

Image Awareness Healthletter

Image Awareness Corp.

July 2002

JAMA Reverses Policy on Supplements

The Journal of the American Medical Association published a landmark article June 19, 2002. Reversing long-standing anti-vitamin policy, the journal is now advising all adults to take at least one multi-vitamin pill each day. This reversal is due to the fact that the weight of evidence is now overwhelming that nutrients reduce the risk of such common chronic diseases as cancer, heart disease, birth defects and osteoporosis.

About 20 years ago JAMA came out with a review of vitamins and concluded that people should not take vitamins because they were a waste of money. (They also pose a threat to pharmaceutical sales.)

Establishment health authorities have now come to the conclusion that most Americans may consume enough nutrients to prevent outright vitamin-deficiency disorders such as scurvy or pellagra, but not enough to ward off degenerative diseases.

One of the most obvious lacks is the failure of Americans to consume at least five servings of fruits and vegetables a day.

Researchers are also coming to the conclusion that the recommended daily allowances for many nutrients are too low. Recommended Dietary Allowances were established to prevent deficiency disorders. There is growing evidence that these levels of intake do not promote optimum health. The National Academy of Sciences is in the process of revising the suggested intakes based on new evidence of the need for more nutrients than previously believed. Robert Fletcher, one of the authors of the new guidelines, points out that even with five daily servings of fruits and vegetables many people likely would not get enough vitamins for optimal health.

The biggest worry of the researchers is



that many people will simply pop a pill and not eat the foods which contain the nutrients they need. Most supplements do not have the full spectrum of thousands of phytonutrients such as carotenoids, flavonoids, and cruciferous compounds found in whole foods. (GNLD supplies many of these in Phytodefense.) Efforts to get people to eat a healthier diet have not been very successful. The authors of the article also note that doctors need to upgrade their knowledge about nutrition and begin recommending supplements.

This is a tremendous advance for the medical community, and coming out of Harvard no less! The medical community has been the primary roadblock in the advancement of sound nutrition for over 60 years. Let's hope we are beginning to see a fundamental change in medicine's orientation to the field of nutrition.

Reference:

Fletcher, Robert, and Fairfield, Kathleen, "Vitamins for Chronic Disease Prevention in Adults," *JAMA*, Vol. 287, June 19, 2002 pp. 3116-3126.

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Special points of interest:

- A remarkable turnaround on the part of JAMA on the issue of supplements.
- The crucial role of acidophilus in maintaining bowel health.
- Don't miss Jim's answers to your questions.

Skin Cancer

Summer is the time to give a little thought to skin cancer. Proper nutrition is even more important for the prevention of skin cancer than is avoiding sunlight.

Light along with heat and cold is very destructive of folic acid, one of the B vitamins. Folic acid, vitamin B12, and zinc are all essential for normal replication of skin cells. Intense light exposure destroys folic acid in the skin increasing the risk of depletion which can lead to skin cancer. Don't forget to take your B complex when spending time in the sun. (Vitamin B2 is also destroyed by light.)

Tanning

We need sun exposure but we do not want to burn. Sun exposure elevates mood, promotes vitamin D formation, and may decrease the risk of multiple sclerosis, cancer, osteoporosis and heart disease. Vitamin D was recently shown to be a more powerful antioxidant than vitamin E.

The most important nutrient for a healthy tan rather than a burn is L-tyrosine (GNLD Enersine or protein products). This amino acid is the precursor for all the melanin or tanning pigments. The Enersine product not

Vitamin A is another important nutrient for healthy skin. This vitamin is essential for cellular repair. Intense sunlight can interfere with vitamin A's ability to repair skin cells, particularly if dietary intake is too low. Intake of vitamin A over 40,000 IU should not be necessary for skin protection. Levels over 10,000 IU are not suggested for pregnant women.

Zinc optimizes vitamin A utilization in the skin and is also important for skin cancer protection in its own right. Unfortunately, the soil in over 30 states is so low in zinc it can impair crop growth.

only supplies this important amino acid, but also increases energy and aids the adrenal gland in coping with stress and allergies.

Other important nutrients for tanning include vitamin B Complex (especially B6), vitamin C, and copper. These nutrients should improve the ability to tan, but will not guarantee that everyone will develop a deep tan like the American Indian. These nutrients should improve the amount of time you can stay in the sun before burning, but one must still take pre-

Finally, do not neglect carotenoids for skin protection. Carotenoids are well known to have powerful photo-protective effects--this means they can protect skin cells from damage upon exposure to intense sunlight.

Reference:

Wright, Jonathan, "Toss your sunscreen and step out of the shadows! You can prevent skin cancer and still enjoy time in the sun this summer," *Nutrition and Healing*, June 2002, p. 1.



cautions against sunburn.

Beware taking isolated copper. It can deplete zinc levels increasing the risk of skin cancer! GNLD multiple vitamins have a balanced intake of zinc and copper.

Kime, Zane, *Sunlight Could Save Your Life*, Penryn, Ca. World Health Publications, 1980.

Wright, Jonathan, "Never say never: You can get a tan--and still avoid sunburn--with a few simple nutrients," *Nutrition and Healing*, June 2002, p. 1.

A healthy tan can protect the skin from much of the damage which the sun can do to the skin.

Homocysteine and Alzheimer's

Researchers at Boston University recently discovered that people with elevated homocysteine double their risk of developing Alzheimer's disease. Other forms of memory loss may also be related to elevated homocysteine. One study relates homocysteine to Parkinson's disease.

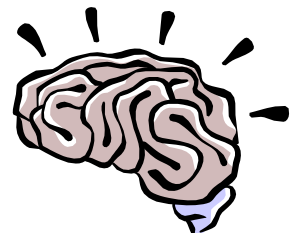
Years ago GNLD introduced the Lipotropic Adjunct to improve circulation and reduce levels of homocys-

teine. At that time few people realized that homocysteine could not only deteriorate the condition of the arteries, but also profoundly influence brain function.

Homocysteine can serve as a double whammy for the brain. It deteriorates the circulatory system which nourishes brain cells, and also acts as a direct antioxidant potentially damaging brain cells themselves.

Localzo, J., "Perspective: Homocysteine and Dementias," *New England Journal of Medicine*, Vol. 346, No. 7, Feb. 14, 2002.

Seshadri, S., and Others, "Plasma Homocysteine as a Risk Factor for Dementia and Alzheimer's Disease," *New England Journal of Medicine*, Vol. 346, No. 7, Feb. 14, 2002.



Acidophilus Plus

We recently had an 87 year young lady who had suffered with irritable bowel syndrome for 10 years improve within a month on the GNLD supplements. One of the important supplements she used was Acidophilus Plus.

Acidophilus is an under appreciated supplement. Proliferation of the wrong organisms in the digestive tract, called dysbiosis, can have very serious consequences.

The Bad Guys

This problem is very likely. Half of all the antibiotics used in the United States are fed to animals. Every time one eats meat the "good guys" in the digestive tract are killed by the antibiotics.

On the other hand, the "bad guys" in the digestive tract are often resistant to antibiotics. Disease causing fungi love carbon dioxide and sugar. Every time sweets, carbonated water, or soda pop are consumed we are promoting the overgrowth of potentially disease causing fungi in the digestive tract.

Other pathogens love a high fat diet. They feed on these fats and produce hormones which can upset the body's carefully orchestrated hormone chemistry.

Danger in Those Fries and Chips

Recent research at Stockholm University shows that French fries and potato chips contain huge quantities of a carcinogen known as acrylamide. This substance is formed when carbohydrate rich foods such as potatoes or grains are fried or baked.

Acrylamide causes benign and malignant stomach tumors. It also in-

The large intestine alone carries about 3.3 pounds of bacteria. As a matter of fact, the total number of bacteria in the gut outnumbers the total cells in the human body.

Beneficial bacteria synthesize nutrients and help break down foods greatly aiding in the digestive process. They can help prevent a number of serious digestive disorders including diarrhea and irritable bowel syndrome. Beneficial bacteria also promote the activity of the white blood cells, our immune defenders. Acidophilus also lowers cholesterol.

By contrast, harmful bacteria release toxins which can interfere with normal immune function, damage tissues including the lining of the digestive tract, and trigger or aggravate autoimmune diseases like rheumatoid arthritis.

Acidophilus Plus

GNLD Acidophilus Plus has some notable advantages over the typical acidophilus product sold:

- ◆ Broad spectrum: Five primary types of organisms with a wide variety of health benefits from

each of the different organisms.

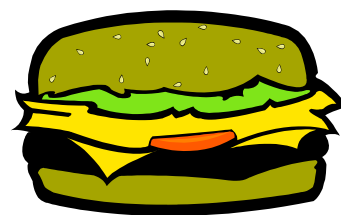
- ◆ Potent: Each capsule delivers over 5 billion organisms through Targeted Delivery Technology due to GNLD's exclusive Gel-Gard process which protects the organisms from stomach acid.

Erickson KL, Hubbard NE, "Probiotic Immunomodulation in Health and Disease," *J Nutr*, 2000;130:403S-409S.

Schaafsma G, et al, "Effects of a Milk Product, Fermented by Lactobacillus Acidophilus and With Fructo- Oligosaccharides Added, on Blood Lipids in Male Volunteers," *European Journal of Clinical Nutrition*, 1998;52:436-440.

Halpern, Georges M., M.D., Ph.D., et al, "Treatment of Irritable Bowel Syndrome With Lacteol Fort: A Randomized, Double-Blind, Cross-Over Trial," *The American Journal of Gastroenterology*, 1996;91(8):1579-1585.

Baker, Barbara, "Good Microbes May Prevent and Treat Diarrhea," *Family Practice News*, September 15, 1997;1,2.



There are more bacteria in the digestive tract than there are cells in the human body.

duces gene mutations. If this were not bad enough acrylamide also causes damage to the nervous system.

This just provides one more reason to avoid these fast foods. The use of partially hydrogenated oils is probably reason enough to avoid most chips.

Junk fats can create an essential

fatty acid deficiency by displacing beneficial fats from cell walls and other body structures.

Park, J, "Acrylamide-induced cellular transformation," *Toxicol Sci* 2002, Feb; 65 (2):177-83.





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Office Hours

We are open from 10:00 a. m. — 6:00 p.m. Monday through Friday. If these times are inconvenient let us know and we will make every effort to accommodate your needs.

Questions for Jim

What do you think of Ephedra for weight loss and energy enhancement?

100 people have sued the makers of ephedra products in the last two years. These products are dangerous and doubly so when mixed with caffeine or other stimulants. A number of people have died from taking the products. Many professional athletes promoted ephedra products until they were banned by the NFL in the fall of 2001.

Glycemic Response Control (GR²) is a much safer way to lose weight and does not increase the heart rate and dehydrate the way that ephedra and other central nervous system stimulants can.

What do you think of Noni? It sounds like a very powerful supplement.

There is no material in any reputable scientific journal which would substantiate the claims made for Noni juice.

Vivian Chang gave me a noni in Hawaii when I was there a few years back. I let it ripen in the room and the smell was so bad it made me gag. No right minded human being would have wanted to eat it. I threw it away.

I have never run across any independent research on Noni Juice which supports the claims made by the company. The Noni juice I have looked at is pri-

marily grape juice. There would certainly be some benefit there due to the flavonoid content. The product would be very high in sugar however. I am very skeptical of this product.

Morinda, the maker of Tahitian Noni, has entered into a settlement with the Attorneys General of Arizona, California, New Jersey and Texas that they will no longer make curative claims for this product unless they can be substantiated by reliable scientific evidence.

Are there any nutrients that can help tinnitus or ringing in the ears?

One study found that almost half of those with tinnitus evidenced deficiency of vitamin B12. The vitamin helped some of those with the deficiency. (*Am J Otolaryngology*, March-April 1993)

Dr. Hansel Debartolo feels that those with this problem are often deficient in zinc or magnesium. He also suggests that vitamin A is very important for the ear.

B complex and Salmon Oil should also be tried. The gardener who cares for our office landscaping experienced tremendous relief from ringing in the ears with Salmon Oil and a Uni-Pak.

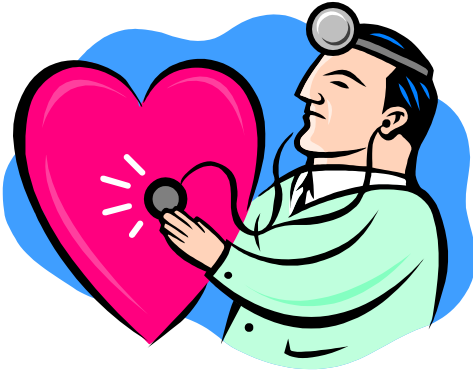
Why is the GNLD Protein so costly?

GNLD Protein products are all made with an exclusive Proto-Gard Process. The protein is mixed with enzymes and broken down into small collections of amino acids which are far more easily used by the body than are intact proteins (such as steak or most protein supplements) or even free form amino acids for that matter.

The Government measure of protein quality is PDCAAS (Protein Digestibility Corrected Amino Acid Score). All GNLD proteins are between 1 (a perfect score) and 1.4. The reason they score so well is that the protein products GNLD sells are exceptionally easy on the digestive tract and require little effort on the part of the body for their use.



Breaking News: HRT is Dangerous (JAMA)



The *Journal of the American Medical Association* will soon announce that one of the largest clinical trials of hormone replacement therapy ever conducted has been cancelled due to increased risk of stroke, blood clots, heart disease and breast cancer. In the United States 6 million women are currently using the estrogen and progestin combination shown to be harmful in this study. Among every 10,000 of these women there will be an additional 8 cases of invasive breast cancer, 7 heart attacks, 8 strokes, and 18 with blood clots.

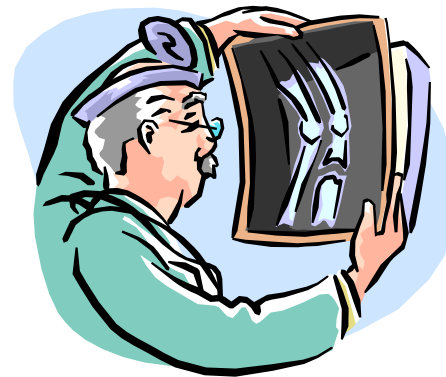
The increased incidence sounds small until one realizes that the actual incidence of problems would be 600 times greater due to the number of women using this therapy. That would be: 4800 cases of breast cancer, 4200 heart attacks, 4800 strokes, and 10,800 cases of clots per year of HRT use! Over a ten year period 246,000 incidents would have taken place. This is assuming that the risk would not increase with each successive year of hormone use which is probably not a very good assumption to make.

This risk of estrogens and progestins in the form of birth control pills was pointed out in a book titled *The Bitter Pill* by Ellen Grant, M.D., in 1985. Since the book is out of print, (it is difficult to believe this book has not been suppressed) you will find a review at our web site at the following URL or address:

<http://www.imageawareness.com/pages/books.html>

Grant was one of the key physicians supervising the introduction of the birth control pill into England when it was introduced. Ten years of study convinced her that there was no form of the pill that would not have serious side effects for a certain percentage of the women who used it.

The Women's Health Initiative which was conducting the study written up in *JAMA* called it to a halt over three years before the planned conclusion of the experiment because the hormone replacement therapy was so obviously harmful that it was considered unethical to continue the study.



Hormone replacement therapy has been promoted for reduction of heart disease and the prevention of osteoporosis as well as the relief of menopausal symptoms. This study raises the question of whether a woman who has her ovaries should do conventional HRT at all.

Sadly, over 600,000 hysterectomies are done every year in the United States. There is a good argument to be made that most of these surgeries are unnecessary. I would suggest any who questions this read Stanley West's book *The Hysterectomy Hoax*. Women who have had a hysterectomy may benefit from some kind of hormone replacement.

Unfortunately, the medical community and the pharmaceutical firms have

refused to duplicate nature's pattern when using hormone replacement therapy.

For example, nature never put a progestin in a woman's body. Progestins are synthetic hormones which are modifications of the natural hormone progesterone. Provera (a progestin) has been shown to increase the risk of coronary artery spasms.

Why doesn't medicine use the natural hormones in the natural ratios? Primarily because pharmaceutical houses can not patent natural substances.

There is an even better question to ask, however. Why do we not focus on normalizing hormone levels in the body with proper nutritional support? It has been evident for over 40 years that sound nutrition can benefit both hormone production and overall hormone balance.

In the 1950's researchers in Southern California demonstrated that extracts from wheat, rice, and soy combined with other nutrients could undergird the body's ability to produce adequate quantities of hormones in the proper balances. This research later led to the introduction of the first four factor nutritional supplement--Formula IV with Tre-en-en (wheat, rice and soy) concentrates.

References:

The Journal of the American Medical Association July 17 2002;288:321-333.
Stanley West, M.D., *The Hysterectomy Hoax*,



A Brief History of Formula IV

In the 1950's medical doctors noted that a good many of their patients were suffering from chronic fatigue and other complaints. Physical examination of these people did not show anything wrong.

In an effort to better understand what was going on the researchers purchased a polarograph, a piece of equipment which made it possible to study what was going on within the cells and the glandular system.

Polarograph studies indicated that something was fundamentally wrong with these patients at the cellular and glandular levels. They were not producing energy and not repairing damage to the tissues in an optimal manner.

It soon became obvious that the lack was nutritional, but the problem had little to do with missing vitamins or minerals. Studies of the American diet revealed that the lack was oils which

were being refined out of grains and legumes. These quality oils included substances found in the germ and other layers of the wheat berry, the bran of rice, and the outer shell of the soybean--all of which were discarded or fed to animals.

Extracts of these substances were developed over a period of several years and tested on animals, patients in hospitals, and on athletes. All of these studies demonstrated that the oils from the grains were indeed highly beneficial in promoting the health of individual cells and also optimizing glandular functioning. One capsule of these oil concentrates would be equivalent to eating between 2 1/2 and 3 1/2 pounds of wheat, rice, and soybeans. This is comparable to consuming the oils in 6-11 servings of whole grains suggested by the Food Guide Pyramid developed by the USDA.

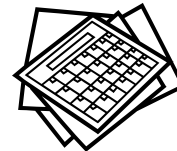
Question for Jim

With the recent discovery that HRT does not protect against heart disease and may be risky for osteoporosis prevention, are there any other options?

There have always been nutritional options to prevent heart disease including eating less fatty foods, less rancid fat, less sugar and maintaining an adequate intake of antioxidants such as carotenoids, vitamin C and vitamin E. Lipotropic factors and homocysteine antagonists (see the information on Lipotropic Adjunct in the article on Alzheimer's) can also play a major role in prevention of heart disease.

There are also nutritional options for the prevention of osteoporosis. These includes glandular support with Formula IV Plus, Feminine Herbal and bone support with Chelated Cal-Mag. Vitamin D is also very important for bone formation and strength.

Calendar of Events



July

July 11-14

IST meeting.

Wednesday July 17 10:00 a.m. - 12:00 p.m.

Meeting for Larry McAfee in Roseburg, Oregon. Location: 437 N.E. Nash. Phone: 541-672-1946.

Thursday July 18

7:00 p.m. -9:00 p.m.

Best Western Executive Inn, 5700 Pacific Hwy East, Fife/Tacoma, Washington. Anitha Russell (253)922-0080.

Saturday July 20

10:00 a.m. - 12:00 p.m.

Seminar for Bob Pearson. Emerald Baptist Church, 631 East 19th, Eugene, Oregon. Phone: 541-687-0590.

Sunday July 21

4:00 p.m.- 6:00 p.m.

Seminar in Redding, CA for Shirley

Eggert. C. R. Gibbs Best Western, 2300 Hilltop Drive, Redding, CA. Meeting is upstairs. Phone: 530-247-1063.

August

August 13

7:00-8:30 p.m.

Seminar for Anna Marie Harrison in Vacaville on Weight Loss and Diabetes. Phone: 707-455-7999

August 20-21

Talk for the Carson City Rotary. Seminar for Sally Bilyeu in Carson City.

August 27-September 1

International and American Associations of Clinical Nutritionists. Chicago

September

Monday, September 9

Seminar for Betty Herman in San Francisco Bay Area (Pleasant Hill).

Phone: 510-947-1572.

Th. & Fri. September 26-27

Seminar for Jack and Dale Kaiser in Chowchilla. Phone: 559-665-5715.

October

Monday, October 7

Seminar for Betty Herman in San Francisco Bay Area. Phone: 510-947-1572.

