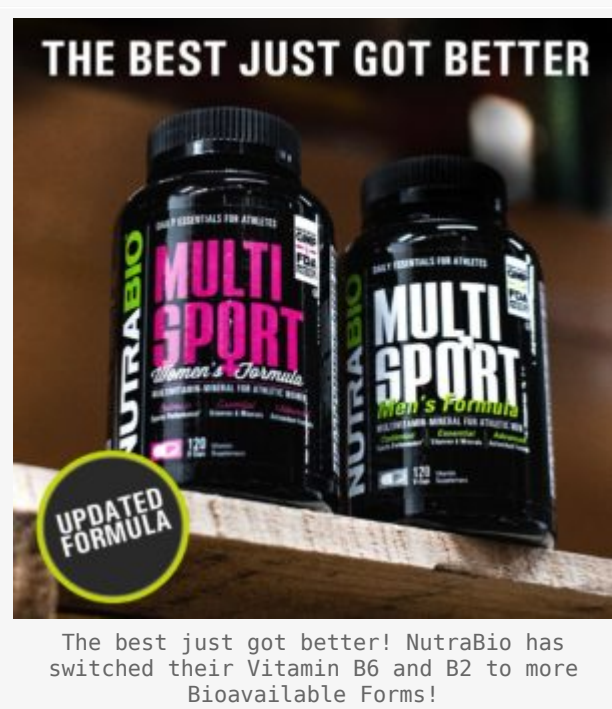


# NutraBio MultiSport Men's Formula Revitalized with Better B Vitamins!

written by Mike Roberto | December 23, 2019

When debating the top brands in the supplement industry, one would be remiss to neglect **NutraBio**. First launching in 1996 behind their forward-thinking leader, *Mark Glazier*, NutraBio can be consistently found at the forefront of the industry. If you've been following along with PricePLOW over the past few years, you've no doubt seen content focused on them – with a massive product profile, high-quality formulas, third party testing, and incredibly transparent manufacturing practices (check out our exclusive tour of their facilities for more information on this one!), NutraBio truly embodies the best qualities that shape sports nutrition.



We've talked about the brand a *ton* in 2019, as evidenced on our [NutraBio News](#) page. But this small but *incredibly important* update shouldn't go unnoticed:

## NutraBio tweaks their multivitamin formulas

NutraBio has recently reconfigured their loaded multivitamins, **MultiSport Men's and Women's Formulas**, in the light of relatively new research grabbing their attention. The MultiSport series is a comprehensive, high-quality multivitamin built for maintaining good health, packed full of all the vitamins and minerals that keep the active body going.

The formula has been revitalized, as it now utilizes **more bioavailable forms of vitamins B2 and B6**, replacing the forms previously used. We all know how important a good multivitamin is, and with this upgrade, NutraBio is ensuring that MultiSport remains one of the top options available!

In this post, we will provide a brief overview of the ingredients in MultiSport, though we'll spend most of our time discussing MultiSport's upgrade and what it could possibly mean for the multivitamin market as a whole.

Before we jump into that, make sure you're all caught up with PricePLOW. We scour the web for awesome supplement deals, while also covering what's what in terms of supplement news, reviews, and interviews!

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## MultiSport – using base *coenzymes* for optimal uptake

**BY THE NUMBERS.** **NB**  
NUTRABIO

**85**  
MILLIGRAMS  
RIBOFLAVIN

**25**  
MILLIGRAMS  
VITAMIN B6  
AS PYRIDOXAL  
5-PHOSPHATE



**5**  
MILLIGRAMS  
BIOPERINE®

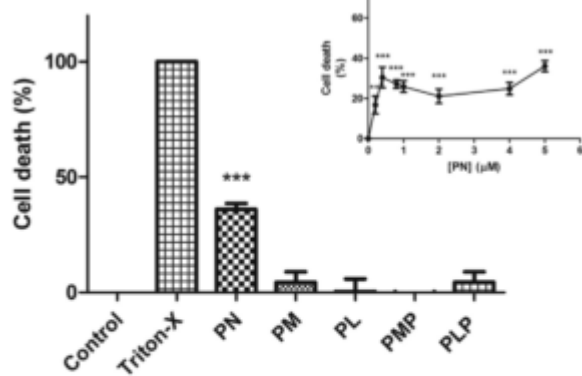
NutraBio Multi Sport Benefits and Features.  
Wait until you see the changes below!

The formula of any good multivitamin is lead by the four *fat-soluble* vitamins – **vitamin A**, **vitamin D**, **vitamin E**, and **vitamin K** – and the two *water-soluble* vitamins – **vitamin C** and the **B complex**. These essential vitamins help facilitate *countless* bodily processes, all of which help keep things running smoothly. While one can get most of them from various foods, we often look to multivitamins to help *supplement* our daily intake – some doses get us our daily values immediately, while others simply make up a portion of it.

- **Potential toxicity of supplemental B6 as Pyridoxine**

Vitamin B6, in particular, is one of the eight vitamins that make up the B complex. It operates in ways similar to that of the other B vitamins – it helps fuel the metabolism, converting glucose to glycogen for energy. It works as a *coenzyme*, working with enzymes within the body in order to carry out their functions.

Due to its importance, it's virtually always included in multivitamins (as well as numerous energy drinks) in one of *two main supplemental forms* – **pyridoxine** and **pyridoxal**. Pyridoxine is the form of B6 most commonly found in *fruits and vegetables*,<sup>[1]</sup> while pyridoxal is found mainly in *animal-based* foods.



**Fig. 2.** Cell viability of SHSY5Y cells in the presence of the 5 different vitamin B6 vitamers at a concentration of 5  $\mu\text{M}$  was measured with the MTT assay. Cells were exposed to these vitamers (pyridoxine (PN), pyridoxamine (PM), pyridoxal (PL), pyridoxamine-phosphate (PMP) and pyridoxal-phosphate (PLP)) for 24 h. Untreated cells were used as controls and results obtained with the vitamin B6 vitamers were compared to controls (which was set at 0%). Triton-X100 was used as a positive control. The effect of pyridoxine (PN) was also determined in a concentration-dependent manner (0–5  $\mu\text{M}$ ), which is shown in Fig. 1 insert. Data are shown as means  $\pm$  SEM ( $n = 4$ ). Differences were considered to be statistically significant when  $P < 0.05$ ,  $**P < 0.01$ ;  $***P < 0.001$ .

What's the deal with Pyridoxine causing all of that cell death?! It's probably best *not* to supplement it. In this chart, higher is WORSE![2]

That being said, it seems that the body has issues properly processing the plant form that is so often used. The preferred form of vitamin B6 within the body is **pyridoxal-5'-phosphate (PLP or P5P)**, which is readily dephosphorylated and absorbed.[3] When dealing with pyridoxine or pyridoxal, the body can absorb it, though it's not nearly as bioavailable as P5P.

There's potential hazard with supplemental pyridoxine. While *no adverse effects* have been caused by *food-derived* and *animal-derived* B6, the same cannot be said for its most popular supplemental form. Research has found that oversaturation of *supplemented B6 from pyridoxine can cause severe sensory neuropathy*.[4] Why? Well, according to research from 2017, **supplemental B6 from pyridoxine actually *inhibits* B6-dependent enzymes within the body, while also competitively limiting PLP/P5P absorption!**[2]

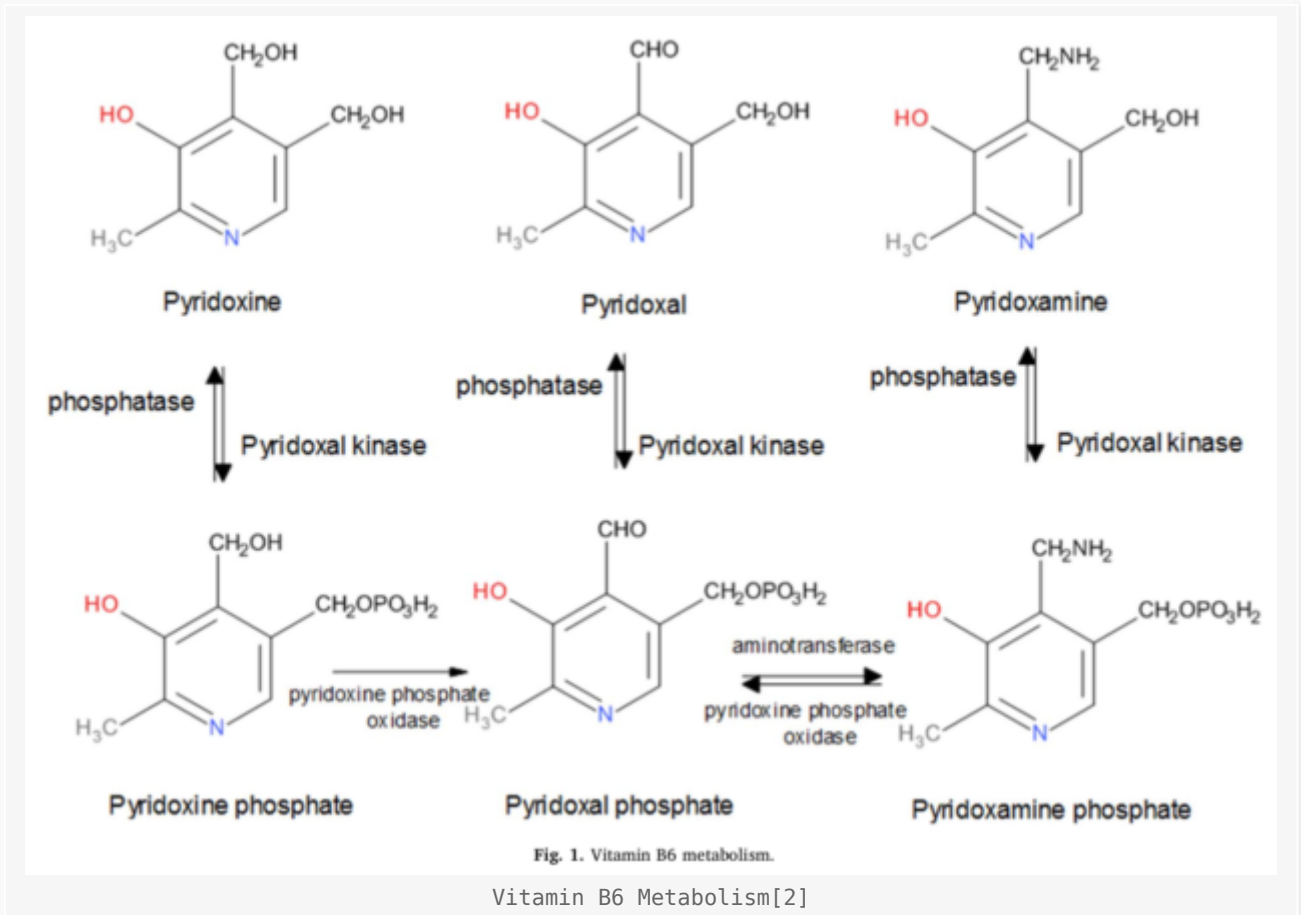
You read that right – taking this form of B6 actually *reduces* your body's ability to utilize B6!!

Taking the cheaper, supplemented forms not only causes issues when taken in excess, but it practically fights against any other B6 ingestion whatsoever. That's both counterproductive and dangerous, which raises the question – how does one go about *fixing this*, aside from throwing all of those energy drinks in the trash?!

### **Pyridoxal-5'-phosphate for the win!**

The answer is simple – *use the natural stuff!* Research has not yet found any dangers in P5P ingestion, and it *has* shown that it's simply the body's preferred form of B6. In fact, P5P is what the body uses to yield the effects

of vitamin B6 – *energy conversion, metabolic functioning, and neurotransmitter signaling*. [5] By ingesting P5P, either naturally or in a multivitamin, you're providing the body the *most readily-available* form of B6 there is, which its puts to work very *quickly*!



Sounds obvious, right? Try telling that to a portion of manufacturers and formulators in the supplement industry.

### Most multivitamins *don't* use P5P!

Whether its due to simply not knowing or purposeful neglect, *most brands don't use P5P in their multivitamins!* Instead, most formulas contain some form of pyridoxine, which, as research has shown, is not only *ineffective*, but *counterproductive!* It's essentially a net-negative dose – it doesn't provide any benefit and fights actual B6 for attention. Not only that, but in cases where an individual is loading up on B6, it can become dangerous, too.

- The same goes for B2, too!

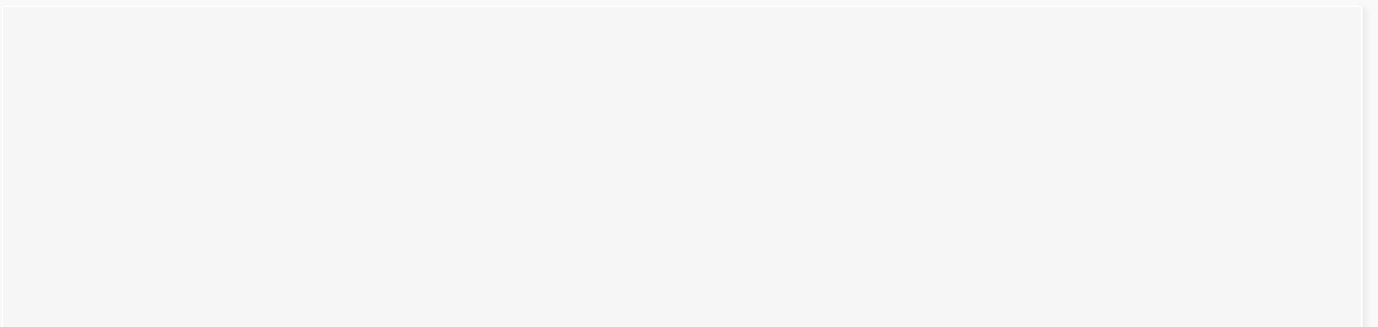


Most of what's been said in regards to P5P goes for vitamin B2, which is more commonly referred to as **riboflavin**. The most bioavailable form of riboflavin is *riboflavin-5'-phosphate*, which makes up about 90% of most supplemented *riboflavin listings*.<sup>[6]</sup> While its important to note that research *has not found adverse effects due to excess B2 intake*, riboflavin is still subject to the same issue central to supplemental B6.

Most multivitamins simply list "riboflavin" as its B2 source, and though that's not necessarily a major issue, it's not optimal. Simple riboflavin is *not the most bioavailable form of B2* – riboflavin-5'-phosphate is.<sup>[7]</sup> Though most dosages are such that you're still getting enough B2, the truth is that riboflavin is a suboptimal ingredient, and a multivitamin would be better served using riboflavin-5'-phosphate instead!

## MultiSport Ingredients

In addition to more bioavailable B2 and B6, MultiSport throws 33 *other ingredients* your way, delivering an encompassing supply of vitamins and minerals the body needs. Here's a brief overview of what MultiSport has to offer:



# Supplement Facts

Serving size: 4 vegetable capsules

Servings per container: 30

Amount Per Serving			Amount Per Serving		
		% DV			% DV
Vitamin A (as beta carotene)	10,000 IU	200%*	Zinc	15mg	100%*
Vitamin C (as ascorbic acid)	400mg	670%*	(as TRAACS® zinc arginate chelate)		
Vitamin D (as D-3 cholecalciferol)	1600 IU	400%*	Selenium	200mcg	290%*
Vitamin E	400 IU	1330%*	(as Aibion® selenium glycinate complex)		
(as natural D-α-tocopheryl succinate)			Copper	3mg	150%*
Vitamin K	160mcg	200%*	(as TRAACS® copper bisglycinate chelate)		
K-2 (80mcg) (as natural Mena-Q® MK7 (menaquinone-7))			Manganese	10mg	500%*
K-1 (80 mcg) (as phytonadione)			(as TRAACS® manganese glycinate chelate)		
Thiamin	100mg	666%*	Chromium	200mcg	170%*
(Vitamin B-1 as thiamine mononitrate)			(as TRAACS® chromium nicotinate glycinate chelate)		
Riboflavin	100mg	5880%*	Molybdenum	120mcg	160%*
(Riboflavin 5-phosphate sodium) (Vitamin B2)			(as TRAACS® molybdenum glycinate chelate)		
Niacin (Vitamin B-3 as niacinamide)	100mg	500%*	Potassium	65mg	2%*
Vitamin B6 (as pyridoxal 5-phosphate)	25mg	1250%*	(as Calci KB® calcium potassium phosphate citrate)		
Folate (as folic acid)	400mcg	100%*	Alpha Lipoic Acid	100mg	†
Vitamin B-12	500mcg	8330%*	N-Acetyl Cysteine (NAC)	100mg	†
(as methylcobalamin)			Choline Bitartrate (ViaCholine®)	100mg	†
Biotin	300mcg	100%*	Citrus Bioflavonoids	100mg	†
Pantothenic Acid	100mg	1000%*	Inositol	100mg	†
(as calcium D-pantothenate)			BioPerine®	5mg	†
Calcium	75mg	8%*	(Black Pepper Extract) (standardized to 95% piperine)		
(as Calci KB® calcium potassium phosphate citrate)			Silica (as horsetail)	3mg	†
Iron	8mg	45%*	Boron (as TRAACS® bororganic glycine)	3mg	†
(as Ferrochel® ferrous bisglycinate chelate)			Vanadium	10mcg	†
Phosphorus	30mg	4%*	(as TRAACS® vanadium nicotinate glycinate chelate)		
(as Calci KB® calcium potassium phosphate citrate)					
Iodine (as potassium iodide)	150mcg	100%*			
Magnesium	100mg	25%*			
(as TRAACS® di-magnesium malate)					

†Daily Value (DV) not established.

\* Percent Daily Value based on a 2000 calorie diet.

Other Ingredients: vegetable capsule.

STORE IN A COOL DRY PLACE.

The New MultiSport Men's Formula

Supplement Facts					
Serving size: 4 vegetable capsules Servings per container: 30					
	Amount Per Serving	% DV			
Vitamin A (as beta carotene)	9750 IU	200%*	Zinc (as TRAACS® zinc arginate chelate)	15mg	100%*
Vitamin C (as ascorbic acid)	330mg	550%*	Selenium (as TRAACS® selenium glycinate complex)	200mcg	290%*
Vitamin D (as D-3 cholecalciferol)	1600 IU	400%*	Copper (as TRAACS® copper bisglycinate chelate)	3mg	150%*
Vitamin E (as natural D-α-tocopheryl succinate)	300 IU	1000%*	Manganese (as TRAACS® manganese glycinate chelate)	8mg	400%*
Vitamin K (K-2 (80 mcg) (as natural Mena-Q™ MK7 (menaquinone-7)) K-1 (80 mcg) (as phytonadione))	120mcg	150%*	Chromium (as TRAACS® chromium nicotinate glycinate chelate)	140mcg	120%*
Thiamin (Vitamin B-1 as thiamine mononitrate)	92mg	6130%*	Molybdenum (as TRAACS® molybdenum glycinate chelate)	120mcg	160%*
Riboflavin (Riboflavin 5-phosphate sodium) (Vitamin B2)	85mg	5000%*	Potassium (as Calci-K® calcium potassium phosphate citrate)	83mg	2%*
Niacin (Vitamin B-3 as niacinamide)	88mg	440%*	Alpha Lipoic Acid	100mg	†
Vitamin B6 (as pyridoxal 5-phosphate)	25mg	1250%*	N-Acetyl Cysteine (NAC)	100mg	†
Folate (as folic acid)	400mcg	100%*	Choline Bitartrate (ViaCholine®)	100mg	†
Vitamin B-12 (as methylcobalamin)	500mcg	8330%*	Citrus Bioflavonoids	100mg	†
Biotin	300mcg	100%*	Inositol	100mg	†
Pantothenic Acid (as calcium D-pantothenate)	100mg	1000%*	BioPerine® (Black Pepper Extract) (standardized to 95% piperine)	5mg	†
Calcium (as Calci-K® calcium potassium phosphate citrate)	100mg	10%*	Silica (as horsetail)	4mg	†
Iron (as Ferrochel® ferrus bisglycinate chelate)	18mg	100%*	Boron (as TRAACS® boronorganic glycine)	3mg	†
Phosphorus (as Calci-K® calcium potassium phosphate citrate)	50mg	5%*	Vanadium (as TRAACS® vanadium nicotinate glycinate chelate)	10mcg	†
Iodine (as potassium iodide)	150mcg	100%*			
Magnesium (as TRAACS® di-magnesium malate)	100mg	25%*			

Other ingredients: vegetable capsule.

† Daily Value (DV) not established.  
\* Percent Daily Value based on a 2000 calorie diet.

STORE IN A COOL DRY PLACE

### The New MultiSport Women's Formula

- Fat-soluble vitamins – **vitamin A, vitamin D, vitamin E, vitamin K**, each dosed *well above* its respective daily value. These vitamins support the immune system, *fight free radicals, regulate blood health, and maintain skin and eye health.*
- Water-soluble vitamins – **vitamin C and vitamin B complex** (thiamine, riboflavin-5'-phosphate, niacin, pantothenic acid, pyridoxal-5'-phosphate, biotin, folate, and B12). While used for various purposes, these vitamins are generally associated with *immune health and metabolic functioning*, respectively.
- **Calcium, potassium, and phosphorus**, supplied through the powerful patented ingredient *Calci-K*®.
- **Iron** – helps maintain proper blood health, specifically by helping the body produce *hemoglobin*.
- **Iodine** – incredibly important for *thyroid health and metabolic functioning*, but often an afterthought these days!
- **Magnesium, zinc, copper, manganese, chromium, molybdenum, boron, vanadium** – MultiSport uses *TRAACS*® patented ingredients to deliver these *necessary, multi-faceted trace minerals*.
- **Selenium** – helps support hormonal function, while also fighting off free radicals.





While the dosing of these ingredients varies, each one has been methodically evaluated by the brains over at NutraBio. Some of the ingredients that are *below their DVs*, such as iron and phosphorus, can be *easily consumed* with a proper diet (and are best not to overconsume). Others, like magnesium, simply require more space than is reasonable with a serving size that is *already* four capsules.

Either way, the MultiSport products give you the things you need, whether that means supplying the entire daily value to prevent deficiency or simply giving you a mineral head start!

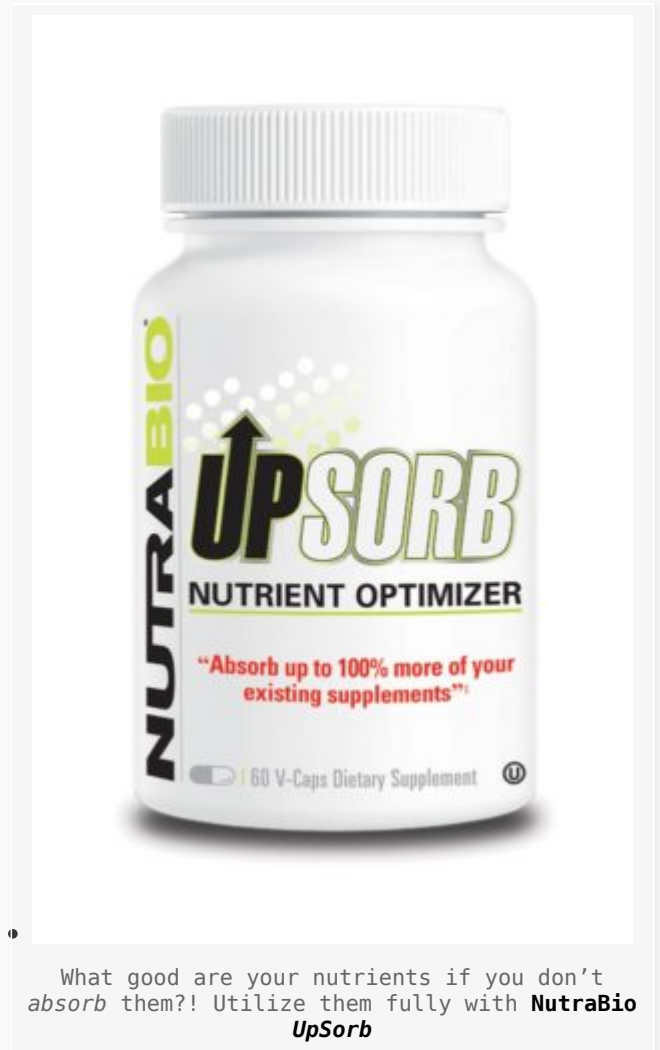
### **Some extra ingredients, too!**

That's not all MultiSport brings to the table, however! NutraBio is, at its core, a *sports supplement* brand, having expanded their product profile into general health in recent years. This gives them a bifurcated knowledge of supplementation – they know what works in terms of fitness, but they also know what works for overall health, as well.

They've used that knowledge to inject a bit of uniqueness into MultiSport – in addition to essential vitamins and minerals, they've included a couple of ingredients that the inner-fitness enthusiast in all of us appreciates:

- **Alpha lipoic acid** – research has shown this ingredient can reduce *AMP-activated protein kinase (AMPK) function*, which can help both *blunt hunger* and *boost metabolism*. [8]
- **N-acetylcysteine** – helps *fight free radicals*, *control levels of stress*, [9] and *regulate neurotransmitter signaling*. [10]

**Choline bitartrate** – used to make *acetylcholine*, [11] the all-important “learning neurotransmitter” that *improves brain functioning*.



- **Citrus bioflavonoids** – works similarly to vitamin C (which also typically comes from citrus fruits) in that it supports immune health, among other things.
- **Inositol** – mimics insulin activity in regards to metabolic activity, which means it *supports insulin sensitivity*. [12]
- **BioPerine** – this patented blend of *black pepper extract* has been shown to *enhance the bioavailability of supplemented ingredients*, [13] especially *vitamins and minerals* – hey, that just so happens to make up the *majority* of what we're dealing with here!

## Never stop innovating

One of their traits that we admire most about NutraBio their ability to *innovate*, especially since they run their own manufacturing and can update things quickly. Failure to innovate breeds stagnation, which, in turn, yields complacency. NutraBio strives to avoid such doldrums, with Glazier and his team constantly searching for new markets to enter, new products to formulate, and sometimes, potential improvements to make on existing product lines.

The ability to reassess and evaluate existing formulas when new information

presents itself is honorable, though when NutraBio revamps any of their products, there's surely some strong, novel research supporting their decision!

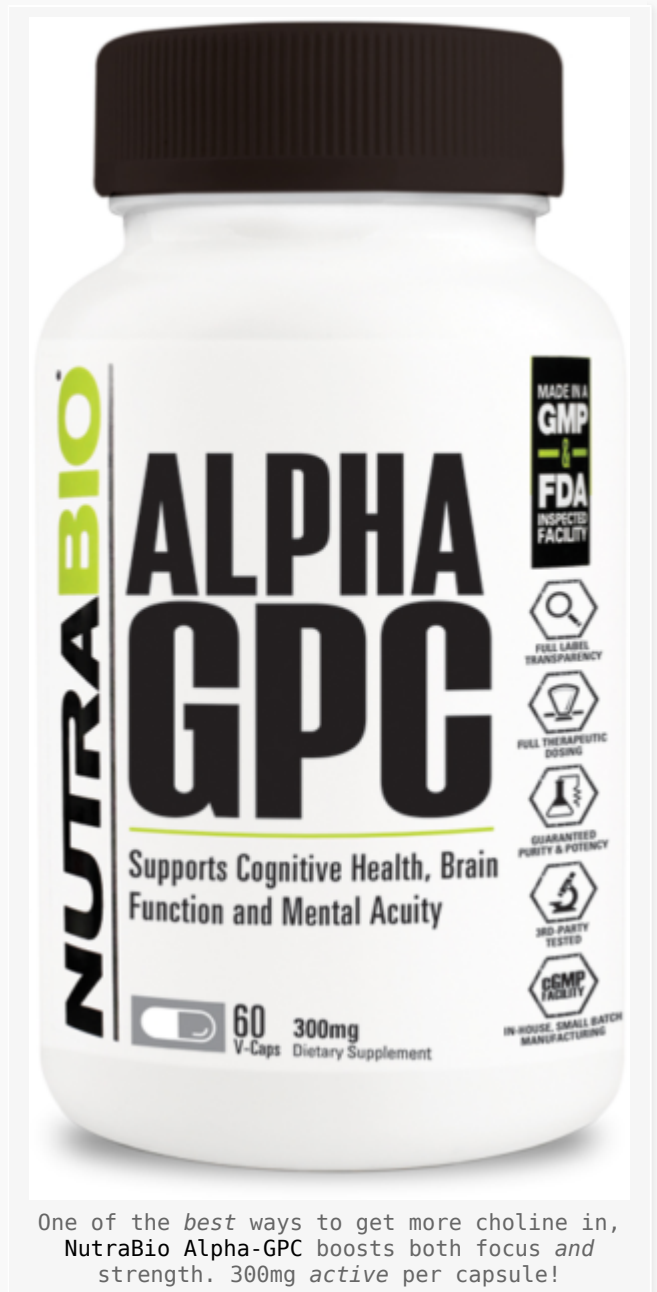
### **NutraBio – re-adjusting with new knowledge**

This isn't the first time the general consensus within the supplement industry looks misguided. We understand things as a certain way until new information convinces us otherwise. Things change in our industry *constantly*.

What a great way to close out a monster year, although there's one more announcement to go before the clock rings 2020!

### **Conclusion: MultiSport improves an already impressive formula**

The importance of multivitamins in the wake of a poor diet (or even a low-calorie one) is extremely hard to understate – they provide essential nutrients the body practically *craves*, each of which play specific roles in various bodily functions. That's true for any *quality* multivitamin, though. Not all formulas are created equally, as some differ in terms of ingredients, dosing, and perhaps most importantly, *effectiveness*.



We've seen instances of the use of subpar ingredients before, but the widespread use of ineffective vitamins B2 and B6 is especially concerning. These two vitamins are crucial, especially in terms of metabolic functioning. While many people are still getting enough of these two vitamins through foods, the inclusion of non-phosphate-bonded B2 and B6 is troublesome in two ways – it *actively competes against true B2 and B6 for absorption*, and people who depend on supplementation to get adequate amounts of these two vitamins aren't getting the right stuff.

NutraBio doesn't stand for anything suboptimal. Mark Glazier built his brand on *effectiveness* and *transparency*, two traits that still persist today. When customers speak out, or when new research sheds light on something once unknown, NutraBio listens. They respond by releasing new products, utilizing new ingredients, and sometimes, re-configuring existing products.

MultiSport has long been the brand's multivitamin, but that doesn't necessarily

mean its immune to improvement. Finding room for potential enhancement, NutraBio swapped out its existing vitamin B2 and vitamin B6 sources for *more bioavailable options*. The upgrade is a testament both to the product's overall quality and NutraBio's business ethics, both of which are highly respectable.

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The NutraBio MultiSport Men's Label



The NutraBio MultiSport Women's Label

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