 100% of the daily value.
- ☐ **3) Form matters:** Capsules and powders tend to absorb better than hard tablets. Liquids or powders may help if you struggle with digestion.
- ☐ **4) Match it to your needs**
 - Women of childbearing age: look for folate (not just folic acid).
 - Older adults: prioritize B12, vitamin D, calcium, and magnesium.
 - Vegans and vegetarians: check for B12, zinc, and iron.
- ☐ **5) Focus on cognition support:** The COSMOS trial shows multivitamins can sharpen memory and focus. A well-formulated daily multi should reliably cover B vitamins, vitamin D, magnesium, and other brain-essential nutrients.
- ☐ **6) Avoid doubling up:** If you already take individual supplements like vitamin D or magnesium, make sure your multi doesn't push you into excess.
- ☐ **7) Stick with trusted brands:** Big, transparent companies with third-party testing are safer than bargain-bin labels online.



A multivitamin will never replace good food, sleep, and movement. But the right one can help your brain stay sharper and your body run smoother. Think of this checklist as your quick buyer's guide, a way to avoid wasted money and make sure the product you pick actually does what the science says it can.