

Image Awareness Healthletter

Image Awareness Corp.

November 2002

Water Prevents Death

Dehydration elevates blood parameters associated with the risk of heart disease. This is the conclusion of a study conducted by researchers at Loma Linda University.

The Adventist Health Study began in 1976 with 8,280 men and 12,017 women. All the subjects were free of major disease and over 38 years of age in 1976.

Researchers recently published that men who drank five or more glasses of water a day reduced their risk of death from heart disease by half over men who drank two or fewer glasses. In women the risk reduction was 40 percent.

Frequent consumption of beverages other than water significantly increased risk of dying from heart disease. Coffee, tea, juice, milk, and soda pop increased risk in men 1.5 times and in women 2.5 times.

These other beverages may increase dehydration. Juices and carbonated beverages increase the thickness of the blood due to their sugar content.

Chan J, Knutsen SF, Blix GG, Lee JW, Fraser GE, "Water, other fluids, and fatal coronary heart disease: the Adventist Health Study," *Am J Epidemiol* 2002 May 1;155(9):827-33.

Menstrual Problems

Doctors use the term dysmenorrhea to refer to painful menstruation and cramping. A double-blind, randomized, placebo controlled trial of 556 girls between the ages of 12 and 21 was published in 1996. This is a high quality medical study and it showed that painful menstruation disappeared in 87% of the girls who were supplemented with generous amounts of vitamin B1 or thiamine. An additional 8% improved and

only 5% showed no improvement. It took 3 months for the problems to improve.

Many young women in the United States are not obtaining the B complex they need in their diets due to high intake of refined carbohydrates.

The results of this study are truly astounding and illustrate the power of proper nutrition when appropriately applied. The B complex may also benefit nerve-type problems like sciatica. It is certainly worth a try in these situations.

In an older study about 90% of women with dysmenorrhea improved in a 3 year study using vitamin B3, flavonoids and vitamin C. The vitamin B was taken every 2-3 hours during menstrual cramping.

One thing appears clear. Painful menstrual periods and cramping do respond to nutritional supplementation in many cases.

Gokhale, L.B., "Curative Treatment of Primary (Spasmodic) Dysmenorrhoea," *Indian J Med Res.*, May 1996; 103:227-231.

Hudgins, A.P., "Vitamin P, C and Niacin for Dysmenorrhea Therapy," *West J Surg Gynecol.* 1954;62:610-611.



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• This newsletter is written to provide information and should not be used as a substitute for the recommendations of your medical doctor. The reader is urged to review this information with a qualified health professional because each individual and medical situation are unique. You should not consider this information the practice of medicine or to replace consultation with a physician or other qualified healthcare provider.

Coral Calcium

We live in an era of infomercials. People with impressive sounding credentials sell products with scientific data and a multitude of testimonials. Sometimes there are logical gaps in the promotion of these products which are not immediately obvious.

The November 2002 issue of *Townsend Letter for Doctors & Patients* contains the following quote: "The proponent of Marine Coral Calcium, Robert R. Barefoot, in his book *Death By Diet*, on page 143, includes the trace element content of Aluminum to be 1693 ppm!" A high aluminum content is the problem which eventually surfaced with colloidal

Safe Drinking Water

Coolers Not Safe

Bottled water sounds like a great idea. Few people consider the possibility, however, that water coolers can harbor bacteria.

Several years ago scientists checked the bacterial count of water from 10 water coolers on the campus of Boston's Northeastern University. They found that in each case the count reached at least 2,000 potentially dangerous organisms for every 1/1000 liter of water. This is four times the bacterial contamination level the government recommends for safe water.

Even more disturbing, the more frequently the coolers were used the higher bacterial contamination appeared to be. Some of the frequently used coolers had bacterial counts exceeding one million--2,000 times the governments recommended limit.

The problem was not in the water delivered to the school, but in the coolers themselves. Bacteria adhered to the cooler's reservoir and to the spigots.

Those drinking this water were at risk of developing gastroenteritis, vomiting and diarrhea.

mineral products. Coral calcium can also have high levels of iron which may be a problem for some people.

Another potential problem with coral calcium (not a normal part of man's food chain) is the low magnesium content. Mildred Seelig is considered the world expert on magnesium. In her lecture before the International and American Associations of Clinical Nutritionists two years ago she stated that in her opinion the ideal ratio of calcium to magnesium is 2:1. This is the ratio in the Chelated Cal-Mag and Vitality Calcium Plus of GNLD.

High intake of calcium without

Leaving water sit in containers for long periods is not a good idea. Bacteria can begin to proliferate in as little as a week.

"Bacteria in the Cooler," *Tufts University Diet & Nutrition Letter*, August 1992.

The Story of Ray

Several years ago Ray came into our office. He was suffering from severe heart disease and had undergone a couple of procedures to unblock the arteries. He asked if there was some pill that might stop this process of atherosclerosis. Every time his arteries were cleaned out, they would rapidly plug up again.

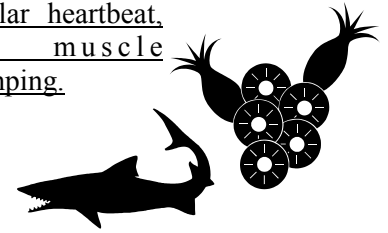
I pointed out to him that there were a number of nutrients which helped keep the arteries clean including Vitamin E, Vitamin C, Lipotropic Adjunct, and Salmon Oil. Today I would add Carotenoid Complex.

It is important in these situations to try and understand the cause of a rapid buildup of plaque in the arteries. I asked Ray what his drinking water was like. He said, "It smells like a swimming pool."

I asked if we could go test his drinking water. He responded in the affirmative and we headed to his

magnesium may not harm someone in the short term, but in the long term it creates a risk of inducing a magnesium deficiency. Magnesium is more often deficient in the American diet than calcium is!

The best natural sources of magnesium are leafy greens and nuts. Magnesium is a natural calcium channel blocker, vasodialator, and muscle relaxant. Deficiency can cause fatigue, irregular heartbeat, and muscle cramping.



home. The water turned a vivid green color when I added a couple of drops of OTO to it. This is a common chemical used in testing chlorine in pools.

It turned out that Ray lived right next to the chlorination facility for his mobile home park. I suggested he purchase a Water Dome. The Water Dome effectively removes bacteria including cryptosporidium, giardia, EPA priority pollutants and chlorine.

In 1990 Ray wrote, "I have had no problem at all since I began using the unit in 1985. My health has been better in the last five years than prior to that time when I was experiencing a multitude of health problems. Our water tastes really good after it is filtered with the Water Dome."

Don't underestimate the health benefits to be obtained from drinking pure water. Most tap water is contaminated with an amazing combination of chemicals and sometimes bacteria.

Water coolers may have 2,000 times the bacteria that the government considers safe.

Significant News Items

Enzymes and Cancer

A recently published study suggests that enzymes may be of value in conjunction with cancer therapy. Enzyme tablets were given 2 at a time 3 times a day beginning on the first day of chemotherapy. The dose was reduced to 1 tablet 3 times a day the second year after the cancer was treated. The addition of enzymes for more than 6 months reduced the risk of death by about 60%. Those with stage III cancer survived about 3 years longer (36 months) when they used enzyme supplements.

The use of enzymes for cancer treatment has a long history and this is obviously something which needs further investigation. Enzymes may enhance the activity of the immune system in destroying cancer cells.

Sakalova, A., Gazova, S., et al., "Retrolective Cohort Study of an Additive Therapy With an Oral Enzyme Preparation in Patients with Multiple Myeloma," *Cancer Chemother Pharmacol.*, 2001;47(Suppl.): S38-S44.

Aspirin and Vitamin C

One of the most common medical recommendations is to take a "little" aspirin every day. In a recent study 400 mg of aspirin twice daily was noted to cause erosions of the stomach lining, oxidation of fats, suppression of blood flow in the stomach, and suppression of many antioxidants including vitamin C, superoxide dismutase and glutathione peroxidase.

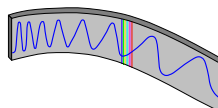
The good news is that vitamin C at a dose of 480 mg (about one Super C) twice a day was able to prevent almost all of this damage. Physicians often recommend medications without taking into account the effects of these substances upon nutri-

Surebeam Scores a Victory

Shares in a company called Surebeam surged recently when the USDA announced it would allow electronically irradiated meat to be sold in millions of schools by the end of the year. Widespread contamination of meat products contributed to by sometimes sloppy work by the USDA led to this development.

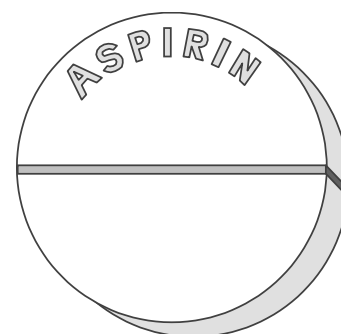
This is the only irradiation process which does not use radioactive isotopes. One does wonder about the safety of foods after they have gone through this process, however. A treatment which will do in bacteria and pests is almost certain to introduce large quantities of free radicals into the food. *Any form of irradiation is likely to increase requirements for antioxidants in the diet.*

Reuters, "Surebeam shares jump after USDA decision on meat," Monday October 28, 12:48 pm ET.



Vitamin C can protect from many of the damaging effects of aspirin such as erosion of the digestive tract and production of free radicals.

Aspirin-Induced Gastric Damage in Humans: Gastroprotection by Vitamin C," *Aliment Pharmacol Ther.*, 2001;15:677-687.



tional status. It is always wise to research the effect of any pharmaceutical substance on nutrients and then make sure that deficiencies are not induced.

In view of the widespread use of aspirin in our society, this research is very significant and suggests a valuable means of self-protection for those who choose to follow this common recommendation. Interference with the normal functioning of the digestive process is one of the most common side effects of prescription medications.

Pohle, T., Brzozowski, T., Becker, J.C., et al., "Role of Reactive Oxygen Metabolites in



Image Awareness Corp.

1271 High Street
Auburn, California 95603
Phone: (530) 823-7092
Fax: (530) 823-7086
Order Phone: (800) 359-6091
Email: jmcafee@wizwire.com
Web: www.imageawareness.com

Office Hours

We are open from 9:00 a. m. — 5:00 p.m. Monday through Friday. If these hours do not work for you make special arrangements for product pickup.

Fibromyalgia and Digestion

I have long felt that bacterial or fungal overgrowth in the digestive tract was a factor involved in fibromyalgia. The reason why one aches when suffering from the flu is chemical messengers produced by the immune system in response to the viral infection. These chemical messengers tell the body to liquify the muscles to provide protein to fight the disease.

Most of the immune cells occupy the lining of the digestive tract. If there is a problem in the digestive tract these immune cells will be activated and send chemicals throughout the body which can have wide ranging effects.

A study was recently conducted of 123 individuals with fibromyalgia. 63 of these suffered from rheumatoid arthritis. 52 (82%) of these arthritis sufferers tested positive for overgrowth of bacteria in the small intestine. 107 of the individuals with fibromyalgia met the criteria for irritable bowel syndrome. 96 of these showed evidence of bacterial over-

growth (78%).

The physicians who conducted this study treated those who were willing with antibiotics. Half of these improved.

The message of this study is that perhaps we should look to the gut when someone is experiencing chronic pain. Overgrowth of bacteria or allergic type reactions to undigested food particles may be the culprits in the problem or at least contributors to problems.

Several simple measures can be taken to improve digestion in the small and large intestine:

- ◆ GNLD Betazyme (Betagest and Enzyme Digestive Aid) provides digestants necessary for complete breakdown of foods. Remember a key principle: *Undigested food creates problems and causes immune activation while digested foods nourish the body.*
- ◆ Acidophilus Complex can introduce beneficial organisms to the digestive tract. They will tend to

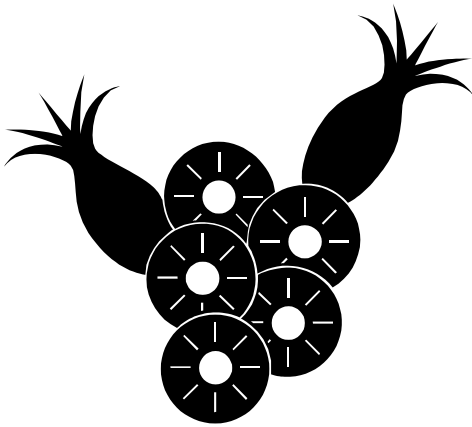
crowd out and suppress the bad organisms.

- ◆ Avoid gluten containing grains: wheat, rye, barley and to a lesser extent oats. If problems exist with digestion of grains or milk products severe consequences can follow.
- ◆ Don't overeat. Big meals are not as well digested as small ones. What your body can not digest becomes food for the potentially harmful bacteria which inhabit the digestive tract.
- ◆ Avoid excessive sugar intake.

Pimentel, M. et al., "Small Intestinal Bacterial Overgrowth: A Possible Association with Fibromyalgia," *J Musculoskeletal Pain*, 2001;9(3):107-113.



Calcium



More on Coral Calcium

The following information on coral calcium comes from GNLD.

Coral is not easily water soluble. If it were there would be no coral reefs in the first place.

Coral is a concern from a toxicological perspective. Coral is well known to have toxic elements in it. Many of the components that give coral its color are toxic to humans and other living things. Fish feeding on coral can be quite poisonous.

From an environmental perspective, coral is an endangered species. Coral grows very slowly and there is serious worldwide concern about damage to coral reefs. Beware products which advertise they are harvested from the sea floor.

Coral is not natural to the human food chain. Humans never have consumed coral until its recent promotion as a food supplement.

There is no clinical data showing benefits of coral calcium over other forms of calcium.

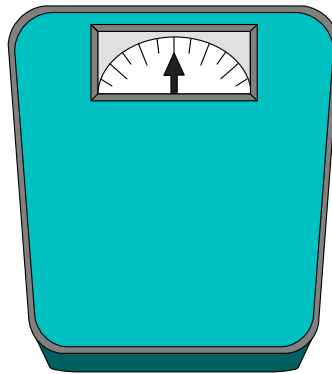
Calcium in coral is nothing special. The vast majority of the calcium in coral is CaCO_3 (Calcium carbonate). Of all the forms of calcium carbonate available there are many which would be wiser and more prudent choices.

Chelated Cal-Mag

Minerals in nature have a double charge which tends to inhibit their absorption though the intestinal lining.

Dr. Arthur Furst developed the GNLD Chelated Cal-Mag. This is a "double amino acid chelation technology." GNLD wraps the calcium ions with the amino acid glycine with which calcium is found in the human body. This double bonding totally neutralizes the charge on the mineral greatly improving absorption. Studies indicate that chelating a mineral can improve absorption as much as sixfold!

The wrap is also important, since it helps the body better use the calcium once it is absorbed.



Calcium and Weight Loss

Several studies indicate that deficiencies of calcium can contribute to problems with obesity. A recently published study indicates that calcium may accelerate the rate of fat loss in those who are overweight. Calcium plays a major role in energy production in the body. Low calcium diets tend to decrease energy and make it more difficult to burn fat. Calcium also tends to help burn calories when excessive calories are consumed in the diet. (This is not an infrequent problem in the United States.)

Increasing calcium intake greatly decreases the chances of becoming obese.

Young women are the portion of the American population most likely to obtain the lowest intake of calcium. This low intake may contribute to a lifetime of struggling with obesity.

One should also note that many dietary habits interfere with proper calcium absorption and utilization. Sodas

with their high phosphoric acid content can interfere with normal calcium metabolism. Sugar and caffeine are well known calcium antagonists. Highly acid foods also increase calcium requirements. These foods include fats (fatty acids), meats (amino acids), grains and sugars. There is little problem with reasonable intake of these things, but excesses can and do create problems for many people.

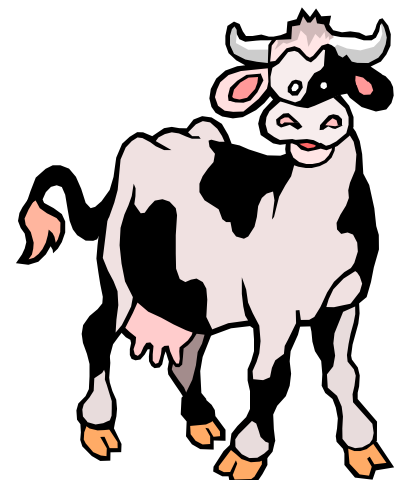
References:

1. *Journal of the American College of Nutrition*, 2002, Vol. 21, Iss. 2, pp. 1468-1518.
2. Taggart, Kylie, "Calcium intake linked to fat loss," *The Medical Post*, vol. 37, No. 37, Nov. 6, 2001.
3. Zemel, M. et al. Regulation of adiposity by dietary calcium. *The Federation of American Societies for Experimental Biology Journal*. 2000; 14: 1132-38.
4. Teegarden, D, et al. Dairy calcium is related to changes in body composition during a two-year exercise intervention in young women. *Journal of the American College of Nutrition*. 2000; 19(6): 754-60.

Calcium and Colon Cancer

A study of 88,000 nurses and 47,000 health professionals suggests that calcium reduces the risk of colon cancer. The study found that those who obtained over 700 milligrams of calcium a day had a 40-50% reduced risk of cancer of the lower colon over those that only obtained 500 mg of calcium a day.

Journal of the National Cancer Institute, March 20, 2002;94:437-446



Items of Importance

Marketing Change

There have been a few changes in the marketing program by GNLD. We will now be paying bonuses at 300 PV in a calendar month. If a check comes in the mail, you really did earn it! Stock up on the products you use for a couple of months and earn additional discounts.

Renewal

There is a yearly \$30.00 renewal cost to be a distributor. This is required for ordering from the company over the web or over the 800 number. Renewal includes subscriptions to company publications. When this renewal comes up you become eligible for a gift pack worth \$45.00 for just \$8.00. This includes Super 10, LDC, and assorted applicator and dispenser bottles.

Office Hours

Beginning daylight savings we changed office hours to 9 a.m. until 5:00 p.m.

Ordering Direct

GNLD will accept direct orders from distributors over the web or over their 800 line. This means that product comes direct from the manufacturing line to you. Key GNLD numbers are as follows:

FOR ORDERS:

1-800-432-5842

FOR QUESTIONS

1-800-432-5848

To access the GNLD web site go to:
www.gnld.com

When you order from GNLD they do all the paperwork including paying bonuses on orders placed through them.

Your Key Information

To order directly from GNLD two crucial bits of information are necessary. Firstly, a distributor ID. This is a number assigned to you when you join the company. GNLD can provide you this information by calling their question line.

The second crucial bit of information is a PIN (Personal Identification Number). GNLD will provide you with one of these if you call and ask for one.

2 Key Bits of Information:

MY ID #: _____

My PIN: _____

Online Applications

It is no longer necessary to mail in distributor applications. Simply go to the Americas section of the www.gnld.com web site and click on "Join GNLD Now!" or go to

www.gnld.com/application

An online distributor application will appear. It is actually a good idea to sign

up new distributors in this way as it shows them just how easy the business is to do.

Online Information

GNLD has a wealth of product and business information online. Check out some of the following:

www.gr2control.com

www.carotenoidcomplex.com

Within GNLD.com look at the following sites:

"GNLD Science"

"Hot News"

Distributor Information Log onto

Log onto www.gnld.com.

Click on "Americas"

Click on "Distributor Only"

Click on the banners of your choice to find out about incentives the company is offering.

Sign in on the "Distributor Only" with your ID and PIN. Click on "Business Tools" for free online literature.

Select a category and click on "GO!"

Click on the article of your choice and print out copies of whatever you want.



Calendar of Events

December

Monday Dec. 2 7:00 p.m.

Christmas party & Nutriance demo in Pleasant Hill.

January

January 18 Special Event
"A Day To Remember"

9:15: **Registration**

10:00: **Brunch**

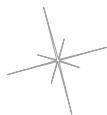
11:15: **"Mr. Eloise"**

Kevin Jensen

11:45: **The Brain Trust**

Jim McAfee/ Aaron Lowe

12:45: **Visit special displays & booths**



Special displays and booths will be set up and manned by those qualified to answer questions and provide insights into their special areas of expertise. This will be the event of the year!

Location: Rocklin Hotel, 5450 China Garden Road, Rocklin, Ca. The hotel fronts I-80 in Rocklin. Arrive on Friday for a no host informal dinner. The hotel is offering a special rate of \$99.00 a night for this event. Quite a savings over their normal rate.

Cost: \$30.00 pays for brunch and the

events of the day. Don't miss the special introductions, great food and warm fellowship in the middle of a cold California January.

Buy Your Tickets NOW!

