



HEALTH & WELLNESS FOR  
**KIDS & YOUNG ADULTS**

**GET SMART. BE STRONG.**

*Nutrition for K - College*

**PROBIOTICS ARE PRO-GO!**

*for your Immune System*

**NATURAL ORAL CARE**

*Who Wants an  
Artificial Smile?*

BE GOOD TO YOUR

WHOLE  
BODY

# THE FUTURE IS NOW

Studies show that many adult conditions including heart disease, obesity, cancer, osteoporosis and diabetes often result from nutrition imbalances in childhood.\*



Common sense and studies both indicate that growing bodies and brains need certain nutrients for optimum wellness. A young person's health can suffer from too few of the good things and too many sugary, highly processed foods. When schedules get busy, build in more time to ensure that everyone is getting all the things that make for a healthy body and brain, now and for a lifetime.

## Homework? NO WAY!

We've done the homework for you (check out our Quality Standards). And, we always purchase supplements from a trusted source. You should too, because studies of commercial products have revealed that you may not always get what the label promises. At Whole Body™ we're extremely careful with your health so you can be good to your whole body.

\* Obes. Rev. 2002; 3:217-24.; Diabetes Educ. 2002; 28:415-23; Am J Cardiol. 1998; 82:221-297.

## BEGIN WITH THE BIG 3

### SLEEP, STRESS MANAGEMENT & EXERCISE

are crucial, yet we often don't pay attention to them when they are most needed—and that goes for all ages! The three are forever interlinked when it comes to healthy immune systems, weight, mood and brain function.

While moderate stress is normal, **the demands of school life can cause stress overload for students—**even the little ones.

Stomachaches, nervousness, trouble sleeping, anger flares or infections may be signs of stress.

Fortunately, there are plenty of safe, effective ways to handle stress. Try breathing deep, counting to 10, taking a walk or easy bike ride, yoga, stretching or physical play. Certain herbs and homeopathic remedies may also help with stress and sleep. And, remember to get enough energy-supporting B vitamins, which are quickly depleted in a body under stress!

# DAILY NUTRIENT REQUIREMENTS FOR CHILDREN & TEENS

Listed on all food labels, %DV tells you the percentage of recommended daily levels of nutrients that a single serving of that food provides. Because they are based on adults and children over age 4, this chart helps by outlining more specific recommended amounts (not percentages) for kids at different ages.

HOW FOOD LABEL REFERENCE VALUES (DV) COMPARE TO THE NUTRITIONAL RECOMMENDATIONS FOR CHILDREN						
NUTRIENT	DV	NUTRIENT RECOMMENDATIONS BY AGE (DRI)*				
		2-3 yrs	4-8 yrs	9-13 yrs	14-18 yrs girls	14-18 yrs boys
PROTEIN (g)	50	13	19	34	46	52
IRON (mg)	18	7	10	8	15	11
CALCIUM (mg)	1000	500	800	1300	1300	1300
VITAMIN A (IU)	5000	1000	1333	2000	2333	3000
VITAMIN C (mg)	60	15	25	45	65	75
FIBER (g)	23	14-19	19-23	girls: 23-28 boys: 25-31	23	31-34
SODIUM (mg)	2400	1000-1500	1200-1900	1500-2200	1500-2300	1500-2300
CHOLESTEROL (mg)	300	<300	<300	<300	<300	<300
TOTAL FAT (g)	65	33-54	39-62	62-85	55-78	61-95
SATURATED FAT (g)	20	12-16	16-18	girls: 18-22 boys: 20-24	22	24-27
CALORIES	2000	1000-1400	1400-1600	girls: 1600-2000 boys: 1800-2200	2000	2200-2400

Source: Children's Nutrition Research Center at Baylor College of Medicine

# THE BUILDING BLOCKS OF HEALTH

Remember these ABCs of important daily nutrients for the demands of school days—academic, athletic and social.

**VITAMIN A** is essential for growth, development and a healthy immune system. Preformed A comes from animal products—liver, whole milk—and is one of the most usable forms, retinol. Carotenoid A is found in certain colorful fruits and veggies. It is transformed into retinol in the body.

**B VITAMINS** are needed for energy, brain function and stress management, especially for those who eat a lot of processed foods and refined carbohydrates.

**VITAMIN C** is a powerful antioxidant for healthy inflammation response and is crucial for immune and brain function.

**VITAMIN D** plays a major role in bone development, so deficiencies can impair growth. We all need more D, but vegetarians, those who don't drink at least 17 oz of vitamin D fortified beverage daily, and those short on sunlight or living in northern climates may need extra.

*The information in this brochure is provided to you for educational purposes by Whole Foods Market® under Section 5 of the Dietary Supplement Health and Education Act of 1994; and is not intended as medical advice. To obtain more in-depth information contact your healthcare professional or other reliable resources.*



# KIDS THESE DAYS...

Are they getting what they need?

A balanced healthy diet with a variety of whole foods can provide all the nutrients a young person needs; but all too often that's not what they eat. Picky eaters, special diets and erratic schedules are a few reasons to invest in the "insurance" of multivitamins. In fact, **The American**

**Medical Association recommends that every person take a multivitamin daily.** And remember, each age group has special nutrient requirements, so look for multivitamins targeted to specific ages.

## SHOP SMART WHEN IT COMES TO KIDS' VITAMINS.

While it's easy to find fun and fruity supplements that taste good to kids, remember, it's the nutrients they need, not artificial colors, flavors and sweeteners.

  
EXPERTS  
SAY...

**Children who take multivitamins have improved nonverbal intelligence.**

*J Altern Complement Med.*  
2000; 6:19-29

# TEENS & BEYOND:

## TAKE NOTE!

- **TEENS NEED MORE** vitamin C, calcium and iron than adults need! Dietary surveys show deficiencies in adolescent girls.
- **HEALTHY SKIN** requires lots of nutrients, enough water, fiber and essential fats...and less sugary and highly processed foods and drinks.
- **STRONG BONES NOW** for strong bones later. A teenager should get about 1300 mg/day of calcium, best with magnesium and vitamin D.
- **STRESS, SLEEP & EXERCISE** affect everything from skin to decision making to eating habits. Deal with them naturally for best results.
- **FILL THE GAPS** with a good multi. Busy teens, sporty teens and those concerned about weight may not be getting enough nutrients.
- **YOU'RE LUCKY...** living healthy is in! There are more choices than ever to help you build a strong nutritional foundation to live long and prosper.

**Between the ages of 18 and 22, young adults begin to develop risk factors for major chronic diseases in adulthood.**

*Tufts Nutrition Magazine 1999*

  
EXPERTS  
SAY...

# (LESS THAN) AN OUNCE OF PREVENTION

## ON THE INSIDE

Try these supplements that work with your body's own natural defenses and give your immune system a healthy boost!

**VITAMIN C, ZINC, PRE-FORMED VITAMIN A & VITAMIN B6** all play crucial roles in keeping the immune system strong. Avoid large doses of vitamin A, or choose beta-carotene sources instead.

**GARLIC** is a nutritive tonic and delivers antioxidants. It supports digestive function, the cardiovascular system and the immune system.

**GINGER** delivers antioxidants that support digestive function and is commonly recommended by health professionals to support a calm stomach. For ages 2+.

**ASTRAGALUS** is a well-researched herb that supports and nurtures the immune system as well as stress response and respiratory, heart and liver health.

**MEDICINAL MUSHROOMS**, including Reishi, Maitake, Shiitake, Cordyceps and others support the immune system and general health with powerful immune-boosting compounds.

**NETTLES & EYEBRIGHT** are two herbs suitable for children and teens when Fall's seasonal allergies are a problem. They can be used individually or in combination.

**PROBIOTICS** aid your body in maintaining healthy levels of beneficial bacteria in the gut and intestines. Every day millions of those good bacteria are important for the immune system, good digestion and proper nutrient absorption.

## ON THE OUTSIDE

The Centers for Disease Control say the single most important thing to keep from getting sick is to wash your hands. In the absence of good old soap and water, use natural hand sanitizers—wipes or gel—with 100% pure essential oils.



Nearly 22 million school days are lost annually due to the common cold.

\*  
EXPERTS  
SAY...

# WHAT'S THE LATEST & GREATEST ON THE Healthometer?



Beyond a good multi, the top two best supplements to your everyday diet could well be these good guys. Both are available in many convenient forms (including some chewables) and in different formulas for different ages.

EXPERTS SAY...

Those who eat more polyunsaturated fatty acids, such as omega-3s, may be more likely to do better on short-term memory tests.

Journal of Nutrition, 2005, vol. 135, no. 8

## EFAs REALLY ARE ESSENTIAL

Essential fatty acids, or EFAs, are the good fats that are especially vital for the developing brains and bodies of youngsters and young adults. Omega-3 EFAs are required for growth and maintenance of the brain, heart, nervous system, tissues, skin, joints and immune health. A specific type of omega-3, called DHA, is necessary for brain function and may help children stay focused.

**GETTING EFAs:** Unfortunately, omega-3 EFAs are not found in most of the foods that young people seem to eat a lot of: snacks, fast food, meals on the run, etc. It is found mostly in flaxseeds, walnuts, fatty fish, pumpkin seeds and dark leafy greens, so supplementation is probably a smart idea.

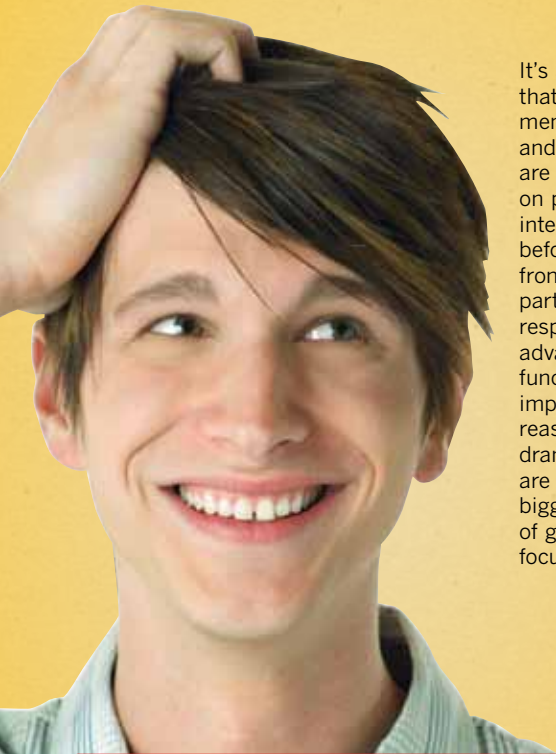
## Probiotics ARE PRO-HEALTH

It's fine to call them "good bugs" or "friendly bacteria," but their real names are *L. acidophilus* and *Bifidobacterium*. Either way, your guts will be very pleased to meet them! These probiotics aid your body in maintaining healthy levels of beneficial bacteria in the gut and intestine. Yes, it's true, a healthy intestine houses millions of bacteria (a.k.a. gut flora) that are indispensable for the immune system, good digestion and proper nutrient absorption.

**GETTING PROBIOTICS:** Everyday diets that are low in nutrient-dense, whole foods and high in processed sugary foods or drinks can lead to imbalances in the gut flora, as can sickness and antibiotic use. The probiotics in yogurt are good for maintenance, but supplements can provide a kick start and a reliable regular supply to help keep a body healthy.

# THE BRAIN

## FUNCTION & FOCUS



It's a "no brainer" that learning skills, mental development and mental health are all dependent on proper diet. And, interestingly, just before puberty, the frontal lobe, the part of the brain responsible for advanced mental function—planning, impulse control and reasoning—grows dramatically. Here are some of the biggest supporters of growing, healthy, focused brains.

### OMEGA-3 EFAS

(as mentioned before) are crucial. The brain is primarily composed of these good fats which also make up the protective membranes around neurotransmitters, vital for the exchange of information in the body. Studies show that children with ADHD may be deficient in omega-3s.

**HERBS**, specifically chamomile, valerian and feverfew are known for supporting a calm nervous system and are often found in calming formulas.

**FOLATE**, a B vitamin, is of ultra importance and necessary for a healthy nervous system and memory.

**PROBIOTICS**, those "good bugs" again, help ensure thorough, efficient digestion. Preliminary research shows there may be a link between poor digestion and brain function.

**ZINC & MAGNESIUM** are essential minerals for the brain, including the processing of information. Studies found lower levels of these in patients with ADHD.

## MORE TO THINK ABOUT

Essential fatty acids, zinc and magnesium are among specific nutrients and supplements currently being researched for a possible link to supplementation that supports staying calm and alert.

On the other hand, some experts recommend removing certain ingredients and foods from the diet of children at risk for ADD/ADHD. Artificial additives, wheat, dairy, eggs, sugar and caffeine are a few, as well as foods with toxic pesticide residue and types of fish commonly high in mercury.

More information about fish and mercury at [wholefoodsmarket.com/foodsafety/methylmercury.html](http://wholefoodsmarket.com/foodsafety/methylmercury.html)

EXPERTS  
SAY...

Diet affects some children and symptoms relating to ADHD, such as sleeping problems, physical symptoms and mood changes, can change with diet.

*Journal of Pediatric Child Health, 1997, vol. 33*

# HAPPY BODIES

**NO BODY LIKES ARTIFICIAL INGREDIENTS—  
ESPECIALLY YOUNG BODIES!**

Skin, hair and mouths are happiest with personal care that has the highest levels of natural plant oils, botanical extracts and nourishing nutrients. Avoid the harsh chemicals and unnecessary additives found in most conventional personal care products. With cruelty-free, natural products you feel good about getting what you need to look and smell good.



## **UNDERSTANDING UNDERARMS**

Underarms can absorb applied substances directly into the bloodstream. Most conventional deodorants contain artificial fragrances, harsh antiperspirants and preservatives. Avoid the type of aluminum-based chemicals suspected for various health issues with deodorants that use natural herbs or salts effective in reducing odor-causing bacteria.

## **WHO WANTS AN ARTIFICIAL SMILE?**

Teeth have to last a lifetime—treat them well! And because ingredients in toothpastes, gels and mouthwash can be swallowed or absorbed, choose those that taste great without artificial sweeteners, colors or flavors.

## **MORE THAN SKIN DEEP**

Healthy skin starts inside with getting sufficient nutrients from food—as well as sufficient sleep and exercise—and dealing with stress. Next is being careful about what you put on the outside. Choose facial care and cosmetics that work naturally with your body, not against it!

## **GOOD CLEAN FUN**

Hand soap, liquid soap, bubble bath, shampoo. So many chances to give your body more than a good scrubbing with plenty of plant-based and beneficial ingredients.

## **PREMIUM BODY CARE™**

Look for this symbol on products with the highest standards for ingredients, respect for the environment... and your body! Our own 365 Everyday Value® shampoos, conditioners, lotions and shower gels offer all that at a value price!





# STANDARDS TO BELIEVE IN

- We carefully evaluate each and every product we sell.
- Our body care vendor partners are encouraged to use plant-based and naturally-derived ingredients, pure essential oil fragrances, gentle preservatives and non-petroleum ingredients.
- None of our personal care products have been tested on animals.
- We are committed to high-quality body care products and research-driven dietary supplements with a proven track record.
- We feature supplements that are free of artificial colors, flavors, sweeteners and hydrogenated oils.
- Products on our shelves are labeled legally based upon DSHEA (Dietary Supplement Health & Education Act of 1994), FTC Truth in Labeling laws and all associated FDA regulations.



**VALUE** Save yourself a trip to the discount store and get Whole Body™ quality, too! Our 365 Everyday Value® brand offers vitamins, supplements and Premium Body Care™ at great prices every day.

[WHOLEFOODSMARKET.COM](http://WHOLEFOODSMARKET.COM)

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