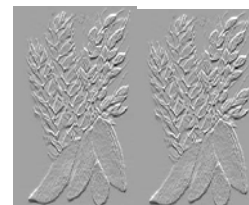


Image Awareness Healthletter

Image Awareness Corp.

January 2003



My Favorite Tips

My Favorite Products

Day after day when I meet with people I discover that they are not aware of some of the very simple things which can improve the benefits of a product. Sometimes there is simply a lack of understanding of what a particular product can do. This newsletter will attempt to pass on some of these tips which I have picked up over the last quarter century working with nutrition. I am going to focus on my favorite products which I either use personally or frequently recommend to clients.

GNLD Multiples

Formula IV

This is GNLD's foundation product. It grew out of 12 years of research and study on normalizing hormone chemistry. It is particularly effective in supporting adrenal, and male and female sex hormones. This supplement is available in a variety of forms which can be confusing. The list below may provide a little guidance on which formulation is right for you. All these supplements should be taken with meals.

- ◆ **Formula IV:** The original formula contains iron which can be important for a menstruating woman. The nutrients are in the form of a paste within a gel cap which provides an improved utilization for some people.
- ◆ **Formula IV Plus:** This is an economy pack with 50% more hormone normalizing tre-en-en (grain and legume) oils plus added zinc, chromium, selenium and molybdenum.
- ◆ **Tre-en-en:** This is the grain oils by

themselves. Customers who have problems with Brewer's yeast will often use the Vegetarian Vitamin-Mineral with additional Tre-en-en. We also run into some people who have a multiple they like and do not wish to discontinue. I strongly recommend these people take the Tre-en-en because there is no other product like this that has the many years of work and practical experience showing benefits for the endocrine system. One can not pick up and use nutrients efficiently if the endocrine system is not functioning optimally and vitamins and minerals alone will not do that job. Studies show a 50% improvement in nutrient utilization when the grain oils are added to the diet.

- ◆ **Liqui-Vite:** This is a potent natural liquid multi for infants and those who can not swallow tablets. Tip: I have used this supplement with GR2 Meal Replacement to



Inside this issue:

Multiples	1
Antioxidants	2
Juice Plus	2
Herbal Products	2
Enzymes and Cancer	3
Aspirin and Vitamin C	3
Fibromyalgia and Digestion	4

• *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.*

Tips and Insights: Antioxidants

supplement those who will not or can not swallow tablets. Liqui-Vite can be fortified for adults with Vitamin E and extra Tre-en-en by squeezing the gel-caps into it.

- ◆ **Vita-Squares:** Even though this product is a chewable for children it has 70 mg of the Tre-en-en concentrates. This is equivalent to getting the quality oils from eating 1/3 lb of whole wheat, rice and soybeans a day.
- ◆ **Active 40 Plus:** This is a high end package with additional nutrients to benefit the older person. One will find extra calcium, digestive aids, and fat digestants in this package.
- ◆ **Sports 30:** This is a superbly balanced product for both the average person and also the athlete. This is my personal favorite. One finds added Liver Plus C here. This supplement was developed as a result of a series of studies conducted by Dr. Benjamin Ershoff which demonstrated that desiccated or dried liver increased the amount of time that a rat could swim in cold water from an average of 13 minutes to over 2 hours. This is a 10-fold increase in stamina and endurance!
- ◆ **Stress 30:** This package has very high levels of B complex and zinc which are readily used up when an individual undergoes emotional or physical stress or trauma.
- ◆ **Tips:** Many people find that if they take extra Tre-en-en (#3130) or extra Formula IV Plus (#3105) for a while they feel much better. These supplements should always be taken with meals.



Antioxidants

- ◆ **Vitamin E:** There is no better product available anywhere. Contains all the members of the vitamin E family. Scientists have recently come to the conclusion that taking only isolated members of the family may actually increase the risk of cancer by decreasing ability to neutralize some of the very worst free radicals. Recent studies also indicate vitamin E may prevent small latent tumors of the prostate from becoming full-blown active cancers. A study in the Journal of the National Cancer Institute showed vitamin E reduced prostate cancer incidence by 42%. (June 2000) **Tips:** I recommend vitamin E for lung function. One can also make an excellent skin cream by mixing one vitamin E capsule (#3340) with one teaspoon of Collagen Cream (#3922). This only works because the GNLD vitamin E is water miscibilized.
- ◆ **Carotenoid Complex:** This product is unique and unequalled. No other product has come under the scrutiny of the USDA and been shown by independent work to enhance immune function 37% in 20 days, reduce oxidation at the cellular level by 44%, increase antioxi-

dants in cholesterol 5 fold, and improve tumor surveillance by 20 percent.



Note on Juice Plus

I am often asked about Juice Plus. In February of 2001 GNLD published the results of an HPLC (High Performance Liquid Chromatography) analysis of Carotenoid Complex and Juice Plus Garden Blend. (Fruits are the best source for flavonoids and garden vegetables the best source of carotenoids, especially critically important lycopene (tomatoes) and lutein (spinach).)

This study could find no detectable alpha-carotene, lutein, or lycopene in the Juice Plus product. Beta-carotene was present. The primary source for this nutrient appeared to be a salt water algae called dunaliella salina. This is not a normal part of the human food chain.

In addition, the GNLD product was lipid or fat soluble and Juice Plus Garden Blend was not. Carotenoids are fat soluble nutrients and are absorbed best when mixed in oils. This is a well known and widely published fact.

The Carotenoid Complex is also encapsulated in a nitrogen medium to protect these nutrients from free radical oxygen which they interact with. A black capsule prevents the carotenoids from interacting with light

Antioxidants and Herbals

which can also destroy them. The Juice Plus product does not offer these protections.

Now a crucial question. Would you put your faith in a company that advertises their products as coming from vegetables when in reality they use an ingredient that is not even considered a food, much less a fruit or vegetable? I don't.

Probably the most famous spokesman for Juice Plus in 1994 (just prior to a couple of well-known murders) was O.J. Simpson who was videotaped before 4,000 distributors claiming that Juice Plus had cured his arthritis. During his trial for murder, Simpson's defense attorneys presented medical testimony that Simpson was so crippled by arthritis that he could not have committed the murders! What's wrong about this story? Product and celebrity endorsements can be easy to come by, but are often not backed up by scientific fact.

Interestingly, John A. Wise, Ph. D., one of the lead researchers for Juice Plus was vice-President of Science and Technology for a company called USA (United Sciences of America). This company made highly believable claims about the scientific research behind their products. In October 1986 NBC produced a devastating expose of the fraudulent scientific claims of USA which caused the company to file bankruptcy. The attorneys general of several states went after the company for making illegal claims for their products.

You can look at a summary of the study conducted by GNLD comparing Carotenoid Complex and Juice Plus Garden Blend by going to the following link:

<http://www.imageawareness.com/doctor/jplsdecd.pdf>

Tip: I have found Carotenoid Complex helpful for a sore throat when I bite into them and suck the contents out and bathe the throat tissues with the contents.



GNLD Herbals

None of the GNLD product lines is less well known than the herbal products. All were developed by Dr. Ann Walker, considered the world's leading herbalist. She runs a medical clinic in London where she uses formulations similar to those she has developed with GNLD. All these products are standardized to one or more active ingredients and contain many-fold concentrations of active ingredients as indicated by a (3X or 10X) indicator in the supplement facts. GNLD also does not use irradiation or toxic gases to kill harmful contaminants in the raw materials as many products do. My favorite herbals:

- ◆ **Masculine Herbal Complex:** This product contains a 5X concentrate of saw palmetto. This herb reduces expression of cyclooxygenase-2. Cancer cells use this as a biological fuel to proliferate. Some researchers believe this herb may actually help prevent cancer of the prostate. It has also been shown to benefit enlargement of the prostate without the harmful side

effects of the common medications. (Jonathan Wright, M.D. *Maximize Your Vitality & Potency*)

- ◆ **Feminine Herbal Complex:** One of the important components of this formula is vitex. This herb has been shown to beneficially affect progesterone production. Low progesterone can cause a host of problems for a woman. Other herbs help regulate the menstrual cycle.
- ◆ **Optimal Life Formula:** This herbal has a 25X concentrate of the active principles of reishi mushroom noted for its ability to help the body fight cancer.
- ◆ **Mind Enhancement Complex:** The benefits of ginkgo (5X concentrate in this product) are well known--increased blood flow in the brain and powerful antioxidant effects.

GNLD herbal products are not treated with toxic gases or irradiation. They are standardized to assure the presence of active ingredients in the herbs involved.

Minerals

GNLD chelates most of their mineral products. The word chelate means "claw" GNLD chelation involves double wrapping appropriate minerals with amino acids, using the same amino acids these things are found with in nature. Studies conducted on minerals show that absorption increases from 1.8 times to almost sixfold when minerals are properly chelated.



Image Awareness Corp.

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

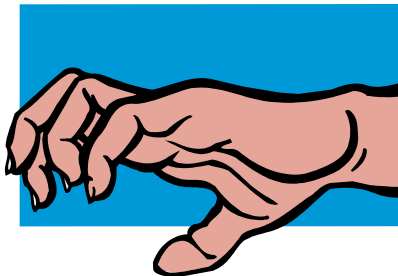
Office Hours

We are open from 9:30 a. m. — 5:00 p.m. Monday through Friday. If these hours do not work for you make special arrangements for product pickup.

Minerals and Protein Products

Tip: Don't be deceived by colloidal minerals which have been shown to often contain unacceptable levels of aluminum and salt. Coral calcium is nothing more than expensive calcium carbonate. One might as well buy tums.

- ◆ **Chelated Cal-Mag:** This supplement exists in two forms: tablet and capsule. Dissolution studies were interesting on these products. The tablet showed 103.3% dissolution in 30 minutes and the capsule 85% dissolution in 30 minutes. By contrast the average of 52 major brands was 39.3% in 30 minutes. The government standard for adequate dissolution of a calcium product is 75% in 30 minutes. The rapid dissolution of the tablet is due to "explo-tab" technology which GNLD pioneered some years ago. The capsule contains vitamin D which some people will desire. It can also be easily pulled apart and



mixed in foods or beverages. I usually recommend the tablet because of its exceptional usability.

Protein Products

All GNLD protein products are made with an exclusive proto-gard processing. This involves breaking down the protein at body temperature with enzymes. This process preserves all 22 amino acids and results in unparalleled taste and mix-ability.

Tip: Experience has taught me that almost all problems with the protein are a result of how it is mixed. Those with blood sugar problems should not mix it in fruit juices which are high in sugar. Those with prob-

lems with milk should not mix the product with milk.

Tip: The protein products can be used as a very mild antacid. Simply mix the protein in water and take it when heartburn occurs. It sometimes works like a charm. The Aloe Vera Beverage is also often helpful for heartburn.

- ◆ **Super Ease:** This is an extremely high quality protein with a PDCAAS (Protein Digestibility Corrected Amino Acid Score) theoretically at 1.4 where a perfect score on the government scale is 1.0. This is an excellent product for athletes.
- ◆ **GR2 Meal Replacement:** This is by far the most versatile GNLD protein product. It is designed to keep blood sugar stable and promote energy and weight loss if necessary. The taste of this product is incredible if you have not tried it. It also mixes in water and tastes quite good.

Some Stories



Jim's Story

A number of years ago I worked with Jim Lewis. He was a remarkable man. If memory serves correctly, at one point he was president of the

Gideons. He was also a leader with the first natural food supplement company which was unfortunately destroyed by the FDA in the early days of nutrition when they were very antagonistic to the idea of supplementation.

In one of his trips to Arizona and New Mexico Jim contracted a Valley Fever infection in the brain. Pressure in the brain became six times normal and he literally went crazy. They did surgery to shunt the fluids in the brain back to his heart. He told me that his head looked like the map of Israel, because the shunts would plug up and they would have to do a new surgery.

Jim became a complete invalid and spent 9 years in the hospital hanging upside down with physicians dripping antibiotics down his spine to attempt to kill the fungus infection in his brain.

In one of these treatments Jim was temporarily paralyzed. It had become obvious that the treatments were not getting at the root of the problem and that the medications and treatments he was taking could kill him.

Jim told the physicians that he wished to work with nutrition. They could monitor him but were to let him follow his nutritional program. He began to take large quantities of Formula IV, Vitamin A, and other nutrients.

The physicians monitoring Jim became frightened for him because his white blood cell count skyrocketed. Jim reasoned that if he were to overcome the Valley Fever he would have to have a lot of immune defenders and would not let them put him back on

antibiotics.

After a short period of time, the white blood cell count dropped to normal and the infection disappeared. Jim told me that he was later contacted by the head of the largest Valley Fever clinic in the world which was located in Fresno. The doctor told Jim that he wished to interview him since he was the only person who had suffered a Valley Fever infection in the brain and lived to tell about it!

The Jim I knew carried around a suitcase just for his vitamins he would take over a week. People would often ask him if it wasn't terribly expensive to take all those vitamins. Jim would reply, "I spent 9 years in hospitals and \$205,000 in hospital bills. I consider these vitamins a bargain!" (This expenditure was in the 60's and 70's--this would be well over a million dollars in today's currency.)



Norvel's Story

Norvel had a brown spot on his forehead for two years. His physician said it was nothing to worry about, but Norvel's daughter thought he should check it out with a dermatologist. It turned out to be a malignant melanoma. This cancer often spreads rapidly to lungs, heart, kidneys and other organs. The dermatologist said that this growth was isolated to one spot. He was a lucky man.

Norvel credits the GNLD Phytodense. Studies done on the supplements which make up this product show the ability to slow the growth of certain types of cancers and enhance the abil-

ity of the immune system to deal with tumors. These studies were conducted by the USDA and the Southern Research Institute (not GNLD).

Many cancers grow silently in the body. One does not feel them, they do not itch, they do not hurt, and they do not bleed. By the time one realizes they are there it is often too late. Norvel is grateful that he was on the right supplements and that the growth has been removed.



Mary's Story

Mary was a mother of nine who worked on her Missouri farm. She suffered from chronic fatigue and stress even though she was taking plenty of vitamins. The vitamins just did not seem to be able to help this condition.

A concerned friend told Mary to try the Formula IV. If she did not feel better in two weeks, the friend promised to refund her money. Within two weeks Mary felt energized both physically and mentally.

That was 20 years ago. Mary and her husband Noah are now among the largest GNLD distributors in the United States.

Many people do not realize that the researchers who developed the Formula IV tried 76 existing supplements before developing their own unique product to address the issue of chronic fatigue and puzzling physical deterioration. It was grain and legume oils that made the difference, and they still do today!

The Great Event Reviewed

The Great Event

Those of you who missed the "Great Event" at the Rocklin Hotel missed a wonderful experience. The day was filled with humor and exciting nutritional information from Aaron Lowe and Jim McAfee. Those who attended felt it was one of the best seminars we have ever done. We are checking into the possibility of doing a repeat in another area.

One of the highlights of the day was Kevin Jensen's rollicking presentation of the wonderful capabilities of the GNLD cleaning products. He taught us that LDC stands for light duty cleaner. Used in

a 5 to 1 dilution this is a powerful yet gentle cleaner for walls, woodwork, burnt on food on pans, dishes. It is excellent for wallpaper removal. It can act as a lubricant and cleaner of the radiator system of a car when 1/2 capful is added full strength to the radiator.

Kevin also shared the **Super 10** which requires a 10 to 1 dilution. This product is designed for extra-heavy duty cleaning jobs like barbeque grills, driveways, patio furniture, etc. See the manual for instructions on use of both of these products.

Both of these products are 100%

biodegradable so when you use them you spare the environment. In addition, because they are concentrated and need many-fold dilutions, using them saves landfills from literally millions of containers.

Kevin did not mention that many cleaning products are loaded with estrogenic substances. LDC and Super 10 are made in Switzerland where rigid environmental regulations do not permit the addition of these dangerous substances which can harm both the environment and you!



Calendar of Events

February

Monday, February 3

Seminar by Betty Hermon in Pleasant Hill. Location: Chateau III Retirement Home, 175 Cleveland Road, Pleasant Hill, CA. 94523. Time: 7:00-9:00 p. m. Cost \$5.00. I-680 and Gregory Lane. The subject is "Building a Healthy Foundation." Speakers include Chris Litton and Marilyn Plumb. "The Importance of Dreaming"

Thursday, February 13, 10:00 a.m.

Special seminar with Jim McAfee at 1271 High Street, Auburn. Lots of opportunity to ask questions and learn the latest about nutrition and GNLD products. Reservations: (530) 823-7092. Cost: \$25.00 per person.

March

Monday, March 3

Seminar by Betty Hermon in Pleasant Hill. Location: Chateau III Retirement Home, 175 Cleveland Road, Pleasant Hill, CA. 94523. Time: 7:00-9:00 p. m. Cost \$5.00. I-680 and Gregory

Lane. The topic will be "Natural Strategies for Coping with Allergies."

Speakers include Jim McAfee, Cheryl Waits and Marilyn Plumb. "Believe in Yourself"

Saturday, March 22

Seminar on allergies with Jim McAfee at the Hickory Pit (I-80 and Leisure Town Road). Time: 10:30-12:30. Cost \$5.00.

April

Monday, April 7

Seminar by Betty Hermon in Pleasant Hill. Location: Chateau III Retirement Home, 175 Cleveland Road, Pleasant Hill, CA. 94523. Time: 7:00-9:00 p. m. Cost \$5.00. I-680 and Gregory Lane. The topic will be "Cancer Prevention ." Speakers include Jim McAfee, Chris Litton, and Nancy Cross. "Overcoming Your Fears"

May

Monday, May 5

Seminar by Betty Hermon in Pleasant Hill. Location: Chateau III Retirement Home, 175 Cleveland Road, Pleasant Hill, CA. 94523. Time: 7:00-9:00 p. m. Cost \$5.00. I-680 and Gregory

Lane. The topic will be "A Healthy Heart Program." Speakers are Jim McAfee and Mike Plumb. "Attitude of Gratitude"

Saturday, May 17

Seminar on healthy heart with Jim McAfee at the Hickory Pit (I-80 and Leisure Town Road). Time: 10:30 a. m.- 12:30 p.m. Cost \$5.00.

July

Saturday, July 19

Seminar with Jim McAfee at the Hickory Pit (I-80 and Leisure Town Road). Time: 10:30 a.m.- 12:30 p.m. Cost \$5.00.

September

Saturday, September 20

Seminar with Jim McAfee at the Hickory Pit (I-80 and Leisure Town Road). Time: 10:30 a.m.- 12:30 p.m. Cost \$5.00.

November

Saturday, November 15

Seminar with Jim McAfee at the Hickory Pit (I-80 and Leisure Town Road). Time: 10:30 a.m.- 12:30 p.m. Cost \$5.00.