

# Liver Plus C

The GNLD liver product is ideal for those who have a problem with soy which is present in the other protein products. GNLD Liver Plus C was originally developed for Olympic athletes. A number of years ago this writer talked with Benjamin Ershoff concerning his work with laboratory animals and liver.

A number of years ago Dr. Benjamin Ershoff conducted an interesting experiment with rats. He tested stamina and endurance on three different diets by dropping animals into cold water to see how long they could swim. One diet was a basic balanced diet. A second group of animals got the same diet with the addition of synthetic B vitamins. The third group received the balanced diet with the addition of 10% desiccated or dried liver. The animals received these diets for 12 weeks.

When tested, the animals on the basic balanced diet and the animals on the B vitamin fortified diet were able to swim for a little over 13 minutes. Only 3 of the 12 animals in the liver fed group swam for less than 2 hours. These animals swam for 63, 83 and 87 minutes--substantially longer than the animals on the balanced diets.

Ershoff felt it took over 24 days for the liver to exhibit the beneficial effect. He was unable to identify the factor or factors involved in the beneficial effect of the liver. It is this kind of research that has earned liver a reputation as a stamina promoting nutrient source.

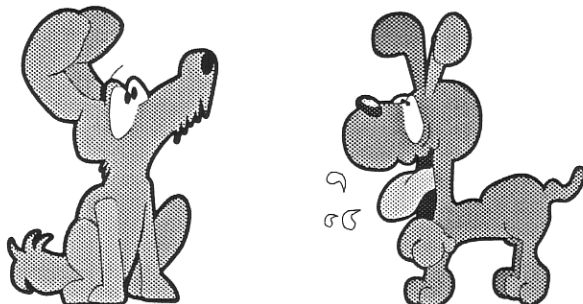
GNLD liver is of the highest quality. It contains 100% pure South American beef liver with no



growth hormones, antibiotics, or pesticide residues. GNLD liver is defatted and vacuum-dried to eliminate cholesterol and prevent rancidity. It is permeated with vitamin C and flavonoids to prevent rancidity. It also has a special protein protective coating on it to keep oxygen away from delicate nutrients. The coating minimizes unpleasant taste and odor.

#### Reference:

Ershoff, Benjamin H., "Beneficial Effect of Liver Feeding on Swimming Capacity of Rats in Cold Water," *Proceedings of the Society for Experimental Biology and Medicine*, 77:488, 1957.



## The Story of Buffy

A number of years ago I had a dog named Buffy. In a particularly benevolent moment, I went to the store and bought her some liver. I gave it to her raw, but she would not touch it. I then tried cooking it. To my total surprise she would not eat the cooked liver either. I thought perhaps she did not like liver, but I wanted to try one more thing. I took out a bottle of my Liver Plus C and offered her one. SHE NEARLY TOOK MY FINGER OFF!

This incident spoke volumes to me. We humans are not very sensitive to qualitative issues in nutrition. Our palates have been dulled by a lifetime of overprocessed, junk laden food. Buffy's nose detected the rancidity in the store bought liver, and she refused to eat it. The Liver Plus C, on the other hand, was totally acceptable and even desirable.

In early days, kings had servants to taste their food and drink lest they be poisoned. Buffy taught me a valuable lesson about the quality of a lot of what we eat. She also demonstrated the quality of GNLD manufacturing practices in an unforgettable way!