

It's huge.

It's daunting.

It's full of things you just don't understand, and you have to pick one.

Your life depends on it.

Welcome... to the vitamin section.

Rows of boxes and bottles and words that sound like a flashback to high school science class, and somewhere in there is the right vitamin for you.

Rule #1: You get what you pay for.

One of the concerns with lower-priced brands is that you're not actually getting a product. In some cases, you're mostly getting filler – a group of inorganic materials that sound great on a label but aren't things that the body can actually use. So if you pay only a little, you're probably only getting exactly that.

Solution: When it comes to your health, leave the bargain bin behind.

Rule #2: It's no good if it doesn't stay.

For any supplement, there is the issue of bioavailability -- how much of the supplement will be absorbed by the body vs. how much will simply pass through your system unused.

According to studies, the average conversion rate is usually only 5% in normal usage, and only 10% under scientifically ideal conditions.

What happens to the other 90% of vitamin you've swallowed? Well, the body has the same options as you do with those skinny jeans you've been holding on to – purge or store. If it chooses to purge, the unabsorbed material will pass out through normal process of elimination. If it stores, this extra will sit in your body - often in the kidneys, liver, gall bladder, arteries & brain - and, much like the jeans you know you're not going to wear again, this excess takes up valuable space which could hold something your body would actually use.

Solution: Look for vitamins that have been properly chelated, meaning that the body does not have to perform an extra process in order for them to be absorbed.

One example of this is the 4Today Essential – this California-based company has worked to create a patented process which presents minerals using amino acids which are in a format that the body can more readily absorb. The benefit of this is that it gives your body more to use, and less that can stick around to be stored, two things that could help you get those skinny jeans out of the closet and back on your body.

Rule #3: Needs be, needs must.

Unfortunately, most of our food does not contain sufficient vitamins and minerals to sustain a healthy lifestyle, so in order to maintain the Recommended Daily Intake guidelines put forth by the FDA, we all need to add supplements into our daily routine. Even then, the FDA guidelines only encompass the minimum amount required, not the optimal dosage to keep your body working at its personal best.

Some bodies need more or less of any given nutrient depending on diet, intake of nutrients consumed through foods, lifestyle, environmental exposures, physical activity, and stress levels.

Solution: Read your labels, listen to the experts.

Remember - a mega-dose is nobody's friend, so if your vitamin boasts a 200 or 300% of the FDA

recommendation for its content, odds are you'll have more storage than usage.

4Today's products were formulated by an expert in mineral nutrition – with doctorates in both Bio Chemistry and Nutrition, Dr. Herachim created a formula that goes beyond the bare minimums and understands that most people these days are dealing with higher stress levels, unpleasant environmental exposures and a food supply that is mostly lacking in adequate nutritional content. The result is a formulation that works with you to work for you.

What's a body to do?

The answer is simple but universally true: the best thing you can do for yourself is to put the best things in your body. Stay away from cheap vitamins, be knowledgeable of what your system really needs, and don't be afraid to go above and beyond to take care of yourself.

One place to start is a multivitamin that does all of these things naturally, such as the 4Today Essential Blend. Give yourself a sound foundation and begin to build a better life.

DISCLOSURE: These statements have not been evaluated by the FDA. Any product statement is not intended to treat, diagnose, cure or prevent any disease.