Even in the wealthiest of nations, getting essential vitamins and minerals to support human health is not as simple as it seems. Taken as a whole, Americans experience nutrition gaps, and may have trouble getting enough key nutrients. While the best source for essential daily nutrients is a diet rich in a variety of foods, the reality is getting essential nutrients through diet alone can be difficult. In fact, up to 9 in 10 Americans fall short in getting key nutrients they may need, like vitamins D and E, from food alone.¹

### VITAMINS VS. MINERALS: WHAT'S THE DIFFERENCE?

**VITAMINS**
- Organic substances made by plants or animals
- 13 vitamins

**MINERALS**
- That come from the earth, are found in soil and water and absorbed by plants
- 14 minerals

### WHY ARE VITAMINS AND MINERALS IMPORTANT?

Vitamins and minerals are essential nutrients that play a critical role in healthy growth and development. Without them, we risk significant nutritional gaps that can affect the health of our nation.

### WHAT ARE THE BENEFITS OF TAKING A DAILY DIETARY SUPPLEMENT?

Coupled with a healthy diet, taking dietary supplements daily can be a simple way to help your body get key nutrients it needs to support healthy body functions, including heart, bone, brain and digestive health.

Multivitamins, for instance, typically contain a combination of many vitamins and minerals, and come in a variety of forms to fit different lifestyles and specific dietary practices.

Many multivitamins that contain all or most of the recognized vitamins and minerals, generally at levels close to the Daily Values (DVs) for these nutrients.

Visit www.campaignforessentialnutrients.com for more information.

### ABOUT THE CAMPAIGN FOR ESSENTIAL NUTRIENTS

The Campaign for Essential Nutrients is committed to educating Americans about the essential role vitamin and mineral supplements can play in helping to fill their daily nutritional gaps. The Campaign for Essential Nutrients is sponsored (funded) by Bayer HealthCare LLC, DSM Nutritional Products and Pharmavite LLC. The organizations came together as part of their shared commitment to provide consumers with simple ways to supplement their diets and get key daily nutrients.

### REFERENCES