

RISE: WITH ALL THE TALK ABOUT THE HIGH COST OF MEDICAL CARE, THERE IS A FREE AND RELIABLE RESOURCE OF HEALTH EXPERTS, WHO ARE WIDELY UNDERUTILIZED. I'M RISE JILL MILLER. A SURVEY FOUND PHARMACISTS ARE LESS LIKELY TO BE ASKED ABOUT VITAMINS AND SUPPLEMENTS THAN OTHER OVER-THE-COUNTER PRODUCTS. YET, JIM MORELLI, A LICENSED PHARMACIST AND NATIONAL HEALTH REPORTER, SAYS PHARMACISTS OFFER A WEALTH OF VALUABLE INFORMATION.

JIM: "ALL YOU HAVE TO DO IS ASK. THE PHARMACIST IS JUST BEHIND THE COUNTER AND CAN GUIDE YOU THROUGH VARIOUS HEALTH-RELATED QUESTIONS, INCLUDING THE USE OF QUALITY VITAMINS AND SUPPLEMENTS. IN FACT, WHEN IT COMES TO VITAMINS, IT'S BEST TO CONSULT YOUR PERSONAL PHARMACIST A FEW TIMES A YEAR TO ENSURE YOU'RE TAKING THE CORRECT AMOUNT AND TYPE OF VITAMINS."

RISE: MORELLI SUGGESTS YOU LOOK FOR THIRD PARTY CERTIFICATION, SUCH AS THE U-S-P SEAL, TO KNOW YOUR VITAMINS HAVE PRODUCT QUALITY, PURITY AND POTENCY. THE PHARMACIST STUDY WAS CONDUCTED BY NATURE MADE, RATED IN THE *PHARMACY TIMES* AS THE NUMBER ONE PHARMACIST RECOMMENDED LETTER VITAMIN AND FISH OIL BRAND FOR 20-11. VISIT NATURE MADE DOT COM FOR MORE INFORMATION.