

The myth of multivitamins

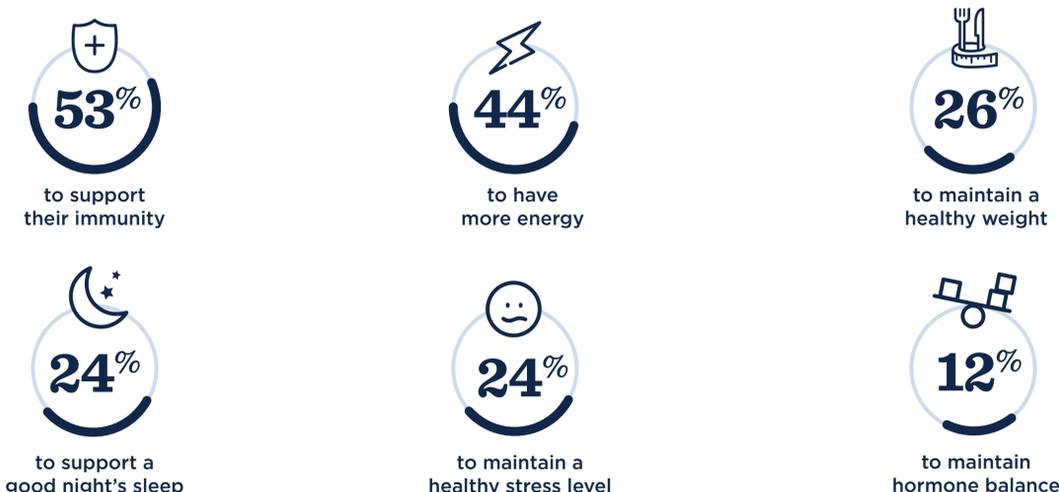
Many Americans still rely on old-fashioned supplements, even as better, targeted options gain ground.



Multivitamins have been popular since WWII, when they were rolled out to fight malnutrition. Today, roughly 1 in 3 Americans still take them. And while these all-in-one pills can help fill nutrition gaps, too many people misunderstand them, assuming they'll address specific health concerns they were never intended to fix.

Multi as cure-all: a widespread misconception

In a recent poll of 1,000 U.S. adults over 35, more than half reported using a multivitamin to address a specific health issue:



This misconception means millions of Americans are taking a supplement that, by itself, is unlikely to address their health needs—even when better options are available.

The rise of personalized nutrition

Recent innovations in tech and nutrition science have given rise to a new, powerful solution: personalized nutrition. Persona is a leader in this field. Here's how it works:

1

Take the assessment

Persona's 5-minute questionnaire looks at everything that makes you unique—your age, physiology, health goals, even your medications—to create a detailed wellness profile.

2

See your recommendations

In just seconds, Persona's doctor-designed algorithm builds a daily supplement plan tailored to your needs.

3

Get custom nutrients delivered

With a monthly subscription, you get high-quality daily supplement packs delivered to your door—and access to one-on-one coaching from Persona's dietitians.

Address your unique needs

Personalized vitamin packs let you address specific health needs in a way multivitamins alone never could. **Courtney Jackson, MPH, CN, Persona's Director of Nutrition Research**, offers some examples:

Energy

Fermented ginseng or adaptogenic cordyceps can be added to a daily pack to support your body's energy.

Immunity

Supplements like quercetin, garlic, or even additional vitamin D can help support your natural defenses.

Sleep

L-Theanine, hops extract, and melatonin support your body's natural rhythms to help you fall asleep and stay asleep.

Stress

Natural, calming nutrients like ashwagandha, DHA, or CBD can be helpful when you're trying to manage stress.



Start feeling your best

With custom nutrients and one-on-one expert advice, Persona is a whole-you wellness solution. Feel good. Find your energy. Take the first step today.

TAKE THE ASSESSMENT