



FOLIC ACID B-6 & B-12

**CARDIOVASCULAR
HEALTH SUPPORT!**



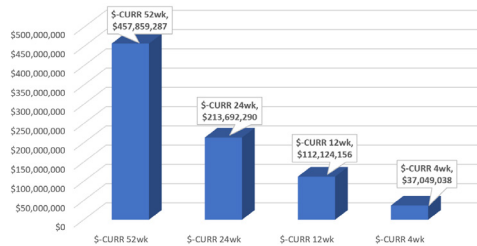
Supplement Facts

Serving Size 1 Tablet

	Amount Per Serving	% Daily Value
Vitamin B6 (as pyridoxine hydrochloride)	50 mg	2,940%
Folate (400 mcg folic acid)	667 mcg DFE [†]	170%
Vitamin B12 (as cyanocobalamin)	100 mcg	4,170%
Calcium (as calcium phosphate)	44 mg	4%

Market Overview

VITAMIN B SALES OVERVIEW



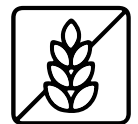
Source: Nielsen-TABS XAOC 03-25-2023

- The size of the global market for Vitamin B is expected to reach \$1.2 billion by 2030, expanding at a CAGR of 5.2%.
- According to AC Nielsen (03-25-2023) in the past 12wks there has been a sales growth for Vitamin B category of 4.2%.
- From the 12wk to 24wk there was an increase in sales of over 70% for B supplements category.

Key Selling Points

- **Folic acid:** A type of B vitamins that helps your body produce and maintain new cells.
- **Vitamin B-6:** Helps your body maintain normal levels of homocysteine, an amino acid that helps build protein. It acts as an antioxidant and it help with the production of hemoglobin, the parts of red blood cells that carry oxygen to your body.
- **Vitamin B-12:** Is an essential nutrient that helps the body create DNA, nourishes the brain and nervous system, and assists with the formation of healthy red blood cells.

Dietary intake of Vitamin B-6, folate and Vitamin B-12 was associated to be protective factors for the heart health among middle-aged users.



GLUTEN FREE



SOY FREE

Product Information

Item #	1169-90A
Item Name	Folic Acid, B-6, B-12 Tablets
Item UPC	3 11845 11699 4
Bottle Count	90 Tablets
Case UPC	1 03 11845 0891 4 1
Case Qty	72
Case Weight (lbs)	9.15
Case Dims (in) (L x W x H)	11.875 x 11.875 x 7.375