



Image Awareness Healthletter

December 2000

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A Holiday Greeting

This is the time of year we think of our customers and distributors and take the opportunity to wish you the very best of holiday seasons. We deeply appreciate your business and work with us and hope to serve you even better in the year ahead than we have in the past.

December has been a busy month for us. We travelled to Phoenix and spent time with Joyce Hines doing a seminar at the retirement home she works with in that city.

The following weekend we travelled to Las Vegas for an Anti-Aging Medical Conference. We learned many things at this conference which we anticipate sharing with you over the next few months in seminars and through our newsletter.

Biotone Insights

The anti-aging conference reinforced my recent research which indicates the increasing value the medical community is placing on the *nonessential* amino acid argenine.

Argenine has been known for some time as absolutely essential for viral replication. Large amounts of argenine are therefore not recommended during active outbreaks of viruses--particularly those of the herpes family. The amino acid lysine has been shown to interfere with viral use of argenine and prevent out-

breaks.

All nutrition is a matter of balance, however. Argenine has been shown in the last decade to be the natural precursor to nitric oxide (NO).

Within the last 5 years argenine, though its support for nitric oxide production, has been shown to open clogged arteries, reduce the risk of heart disease, and boost potency as a natural and safe alternative to Viagra.

Heart Disease

It has long been known that nitroglycerine had the ability to relieve angina pain. Sufferers have carried nitroglycerine tablets around for decades. It is now known that nitroglycerine is converted in the body into nitric oxide which has a powerful ability to rapidly relax muscle in blood vessel walls. The amino acid argenine provides a much more stable release of nitric oxid than does nitroglycerine.

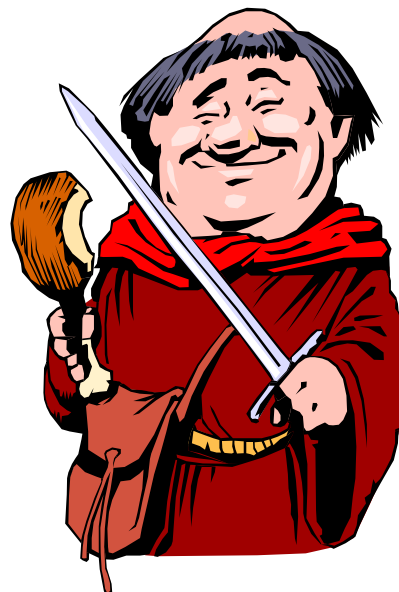
Nitric oxide not only relaxes the walls of blood vessels, but it also appears to be one of the key ways in which the handles a salt challenge. It may be a critical factor in lowering elevated blood pressure--a crucial factior in shortening one's life span. The benefit may be especially apparent for those who are salt sensitive.

Traditional treatments for high blood pressure are not without risks. Beta-blockers and diuretics can result in blindness, inflammatory joint disease, increased risk of hert dis-

ease, impotence, and nutrient depletion.

Sticky Blood Platelets

A common cause of heart problems is sticky blood platelets which can cause clots resulting in stroke or heart damage. This stickiness is so much of a problem that modern medicine has recommended many people take aspirin daily to prevent heart attack. Scientific research



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shows this strategy works. Aspirin does of course have some risk of complications including GI bleeding.

Argenine may prove to be a natural way of preventing blood platelet stickiness. In one study 8.4 grams of argenine for two weeks significantly lowered platelet stickiness. *Stickiness did not return to normal for 18 weeks!*

Impotence

Impotence is becoming an increasing problem among men as they age in the United States. Argenine may be critical for this problem.

Contrary to popular presupposition, male sexual musculature must relax for proper function. Nitric oxide is a powerful relaxant for the circulatory system. This proves to be ideal for the problem of impotence.

In one study 15 impotent men were given 2.8 grams of argenine for 2 weeks. Six of the fifteen showed significant improvement in erectile function, while none of the placebos benefited. Dr. Anoop Chauhan noted in the Medical Tribune in December of 1995: "We have demonstrated for the first time that you can reverse this [aging] effect with L-argenine."

Because the sexual hydraulics of men and women are very similar, it is suspected that argenine may benefit women as well as men.

Note on Viagra: Viagra encourages the NO pathway by blocking an enzyme called phosphodiesterase. Unfortunately, this enzyme is involved in perception of blue and green colors and some men become color blind when using the medication. It is too early to know if permanent problems may result from this medication.

Viagra is also expensive at about \$10.00 a pill. Argenine is much less expensive and probably much safer.

Immune Function

Finally, argenine may be important for immune function. Nitric oxide appears to be one of the toxic substances immune cells release to destroy cancer cells and bacterial invaders. NO interferes with the ability of bacteria to use iron-- an essential nutrient for them. (Mother's breast milk has a special form of iron called lactoferrin which can not be used by bacteria.) NO also interferes with the DNA replication of bacteria and fungus.

Possible Problems

Argenine is not recommended during migraine attacks, for depression or autoimmune disorders. It should probably not be used during active viral infections as well.

Sources of Argenine

All GNLD protein products are good sources of argenine. Biotone provides an additional source with added synergistic factors. Biotone not only supports nitric oxide production, but also supports the body's natural production of growth hormone helping us burn fat and build lean muscle.

Many foods can also provide rich sources of argenine. These are listed below in order of argenine content:

- Hamburger
- Cod
- Squash seed
- Pumpkin seeds
- Soybeans
- Beans
- Chicken
- Sesame
- Shrimp
- Pine Nuts
- Lentils
- Crab
- Turkey
- Peanuts/Millet
- Tofu
- Walnuts



Reference: Fried, Robert, and Merrel, Woodson, *The Argenine Solution*, New

York: Warner Books, 1999.

Carotenoids

The comments of Dr. Stephen Sinatra at the Anti-Aging Conference support the GNLD position on carotenoid supplementation. A paper he shared at the conference says, "The use of excess synthetic beta carotene in the previously mentioned studies should be avoided in this high-risk population, because there are unidentified elements that may somehow impact cancer growth in vulnerable individuals. It is our opinion that pure beta carotene supplements are inappropriate and should not be administered to our patients. Safer and more efficacious is a mixed natural supplement combination of mixed carotenoids..."

Sinatra also recommended flavonoids for the powerful role they play in preventing heart disease. "Flavonoids are significant free radical scavengers that inhibit lipid peroxidation and contain antiinflammatory and antiallergenic properties as well."

Sinatra did not seem to be aware of the ability of flavonoids to bind with iron and prevent it from becoming a free radical. As a matter of fact, flavonoids may have a double antioxidant effect in relationship to iron. Not only do they occupy a site which can generate free radicals, but because they are attached to the molecule, they are in just the right position to snatch up any free radicals formed.

One researcher says, "This means that if the Fe²⁺ chelated by the flavonoid is still catalytically active, the radicals are formed in the vicinity of the flavonoid and can be scavenged immediately. In this case the flavonoid would have a double, synergistic action, which would make it an extremely powerful antioxidant."

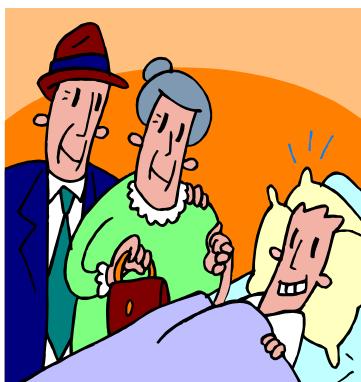
The relationship of flavonoids to

iron is very important in light of the fact that vitamin C increases iron absorption. This is wonderful for the individual who is anemic. On the other hand, there are some people with a disorder called hemochromatosis which leads to iron accumulation. Large amounts of vitamin C supplementation would not be desirable in these people.

The presence of a very highly active flavonoid blend in all GNLD vitamin C products is much wiser than the developers of the product could have imagined when they decided to follow nature's blueprint in putting the products together.

Sinatra, Stephen, "Alternative Medicine for the Conventional Cardiologist, *Heart Disease* 2000:2:16-30.

Acker, Saskia, Bast, Aalt, and van der Vijgh, Wim, "Structural Aspects of Antioxidant Activity of Flavonoids," in *Flavonoids in Health and Disease* ed. Catherine Rice-Evans and Lester Packer, New York: Marcel Dekker, Inc., 1998., p. 230.



Night Leg Cramps

One of the more frequent nutritional questions one is asked deals with leg cramps. Sinatra notes, "In a randomized, placebo-controlled, double-blind study the efficacy of B complex was validated for the treatment of nocturnal (night time) leg cramps. In this study of 28 elderly patients, 86% taking vitamin B complex reported prominent remission of symptoms compared with no benefit in the placebo group."

The GNLD B complex is found

in both the multiples and also as a Threshold B or a regular B Complex. All GNLD B complex supplements except for the Vegetarian Multiple are derived from a specially grown organism which saturates the B complexes with other nutrients including trace minerals critical for B complex function.

Sinatra, Stephen, "Alternative Medicine for the Conventional Cardiologist, *Heart Disease* 2000:2:16-30.

Chan, P, et al., "Randomized, double-blind, placebo-controlled study of the safety and efficacy of vitamin B complex in the treatment of nocturnal leg cramps in elderly patients with hypertension," *J Clin Pharmacol* 1998;38:1151-54.

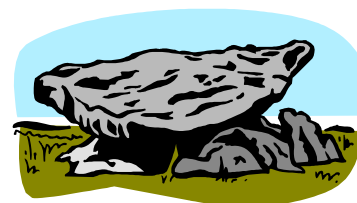
B Complex and Heart Disease

The Anti-Aging Conference repeatedly emphasized the importance of the B complex factors in prevention of heart disease and other problems associated with elevated homocysteine. GNLD has of course addressed this issue for years in the Lipotropic Adjunct. It was interesting that some of these factors are also now being associated with depression as well as heart disease. As a matter of fact, depression seems to be associated with the risk of heart disease.

Vitamin E

Stephen Sinatra pleaded with his fellow physicians not to recommend isolated alpha tocopherol form of vitamin E. He argued that the gamma tocopherol component is critical in dealing with numerous nitrogen based carcinogens.

This should not be new to most readers of this newsletter since we have covered this information in great detail in the past. I personally called Stephan Christen who conducted the original work. There is no doubt that a natural form of vitamin E is far superior to synthetic products. The added cost is well worth the added protection.



Soyrocks!

Lucille travelled to Las Vegas with me and made her own discoveries. Her favorite was a delicious chocolate snack called SOYROCKS! This is a crunchy nibble made from soy and chocolate with a new all natural zero calorie sweetener from kiwi. I must admit that they do taste delicious. Lucille was so enthusiastic about them that the distributor at the Anti-Aging Conference sold out his entire supply. Lucille ordered an ample supply for the office if you wish to try some of these.

Green Tea

Suzanne De La Monte is Associate Professor of Medicine and Pathology at Brown University School of Medicine. Her talk at the anti-aging conference was on "Oxidative Injury and Anti-Oxidant Rescue of the Aging Brain."

I was fascinated by her discussion of green tea. She pointed out that small amounts produced a remarkable (20-25%) protective effect on brain neurons. High concentrations from extracts, however, killed neurons.

This reinforced to me the GNLD philosophy of deriving nutrients from foods and also using multiple raw materials. The GNLD flavonoid Complex contains small amounts of green tea with other sources of flavonoids such as cranberries and citrus. Many companies are moving to selling powerful concentrates of green tea which could prove to be quite damaging to brain health if De La Monte's research holds up.

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Visit our web site at
www.imageawareness.com



Mark Your Calendar

January 10-14

National Convention in Orlando, Florida. We hope to learn more information on the weight loss program scheduled for introduction in March.

January 27

Jim will be speaking for Nancy Cross in Vacaville. Phone: (707) 224-2637

February 17-18

Jim will be speaking on the subject of Nutrition in the Bible at Mount Hermon Conference Grounds Singles Conference

February 24

Special seminar on Body Signs at T.K. Buffet, 1919 Webster Street, Alameda, Ca. 94501. Phone: 510-263-9838. Sponsor of the seminar is Coralee Phillips. Phone: (510)

Dr. Furst Seminar

The seminar with Dr. Furst was a

great success. People came from great distances and enjoyed enjoyable presentations and a great meal together.

Dr. Furst presented information on toxic substances in the environment and how nutrition can protect us. For example, he pointed out that lettuce grown in the Salinas area tends to accumulate the toxic metal cadmium. Zinc protects from cadmium toxicity.

Dr. Furst's presentation was preceded by a presentation by Jim McAfee on Body Signs associated with blood sugar and allergy problems. He included nutritional steps which help prevent these problems.

New Audiotape

A new audiotape entitled "Picking Your Parachute" was introduced at the seminar with Dr. Furst. This audio discusses the superiority of natural nutrition. A printed out study guide is available with the audiotape.