

# Image Awareness Healthletter



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## Important Information

We have several services available which our customers and distributors may not be aware of.



#1: Our office has a 24 hour answering service. It may take a few extra rings to get through to this after regular office hours. You may get this service in the event of power blackouts.

#2: Any distributor can call 1-800-432-5848 from 7:00 a.m. until 5:00 p.m. Pacific Time to place a direct order with GNLD. If your PV is over 500 points, they will send you your bonus.



#3: Distributors can also order over the internet 24 hours a day 7 days a week. This is easy and convenient for most people.

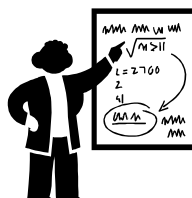
To order over the internet you will need your distributor ID number and also a PIN number which you will

be assigned by the company. Ordering proceeds as follows:

1. Log onto "www.GNLD.com"
2. Select "Americas"
3. Select "Distributor Only"
4. Enter your Distributor ID and PIN numbers
5. Select "Orders"
6. Select "Order Entry"
7. Confirm Ship To Address, Sales Period and Delivery Method
8. Enter Item Numbers and Quantities as singles or cases
9. Follow each selection by "Add to Cart"
10. Click "Checkout"
11. Fill in credit card information
12. Print your order
13. Submit your order

This procedure is very simple and convenient. You can order any time of the day any day of the week. In addition your product will arrive direct from the manufacturing facility. If you would like to order over the internet, but need help simply let us know and we can walk you through the procedure or help you obtain a PIN or your Distributor ID number.

Our desire is to give you the most help we can in both service and personal training. *If you would like help, contact us.*



## A Review

In April I was privileged to hear Dr. Dean Ornish speak at Stanford on Nutrition and Disease Prevention. This lectureship has been established by GNLD to increase the awareness of the academic community of Stanford in the area of nutrition. The lecture was a great success. It was the most well attended lecture that has ever been held at the university. Ornish was both charming and intellectually stimulating. A summary of the lecture and some of his key nutritional concepts follows:

### First Annual Arthur Furst Lecture on Nutrition and Disease Prevention

April 10, 2001 Dean Ornish

#### Title: **Opening the Heart Anatomically, Emotionally and Spiritually**

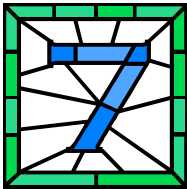
Ornish pointed out that as a nutritionist it is difficult to go out to dinner without someone either apologizing for what they are eating or

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asking him what he was eating.

Ornish created a metaphor for the kind of medicine he practices. Imagine two men madly mopping water off a floor while the faucet in the sink is turned on full force. The sink is overflowing. Modern medicine is spending more time mopping the floor than it is trying to turn off the faucet.



Years of research have convinced Ornish of the value of seven fundamentals of health. These are:

- ◆ A plant based diet
- ◆ Proper management of stress
- ◆ Adequate exercise
- ◆ Avoiding smoking
- ◆ Keeping weight down
- ◆ Dealing with psychosocial or spiritual issues
- ◆ The importance of nutritional supplements



### A Plant Based Diet

Plants have low cholesterol, low saturated fat, high antioxidant content, large amounts of fiber, plus the addition of over 1000 protective substances. Meat has high cholesterol, high saturated fat, low antioxidant content, low fiber, and few protective substances. Meats are also high in iron that is a potential problem.

Ornish found that a strict plant based diet can reduce LDL levels by

40%. Ornish noted that the Atkins diet may help you lose weight, but it will also take a heavy metabolic toll and the price you pay is not worth it.

### Stress

The factors most toxic to the heart are self-involvement, hostility, and cynicism. One of the most stressful things for a human being is the perception of isolation.

Researcher Jay Kaplan found that disrupting the social networks of monkeys caused them to develop coronary artery blockages twice as severe as unstressed ones, even when their cholesterol levels and blood pressures were comparable.

Dr. Robert Nerem of the University of Houston found that rabbits petted, held, talked to, and played with on a regular basis showed more than a 60 percent reduction in the percentage of atherosclerosis they developed. Other risk factors were identical. Ornish suggested that being the petter or the pettee has health benefits.

The more people feel loved, the less atherosclerosis they have independent of other risk factors. Socially isolated survivors of heart attacks have four times the death rate of those with low stress.

Patients who score above average in loneliness have significantly poorer immune functioning.



### Exercise

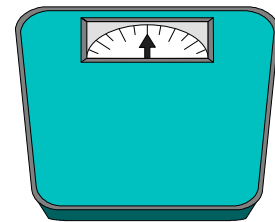
Stress is relieved by exercise. Stretching, breathing, and moderate exercise are all that is needed. The

vast majority of benefit from exercise can be obtained from only the *most moderate of exercise*. Becoming a marathon runner provides little additional benefit.



### Smoking

Ornish provided a cartoon of a fortuneteller telling a smoker, "I give smokers a special discount because there is not as much to tell." Smoking increases the risk of lung cancer, heart disease, respiratory illness, and *impotence*. Yes, when circulation is impaired, it affects the whole body.



### Weight

Ornish debated Atkins on the virtues of a high protein diet for weight loss. He argued that we know that *low caloric intakes lengthen the life span of animals*. Fats have nine calories per gram while protein and carbohydrate have only four. Thus a high meat diet loads the body up with fat and calories which can mortgage health.

Atkins error is that he does not take into consideration the effects of different carbohydrate foods upon insulin production. Refined sugar, white rice, alcohol, and white flour all lack fiber which results in an increase in insulin when they are eaten.

High fat meals inhibit blood flow within hours of the consumption of the meal. Ornish is conducting a study right now of low fat diet (10% fat) on prostate cancer growth. He found that a 10% fat diet stopped

prostate cancer growth in mice.

A human study is being conducted now and the low fat diet appears to have stopped prostate cancer growth and may even be reversing the growth. PSA's are down. Results are still pending. He felt that the same principles may be involved with breast cancer in women.



### Psychosocial Impact

Loneliness, depression, and isolation increase mortality 3-7 times. This may be mediated by unhealthy behaviors practiced by those in these situations. One study found that depression increased risk of death from heart attack from 3% to 18%. Religious or group participation reduced risk of death from heart surgery by 7 times.

Dr. David Spiegel of Stanford found that ninety-minute group support meetings once a week resulted in twice the survival rate from metastatic breast cancer.

Social isolation is as significant to mortality rates as smoking, high blood pressure, high cholesterol, obesity, and lack of physical exercise. Social isolation is actually a greater risk factor than is smoking.

Hostility is the toxic component of type A behavior. Social contacts reduce colds. Note that "Illness" begins with "I" and "wellness" begins with "WE."



### Supplements

Ornish recommended a minimum of the following supplements:

- ◆ **Vitamin C: 2 grams**
- ◆ **Vitamin E: 400-800 IU**
- ◆ **Fish Oils: 3 grams a day**
- ◆ **Folate: 1 mg a day**
- ◆ **A good multiple without iron (Except for young women).**



### My Thoughts

I usually recommend the entire B Complex rather than just folate. Two B complex with a multiple will provide more than the folate Ornish recommends. There is good evidence for widespread deficiencies of not only folate, but also vitamin B6 and B12 in our society leading to elevated homocysteine and an epidemic of heart disease. Research is now indicating that homocysteine may also be involved in Alzheimer's, Multiple Sclerosis and other problems.

Do not underestimate the value of other B Complex members as well. Vitamins B3 and B1 are critical for energy production in the body and chronic fatigue is the most frequent complaint in doctor's offices.

GNLD B Complex is derived from living organisms with all the potency and completeness of a whole food. Synthetics do not have the enzymes and trace minerals found in food sources of the B Complex vitamins which facilitate use and assure effectiveness.

My recommendations on vitamin E are a little lower than Ornish suggests. GNLD Vitamin E has a broader range of effectiveness because all the tocopherols and tocotrienols are present. These associated factors also increase the total amount of vitamin E activity. I usually suggest 300-600 I.U. GNLD Vitamin E also has the advantage of being derived from foods. Synthetic vitamin E is derived from turpentine or petroleum products.

Ornish's suggestion of 2,000 mg of vitamin C stunned some of the more conservative medical professionals. This simply points to the direction medicine is going in it's recognition of the importance of this vital nutrient. Use of this quantity of vitamin C with GNLD's Super C would provide a healthy supply of citrus flavonoids as well. Flavonoids are invaluable in detoxification processes in the body. They also help chelate out toxic metals.

Ornish's recommendation on fish oil also seems a little high. I usually suggest 1-2 grams a day (3-6 capsules of Salmon Oil). Perhaps qualitative differences may explain this. Tufts University did a study a number of years ago which found that the average fish oil product on the market had only 38% of the EPA in the product that was listed on the label. This is the active anti-inflammatory component of the product. A study done on the GNLD Salmon Oil showed that it had 100% or more of the active ingredients. GNLD Salmon Oil is tested for both purity (toxin residues) and potency (the presence of active ingredients).

*I would also consider GNLD Carotenoid Complex.* Research continues to pour in on the benefits of these fat soluble coloring pigments in fruits and vegetables. Blood carotenoid levels are directly linked to life span in both animals and humans

according to researcher and aging expert Richard Cutler.

The GNLD Carotenoid Complex was shown in one study to decrease oxidation at the cellular level by 44%. Oxidative damage is a key measure of how fast we are aging. The tissues most susceptible are oxidative damage are the mitochondria where energy is produced in the cell. Unfortunately, there is very little repair capability for mitochondria so damage can be more or less permanent.

Preventing damage to mitochondria can prevent problems of premature aging and deterioration. Carotenoids decrease the risk of cancer, macular degeneration, and prostate cancer.



### Lucille's corner

April and May really launched our GR2 program and we have a lot of happy campers. I am taking pictures of 'before' and 'after' because pictures SHOW so much more than the scale or measuring tape. A lot of us

are now baggy ladies and men, keeping the alteration shops and clothing stores happy. If I haven't talked to you personally, and there are so many I can't nail you all down, I've gleaned some important tips I'd like to share with you,

1. I've found drinking 8 oz of water with the fat burner, followed another 8 oz of water with the fiber (16 oz total) before a GR2 drink or a meal offers the best results.

2. Your drink is delicious if mixed with about 4 oz water and a cup or more of ice cubes. This makes it thick and flavorful. Then you can drink an extra cup of water, which you'll want anyway as it creates some thirst. Another way to add a feeling of fullness is to throw a piece of wheat bread into the blender, along with the water and GR2 powder, and blend. Surprisingly, the bread takes the flavor of the drink and makes it thick. Remember, all products like the bread need to be real whole grain. Use brown rice, or wild rice. You will develop a taste for a different way of eating than before. You'll also notice you don't crave sweets anymore.

3. Remember to continue your supplements.

4. Keep your hormones in balance.

Consult the company web site for updated information on GR2:

[www.gr2control.com](http://www.gr2control.com)

**Have a good day!**

Why shouldn't we have a good day? We make the choice of how we will handle the circumstances that each day brings. Attitude is a big subject, but I'd like to share some provocative thoughts on it.

It is the true reflection of our selves. Its roots are inward but its fruit is outward.

Attitude is our friend, or worst enemy, more honest and consistent than words.

We are magnets, we attract or repel by our attitudes and behaviors.

I read years ago a saying by Emerson: "What you are speaks so loud, I can't hear what you say."

Someone else once said, "At 20 you have the face God gave you, at 40 the one you earned."

Keep a good thought and have a good day.

*Lucille ...*

