

## Kids Love 'Em. Parents Trust Them.™

L'il Critters™, America's #1 Gummy Vitamin Brand, has been delivering delicious natural fruit flavored kid's gummy vitamins and supplements for over 20 years.

As the pioneer in gummy vitamins, L'il Critters™ strives to provide the nutrients your child needs without all the extras: no artificial sweeteners, no high fructose corn syrup, no synthetic (FD&C) dyes, no gluten, and no dairy.

Because what's in our gummy vitamins is as important as what's not!



Learn more about  
our mission  
Lilcritters.com



No Copy  
No Varnish  
Print on  
White

48mm



**Award-Winning  
Taste!**



**Raspberry-Lemonade**

### The NO-NOs

- ✓ **NO High Fructose Corn Syrup**
- ✓ **NO Synthetic (FD&C) Dyes**
- ✓ **NO Artificial Flavors or Sweeteners**
- ✓ **NO Gluten or Dairy**

### What's in our Gummies:



**Omega-3  
EPA/DHA**



**Vitamin C  
Antioxidant**



**Vitamin E  
Antioxidant**



**MEG-3™**  
trust the source

## #1 Gummy Vitamin Brand

**L'il Critters**

POWERED BY **vitaFusion**

**Omega-3**  
EPA, DHA & ALA



**NEW &  
IMPROVED  
FORMULA**

**Now with  
EPA!**



**220 180**  
**DIETARY SUPPLEMENT GUMMIES**

**Suggested use:** As a dietary supplement, parents may give each child, two to three years old, one (1) gummy vitamin per day. Parents may give each child, four years old or older, two (2) gummy vitamins per day. Instruct child to chew each gummy thoroughly.

## Supplement Facts

| Serving Size:<br>Servings Per Bottle                | 1 Gummy Vitamin<br>230 for 2-3 years | 2 Gummy Vitamins<br>110 for 4 years and older |
|-----------------------------------------------------|--------------------------------------|-----------------------------------------------|
| Amount<br>Per Serving                               | % Daily<br>Value for<br>2-3 Yrs      | Amount<br>Per Serving<br>4-6 Yrs              |
| <b>Calories</b>                                     | 10                                   | 20                                            |
| <b>Total Fat</b>                                    | 0 mg <1%                             | 0.5 g <1%                                     |
| <b>Total Carbohydrate</b>                           | 2 g 1% ††                            | 4 g 1% †                                      |
| <b>Total Sugars</b>                                 | 2 g **                               | 3 g **                                        |
| Includes 2 g / 3 g Added Sugars                     |                                      |                                               |
|                                                     | 0% ††                                | 0% †                                          |
| <b>Vitamin A</b> (as retinyl palmitate)             | 75 mcg RAE 25%                       | 150 mcg RAE 17%                               |
| <b>Vitamin C</b> (as ascorbic acid)                 | 3 mg 20%                             | 6 mg 7%                                       |
| <b>Vitamin D</b> (as cholecalciferol)               | 2.5 mcg (100 IU) 17%                 | 5 mcg (200 IU) 25%                            |
| <b>Vitamin E</b> (as d-alpha-tocopheryl acetate)    | 1 mg 17%                             | 2 mg 13%                                      |
| <b>Sodium</b>                                       | 0 mg <1%                             | 5 mg <1%                                      |
| <b>Total Omega-3 fatty acids</b>                    | 50 mg **                             | 100 mg **                                     |
| <b>EPA/DHA</b> (from purified fish oil concentrate) | 25 mg **                             | 50 mg **                                      |
| <b>ALA</b> (from flaxseed oil) (plant based)        | 25 mg **                             | 50 mg **                                      |

† Percent Daily Values are based on a 2,000 calorie diet. \*\* Daily Value not established.  
†† Percent Daily Values are based on a 1,000 calorie diet.

**Other ingredients:** Glucose syrup, sugar, water, gelatin, less than 2% of: canola, lecithin, citric acid, colors (blueberry and carrot concentrates, purple carrot juice concentrate, hammers, lactic acid, lactic acid, and natural flavors. Contains: fish (anchovy and/or sardine with mackerel and/or herring). Processed in a facility with products that contain egg, fish, shellfish, soy and tree nuts.

MEG-3® is a trademark of DSM Nutritional Products AG, Kaiseraugst, Switzerland  
**KEEP OUT OF THE REACH OF CHILDREN**  
MANUFACTURED FOR CHURCH & DWIGHT CO., INC., EWING, NJ 08020  
Questions, Comments? Call 1-888-334-5389 M-F 9AM-5PM ET  
www.lilcritters.com

Take only as directed. Do not exceed suggested dosage. If your child has a medical condition or is on medication, please consult a physician before using this product. Not recommended for children under two years of age due to choking. Do not use if inner seal is broken or missing. This product may settle during shipping. Product can be stored at room temperature, best if refrigerated after opening. Colors will darken over time. This does not alter the potency of the product.

These statements have not been  
evaluated by the Food and Drug  
Administration. This product is  
not intended to diagnose, treat,  
cure or prevent any disease.



The Chef's Best® Excellence Award is awarded to brands that surpass quality standards established by independent professional chefs.

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