

# What is Targeted Supplementation?

This concept, quietly endorsed by mainstream medicine, may alter what you believe about taking vitamins.

A very common misconception about taking supplements is that if some is good, more is better. This is unequivocally not true. In 99% of people taking supplements, they have neither tested their blood for specific nutrient deficiencies, nor have they tailored their supplements to their own biochemistry. The truth is, supplements – which includes vitamins, minerals, antioxidants, amino acids and other compounds – can act like medicine. Nutrients in supplement form can be very powerful healing tools, but can also cause problems when used indiscriminately. In other words, you wouldn't take medicine you don't need. Why take supplements you don't need?

This is where the concept of targeted supplementation takes hold. The best and safest way to supplement is to target your supplements specifically to your personal nutritional deficiencies, which can be measured objectively with blood tests. Repleting a depleted cell is where the magic happens.

That is why targeted supplementation is key. Better stated, targeted supplementation is really personalized supplementation. Supplementing blindly may not solve the underlying problem – which is the cellular nutritional deficiency that is specific to you – and can even cause new problems.