

# XFactor Kids™

Everyday nutrition for happy, healthy kids.

A revolutionary, 2-in-1 multivitamin and probiotic, XFactor Kids takes the stress out of keeping your kids healthy.

XFactor Kids provides essential nutrition for healthy growth, supports strong immune and digestive systems, and healthy brain function. It's what kids need—and what parents want!\*



## Worried about your kid's nutrition? OF COURSE YOU ARE.

Keeping yourself healthy is hard enough. Keeping your kids healthy is an even bigger challenge. In fact, many kids today are undernourished and overfed, with vitamin deficiencies, lack of nutrients, and way, way too much sugar. It's no wonder 1 in 3 kids in the US are considered overweight. Good nutrition is essential for physical and mental health.

The problem may be more serious than you think. Only 13% of parents make sure their kids eat fruits and vegetables every day, 1 in 3 US kids eat fast food daily, and sugar intake is skyrocketing. In fact, the average 4 to 8-year-old consumes approximately 15 teaspoons of added sugar a day. No wonder more than a third of American children are considered overweight!

**And then there's gut health.** You know it's important to keep your own gut healthy, but what about your kid's? The truth is, your child's gut can affect everything from their mood to their digestive health to their immune system strength. And with kids being around germs all the time, you need all the help you can get!

It's a lot to think about, and it's enough to make any parent feel worried and guilty. Where do you even start when it comes to giving your kids their best chance at a happy, healthy life?

### XFactor Kids Benefits

- Growth and development support\*
- Immune support\*
- Brain function support\*
- Gut health support\*
- Mental and physical energy\*
- Vision and eye support\*
- Bone and muscle support\*

### XFactor Kids Bioavailable Vitamins

- Vitamin A (retinyl palmitate & beta carotene)
- Vitamin B1 (thiamine mononitrate)
- Vitamin B2 (riboflavin 5-phosphate)
- Vitamin B3 (niacinamide)
- Vitamin B6 (pyridoxal 5-phosphate)
- Vitamin B7 (d-biotin)
- Folate (5-MTHF)
- Vitamin B12 (methylcobalamin)
- Vitamin E (d-alpha tocopherol)
- Vitamin K (menaquinone-7 & phytonadione)
- Vitamin D3 (cholecalciferol)

### Clinically Demonstrated Probiotic Strains

- Lactobacillus rhamnosus GG*
- Lactobacillus acidophilus (NCFM®)*
- Bifidobacterium lactis (Bi-07)*
- 4 billion CFU per 2 tablet serving<sup>o</sup>

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<sup>o</sup>At the time of manufacture.

## How XFactor Kids™ Works:

XFactor Kids lets parents rest easy (or, you know, as easy as their kids will let them). This incredible, 2-in-1 children's supplement is so much more than a multivitamin. It combines the nutritional power of 13 essential vitamins with a clinically tested probiotic strains. This gives kids the everyday nutrition they need and support for things like healthy teeth, bones, and eyes, and physical and mental energy. But more than that, it also provides gut health support for a positive effect on their digestive and immune systems.\*

And with its delicious taste, getting your kids to take it will never be a battle. It's never been easier to give your kid the very best.

## A is for Amazing

XFactor Kids has an amazing 2-in-1 formula that combines a complete multivitamin with a powerful probiotic.

XFactor Kids contains **13 essential nutrients** needed for healthy growth and development:

Vitamin A    Vitamin B12    Vitamin C    Vitamin E    Vitamin K    Pantothenic acid    Thiamin  
Vitamin B6    Biotin    Vitamin D3    Folate    Niacin    Riboflavin

But children don't just need nutrition; they need gut health, too. Your child's gut affects every aspect of their life, from their mood, to their digestion, to the strength of their immune system. That's why **XFactor Kids contains 4 billion CFU of a probiotic strains** that have been demonstrated to promote healthy gut flora. It's the gut support that every kid needs.\*

## B is for Bioavailable

We took the time to find the most bioactive forms of the nutrients in XFactor Kids. What does that mean? Basically, it means we used premium forms like methylated folate (5-MTHF) so even little tummies can absorb them easily. That means less digestive discomfort, with more direct benefit to your little ones.\*

## C is for Clean

XFactor Kids gives you a cleaner option for your kids.

- NO** Artificial flavors, colors, or sweeteners
- NO** Common allergens (fish, dairy, eggs, peanuts, shellfish, tree nuts, soy, or wheat)
- NO** Carrageenan
- NO** Added preservatives
- NO** GMOs
- GLUTEN FREE**
- 100% VEGETARIAN**



## D is for Delicious

Taste is really important to kids (that's an understatement!). That's why we were careful to make sure that XFactor Kids delivers all its incredible benefits with a **delicious taste** that kids will **love**. This is one supplement you won't have to force them to take!

## Growth and Development Support\*

Vitamin A  
Vitamin C  
Vitamin D  
B vitamins

## Brain Function Support\*

Vitamin B6  
Vitamin B12  
Folate (5-MTHF)

## Immune Support\*

Vitamin C  
Lactobacillus rhamnosus GG  
Lactobacillus acidophilus (NCFM®)  
Bifidobacterium lactis (Bi-07)

## Gut Health Support\*

Lactobacillus rhamnosus GG  
Lactobacillus acidophilus (NCFM®)  
Bifidobacterium lactis (Bi-07)

## Clean Label

Gluten Free  
100% Vegetarian  
Non-GMO  
No artificial colors, flavors, sweeteners, or added preservatives  
No added sugar  
Free of common allergens (fish, dairy, eggs, peanuts, shellfish, tree nuts, soy, or wheat)

## Plexus® Promise

Try Plexus risk free  
60 day money back guarantee



Try Plexus Products Risk-Free\*\*  
For more information go to:  
<http://plexusworldwide.com/guarantee>

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†At the time of manufacture.

\*\*Shipping and handling not included.

## Primary Benefits

- Supports healthy growth and development\*
- Supports growing bones, teeth, and muscles\*
- Supports healthy brain function\*
- Supports a healthy immune and digestive system\*
- Supports mental and physical energy\*
- Helps reduce GI distress and discomfort\*
- Supports digestive and beneficial microbial balance\*
- Supports healthier eyes and vision\*

## Plexus Advantage

- ✓ 2-in-1 kids supplement (multivitamin plus probiotic)
- ✓ Bioactive nutrient forms for easy absorption\*
- ✓ 4 billion active cultures per 2 tablet dose<sup>o</sup>
- ✓ Gluten free, 100% vegetarian, and non-GMO
- ✓ No artificial flavors, colors, sweeteners, or added preservatives
- ✓ No common allergens (fish, dairy, eggs, peanuts, shellfish, tree nuts, soy, or wheat)
- ✓ No sugar

## Who Should Use This Product?

XFactor Kids™ is formulated for kids ages 2+



## XFactor Kids vs. Other Kids Products

| <b>LABEL CLAIMS</b>                         | XFactor Kids™ | Flintstones® Complete Gummies | One a Day Kids® Chewable | Naturelo® Kids Chewable | Dr. Mercola Chewable Multivitamin for Kids | Culturelle® Childrens Chewable |
|---|---------------|-------------------------------|--------------------------|-------------------------|--|--------------------------------|
| Vitamin D3 Bone Health Support*             | ✓             |                               |                          |                         |  |                                |
| Supports Brain Function*                    | ✓             |                               |                          |                         |  |                                |
| Probiotic (>4 Billion CFU) <sup>o</sup>     | ✓             |                               |                          |                         |  | ✓                              |
| Supports Gut & Digestive Health*            | ✓             |                               |                          |                         |  | ✓                              |
| Methylated Folate (5-MTHF)                  | ✓             |                               |                          |                         | ✓  |                                |
| All 8 essential B vitamins                  | ✓             |                               |                          | ✓                       | ✓  |                                |
| Supports Immune Health*                     | ✓             | ✓                             | ✓                        |                         |  | ✓                              |
| Free of sugar, artificial colors, & flavors | ✓             |                               |                          | ✓                       | ✓  | ✓                              |
| 100% Vegetarian, Gluten Free, Non-GMO       | ✓             |                               |                          | ✓                       | ✓  | ✓                              |
| Free of Common Allergens                    | ✓             |                               |                          | ✓                       | ✓  | ✓                              |

All information refers to one serving size of XFactor Kids, Flintstones Complete Gummies, One a Day Kids Chewables, Naturelo Kids Chewable, Dr. Mercola Chewable Multivitamin for Kids and Culturelle Children's Chewables. This information has been gathered from the products' packaging from their respective websites. The company and product names listed are trademarks of their respective owners.

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## Frequently Asked Questions

### What is XFactor Kids™?

XFactor Kids is a 2-in-1 children's supplement that is so much more than an ordinary children's multivitamin. XFactor Kids combines the most bioactive and bioavailable forms of 13 essential vitamins with 3 powerful probiotic strains, to support your child's overall growth and development.\*

### My child already eats healthfully, so why should they take XFactor Kids?

Although you do your best to make sure your child eats healthful foods, studies show many kids aren't getting the recommended daily amounts of vitamins. Also, a child's gut health is often overlooked. Not only do the probiotics in XFactor Kids support overall GI health, they also work to support a strong immune system.\*

### What's the advantage of bioactive and bioavailable ingredients?

A bioactive ingredient is simply a substance that has a more beneficial effect on health, while a more bioavailable ingredient can be absorbed and utilized more by the body. XFactor Kids uses these higher bioactive and bioavailable ingredients, and that's why XFactor Kids delivers exceptional health benefits.

### Why is the 5-MTHF form used instead of Folic Acid?

Up to 39% of the North American population cannot utilize absorbed Folic Acid. XFactor Kids is formulated with the most bioavailable form that everyone can utilize.

### How many tablets should my child take?

XFactor Kids was formulated to deliver stated levels in one tablet for ages 2-3, and two tablets for ages 4+.

### When is the best time to take XFactor Kids?

XFactor Kids can be taken at any time of the day. Children who have sensitive stomachs can take it with a meal.

### What is the difference between XFactor Chewables and XFactor Kids?

XFactor Kids is a highly potent formula, with 13 vitamins combined with 3 probiotic strains for gut and immune health support. XFactor Chewables does not contain any vitamin A, vitamin K, natural vitamin E, or probiotics.\* XFactor Kids is also Non-GMO.



### Does XFactor Kids contain Iron?

No, XFactor Kids does not contain Iron.

### Can my child take XFactor Kids while taking medication?

Parents of children taking medication should always consult with their child's pediatrician prior to taking supplements.

### What is the age recommendation?

XFactor Kids is formulated for children ages 2+ who need adequate nutrition for healthy physical and mental growth and development. By combining essential vitamins with the power of a probiotic, XFactor Kids can help growing bodies get the nutrition they need, while also supporting the gut for immune and digestive health. It's everyday health, for exceptional kids.\*

### Can adults take XFactor Kids?

While XFactor Kids was formulated with children in mind, it is safe for adults to take. Adults interested in a multivitamin should consider taking XFactor Plus.

### Is XFactor Kids Gluten Free?

Yes, XFactor Kids is Gluten Free.

### Is XFactor Kids vegetarian?

Yes, XFactor Kids is 100% vegetarian.

### Does XFactor Kids contain black currant?

No, XFactor Kids does not contain black currant.

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⌚At the time of manufacture.



## Frequently Asked Questions

### Is XFactor Kids™ Non-GMO?

Yes, XFactor Kids is Non-GMO.

### Is XFactor Kids allergen free?

Yes, XFactor Kids is free of common allergens (fish, dairy, eggs, peanuts, shellfish, tree nuts, soy, or wheat)

### What is CFU count and is it important?

CFU, or colony-forming units, is a term often seen in conjunction with probiotic supplements. It is a measurement of viable microbial cells that can replicate to form one visible colony. CFU count is as important as the clinical study it is tied to. XFactor Kids was formulated to deliver clinically demonstrated CFU counts at the time of expiration.

### What is the CFU count of XFactor Kids?

XFactor Kids contains over 2 billion CFU per tablet at the time of manufacture, and delivers clinically tested levels of probiotics through the time of expiration.

### Why are probiotics important for children?

According to a 2010 study, over 74 million prescriptions of antibiotics were filled for kids throwing their microbiomes into imbalance. Reseeding the GI tract with XFactor Kids supports digestive and microbial balance.\*



### What probiotic strains are found in XFactor Kids?

XFactor Kids contains 3 beneficial probiotic strains that include: Lactobacillus rhamnosus GG, Lactobacillus acidophilus (NCFM)®, and Bifidobacterium lactis (Bi-07)

### Do I need to keep XFactor Kids refrigerated?

We suggest storing XFactor Kids in a cool, dry environment.

### My child already take a probiotic, can they also take XFactor Kids?

XFactor Kids was formulated to be the “one” supplement your child needs. Its unique formula delivers both bioavailable vitamins and powerful probiotics to support a child’s overall growth and development. Parents should always consult with their child’s pediatrician prior to taking supplements to support immune health.\*

### What ingredients in XFactor Kids support a child’s immune system?

Ingredients in XFactor Kids, including vitamin C, vitamin E, and the probiotics, have been clinically shown to support immune health.\*

### What ingredients in XFactor Kids support growth and development?

XFactor Kids contains essential vitamins, like A, B, C, & D, which are known to support a child’s growth and development.\*

### What are the natural flavors in XFactor Kids?

XFactor Kid’s delicious tropical splash flavor include citrus fruit oil and extracts, along with vanilla.

### Why is there only 50% DV for vitamin A and folate in XFactor Kids?

XFactor Kids was formulated with recommended daily values in mind. Current scientific research indicates supplementing above 50% for vitamin A and folate is unnecessary and puts doses close to tolerable upper intake levels (ULs).

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# Ingredient Glossary



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## **Vitamin A** (as beta carotene and retinyl palmitate)

Vitamin A is a fat-soluble vitamin that plays an important role in skeletal development, healthy vision, immune function, and healthy skin. A beneficial combination of two sources of vitamin A are: retinyl palmitate—a bioavailable form that is more easily absorbed by the body, and beta-carotene—a carotenoid that is converted in the body to retinyl. By using these two sources your body quickly absorbs retinyl palmitate and only converts the amount of beta-carotene needed to ensure your body gets optimal levels of vitamin A.\*

## **Thiamine as Vitamin B1** (as thiamine mononitrate)

Thiamine is an essential water-soluble vitamin. Every cell of the body requires vitamin B1 to form adenosine triphosphate (ATP), which is what your body uses for energy, the metabolism of carbohydrates, proteins and fats and normal muscle function, including the heart muscle. Thiamin is also required for a healthy nervous system and assists in the production of the neurotransmitter acetylcholine and gamma-aminobutyric acid (GABA) and needed for good brain function. Thiamine mononitrate has bio-identical benefits.\*

## **Riboflavin as Vitamin B2** (as riboflavin 5-phosphate)

Riboflavin is a water-soluble vitamin that is an important cofactor for the formation of other B-Vitamins. Riboflavin helps in the release of energy from foods. It supports both the nervous system and normal growth. Riboflavin is in the free form, and must be converted to its active form – riboflavin 5-phosphate – to be utilized by the body. Riboflavin-5-phosphate sodium is considered the most bioactive form of vitamin B2.\*

## **Niacin as Vitamin B3**, (as niacinamide)

Niacin is a water-soluble vitamin that is necessary for many aspects of health and growth. Niacin supports proper circulation, healthy skin, nervous system, and digestion. Niacinamide is a non-flushing form of vitamin B3.\*

## **Pantothenic acid** (as d-calcium pantothenate)

Pantothenic acid is a water-soluble vitamin that is a precursor in the synthesis of coenzyme A, which is essential to many biochemical reactions that sustain life and play a role in the breakdown of fats and carbohydrates for energy. d-Calcium pantothenate is a salt that allows for better absorption than pantothenic acid in the digestive tract.\*

## **Vitamin B6** (as pyridoxine hydrochloride and pyridoxal 5-phosphate)

Vitamin B6 is necessary for the transformation and utilization of amino acids for many functions in the body, including energy production and neurotransmitter synthesis. Pyridoxine must first be converted to pyridoxal 5-phosphate to be utilized by the body, a process that takes place in the liver. Individuals with compromised liver function have difficulty making this conversion and consequently may be at risk of a vitamin B6 deficiency. Pyridoxal 5-Phosphate is the most bioactive form of vitamin B6.\*

## **Biotin** (as d-biotin)

Biotin is an essential water-soluble B vitamin that assists in metabolism of fatty acids and utilization of B vitamins. It is important in energy producing steps during metabolism in the cells of the body. d-Biotin is the naturally occurring and biologically active form of Biotin; among 8 different isomers, only d-biotin has vitamin activity.\*

## **Vitamin B12** (as Methylcobalamin)

Vitamin B12 is a water-soluble B vitamin. Vitamin B12 is essential for metabolism of fats and carbohydrates and the synthesis of proteins. It is essential that vegetarians consume a vitamin B12 supplement to maintain optimal health. Vitamin B12, when ingested, is stored in the liver and other tissues for later use. Most vitamin B12 supplements contain cyanocobalamin, however the liver must first “detoxify” the cyanide molecule to form methylcobalamin from the cyanocobalamin. Methylcobalamin is already in the bioactive, tissue-ready form. Methylcobalamin is the most bioavailable form that is used most efficiently by the body.\*

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# Ingredient Glossary



## **Folate as Vitamin B9** (as L-methylfolate, calcium, 5-MTHF)

Folate is an essential water-soluble B vitamin. Folate is essential for cell replication and growth assisting in the normal utilization of amino acids and proteins, as well as supporting formation of building blocks of DNA and RNA, which is necessary for all body functions. Folic acid must be converted to its active forms to be used by the body. Furthermore, up to 40-percent of the U.S. population may have a genetic enzyme defect that makes it difficult for them to convert folic acid into active 5-MTHF.\*

## **Vitamin C** (as ascorbic acid and ascorbyl palmitate)

Vitamin C is an essential water-soluble vitamin that helps with a range of functions in the body, including a healthy immune system, promoting cardiovascular health, and providing antioxidant defense. It is also needed to make collagen, a substance that strengthens many parts of the body, such as muscles and blood vessels. Ascorbyl palmitate is a fat-soluble form of vitamin C, which is better absorbed than ascorbic acid, the water-soluble form.\*

## **Vitamin D3** (as cholecalciferol)

Vitamin D is a fat-soluble vitamin that aids in the absorption of calcium and helps maintain normal blood levels of calcium and phosphorus. Vitamin D works with calcium to promote bone density. Vitamin D also contributes to the digestive system, bone and the immune system function. There are several forms of vitamin D but the form primarily utilized by the human body is cholecalciferol (vitamin D3) which is a bioavailable form.\*



## **Vitamin E** (as d-alpha tocopherol)

Vitamin E is an essential fat-soluble vitamin that is a powerful immune-boosting antioxidant, and is known to promote cardiovascular health. The natural-derived form of vitamin E, known as d-alpha tocopherol is the most bioactive and is better absorbed and retained in the body.\*

## **Vitamin K** – (as phytonadione [K1] and menaquinone-7 [K2])

Vitamin K is an essential fat-soluble vitamin. There are several forms of vitamin K – vitamin K1 is present in green leafy vegetables; Vitamin K2 is a more bioavailable form of vitamin K, that is often missing from western diets. Vitamin K2 is naturally derived and comes directly from the fermentation of *Bacillus subtilus natto*.\*

## **LACTOBACILLUS**

**Lactobacillus** is a 'friendly' microbe that lives in our digestive system. *Lactobacillus* produce lactic acid which helps make your digestive system less hospitable for undesirable microbes. *Lactobacillus* helps improve the digestion of foods and also help support a healthy immune system. *Lactobacillus* stimulates powerful defense cells like natural killer cells to help counter unhealthy invaders. The following highly studied strains of *Lactobacillus* to deliver a number of health benefits.\*

**Lactobacillus rhamnosus** GG ATCC 53103 is a strain of *L. rhamnosus* that was isolated in 1983 and is the world's most studied probiotic bacterium with more than 800 scientific studies. It is acid- and bile-stable, has a great avidity for human intestinal mucosal cells, and produces lactic acid. It delivers demonstrated digestive and immune benefits for people of all ages. It delivers clinically demonstrated digestive and immune benefits for people of all ages.\*

**Lactobacillus acidophilus** NCFM is one of the most highly studied probiotic strains that are supported by over 100 scientific studies, including 50 human clinical studies. *L. acidophilus* NCFM survives the journey through the gastrointestinal tract and helps crowd out bad microbes while producing compounds that overpower bad microbes to help improve gut health and maintain the balance of healthy microbiota.\*

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# Ingredient Glossary



## **BIFIDOBACTERIUM**

**Bifidobacterium** is one of the best-studied probiotics.

*Bifidobacterium* attaches to the cells of the intestine and help protects the physical lining of your intestine against damage from bad microbes. *Bifidobacterium* also helps produce important vitamins like vitamins B12, biotin and K. When you were born, *Bifidobacterium* made up 95% of your intestinal bacteria and helps promote gut microbiome health. Bifidobacteria are broadly recognized for their key role in the gut microbiome throughout life. It is a highly studied strains of the *Bifidobacterium* to promote balance in the intestinal tract and benefits health.\*

***Bifidobacterium lactis* Bi-07** (Natural) is a very powerful probiotic that has been demonstrated in over 36 scientific studies to help improve digestion and enhance immune system response.

In a human clinical study, *B. lactis* Bi-07 has been shown to help reduce bloating, improve intestinal regularity and provide relief for gastrointestinal problems.\*

## **Xylitol**

Xylitol is a sugar alcohol that is commonly used as a sugar substitute as it has a very low glycemic index with little to no aftertaste.

Xylitol can be found in plants, fruits, vegetables, and fermented foods.

## **Erythritol**

Erythritol is a sugar alcohol that is 60-70% as sweet as sugar. It does not affect blood sugar levels and has low caloric content making it a popular sweetener substitute. Erythritol can be found in plants, fruits, vegetables, and fermented foods.

## **Citric Acid**

Citric acid can be found naturally in citrus fruits such as lemons and oranges. It is used to enhance the flavor of foods and beverages. Plexus citric acid is Non-GMO.

## **Rice Extract Blend**

The rice extract blend contains rice extract, rice hulls, gum Arabic, and sunflower oil. It aids in the manufacturing process by improving powder flow and tableting accuracy.

## **Natural Flavors**

The natural flavors are made up of natural aromatics with the biggest percentage coming from orange oil.

## **Beet Powder**

Beet powder is derived from the red or purple root vegetable known as the beet root or garden beet. .

Plexus uses Non-GMO beet powder which provides natural color.\*

## **Malic Acid**

Malic acid can be found naturally in many fruits like apples, cherries, pears, and strawberries. It is used as a flavor enhancer.

## **Hydroxypropyl Cellulose**

Hydroxypropyl cellulose is a water-soluble cellulose that improves a tablets compressibility.

## **Stearic Acid**

Stearic acid is a fatty acid that helps machinery run smoothly during the tableting process. Stearic acid also allows the tablet to be compressed harder.



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