

Nutritional comparison chart of Nutrichew and Nutrifuel compared to Swiss and Blackmores Multivitamin Supplements

The goal of this assessment was to highlight the differences between the brands of supplements, Nutrichew/Nutrifuel, Swisse and Blackmores. Images of the products are indicated below.



The nutritional value of the variety of active vitamins and minerals in all three brands of supplements (**Nutrichew/Nutrifuel**, **Swisse** (Ultivite for Women and Men) and **Blackmores** (Women's Vitality and Men's Performance) were compared according to the Australian Government and National Health and Medical Research Council, table of recommended dietary intakes (RDI) (<https://www.nrv.gov.au/introduction>).

The RDI was used to assess the nutritional content of the supplements because intakes at or above this level has a low probability of inadequacy.

The RDI are recorded in the left hand column of the summary table on page 4. The RDI amounts highlighted address the nutritional needs of both females and males from the age of 19 to greater than 70 years of age. The RDI noted, excludes the nutritional needs of pregnant and lactating individuals.

When comparing the brands of supplements the following points can be highlighted:

1. Only Nutrichew and Nutrifuel contain Vitamin A, Molybdenum and Vitamin K2
 - a. **A big advantage to the Nutrichew and Nutrifuel is the addition of Vit K2.** Vitamin K2 is a newly discovered essential vitamin that is building a significant body of clinical evidence demonstrating its crucial significance in the fight against the most common and devastating diseases of our time: osteoporosis and cardiovascular disease. These conditions contribute to difficulties in the functioning of society and are the most common cause of death worldwide, and both can be linked to a deficiency in vitamin K2. Part of the K family of vitamins, vitamin K2 is a fat-soluble vitamin that helps the body efficiently utilize calcium. By activating different K-dependent proteins, it directs calcium toward bones and away from the arteries.
 - b. **Vitamin A** is a fat-soluble vitamin which helps maintain normal reproduction, vision and immune function.
 - c. **Molybdenum** acts as a cofactor for the enzymes sulphite oxidase, xanthine oxidase and aldehyde oxidase. These enzymes are involved in catabolism of sulphur amino acids and heterocyclic compounds including purines and pyridines.

2. Only Nutrichew and Nutrifuel met the RDI for iron, Selenium and Vitamin D for both females and males
3. Nutrichew and Nutrifuel were **closest** to the ideal amount of calcium
4. All values highlighted in **the green colour** have adequate amounts of the vitamin to meet the RDI of both males and females
5. **(*)** indicates that Nutrifuel and Nutrichew met the RDI of the indicated nutrients even though the quantities present were less than that present in Swisse or Blackmore.
6. Both Swisse brands for Men and Women state that they have a formula containing 50 vitamins and minerals, antioxidants and herbs. **There are not 50 vitamins and minerals as stated on the Swisse packaging**
7. There are a number of therapeutic indications for Nutrichew and Nutrifuel, including the following:
 - a. Aids, assists or helps in the maintenance of general wellbeing
 - b. May assist in the prevention of Vitamin A, B1, B2, B3, B5, B6, B12, C, D, E Biotin and Folic acid deficiency when dietary intake is inadequate
 - c. May assist in the prevention of Chromium, Copper, Iodine, Magnesium, Manganese, Molybdenum, Selenium, and Zinc deficiency when dietary intake is inadequate
 - d. Contains antioxidants, which can therefore assist in protecting the body from the damaging effects of free radicals
 - e. Contains nutrients, which are involved in the formation of red blood cells
 - f. Contains nutrients that support the health and function of the nervous system.
8. It can be concluded that the Nutrichew and Nutrifuel multivitamin supplements provided a more complete range of active vitamins and minerals compared to the Swisse and Blackmores brands.

SUMMARY COMPARISON TABLE Part 1

Nutrient	Nutrichew (2 chewable /day)	Blackmores Womens Vitality	Blackmores Mens Performance	Swisse Womens Ultivite	Swisse Mens Ultivite
	Nutrifuel (1x5gm sachet)	1 tablet /day	1 tablet /day	1 tablet /day	1 tablet /day
Vitamin A (RDI 700 – 900mcg/day)	750mg	-	-	-	-
Calcium (RDI 1000mg/day)	600-700mg	50mg	50mg	42mg	21mg
Iron (RDI 18-8mg/day)	18mg	5mg	-	4.9mg	3mg
Selenium (RDI 60-70mcgm/day)	70mcgm	26mcgm	26mcgm	26mcgm	26mcgm
Molybdenum (RDI 45mcgm/day)	75mcgm	-	-	-	-
Vitamin C (45mg/day)	120mg (*)	100mg	100mg	165.2mg	165.3mg
Vitamin B1 (RDI 1.1-1.2mg/day)	10mg (*)	25mg	30mg	50mg	30mg
Vitamin B2 (RDI 1.1-1.2mg/day)	10mg (*)	12mg	15mg	50mg	30mg
Vitamin B3 (RDI 14-16mg/day)	50mg	50mg	-	50mg	30mg
Vitamin B5 (RDI 4-6mg/day)	10mg (*)	-	-	75mg	75mg

SUMMARY COMPARISON TABLE Part 2

Nutrient	Nutrichew (2 chewable /day)	Blackmores Womens Vitality	Blackmores Mens Performance	Swisse Womens Ultivite	Swisse Mens Ultivite
	Nutrifuel (1x5gm sachet)	1 tablet /day	1 tablet /day	1 tablet /day	1 tablet /day
Vitamin B6 (RDI 1.3-1.7mg/day)	10mg (*)	25mg	30mg	41.1mg	24.68mg
Vitamin B9 _{Folic Acid} (RDI 400mcgm/day)	500mcgm	300 mcgm	300 mcgm	500 mcgm	500 mcgm
Vitamin B12 (RDI 2.4mcgm/day)	100 mcgm	50 mcgm	40 mcgm	50 mcgm	30 mcgm
Zinc (RDI 8-14mg/day)	15mg	10mg	15mg	5mg	6mg
Chromium (RDI 25-35mcgm/day)	120 mcgm	100 mcgm	-	50 mcgm	50 mcgm
Iodide (RDI 150mcgm/day)	298 mcgm	150 mcgm	-	50 mcgm	50 mcgm
Vitamin E (RDI 7-10mg/day)	25mg (*)	16.75mg	16.75mg	41.3mg	41.3mg
Biotin (RDI 25-30mcgm/day)	350 mcgm	50 mcgm	50 mcgm	50 mcgm	30 mcgm
Copper (RDI 1.2-1.7mg/day)	750 mcgm	600 mcgm	-	58 mcgm	28 mcgm
Magnesium (RDI 310-100mg/day)	110mg	67.5mg	2mg	47.16mg	57.89mg

DETAILED TABLE OF COMPARISON

Nutrient	Nutrichew	Nutrifuel	Blackmores Women's Vitality	Blackmores Men's Performance	Swisse Women's Ultivite	Swisse Men's Ultivite
	Multi Vitamin 2 tablets per day	Soluble Multi-Vitamin Powder 5gm sachel	Multi vitamin 1 tablet per day	Multi vitamin 1 tablet per day	Multi Vitamin 1 tablet per day	Multi Vitamin 1 tablet per day
Betacarotene	4.6mg	4.6mg	1.5mg	-	5mg	5mg
Retinol acetate Equiv. Vit A	862 mcg Equiv. 750mcg	862 mcg Equiv. 750mcg	-	-	-	-
Ascorbic Acid (VitC)	120 mg	120mg	100mg	100mg	165.2mg	165.2mg
Colecalceferol (Vit D)	25 mcg	25mcg	5mcgm	-	5mcgm	5mcgm
d-alpha-Tocophenylacid succinate (Vit E)	25 mg	26mg	16.75mg	16.75mg	41.4mg	41.3mg
Thiamine Nitrate (Vit B1)	10mg	10 mg	25mg	30mg		
Thiamine Hydrochlilde (Vit B1)					50mg	30mg
Riboflavin (Vit B2)	10mg	10mg	12mg	15mg	50mg	30mg
Nicotinamide(vit B3)	50mg	50mg	50mg	-	50mg	30mg
(pantothenic acid) (Vit B5)	-	-	27.5mg	64.1mg	68.7mg	64.13mg
Calcium Pantothenate (Vit B5)	10mg	10mg			75mg	70mg
Pyridoxine hydrochloride (Vit B6)	10mg	8.2mg	25mg	30mg	50mg Equiv. 41.1mg	30mg Equiv. 24.68mg
Folic Acid	500mcg	500mcg	300mcgm	300mcgm	500mcgm	500mcgm
Biotin	350mcg	300mcg	50mcgm	50mcgm	50mcgm	50mcgm
Cyanocobalamin(Vit B12)	100mcg	100mcg	50mcgm	40mcgm	50mcgm	30mcgm
Calcium (as citrate)	100mg	873mg Equiv. 184mg			200mg Equiv. 42mg	100mg Equiv. 21mg
Calcium (as carbonate)	500mg	1.29gm Equiv. 516mg			-	-
Total Calcium	600mg	700mg	50mg	50mg	42mg	21mg

Nutrient	Nutrichew Multi Vitamin 2 tablets per day	Nutrifuel Soluble Multi-Vitamin Powder 5gm sachel	Blackmores Women's Vitality Multi vitamin 1 tablet per day	Blackmores Men's Performance Multi vitamin 1 tablet per day	Swisse Women's Ultivite Multi Vitamin 1 tablet per day	Swisse Men's Ultivite Multi Vitamin 1 tablet per day
Magnesium (as oxide heavy)	110mg	182mg Equiv. 110mg	67.5mg	2mg	81.46mg Equiv. 47.16mg	100mg Equiv. 57.89mg
Iron (as ferrous fumarate)	18mg	55mg Equiv. 18mg	16mg Equiv. 5mg	-	16.01mg Equiv. 4.9mg	30mg Equiv. 3mg
Zinc (as amino acid chelate)	15mg	75mg Equiv. 15mg	50mg Equiv. 10mg	50mg Equiv. 15mg	25mg Equiv. 5mg	30mg Equiv. 6mg
Selenium (as Selenomethionne)	70mcg	174mcg Equiv. 70mcg	64.6 Equiv. 26mcgm	64.6mcgm Equiv. 26mcgm	65mcgm Equiv. 26mcgm	65mcgm Equiv. 26mcgm
Copper (as Cupric sulfate pentahydrate)	750mcg	2.95mg Equiv. 751mcg	2.4mg Equiv. 600mcgm			
Copper (from copper glucomate)	--	--			417mcgm Equiv. 58mcgm	200mcgm Equiv. 28mcgm
Manganese (as Amino acid chelate)	2mg	20mg Equiv. 2mg	20mg Equiv. 2mg	20mg Equiv. 2mg	16mg Equiv. 1.6mcgm	12mg Equiv. 1.2mcgm
Chromium (as piconolate)	50mcg	403mcg Equiv. 50mcg			50mcgm Equiv. 6.2mcgm	50mcgm Equiv. 6.2mcgm
Chromium (as chromic chloride hexahydrate)	70mcgm	360mcgm Equiv. 70mcg	513mcgm Equiv. 100mcgm	-		
Total Chromium	120 mcgm	120mcgm	100mcgm		50mcgm	50mcgm
Molybdenum (as Molybdenum trioxide)	75mcgm	113mcgm Equiv. 75mcg			-	-
Choline bitartrate	5mg	5mg			25mg	25mg
Inositol	20mg	20mg	25mg	25mg	25mg	25mg
Iodine (as potassium iodide)	298mcg	390mcg Equiv. 298mcg	196mcgm Equiv. 150mcgm	-	65mcgm Equiv. 50mcgm	65mcgm Equiv. 50mcgm
Menaquinone 7 (Vit K2)	180mcg	180mcg			-	-