

General Health Supplements

The everyday foundations of good health - immune defense, organ support, bones and joints, and needs specific to men, women, children, and older adults.

Foundational

Multivitamin

Life-stage

Bone & joint

Immune

8

focused sub-categories - the
broadest family in the store

13

essential vitamins the body
must get from diet or
supplements

~55%

of US adults report taking a
supplement regularly

\$150B+

global vitamins & dietary
supplement market

About this family

General health supplements cover the everyday nutritional foundations that keep the whole body running - the vitamins, minerals, and healthy fats most diets fall short on. This family spans immune defense, support for vital organs, bones and joints, oral health, and the distinct needs of men, women, children, and older adults. Rather than targeting one goal, it fills common gaps and gives every system the raw materials it depends on across the stages of life.

Explore the range

This is the broadest family in the store, grouping eight focused sub-categories. Each has its own detailed guide.

Immune & Anti-Inflammatory

Everyday immune defense and balanced inflammation for
seasonal resilience and recovery.

KEY: Vitamin C, vitamin D, zinc, elderberry, omega-3

Vital Organ Support

Nutrients for the heart, liver, and other key organs that carry the
daily workload.

KEY: CoQ10, omega-3, milk thistle, NAC

Bone, Joint & Mobility

Supports bone density and comfortable, mobile joints over time.

KEY: Calcium, vitamin D, K2, magnesium, glucosamine

Advanced Oral Health

Supports teeth, gums, and oral tissue from the inside out.

KEY: Vitamin D, CoQ10, vitamin C, calcium, probiotics

Men's Health

Targets nutrient needs common to men, including prostate and
hormonal support.

KEY: Zinc, saw palmetto, magnesium, vitamin D, lycopene

Women's Health

Covers iron, folate, and other needs across the female life
cycle.

KEY: Iron, folate, calcium, vitamin D, cranberry

Child Development

Age-appropriate nutrients for healthy growth, bones, and brain
development.

KEY: Vitamin D, omega-3 (DHA), calcium, iron

Senior Longevity

Addresses absorption and nutrient shifts that come with age.

KEY: Vitamin B12, vitamin D, omega-3, CoQ10

Find your fit

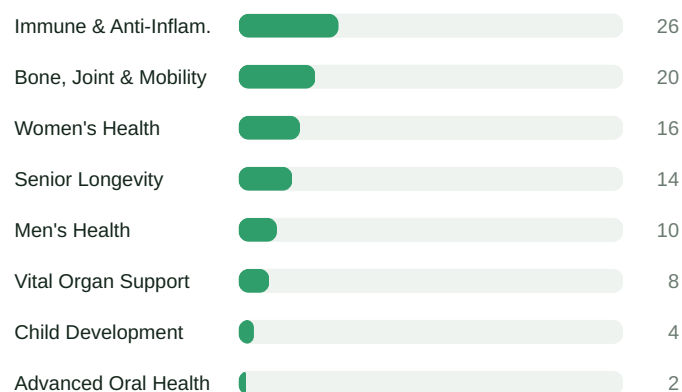
Match a goal to the right sub-category and its hero ingredients.

IF YOUR GOAL IS...	START WITH	HERO INGREDIENTS
Stay well through the seasons	Immune & Anti-Inflammatory	Vitamin C, vitamin D, zinc
Support key organs (heart, liver)	Vital Organ Support	CoQ10, omega-3, milk thistle
Keep bones & joints strong	Bone, Joint & Mobility	Calcium, vitamin D, K2, glucosamine
Cover life-stage or sex-specific gaps	Men's / Women's / Child / Senior	Iron, folate, B12, DHA

The data at a glance

Shopper interest across the family

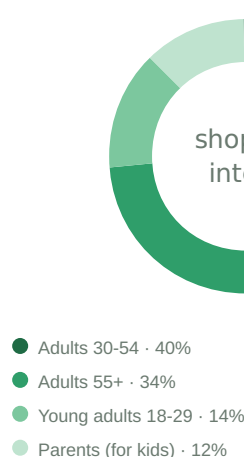
Illustrative share of demand by sub-category.



● Relative shopper interest across the family

Who shops this family

Illustrative buyer mix.



Foundations

Four principles that apply across every product in this family.



Fill the gaps first

Supplements complement a varied diet rather than replace it - target well-known shortfalls like vitamin D, B12, and iron.



Match the life stage

Needs shift over time: folate and iron in reproductive years, B12 and D with age, DHA and iron in childhood.



Foundations before specifics

A solid base - a multivitamin, vitamin D, and omega-3 - quietly supports every system before any targeted add-on.



Consistency compounds

Nutrient status changes over weeks to months, so daily habit matters more than any single large dose.

Safety & interactions

- Fat-soluble vitamins (A, D, E, K) accumulate - don't exceed label ranges without a blood test to guide you.
- Iron and calcium compete for absorption and can upset digestion - separate them and dose iron to actual need.
- Some organ-support herbs (milk thistle, saw palmetto) can interact with medication - check with a clinician.
- More is not better: mega-doses can harm (excess zinc lowers copper; too much vitamin A is toxic).
- Children need age-appropriate, lower-dose formulas - never give adult doses to a child.

Frequently asked

Do I need supplements if I eat a healthy diet?

A balanced diet covers most needs, but common gaps - vitamin D, B12, iron, omega-3 - are widespread. A blood test helps you target what you actually lack instead of guessing.

Multivitamin or individual nutrients?

A multivitamin is a convenient baseline that covers small gaps. Individual nutrients let you correct a specific, larger shortfall (like vitamin D or iron) at an effective dose.

How do my needs change with age?

Vitamin B12 and vitamin D absorption decline with age, while children need extra nutrients for growth (DHA, iron, calcium). Life-stage formulas reflect these differences.

Can I take several of these together?

Usually yes, but watch overlapping nutrients - don't stack multiple zinc or iron sources - and separate iron from calcium for better absorption.

This page is educational and is not medical advice. Statements have not been evaluated by any regulatory authority and are not intended to diagnose, treat, cure, or prevent any disease. Consult a qualified healthcare professional before starting any supplement, especially if pregnant, nursing, taking medication, or managing a health condition.