

Image Awareness Healthletter

Image Awareness Corp.

December 1999

January 2000

Volume 1, Issue 1

Body Signs and Face Language Seminar

Date: February 5

Registration: 9:30 a.m.

Seminar: 10:00a. m. -

1:00 p.m. Lunch follows Immediately

Cost: \$35.00 includes gourmet lunch at the Headquarter House, 14500 Musso Rd., Auburn. This is off of Bell Road and Interstate 80.

An exciting seminar is scheduled for the beginning of the new millenium. Among the speakers will be Naomi Tickle of Petaluma, a world famous expert on the subject of "Face Language." She will discuss how understanding yourself and others by what is revealed in the face

can improve communications and relationships.

Jim McAfee, Certified Clinical Nutritionist, will present an illustrated lecture on "Body Signs — Keys to Improving Health and Understanding Others."

Renee Dwyer, a nutritionist trained at Bastyr University will present on "Food For Thought." This will consist of tips for preparing healthier meals.

The ever exuberent Cheryl Waits, R.N., will speak on the subject of "Freedom to Choose LIFE."



Good food and a great learning experience

Lunch will be at the locally popular Headquarter house, noted for its excellent food and wonderful atmosphere.

This will be one of the highlights of the year. Plan on attending. **Seating is limited and the event may be a sellout so get your tickets early.**

Carpal Tunnel Syndrome: A Body Sign

One of the body signs which will be discussed at the upcoming seminar is carpal tunnel syndrome. Karl Folkers conducted studies on this syndrome and found that oftentimes supplementation with B complex factors (B6 and B2) if used in adequate quantities (approximately

50 mg) for a period of 12 weeks would resolve the problem. Shorter trials were total failures.

Other nutrients like Salmon Oil, Vitamin C, Calcium and Magnesium may also be helpful. For more details on this and other body signs attend the seminar in February.

"Contemporary Therapy with Vitamin B6, Vitamin B2, and Coenzyme Q10," *C&EN*, April 21, 1986, p. 27.



Karl Folkers, Ph.D.

Image Awareness Corp.

Office Hours:

10:00 a.m.—5:00 p.m.

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Special points of interest:

- Mark February 5 for special seminar on Body Signs and Face Language
- Plan to attend our special 30 year anniversary party December 21
- Don't miss the new product introductions as the Venetian Resort in Las Vegas in January

Customer Story: Chronic Fatigue

In 1991 I found myself overcome with exhaustion and nausea among lesser symptoms. After three months, my doctor finally found that one of my hormones, prolactin, was seriously elevated. Well, I wasn't pregnant, and a MRI showed that I didn't have a tumor on my pituitary gland. My doctor could do nothing more for me. It was then that I remembered my friends at Neo-Life.

You immediately put me on Formula IV. Up to this point I had been dragging myself around, nodding off for hours in the day, and living on club soda and crackers. After Formula IV, I began to live again. I wasn't healed, but I could get through the

whole day and have some energy left for the evening chores. Soon I began taking other GNLD supplements and started feeling even better. Life was returning to normal.

I lived with what I self-diagnosed as CFS (my doctor does not recognize Chronic Fatigue Syndrome) for seven years. I am well now, but still take the same vitamins as before because I am convinced that even a "normal" person needs the supplemental nutrition that is missing from our diets, as well as environmental protection.

More recently, I was troubled with tendonitis in both my thumbs. From improper use, I couldn't even pick up

a wastepaper basket. I put myself through therapy and wore braces, but they were still painful. It was then that I was encouraged to take Salmon Oil. I became pain free in a very short time. I use this product regularly for maintenance.

I thank you for your continued support, caring, and encouragement. You and your staff have been a friend to me, and I appreciate your help many times over.

Sincerely,
Teri (October 14, 1999)



Customer Story: Digestive Problems

I have had digestive problems for fifteen years and acid reflux for excess acid. The doctor prescribed several antacid medicines, however this did not stop the problem. I decided that the medication was hurting my stomach as I would wake up in the night with my stomach hurting.

I stopped the stomach medicine and started Beta-Gest and Enzymes. This made a big difference in my digestion. The acid reflux will still occur at times. I had been told by the

doctor to take liquid Mylanta. This will not take the pain away which lasts 12 to 24 hours. I have tried to relieve the pain with withholding food and I have tried various foods to soothe the pain. After learning about Aloe-Vera and how it is healing, I decided to try it when acid reflux occurred. I drank 2 ounces very slowly and was so amazed in a few minutes I felt so much better! I have been using this when this occurs for two months and it is working. I am thrilled with

the ability to stop the pain and I think it is a protection for my esophagus as the acid can cause cancer.

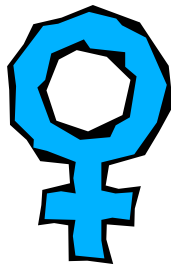
Brenda L.
(October 14, 1999)

"I drank 2 ounces (of Aloe) very slowly and was so amazed in a few minutes I felt so much better!"

Feminine Formula: Vitex

One of GNLD's newest product lines is intensively researched herbals. One of these products is the outstanding feminine herbal. One of the key components is an herb called vitex.

Vitex has been shown to normalize progesterone production when it is low. In one study 25 of 45 subjects had a normal blood progesterone



terone after using vitex for 3 months.¹

Vitex has also been shown to be helpful with premenstrual syndrome. Women rated it twice as effective as vitamin B6.² In one study 92% of the women tested had satisfactory, good, or very good results with vitex.³

Vitex is only one of the many

beneficial components of Feminine Herbal.

References:

1. Propping, D., Katzorke, T., Belkien, L., "Diagnosis and therapy of corpus luteum deficiency in general practice, *Therapiewoche* 1988; 38:2992-3001.
2. Lauritzen, C. et al., "Treatment of premenstrual tension syndrome with Vitex...", *Phytomedicine* 1997; Vol. 4, No. 3, 183-189.
3. Dittmar F, Bohnert KJ, Peeters M, et al., "Premenstrual syndrome: Treatment with a phyto-pharmaceutical," *Therapiewoche Gynakol* 1992; 5 (1):60-8.

Competitor's Marketing Questioned

Mannatech, Inc. appeared as if from nowhere and seized a significant share of the supplement market. Much of the growth of the company was the result of a study conducted by Darryl See which suggested that Mannatech products were superior to 196 other supplements on the market. These studies have been proven to be fraudulent. It should remind us that some individuals are not beyond twisting the facts to increase the sales of their products.

The following article appeared in the Dallas Morning News on August 5, 1999:

NIH denies it backed study for supplement maker

Bloomberg News

Mannatech Inc. is promoting its nutritional supplements with a study it says was partially funded by the National Institutes of Health, but the federal agency denies it sponsored the research.

The Coppell-based company also says the study was conducted under the auspices of a California medical school, yet school officials said they've been unable to find evidence the study, published in February, was ever performed.

The study identifies the author as Darryl See of the University of California at Irvine Medical School. It doesn't say that the 39-year-old medical doctor resigned 11 months ago after admitting he violated research rules. It also doesn't say he got more than \$100,000 from Mannatech in speaker fees and research grants since 1998, and that his wife has been a

Mannatech distributor since 1997.

More than 400,000 independent distributors are using the study to tout Mannatech nutritional supplements, such as Ambrotose and Phyt-Aloe capsules sold through a marketing network in the United States, Canada and Australia.

"The results support our claim as a true leader in this industry," Sam Caster, Mannatech's president, says in a recording played for prospective customers.

Leigh Sawyer, an NIH program officer, said a grant was given to the school to study chronic fatigue syndrome, not the merits of natural supplements. "That grant has nothing to do with Dr. See's work," she said.

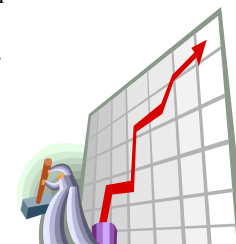
Dr. See's study was published in JANA, or the Journal of the American Nutraceutical Association, the month Mannatech sold \$25 million of stock in its initial public offering. The shares, sold at \$8.00 soared to \$44.50 the day after the IPO. They fell 50 cents Wednesday to \$10.50....

When the study was published by JANA, Chris Foley, co-editor, wrote that it was a "landmark effort." Dr. See told JANA he was on the medical school's faculty, said Mr. Foley. Last week, Mr. Foley learned that Dr. See had left the school five months earlier.

Dr. See, who joined the school's faculty in 1992, resigned as associate clinical professor

of infectious diseases in September after an inquiry found he broke school rules. These included operating on laboratory rabbits without enough anesthesia.

In the supplement study, Dr. See ranks the ingredients in three Mannatech products at the top of 196 nutritional supplements tested for safety and effectiveness against disease.



A business built on falsehoods can go down as fast as it went up.

Dr. See said his research was supervised by Jeremiah Tilles, chairman of the school's infectious disease department. Dr. Tilles said he knew nothing about Dr. See's six-year study of nutritional supplements.

"That study cannot be considered to be under the auspices of the university," he said, adding Dr. See didn't have university approval to use human blood samples.

After reviewing the JANA article, Dr. Tilles said the study lacks scientific merit because it omits information needed to judge its validity.

"the study lacks scientific merit because it omits information needed to judge its validity."

"Mannatech suit accuses former consultant of fraud"

A story with the above title was published in the Dallas Morning News, August 26, 1999. Below are some quotes from the article:

Mannatech Inc. has sued its former \$10,000-a-month consultant for fraud, alleging that research he published promoting the company's nutritional supplements con-



Not every doctor has unquestionable integrity.

tained false claims.

The study by Dr. Darryl See... ranked Mannatech's pills in the top five of 196 nutritional supplements tested....

"The fraudulent representations were material and intentional on the part of See," the company's suit alleged.

Dr. See resigned from UC

Irvine's faculty last year after a school investigation censured him for violating research rules, including falsifying documents...

"I suspect this company is legally dead in the water. The real question is whether it has enough assets after legal expenses to be able to settle." John Coffee, professor, Columbia University School of Law



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New Office Hours

Note our new office hours. We are open from 10:00 a.m. — 5:00 p.m. Monday through Friday. If these times are inconvenient let us know and we will make every effort to accommodate your needs.

March 21, 2000 Special Event

Mark your calendar for March 21, 2000. We will be hosting a “Really Big Surprise Event.” Our next newsletter will reveal the details. This event will be in Auburn.

Tre-en-en and Phytosterols

For many years Neo-Life distributors have been sharing the benefits of lipids and sterols with customers. We learn more about these substances on almost a daily basis today.

Numerous sterols have been identified in plants including campesterol, B-sitosterol, stigmasterol, sitostanol, campestanol, cycloartenol, cycloartanol, and avenasterol. Grains and legumes are among the richest sources of these substances.¹

Phytosterols have been shown to reduce cholesterol absorption by about 50% and can reduce cholesterol levels by 10-20%.²

The greatest interest of phytosterol studies today is the investigation of their anti-tumor properties. Populations consuming large quantities of phytosterols have lower cancer rates.

It has also been shown to inhibit the growth of prostate cancer cells in the test tube.³ Intake of B-sitosterol has been shown to reduce incidence of colon cancer when rats are exposed to a known carcinogen.⁴

Octacosanol is not a sterol, but a fatty acid alcohol found in wheat germ oil. Studies going back to 1964 found that it increased strength, stamina, endurance and reaction time.⁵ More recently, it has been shown to improve fat mobilization.

There is little doubt that the plant sterols and the phosphorus bearing lipids found in grains and legumes are valuable nutrients which can make a major contribution to improved health.

It is of great interest to see the

medical community pursuing these substances and the contribution they can make to improved health. These researchers are simply following in the footsteps of the early nutritional pioneers who worked at Hollywood Presbyterian Hospital researching fatigue and its mysterious roots in lack of quality fats supplied by grains and legumes.

1. Shahidi, F. Shukla, V.K.S., “Nontriacylglycerol constituents of fats, oils, *INFORM* 1996 (7):1227-1229.

2. Pelletier, X. et al, A diet moderately enriched in phytosterols lowers plasma cholesterol concentrations in normocholesterolemic humans,” *Ann. Nutr. Metab.* 1995 (39):291-295.

3. Von Holtz, R. et al., “Effect of B-sitosterol on growth and differentiation of LNCaP human prostate cancer cells. *FASEB J* 1997 (11):A367.

4. Deschner, E. et al., *J. Cancer Res. Clin. Onc.* 1982 (103):49-54.

5. Cureton, T.K., *The Physiological Effects of Wheat Germ Oil on Humans in Exercise*, Springfield: Thomas, 1972.

GNLD Aloe Beverage



While Mannatech's aloe product has been vastly overrated, the GNLD product has been under appreciated by many distributors. The product is unique in the following ways:

1. A first time ever processing to separate the bad tasting and bad acting elements in the outer portion of the leaf from the beneficial ones in the core by use of a special "filleting" technique.

2. First time ever successful stabilization of a blend of "synergistic" herbal teas with aloe for unique flavor harmony and legendary effectiveness.

3. First time ever "complexing" of essential mineral electrolytes into the aloe/tea matrix.

4. Vitamin C stabilized in the product in a unique way.

The presence of the entirety of the beneficial components of the aloe, plus the synergistic electrolytes and herbals provides a wide range of benefits.

For example, in one study, ginseng, part of the herbal blend in the product, increased male sperm counts and free testosterone levels in both normal control subjects and also in those with problems in these areas. Free testosterone levels rose in normal subjects from 25.1 to 34.3 pg/ml.¹

Free testosterone may decrease the risk of prostate cancer and benign prostatic hypertrophy in men. Testosterone is also important for women, aiding in preserving sexual desire and also preventing the development of a leaky bladder.²

Ginseng also appears to stimulate adrenal function, improve athletic ability by increasing uptake of oxygen, aid the liver in metabolizing cholesterol, and increases production of lymphocytes and phagocytosis.³ Ginseng is only one of several synergistic herbals added to the aloe beverage.

Aloe itself has many beneficial ac-

tions. Among the primary benefits are anti-inflammatory effects, enhancement of the total immune response, promotion of healing, and the ability to bring down blood sugar levels. The benefits of aloe were first observed after World War II when researchers found that aloe was the most effective substance for promoting the healing of radiation burns.

The chart below from Plaskett delineates the active components of aloe and how they are thought to work.⁴

References:

1. Salvati G., Genovesi G., Marcellini L., et al., "Effects of Panax ginseng C.A. Meyer saponins on male fertility," *Panmineva Med* 1996; 38:249-54.

2. Shippen, Eugene, and Fryer, William, *The Testosterone Syndrome*, New York: M. Evans and Co., 1998.

3. Ottariano, Steven, R.Ph., *Medicinal Herbal Therapy*, Portsmouth, N.H.: Nicolin Fields Publishing, 1999, p. 128.

4. Plaskett, Lawrence, *The Health and Medicinal Use of Aloe vera*, Tacoma: Life Sciences Press, 1996.