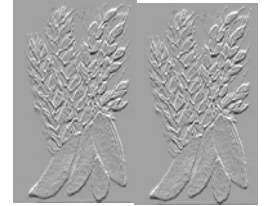


Image Awareness Healthletter

Image Awareness Corp.

November 2003



Nobel Prize Awarded for GNLD Product Focus!



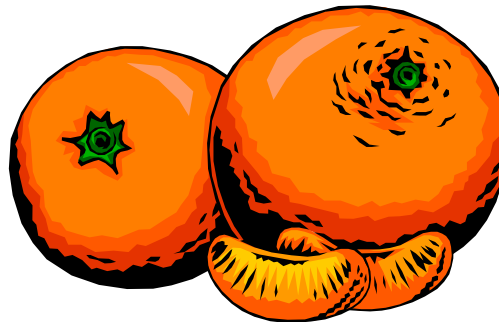
Nobel Prize Tied to Cellular Nutrition

On October 9 two American scientists won the Nobel Prize in Chemistry for their work on cell membranes and “how crucial substances get in and out of the cell.” The health of cell membranes and the puzzle of how nutrients get in and out of cells has been the focus of GNLD’s Tre-en-en Grain Concentrates are a unique nutritional supplement with a proven ability to benefit the activity of cells in absorbing nutrients and eliminating waste products.

Fred Hooper pointed to an interesting fact when he spoke in Vacaville a while back. He noted that cells can be kept alive under laboratory conditions for a considerable period of time providing a couple of

conditions are met. Firstly, the cells must be provided the nutrients they need to live. Secondly, and even more important, the waste products of the cells must be washed away.

Tre-en-en oils have been shown to improve the ability of the body to utilize nutrients by 50%. Even more important, these oils make it easier for the cells of the body to dump their metabolic wastes. When wastes accumulate, they speed the rate at which we age and make cells more susceptible to attack from viruses, bacteria, and free radicals.



Cancer Insights

Nutrients Work Together

The importance of the full complement of nutrients in their natural forms is no secret for those who are familiar with GNLD. The company has based itself upon supplying the entire “Chain of Life” from its inception in 1958.

These nutrients are derived from foods one would normally eat which provides both safety and also a full complement of accessory nutritional factors or

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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.*

Cancer and Nutrition



“contingent” nutrients. Many nutrients are valuable in certain circumstances, but are not generally regarded as being essential. This is what is meant by a “contingent” nutrient.

An example is citrus flavonoids which have accompanied GNLD vitamin C products since their introduction. I clearly remember medical doctors downplaying the importance of these nutrients in the 1970’s. Today flavonoids, and particularly citrus flavonoids, are at the forefront of nutritional research. I recently heard one researcher state that if one were to add a single food to the diet to decrease the risk of cancer it should be citrus fruits and their flavonoids.

Cancer Research

My recent attendance at a clinical nutrition meeting in Orlando, Florida brought home the importance of obtaining the entire spectrum of nutrients rather than just a few. This principle is best illustrated by a study.

Female rats were given a known carcinogen (DMBA). All of the animals developed cancer. Cancer incidence was cut by about half when one nutrient was added to the diet. When two nutrients were added, cancer incidence was reduced by 70%. When three nutrients were added to the diet, cancer incidence was reduced by 80%. When four nutrients were given, cancer incidence was reduced by 88%.

It is surprising to this writer that

many physicians tell their patients that they should not supplement when they have cancer and are undergoing treatment. A large body of scientific evidence suggests that patients with most types of cancer have much better outcomes when nutritional support is added to traditional medical treatments for cancer.

For example, Finnish oncologists treated lung cancer patients with anticipated survival of 1% at 30 months. When these patients were nutritionally supported, 44% were still alive 6 years later and half of those surviving were in remission. Which group would you rather be in?

Abram Hoffer tracked cancer patients for 11 years. He found that the average survival time for those relying on medical intervention alone was 6 months. Those who combined medical intervention with nutritional therapies survived an average of 6 years.

Reference:

Quillin, Patrick, *Beating Cancer with Nutrition*, Carlsbad, CA: Nutrition Times Press, 2001, p. 124-125.

What Nutrients?

If nutrients are helpful in preventing and fighting cancer, what nutrients are most helpful. Patrick Quillin suggests 10 major classes of nutrients. Below is a combination of his thoughts and mine on cancer preventing nutrients.

1) **Carotenoids:** Carotenoids are the fat soluble coloring pigments in fruits and vegetables. These nutrients have been shown to prevent and in some instances actually help fight cancer. The carotenoids in tomato have been shown to cut risk of prostate cancer in half. They also help the body fight cancer once it exists. Science News published an article several years ago showing that al-

pha-carotene found in carrots could shut down oncogenes actually killing some types of cancer cells when given in adequate quantity. Quillin writes, “...there is preliminary evidence that carotenoids may be directly toxic to tumor cells.” USDA research showed that GNLD Carotenoid Complex improved natural killer cell function (the body’s tumor surveillance) by 20% in 20 days. Oxidative damage to the cells was also reduced by 44%. This is quite significance because cancer often starts with oxidative damage to the cells. GNLD has increased the potency of the Carotenoid Complex by eight times since these studies were done!

2) **Flavonoids:** Research by the Southern Research Institute showed that GNLD Flavonoid Complex could slow very malignant breast cancer cell growth by a remarkable 92%. Berries including cranberries are especially rich in flavonoids and ellagic acid. Ellagic acid has been shown to cause “cancer cells to self-destruct (apoptosis).” Green tea is also a treasure trove of anti-cancer compounds. It is found not



Cancer and Nutrition



only in the Flavonoid complex, but also the Thermogenic Enhancer which is part of the Glycemic Response Control program.

- 3) **Cruciferous vegetables:** The Southern Research Institute found that GNLD Cruciferous Plus slowed breast cancer cell growth by 37%. Lee Wattenberg of the University of Minnesota found in the 1970's that "animals fed cruciferous vegetables had markedly lower cancer rates than matched controls."
- 4) **Allium family:** Onions and garlic contain powerful substances which "can actually revert a cancer cell back to a healthy cell."
- 5) **Cold water fish:** Cold water fish like salmon, mackerel and sardine are loaded with anti-cancer fats such as EPA and DHA which "slow down the spreading of cancer and stimulate immune functions" which help the body fight cancer.
- 6) **Legumes:** Soybeans and other legumes contain protease inhibitors which fight cancer. They also contain IP-6 and genistein which shuts "down the

making of blood vessels from tumors (anti-angiogenesis)." Soybean components as found in GNLD protein products and in the Cruciferous Plus may be of particular value. Dr. Ann Kennedy has spent 20 years researching a substance in soybeans that prevents cancer in animals when they are exposed to carcinogens. This substance also lowers the toxic effects of chemotherapy and radiation and can revert a cancer cell back to a normal healthy cell.

- 7) **Whole grains:** Fiber forms butyric acid when it is broken down by bacteria in the gut. This is a powerful anti-cancer substance. The oils in wheat, rice, and soy (Tre-en-en) support normal immune function, cellular health, and hormone balance. I have heard several stories in which tumor masses have been totally encapsulated by healthy tissue from people who have been supplementing with Formula IV. This has made surgical removal of the tumors very easy.
- 8) **Kelp:** Kelp is the best source of minerals found in the sea. It is also rich in anti-microbial agents which help keep pathogens out of the gut.
- 9) **Mushrooms:** Mushrooms are potent anti-cancer foods. Reishi mushroom is found in the Optimal Life Formula.
- 10) **Acidophilus:** 80% of the immune system lines the gut. Acidophilus supplementation can tune up the immune system. Beneficial flora help the body properly handle food and also produce healthy byproducts which nourish and cleanse the digestive tract. GNLD Acidophilus

Complex has a special potato starch nutrient supply for the bacteria in the product as well as an exclusive "gel-guard" technology for effective delivery of acidophilus and other beneficial organisms to the colon where they belong. The product is a million times more effective than many commonly used products due to the effective delivery technology GNLD uses for this product.

Other Factors

Pure water is absolutely essential for fighting cancer. It supports the movement of nutrients into the cells and the movement of toxins out. Inability to effectively remove toxins from the tissues can be a death sentence for anyone who is ill.

Healthy seasonings can also be beneficial. Many common spices such as ginger, sage, rosemary, cinnamon, thyme, garlic and onion are powerful sources of immune enhancement. Most of these foods are rich in antioxidants.

Quillin, Patrick, *Beating Cancer with Nutrition*, Carlsbad, CA: Nutrition Times Press, 2001, p. 130-134.



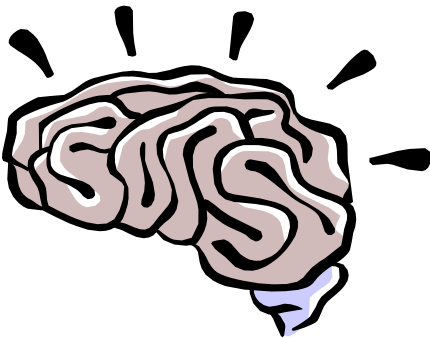
Can I Think Better?

I am often asked what nutrients would be most helpful for memory and brain function. Since brain tissue



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is largely composed of fat it should not be surprising that quality fats and the fat soluble antioxidants to protect these fats are the most basic and essential of nutrients for efficient brain function.

A major part of brain cell structure is **lecithin**. This is a very important nutrient for the brain. Some people supplement with lecithin crystals. Unfortunately, lecithin is a fat and prone to oxidation. GNLD lecithin is gelatin encapsulated greatly reducing the risk of oxidation of the product. The phosphatidyl choline in lecithin is the natural precursor to acetylcholine, a major brain neurotransmitter. This supplement might also be of value for those prone to depression or anxiety.

GNLD lecithin is also rich in myo-inositol, the active form of this nutrient, which supports the structure and function of brain and nerve cells. Magnesium, wheat germ oil and vita-

min E are also added to boost potency and prevent oxidation.

A second key nutrient for brain function is **Salmon Oil**. Salmon Oil is nature's purest and richest source of DHA, a primary structural component of brain, nerve, and eye tissue. GNLD Salmon Oil is continually tested for purity and potency.

Carotenoids and Vitamin E are also an important part of the picture when it comes to preserving healthy mental functioning. These fat soluble antioxidants prevent the quality oils in brain tissue from oxidizing. Vitamin E is particularly important as it is almost impossible to obtain adequate levels of vitamin E for optimal health from diet alone. GNLD's water miscibilized vitamin E is ideal for this purpose. It is broken down into tiny droplets greatly increasing absorption. All the members of the vitamin E family are also present along with wheat germ oil.

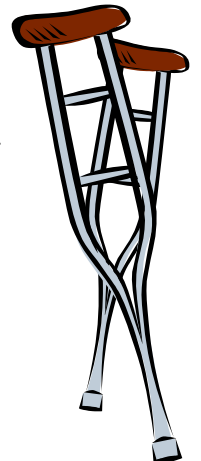
Another supplement which can benefit the brain is **Mind Enhancement Formula**. This supplement has many nutrients which support brain functioning including ginko biloba which improves blood flow thorough the brain and tyrosine which improves mood and helps fight depression.

Arthritis in Missouri

A recent Associated Press release noted that arthritis jumped 17.7% between 1999 and 2001 in Missouri. The arthritic population between 18 and 44 years of age in Missouri was 571,000. This incidence was considered alarming.

While seldom talked about, the incidence of degenerative diseases is increasing rapidly. The longer malnutrition exists the greater one will find the incidence of degenerative diseases. Not only does prolonged malnutrition increase the incidence of degenerative problems, but also the severity of degenerative diseases.

The hallmark of our society at the present time is large numbers of individuals suffering from increasingly serious degenerative diseases. It is not uncommon to see an individual with more than one degenerative disease. Many of these problems could be prevented by supplementation with a good quality multiple such as GNLD provides along with attention to eating a better diet.



Tidbits



Questions for Jim

Why would one wish to use GNLD protein products rather than enjoying a nice steak?

GNLD protein products have much less fat than domesticated animals. Consumption of excessive animal fat increases the risk of cancer, inflammatory disorders and heart disease. Most animal products, and especially red meats, tend to be quite difficult to digest. By contrast, GNLD protein products are manufactured with an exclusive Protogard technology. This involves breaking the protein down with enzymes at body temperature. Excessive cooked meats in the diet can be quite taxing on the pancreas which produces the digestive enzymes. Substitution with GNLD protein products can lighten the digestive load.

Enzymes have been used to treat a number of degenerative conditions including inflammatory disorders and cancer. It is possible that consuming protein products which are less demanding on our digestive machinery could reduce the risk of onset of these problems in the first place.

The U.S. government has adopted a measure of protein quality which incorporates consideration of the digestive process. It is called PDCAAS (Protein Digestibility Corrected Amino Acid Score). GNLD protein products have very high PDCAAS ratings due to the unique way in which they are made. They far surpass all other proteins available.

GNLD protein products also have

all 22 amino acids. Under some circumstances non essential amino acids can make a major contribution to health.

Why does GNLD have the Tre-en-en supplement when the grain oils are in all the multiples?

There are no Tre-en-en oils in the Vegetarian Vitamin-Mineral. These oils can be added to the vegetarian program if the capsule is punctured and the vegetarian contents removed. Tre-en-en can also be added to other non-GNLD supplement programs. Studies indicate that GNLD Tre-en-en oils improve the ability to use other nutrients by 50%. Those other nutrients could be in the food we eat or the other supplements we take.

There is another reason why the Tre-en-en is available as a separate product. Optimal intake of the grain oils could be more than one capsule a day. Many of the early customers of GNLD used more of the grain oils than would be obtained in a single package of Formula IV Plus or a Uni-Pak. We are still talking about the amazing results the supplements produced in some of these people today. One of the reasons they obtained the results they did is because they were obtaining optimal levels of the Tre-en-en oils.

How Fiber Prevents Colon Cancer

It is well known that fiber decreases the risk of cancer of the colon. The precise mechanisms involved have not always been clear. Fiber removes bile from the colon before it is broken down into powerful carcinogens.

Dr. David Frank of the Dana-Farber Cancer Institute and Harvard Medical School has been able to demonstrate that butyrate causes cancer cells to undergo a self destructive process called apoptosis. The body breaks down dietary fiber into butyrate in the colon. Butyrate serves both as the main nutrient for the cells that line the colon and



also blocks the ability of a chemical messenger called Il-6 to prevent cancer cells from undergoing cell death or apoptosis. This helps explain why fiber is so effective in reducing the risk of colon cancer. GNLD fiber products are unsurpassed in both palatability and effectiveness.

Reuters, April 9, 2003.

The Tiger

A blonde calls her boyfriend and says, "Please come over here and help me... I have a killer jigsaw puzzle and I can't figure out how to get it started."

Her boyfriend asks, "What is it supposed to be when it's finished?"

The blonde says, "According to the picture on the box, it's a tiger" Her boyfriend decides to go over and help with the puzzle. She lets him in and shows him where she has the puzzle spread all over the table.

He studies the pieces for a moment, then turns to her and says, "First of all, no matter what we do, we're not going to be able to assemble these pieces into anything resembling a tiger."

He holds her hand softly, leads her to a chair and said, "Secondly, I'd advise you to relax. Let's have a cup of coffee", and then.... he sighs, "let's put all these Frosted Flakes back in the box"...



Improving Lung Function Amidst Firestorms

Fires are raging across southern California. What nutrients might help those who live in this area and must breathe all the smoke and soot?

I remember talking with Earl Pearson who was diagnosed with emphysema. When his physician encouraged him to consistently use generous quantities of vitamin E and Liver Plus C along with his other nutrients he recovered to such an extent that those who made the initial diagnosis felt they had made a mistake.

Vitamin E has an affinity for lung tissue and is found there in greater quantities than anywhere else in the

human body. It powerfully protects lung tissue from oxidative damage.

Vitamin E also helps prevent the development of bulky scar tissue when the lungs or other tissues are damaged. Bulky scar tissue can inhibit normal function of tissues.

Other nutrients which can benefit the lungs include Vitamin A, Vitamin C, and Carotenoid Complex. All of these nutrients protect lung tissue from damage and aid repair processes. Carotenoids are believed to protect the lungs of smokers from lung cancer. The pollution of the air in the west when fires are burning is equivalent to

smoking cigarettes continually. Neglecting to supplement with antioxidants is foolish. The smoke was so thick in Auburn last summer that I found it difficult to breathe. Unfortunately, southern California is experiencing the worst firestorm in history this year.

I found the Herbal Respiratory Formula helped me greatly last year. Herbal Respiratory Formula can be of benefit if deep lung congestion develops. Resp 11 helps with more shallow lung congestion or thick sinus congestion.



Calendar of Events

November

Saturday, November 15

Seminar by Cheryl Waits at the Holiday Inn Express in Vacaville 151 Lawrence Dr. (off Leisure Town Road). [I-80 West take Leisure Town Rd. Exit, turn left onto Leisure Town, turn Right on Orange Dr., Turn Left on Lawrence Dr.*** I-80 East: take 505/Orange Dr. Exit, turn left on Orange Dr. and right on Lawrence Drive to Holiday Inn] Time 9:30 a.m. registration. Seminar 10:00-12:30 p.m. Contact Cheryl at: 707-693-9759. Chris Litton: 707-455-7925. Marilyn Plumb: 707-448-6335. The **special guest will be Aaron Lowe**, a top notch athlete and nutrition expert. \$10.00 at the door.

December

Saturday, December 13 10:00a.m.- 12:30p.m.

Seminar for Cheryl Waits at the Holiday Inn Express in Vacaville 151 Lawrence Dr. (off Leisure Town

Road). [I-80 West take Leisure Town Rd. Exit, turn left onto Leisure Town, turn Right on Orange Dr., Turn Left on Lawrence Dr.*** I-80 East: take 505/Orange Dr. Exit, turn left on Orange Dr. and right on Lawrence Drive to Holiday Inn] Time 9:30 a.m. registration. Contact Cheryl at: 707-693-9759. The topic will be "Putting Houdini in a Box to See if He Can Get Out." Bring pen and paper as Jim speaks on about 30 different topics in an hour.

Group Consultations: Something New

We have had rave reviews from the groups that have gotten together for the \$20.00 group consultations with Jim McAfee. You can either set up a group consultation yourself with several people you know or we can plug you into a group which is already on the calendar. We limit group size to a maximum of 10.

Those who attend these sessions fill out a symptomology questionnaire.

Jim addresses the issues those in a particular group have checked. There is plenty of time for question and answer. Jim also provides special hand-outs designed to help attendees improve their dietary choices and their health.

This is a wonderful way to obtain a wealth of personalized nutritional information without having to spend the \$65.00 an hour Jim charges for a regular consultation. (Jim charges \$100.00 an hour for those outside our organization.)

Call our office to schedule a group consultation. (530) 823-7092.

Visit the calendar listing on our web site for the most up to date meeting information: www.imageawareness.com

