

How your kids can get the vitamin D they need

Sunlight is the main natural source of vitamin D. Vitamin D is made in skin exposed to summer sunshine, but not through clothing, in the shade or if the UV index is 3 or less. The use of sunscreen with a sun protection factor of 8 (SPF8) reduces the skin's production of vitamin D by 97.5% in adults⁴ – and vitamin D is not made in winter sunshine.

There are very few dietary sources of vitamin D. It is mainly found in fatty fish, like salmon, tuna or mackerel. The chart below shows some of the more common dietary sources of vitamin D, as well as how much of each food your child would need to eat in a day to receive 400 IUs.

Dietary Source of Vitamin D	Vitamin D content (approximate per serving)	Approximate amount to provide 400 IUs of vitamin D
Salmon, cooked	360 IU (3.5 oz. 100 g)	4 oz. (115 g)
Mackerel, cooked	345 IU (3.5 oz. 100 g)	4 oz. (115 g)
Tuna, canned in oil	230 IU (3.5 oz. 100 g)	6 oz. (175 g)
Sardines, canned	500 IU (3.5 oz. 100 g)	3 oz. (85 g)
Milk (nonfat, reduced fat or whole) Vitamin D-fortified	100 IU (8 oz., 240 ml)	32 oz. (960 ml)
Margarine, fortified	60 IU (1 tablespoon, 15 ml)	6 2/3 tablespoons (100 ml)
Egg, whole (vitamin D is found in yolk)	20 IU	20 eggs

Adapted from Reference 2

Putting just one drop of Kids Ddrops™ into your kids' favourite food or drink is an easy, reliable and hassle-free way to provide 400 IUs of vitamin D₃ every day.

Each drop of Kids Ddrops™ contains 400 IUs (10 mcg) of vitamin D₃.



From our Family to yours - The Ddrops™ Family of products

Award-winning Ddrops™ products were created as a better way for parents to give their families the vitamin D they need, in just one drop!

- **Baby Ddrops™ 400 IU** - specifically designed for breast-fed babies. A mother only needs to put a single drop of Baby Ddrops™ on her nipple, where baby takes it in along with the milk.
- **Kids Ddrops™ 400 IU** - is a simple, safe, and fun way for toddlers and children to receive the recommended amount (400 IU) of vitamin D. Just one purified drop of Kids Ddrops™ contains 400 IU of vitamin D₃, without any other chemicals, or additives.
- **Ddrops™ 600 IU Booster** - was developed to boost vitamin D levels to 1000 IU when complementing the 400 IU vitamin D in multivitamins and/or fixed calcium with vitamin D regimes.
- **Ddrops™ 1000 IU** - makes it easy to take naturally sourced vitamin D₃ without pills and without additives. Each purified drop contains 1000 IU of vitamin D₃ and permits effective absorption and easy dose adjustments according to individual needs.

What could be easier?

Ddrops™ Family Pure and simple in just one drop! For Healthier Families



Always read and follow the label.

REFERENCES:

1. Cannell JJ et al. Diagnosis and treatment of vitamin D deficiency. *Expert Opin Pharmacother* 2008;9(1):107-118.
2. American Academy of Pediatrics. Healthy Children. Summer/Back to School 2009. www.aap.org/family/healthychildren/09s_bts/Vitamin%20D.pdf - 2009-07-08
3. Kumar, J. et al. Prevalence and Associations of 25-Hydroxyvitamin D Deficiency in US Children: NHANES 2001-2004. *Pediatrics* 2009; 124: e362-e370.
4. www.hc-sc.gc.ca/fn-an/nutrition/child-enfant/infant-nourisson/vita_d_supp-eng.php

NOTE: Baby Ddrops™, Kids Ddrops™ and Ddrops™ for adults are Mom's Choice Awards® 'Gold' recipients.

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Kids Ddrops™

The sunshine vitamin in just one drop®



Why healthy growing kids need vitamin D

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Why healthy growing kids need vitamin D

Vitamin D deficiency has traditionally been associated with rickets. Current medical research also links vitamin D deficiency to a wide array of diseases including autism, cancer, cardiovascular disease, hypertension, stroke, diabetes, multiple sclerosis, rheumatoid arthritis, inflammatory bowel disease, periodontal disease, macular degeneration, mental illness and the propensity to fall.¹

Health Canada, the Canadian Paediatric Society, the American Academy of Pediatrics and Dietitians of Canada all recommend a vitamin D supplement for children from birth onwards.



The American Academy of Pediatrics recommends that all children who are consuming less than 32 ounces a day of vitamin-D fortified formula or milk should receive a vitamin D supplement of 400 IU a day.²

Contraindications

- Individuals with granulomatous disease, such as tuberculosis or sarcoidosis may be hypersensitive to vitamin D.
- Vitamin D should not be taken by individuals with hypercalcemia.
- People with known medical conditions should consult with a healthcare practitioner before taking dietary supplements.

• 1 International Unit (IU) of vitamin D = .025 micrograms

Why more mothers are choosing Kids Ddrops™

Other Vitamin D products (chewable tablets, liquid, etc.)	Kids Ddrops™
Chewable products and liquids require flavour additives to make these products taste good so that kids will take them.	Kids Ddrops™ is the sunshine vitamin in <u>just one drop</u>
Contains vitamin D, along with sweet flavouring, colouring and other additives. (i.e. glucose syrup, sucrose, aspartame, gelatine, etc.)	Kids Ddrops™ is tasteless, odourless with no artificial flavours, no colouring and requires no preservatives. It is wheat-free, gluten-free, soya-free, sugar-free and peanut-free.
Flavoured chewable products are often similar to candy, and there can be concern about the potential for overdose.	Kids Ddrops™ uses a Eurodropper format which limits the amount of vitamin D dosage that can get out by accident, as it comes one drop at a time.
Liquids can easily spill out of the bottle.	The contents cannot spill out if the bottle tips over.
Products expiry date can vary. Chewable products can get sticky, depending on the product and storage conditions.	Kids Ddrops™ is stable. It has a long shelf life and does not require refrigeration.
Higher potential of contamination, as people often need to use fingers and hands to get chewable products out of the container.	Very low potential of contamination, as the Eurodropper acts as a barrier, keeping Kids Ddrops™ pure and clean.

Kids Ddrops™ - Just right for healthy growing kids

- No need to worry about kids getting a handful of chewables with Kids Ddrops™
- Kids Ddrops™ has no taste and no odour.
- Kids Ddrops™ is sugar-free, wheat-free, soya-free and gluten-free.



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A recent study has been an eye-opener for many parents. It demonstrated that 9% of children and adolescents were Vitamin D deficient and 61% were vitamin D insufficient.³ This means that 70% of children and adolescents are not getting enough vitamin D.

Your kids can't be out in the sun every day without sunscreen, so now there is a convenient way to help make sure they're getting the vitamin D they need.

