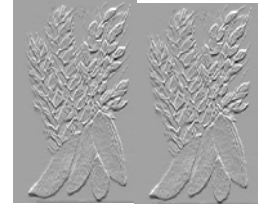


Image Awareness Healthletter

Image Awareness Corp.

March/April 2003



Drugs and Nutrients

Drug Risks

A number of years ago my father was in intensive care for 21 days. He was on equipment which made it impossible for him to speak. During this time a nurse gave him the wrong medication. Fortunately, a physician came on duty and discovered the mistake. If he had not, my father would have died within a few hours. Many patients in U.S. hospitals are not so lucky.

Many medications have dangerous side effects. The seriousness of these side effects is often underestimated by both physicians and patients. One recent study suggested that 106,000 Americans die and 2,000,000 suffer from severe reactions to drugs in hospitals every year in the United States. Heaven only knows how many die or suffer severe reactions outside of hospitals.

Lazarou, J., et al., "Incidence of Adverse Drug Reactions in Hospitalized Patients, A Meta-analysis of Prospective Studies," *JAMA*, April 15, 1998, 279 (15):1200-1205.

Estrogen

One of the reasons why medications are often more dangerous than they need to be is a notion that one dose fits all. Another problem is the tendency to think that a stronger dose will probably be better for the patient than a weaker dose. An example is estrogen.

The weakest estrogen (estriol) is the safest. Approximately 80% of the estrogen produced in the average woman's body is estriol. Physicians tend to prescribe stronger estrogens such as Premarin or Estradiol. Premarin is estrogen from mare's urine and contains equilin, a very strong

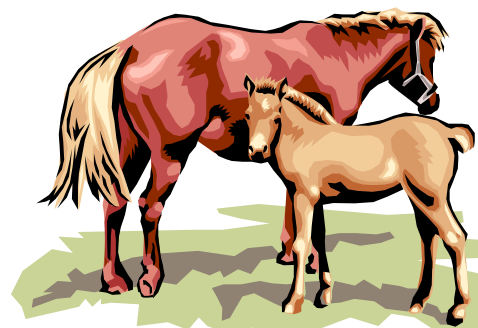
estrogen not normal to the human body.¹

Henry Lemon and his associates demonstrated as long ago as 1966 that estriol is associated with low risk of breast cancer, while the stronger estrogens indicate risk of developing breast cancer. He writes, "Unlike estrone and estradiol, which are carcinogenic for the mammary glands of rodents...estriol and its isomers have not thus far been shown to be carcinogenic."² In other words, weaker forms of hormones and drugs may be safer than stronger forms countering the general thinking of modern medicine.

1. Wright, Jonathan and Morgenthaler, John, *Natural Hormone Replacement*, Petaluma, CA: Smart Publications 1997, p. 53.
2. Lemon, Henry, et al., "Reduced Estriol Excretion in Patients With Breast Cancer Prior to Endocrine Therapy," *JAMA*, Vol. 196, No 13, June 27, 1966, p. 112.

Cholesterol Medications

A recent study of the cholesterol lowering drug Lipitor showed that cutting the dose in half from what is normally prescribed was adequate to lower cholesterol and reduced both cost and the risk



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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.

Drugs and Nutrients

of side effects. It is well known that statin drugs like this can deplete the body's CoQ10 by blocking internal synthesis.

There are natural means of reducing cholesterol including a low fat diet, fiber, Omega-3 Concentrate, Vitamin E, Salmon Oil, and Lipotropic Adjunct. A study done many years ago showed that oxidized cholesterol is 500 times more atherogenic than non oxidized cholesterol. Maybe we should think more about what is happening to the cholesterol in the body than the amounts of it which are present. Carotenoid Complex supplementation will increase antioxidants in the cholesterol five fold.

American Heart Journal, Oct 2002; 144 (4):674-7.

Fosamax

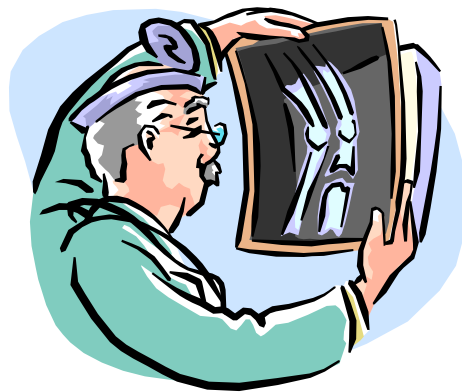
Another reason drugs may be a problem is because they may not provide true long term benefits. Many women have told me their physicians have put them on Fosamax (alendronate). Oftentimes this results in serious digestive upset. The drug can damage the esophagus and also cause diarrhea, gas, rash, headache and muscle pain. Rats given high doses develop tumors of the thyroid and adrenal.¹

Building bone is a two stage process. Firstly, old, brittle bone is removed. This is done by a cell called the "osteoclast." The second stage is the building of new bone by a cell called the "osteoblast."

Fosamax prevents the removal of old bone by poisoning the osteoclast cells. Bone density does increase, but it is old bone.

Studies on Fosamax are generally not carried beyond 4-6 years. Research on a similar drug, Didronel (etidronate) showed that the fracture rate of women began to increase at this point in the study.¹

Chelated Cal-Mag, Vitality Cal-



cium Plus, Cod Liver Oil, and Formula IV are all remarkable bone building nutrients. My mother, Lucille, was told at the age of 44 that she had bones "like a little old lady." A few weeks on the supplements resulted in such a remarkable turn around that the physician asked Lucille if she could get some of the supplements she was taking for him and his nurse! The bone had healed in half the time he expected it to. This was how our experience with GNLD began. Today Lucille is in better condition than she was at the age of 44 thanks to the good nutrition GNLD provides.

1. Lee, John, *Medical Letter*, July 1998, page 3.

Oats & Gluten

Sensitivity to gluten is a serious problem associated with many diseases including: attention deficit, schizophrenia, digestive disorders, autoimmune disorders and depression. It is estimated that about 43% of the American population has a genetic predisposition to develop gluten-induced disease.

Gluten is the protein in wheat to which some people are highly sensitive. It should be noted that GNLD Tre-en-en oils found in Formula IV Plus and other multiples contain NO GLUTEN. The grain oil extracts found in GNLD products contain the lipids and sterols from grains and leg-

umes, not the gluten.

Dietary recommendations for those with gluten sensitivity can be difficult. Recent research indicates that oats may be used in the diet of many with gluten sensitivity.

A recent five year study showed that oats did not worsen gluten associated coeliac disease. (*Gut* 2002 Mar; 50(3): 332-5)

The production of antibodies (allergic response) to gluten-like compounds is dependent upon the position of proline (the second most abundant amino acid in gluten). Wheat, rye and barley have a similar proline structuring. Oats have a slightly different form of gluten with few proline bonds. This may explain why oats are often tolerated by those with gluten sensitivity, while the other gluten containing grains are not. (*J Exp Med* 2002 Mar 4;195 (5):643-9)

Salmon Oil Story

Our daughter Hayley started a consistent cough when she was about 4-5 years old and seemed to be at its worst at night when she would go to bed. Some nights she would cough for several hours before she finally fell asleep. After many, many months of coughing at night- actually close to a year- (but no other symptoms to indicate she was sick with anything) I brought her to her pediatrician who immediately diagnosed her with allergy induced asthma. He prescribed her a daily oral medication and an inhaler. I asked him if there was



Fish Oils

any other alternative as I was not comfortable with my daughter taking strong drugs on a daily basis and he said no, this was the only option.

I took the prescription but was not happy. I felt there must be a safer, yet just as effective, option for a 5-6 year old. After some prayer I shared my concern with my friend Jill. She suggested we try Salmon Oil from GNLD. It was safe and healthy for her so I thought we would give it a try.

I purchased 1 bottle of 90 capsules- gave her 1 capsule each day. At first it didn't seem to be helping at all but about 2 months later we realized she had not been coughing herself to sleep!

I was SO thankful we had found something safe, effective and simple for her to take. She is now 14 years old, healthy, and has not had a night where she has coughed herself to sleep for years! And, yes, she continues to take 1 capsule a day, everyday without complaining!

Just recently our youngest daughter Peyton, 8, began the same coughing during the day and even worse at night. She began taking the Salmon Oil much sooner than Hayley (guess we learned from the first!) and within 3 weeks have noticed a dramatic difference in the amount of coughing. I am sure that in a few months it will be gone as well.

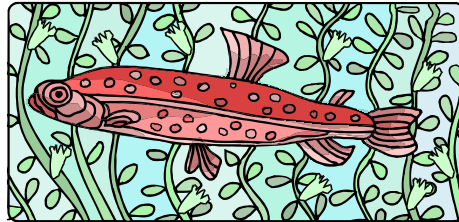
Thank you.. thank you! The girls thank you and we thank you! GNLD Salmon oil has greatly improved their health (and their rest!).

All 3 of our kids have taken the Vita-Squares for years and they are 3 of the healthiest children I know- rarely are they sick and I can count the number of times they have been to the doctor for anything more than a well check!

Jody

Clinical Pearl:

Fish oils have been shown to depress metabolic activity associated with the development of asthma and allergies. One study found depression of metabolic activity which could contribute to asthma or allergies reduced as much as 100 fold. (NEJM 1985: 312:1217-24)



Fish Oils and ADHD

A recent study found that administration of essential fatty acids to children with ADHD resulted in significant improvement of both behavioral scores and cognitive or learning scores. One reviewer summarizes the study, "...finding suggest that the main active ingredient in the present study was EPA (found in fish oil) or that a combination of omega-3 and omega-6 unsaturated fatty acids is more effective than the supplements used in earlier studies."

Gaby, Alan, "Essential fatty acids for ADHD," *Townsend Letter for Doctors & Patients*, April 2003, p. 43.

Salmon Oil

Salmon are frequently farmed today. Increasingly one sees salmon oil products on store shelves. A recent article pointed out that farmed salmon are a far cry from wild salmon. This is common sense, but something we rarely think about-- after all, is not salmon salmon?

Farmed salmon are medicated with antibiotics to prevent illness just as land animals are. Farmed

salmon eat different diets than wild salmon. They have a gray color and are given a pigment to color them. Both color and composition of the salmon is different. Wild salmon get their color from krill in the diet, a food high in carotenoids and omega-3 oils.

GNLD Salmon Oil contains wild salmon fished from the Arctic Circle where there is little pollution and where omega-3 levels are at their highest in the fish. These are about the best oils on earth. Wild salmon are a superior source of omega-3 oils when compared to farmed salmon.

Williams, Rose Marie, "Wild Salmon Don't Do Drugs, and Other Fish Stories," *Townsend Letter for Doctors and Patients*, February/March 2003, p. 46-7.

Cod Liver Oil

I remember my first encounter with Cod Liver Oil. Lucille and I were in Don Pickett's office and we noticed an unfamiliar bottle of capsules sitting on his desk. We asked him what was in the bottle.

Don explained that they were Cod Liver Oil capsules. He explained that he had worn a back brace for years. One day a chiropractor put his hand on Don's back and felt the brace. He asked Don if he would like to throw away the back brace. Don said he would do anything to get rid of it.

The chiropractor instructed Don to take several Cod Liver Oil capsules each evening with warm milk. Don followed his instructions and in a few months he threw the back brace away and never needed it again.

Lucille said, "If this stuff is so great, why don't you introduce it into the product line?" I do not know if Don was already planning on introducing the product or if my

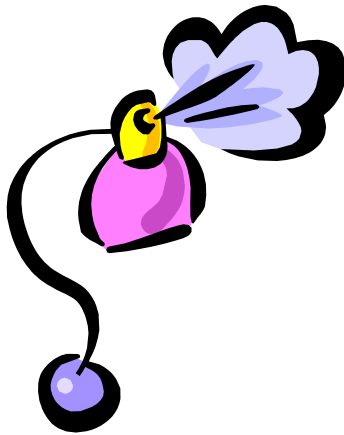


Image Awareness Corp.

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.



mother gave him the idea. I do remember that the product was introduced at the next convention. It has been a favorite for years. One lady who ran a day care told me that if she could get mothers to give Cod Liver Oil to their children the ear infections seemed to go away and never come back.

Fragrances

Many people are seriously affected by fragrances. Synthetic fragrances can cause asthma and allergies, particularly in children. Com-

mon ingredients in synthetic fragrances are phthalates which are well-known to be carcinogenic.

The most common reaction to artificial fragrances is skin irritation or rash. This can include swelling, redness, or itching.

Lee, John, "Are You Allergic to Fake Fragrances?" *John R. Lee Medical Letter*, February 2003, p. 2.

Cell Phones

A recent article published in *Science News* (February 22, 2003) begins as follows:

"A single 2 hour exposure to the microwaves emitted by some cell phones kills brain cells in rats, a group of Swedish researchers claims." The researchers found that up to 2 percent of the brain cells of the rats had died within 50 days of exposure to the microwaves from the cell phones.

It is probably best to use a hands free headset when using these devices. We really do not know what the long term consequences of use

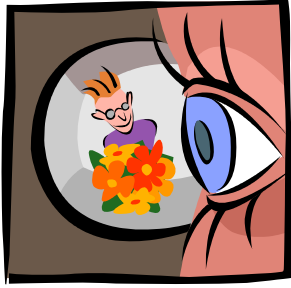
might be. It would be a horrible thing to learn that cell phones can cause dementia or brain cancer 5 or 10 years from now. An earlier edition of this newsletter pointed out that some have suspicions that cell phones may increase the risk of brain tumors.

Cell phones have also been associated with headaches. Damage caused by cell phones is very difficult to assess which hinders research into this area. Much of the damage done by these devices is probably a result of free radical generation which suggests that supplements like vitamin E, C and carotenoids would be helpful and might reduce the risk of developing problems.

Reference:
"Low-Frequency Magnetic Fields and Cancer," Salvatore, Joseph R., M.D., Postgraduate Medicine, August, 1996;100(2):183-190.



Interesting Things



Macular Degeneration

Dear Mr. McAfee:

Jeney...has told me both of your expertise in the field of nutrition and your interest in learning more about violet/blue light effects in age-related macular degeneration (AMD). Due to my long and continuing interest in this topic, I am happy to respond by sending you three reprints and a few comments.

The first reprint, dated 1988, summarizes most of the evidence that led me to propose that violet/blue light is the major causal factor in AMD. In my judgement, there are three known causal factors--violet/blue light, oxidation, and heat. Violet/blue light produces damage of its own (photochemical effects), exacerbates the innate oxidative hazard (photodynamic effects), and because radiation absorbed in the retina is dissipated as heat, it also contributes to deleterious thermal effects.

The 1994 paper shows that AMD is one of a family of sunlight-related eye diseases, of which the most prevalent is age-related cataract. AMD is unique in this family insofar as it is violet/blue radiation rather than ultraviolet (UV) radiation which is the primary causal factor. In the normal eye, UV radiation does not reach the retina.

The concept that violet/blue light is a causal factor in retinal disease has now been accepted by the nation's eye doctors (American Optometric Association and American Academy of Ophthalmology), as shown in the report entitled "Ocular ultraviolet radia-

tion hazards in sunlight" (October 1993). The report recommends that sunglasses that absorb violet/blue light be used to provide protection for the retina.

In the 1988 paper I suggested that in addition to sunglasses that block violet/blue light, supplementation of the diet with the antioxidant vitamins C, E, and B-carotene should be considered for prevention of AMD. Since then there has been growing interest in nutritional supplementation as a means of reducing the risk or slowing the progression of AMD.

Quite recently, the xanthophylls, lutein and zeaxanthin, have attracted attention. The carotenoids, lycopene and B-carotene, are present in only trace amounts in the human retina. In contrast, lutein and zeaxanthin are found in relatively large amounts, concentrated in the yellow spot (macula lutea) directly in the center of the retina, where visual acuity is greatest. This is precisely the region of degeneration and visual loss in AMD.

The xanthophylls appear to have the triple function of (1) absorbing violet/blue light before it can damage the visual cells and retinal pigment epithelium (the cells which deteriorate in AMD), (2) acting as retinal antioxidants, and (3) being situated in just the right place for protection against AMD--front and center in the retina.

I hope some of this information will prove use for to you.

With best wishes,

Sincerely,

Richard W. Young, Ph. D.

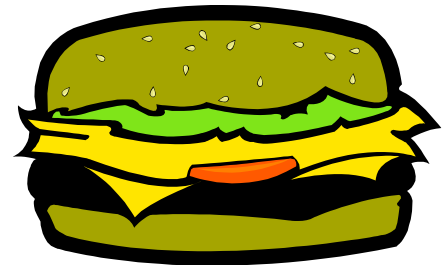
Professor emeritus, UCLA

Member, Jules Stein Eye Institute

Note: I received the above letter several years ago and have been amazed at how subsequent research has done nothing but support Richard Young's observations. I thought it might be helpful for our distributors to have a copy of this letter for reference. Bob Pearson of Eugene shared with

me recently that he has had remarkable success with clients with AMD who have tried the Carotenoid Complex. We have seen the same thing here.

One of the concerns which has arisen with the discovery that xanthophylls protect the eyes is the tendency of some companies to load supplements with only these carotenoids. Large amounts of one carotenoid will suppress the levels of other carotenoids in tissue. Thus one might reduce the risk of AMD but increase the risk of prostate cancer or uterine cancer by reducing levels of other carotenoids. GNLD's approach to Carotenoid supplementation with the entire family is superior in my opinion than focusing on today's most popular carotenoid. Focus on other carotenoids will probably occurs as we learn more about these remarkable antioxidants.



Humor

A little girl asked her mother, "Can I go outside and play with the boys?" Her mother replied, "No, you can't play with the boys, they're too rough." The little girl thought about it for a few moments and asked, "If I can find a smooth one, can I play with him?"

An acquaintance of mine who is a physician told this story about her then-four-year-old daughter. On the way to preschool, the doctor had left her stethoscope on the car seat, and her little girl picked it up and began playing with it. "Be still, my heart," thought my friend, "my daughter wants to follow in my footsteps!" Then the child spoke into the instrument: "Welcome to McDonald's. May I take your order?"

Silly Advertisements

I often get a laugh out of the advertisements for nutritional products which come across my desk. Here are some of my favorites.

"Proven on TV!" (What other kind of proof is there!)

"Cut Your Cancer Risk to Almost Zero--Without Changing Your Diet"

"Giving Up Bacon, Butter, and Eggs Can Kill You" (Eating bacon can kill you too--it's the cancer causing nitrates)

"Why Men and Women In China Have Stronger Bones Than We Do" (Could it be the sunlight and exercise?)

"My wrinkles disappeared. Now my skin's as soft as a baby's."

"I lost 140 pounds--without going on a diet." (Maybe we need to eat more to lose weight!)

"Saved from Blindness by Healing Energy"

"Why send a sledge hammer to to a toothpick's job?" (A clever way of comparing nutrition and prescription drugs.)

Then there is the supplement that: Stops leaky gut, autoimmune diseases, increases bone density and muscle mass, improves heart function and prevents heart disease, makes the skin elastic, causes hair to

grow, increases sexual function, liver, kidney and lung function. It also helps you lose weight, regulates blood sugar, controls infection and pain, regulates the feel good chemicals in the brain, fights allergies, combats HIV/AIDS, protects against cancer, reverses aging, stimulates cartilage repair, inhibits ulcers, provides antioxidant protection, recommended for trauma and surgical healing, and is quite phenomenal for fibromyalgia! (How is that for a start--an ad that appeals to everybody!)



Calendar of Events

April

Saturday, April 5

Seminar at Image Awareness, 1271 High Street, Auburn. Cost \$5.00. Informal question and answer opportunity. Time will be 10:00a.m. until 12:00p.m.

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

Friday May 2

Seminar for Jack and Dale Kaiser in Merced. Seminar will be at the Merced Government Center, 678 West 18th Street at the corner of N and 18th Street in the Sam Pipes Room, 7-9 p.m. Contact Dale or Jack Kaiser at: 559-665-5715. Cost \$3.00.

Saturday, May 3

Seminar in Mariposa from 10:00 a.m. to 12:00 p.m. Contact: Cindy Robles (209) 742-6422 or Pat Moon (209) 966-2111. Place and details to be announced.

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.

