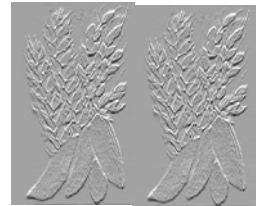


Image Awareness Healthletter



January 2004



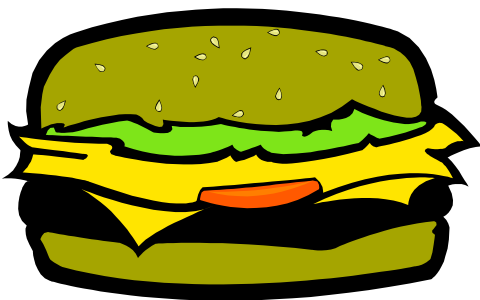
In the News



Ephedra Banned

The FDA has finally taken the step of banning ephedra as unsafe. GNLD has never felt that central nervous system stimulants such as ephedra or guarana which have been widely used in weight loss products had long term health benefits. Quite a number of people have died as a result of use of ephedra.

The most promising approach to long term weight control is carbohydrate restriction and sound nutrition. This is the approach incorporated into GNLD's GR² Weight Control Program.



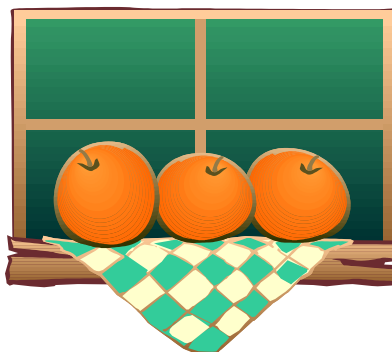
Fast Food as Addictive as Heroin

Recent research studies indicate that sweets and fast foods may be as addictive as heroin. The February 2003 issue of *New Scientist* says, "New and potentially explosive findings on the biological effects of fast food suggest that eating yourself into obesity isn't simply due to a lack of self-

control." Fast foods activate the dopamine center of the brain of laboratory rats in a manner similar to nicotine and heroin. Fast foods taste great, but eating them will tend to make one obese.

The research also suggested that fast foods interfered with the normal function of leptin and galanin, two hormones which govern appetite and weight control.

While the addictive properties of fast food are new to the major media, they are not new to food processors. Biochemist Paul Stitt wrote of the "Can't Eat Just One Syndrome" in his classic *Beating the Food Giants* decades ago. Food processors actually design many of their foods so that it is almost impossible to stop eating them after one begins. This is certainly not a good start for a weight control program.



Vitamin C and Stroke

A recent Finnish study found that men with low levels of vitamin C increased their risk of having a stroke two-fold. Risk increased even further if pa-

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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.

In the News

tients were overweight or had high blood pressure.

The fact that vitamin C is more than an antioxidant has been well known for quite some time. Connective tissue, including cardiovascular tissues, begin to deteriorate with deficiencies of either flavonoids or vitamin C in the diet.

Many heart researchers feel that inadequate intake of vitamin C causes a roughening of the lining of the walls of the arteries. This can lead to clots or strokes.

GNLD vitamin C differs from other products in that it contains not only vitamin C, but also highly active citrus flavonoids as well as other antioxidants from whole citrus. Super C has everything found in an orange except the water. Citrus has such a wide range of phytochemicals that some consider it the perfect food to fight cancer.

During this time of year when consumption of fresh fruits and vegetables slips be sure to obtain foods high in vitamin C and also supplement with extra vitamin C to keep the immune system working well and also to prevent strokes!

Source: Stroke: *Journal of the American Heart Association*, June, 2002.



Allium and Prostate Cancer!

One of our customers years ago maintained that GNLD's garlic and onion concentrates enabled him to cope with deadly malignant melanoma type IV. He lived for years be-

yond the time the cancer he had was supposed to kill him. Years later I would read a paper by Sidney Belman entitled "Onion and garlic oils inhibit tumor promotion." Belman found that onion oil was much more effective than garlic oil in his study.

A landmark study in the *Journal of the National Cancer Institute* reports that men who ate more than a third of an ounce (10 grams or 1 clove of garlic) of allium vegetables (onions, garlic, chives, or scallions) per day, reduced their risk of developing prostate cancer by 50% over those men who do not regularly eat these pungent vegetables. This protection was independent of other factors such as body size, total calorie intake, or intake of other foods.

GNLD has long been aware of the powerful cancer fighting effects of garlic, onions, chives and leeks and includes them in its exclusive Garlic Allium Complex™.

The enzyme allinase is required for the formation of allicin, the critical sulfur compound responsible for many of garlic's health benefits. GNLD's special technology protects allinase from destruction by stomach acid. Two Garlic Allium Complex tablets provide 4.2 mg of active allicin from high-yield garlic extracts — equivalent to the amount found in one clove of fresh garlic.

Garlic Allium Complex includes not only allicin, but also the complete nutrient diversity of the whole garlic / allium family of bioactive compounds. This includes both the water-soluble and oil-soluble substances which exist naturally in allium vegetables and work together in different ways to benefit health.

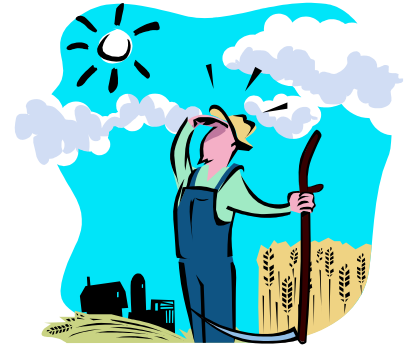
Each tablet is enteric coated to maximize the product's stability and absorption, and insures the formation of active allicin in the intestines. As a result, Garlic Allium Complex does

not cause repeating or garlic breath!

Sources:

Belman, Sidney, "Onion and garlic oils inhibit tumor promotion," *Carcinogenesis*, Vol. 4, No. 8, 1063-1065, 1983.

Journal of the National Cancer Institute, Vol. 94, No. 21, 1648-1651, November 6, 2002.



Vitamin D & Blood Pressure

Vitamin D has been called the "sunshine vitamin" because it is formed on the skin when exposed to sunlight. Sunlight is in short supply during the winter months. Fortunately, Cod Liver Oil is an excellent natural source of this often neglected nutrient.

Vitamin D's stock has been rising. Recent studies indicate that vitamin D is a powerful antioxidant. Other studies have found that the higher a person's blood level of vitamin D, the lower the blood pressure tends to be. Vitamin D inhibits the formation of Angiotensin II responsible for high blood pressure.

Angiotensin II is produced by a substance called antiotensin-converting enzyme or ACE. The common medical approach to treating high blood pressure is with ACE inhibitors such as enalapril, captopril, etc. These substances are often given trade names such as Vasotec, Lotensin, Zestril, Altace, and Capoten. Unfortunately, these medications have a number of different side effects.

In the News

Vitamin D works in a manner similar to these medications. Vitamin D is a fat soluble vitamin and can cause the body to deposit calcium in soft tissues if excess is taken. It is a much more natural approach to dealing with hypertension than current medications. Vitamin D is so promising, as a matter of fact, that pharmaceutical companies are researching vitamin D analogues which they can patent to treat high blood pressure.

It might not be a bad idea to do a little sunbathing or supplement with a little Cod Liver Oil to see if it will lower blood pressure. Blood pressure can be elevated by sugar, salt, and heavy metal poisoning as well. Cadmium and lead have both been shown to elevate blood pressure by damaging the kidney. Zinc, calcium, magnesium and vitamin C have been shown to help deal with these toxic metals.

Wright, Jonathan, "The blood pressure regulator you need to know about: One vitamin could replace ACE inhibitors altogether," *Nutrition and Healing*, January 2004, p. 1.



An Aspirin a Day

It has become a chant of the medical profession to take an aspirin a day and this advice is promoted on television constantly. Dr. Jonathan Wright argues that "Fish oil reduces heart attack as well as or better and has many other beneficial effects that aspirin just can't match."

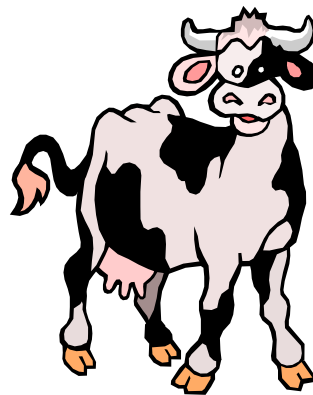
Wright points out that both reduce inflammation and interfere with blood clotting. Fish oil also makes platelets more slippery, reduces risk of sudden heart death, reduces triglycerides, raises good cholesterol (HDL), and prevents re-clogging of

arteries after they have been cleaned out.

Dr. Ben Feingold was led to treat hyperactive children with a salicylate free diet by observing that regular use of aspirin could lead to the gradual development of a severe intolerance and allergic response to aspirin as well as the salicylates which are common in foods. Regular use of aspirin may create real problems for some people.

It should also be noted that when fish oils are used they should always be accompanied by some vitamin E. Fish oils can increase oxidative activity in the body if vitamin E intake is too low.

Wright, Jonathan, "The blood pressure regulator you need to know about: One vitamin could replace ACE inhibitors altogether," *Nutrition and Healing*, January 2004, p. 3.



Mad Cow: The Other Possibility

Most people have heard of mad cow disease and are familiar with the widely held belief that it is caused by an infectious organism called a prion. Few people are aware that there is an entirely different hypothesis regarding the cause of the disease worth knowing about. This hypothesis lays the fault at the door of pesticide manufacturers and opens them up to massive lawsuits. This is not a popular hypothesis among chemical manufactur-

ers. Mark Purdey is an organic farmer in Britain. In the early 1980's British farmers were instructed by the agriculture ministry to kill a parasite called the warble fly with an organophosphorus pesticide called phosmet. Farmers were instructed to pour the pesticide down the spine and at the base of the skull of the cattle.

When "mad cow" appeared in 1986 Purdey immediately thought of phosmet. He traveled the world investigating BSE (bovine spongiform encephalopathy). Purdey found one common factor in all cases of the diseases, high levels of manganese.

Purdey found that prions normally bond with copper and function as antioxidants. The prions can bond with manganese, however, which prevents the prion from folding properly. Phosmet binds with copper leaving prions only manganese to bond with. In other areas where BSE syndromes have appeared such as Colorado there are high levels of manganese in the environment. (Wild games feeds on pine needles high in manganese.)

Malathion, another organophosphate pesticide, is applied to the head and neck of children with head lice and scabies. Is this increasing risk of encephalopathy later in life?

Purdey's hypothesis has gained the interest of many in the medical community. It is curious that Purdey's home was burned down and his lawyer and vet were killed in car crashes. One wonders if this is accident or conspiracy, especially in light of other strange aspects of BSE research.

Manganese is intimately involved with brain function. Liver damage, as might be caused by an organophosphorus pesticide, can cause accumulation of manganese in the brain. Accumulations of manganese in the brain are known to cause encephalopathy, dementia, and Parkinson like



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disorders.

If this hypothesis of mad cow is true, supplements might be quite helpful in preventing or delaying onset of the disease. *Useful supplements would include those which aid detox including antioxidants, B complex and lecithin.*

Mothers who give infants soy formulas should know that many of these formulas have excessive manganese and infants are much more susceptible to manganese overload than adults are. The stage may be set for development of BSE early in life.

The reason why no infectious particle has been identified may be because the culprit is excess of an essential mineral perhaps combined with pesticide poisoning.

References:

Purdey, M., "High-dose exposure to systemic phosmet insecticide modifies the phosphatidylinositol anchor on the prion protein: the origins of a new variant transmissible spongiform encephalopathies? *Medical Hypothesis* 50(1998):91-111.

Hauser, Robert, A., et al, "Blood Manganese Correlates With Brain Magnetic Resonance Imaging Changes in Patients with Liver

Disease," *Canadian Journal of Neurological Science*, May, 1996; 23 (2):95-98.



New Studies Reaffirm Importance of Lipids and Sterols

Grains and legumes lose quality fatty substances called phospholipids and phytosterols when they are processed. In 2002, Dr. L.H. Augenlicht of New York's Albert Einstein Cancer Center presented a lecture titled "Health Effect of Phytosterols." He pointed out that Americans typically consume only about 80% of the phytosterols consumed by Asian populations. Americans have a proportionately higher rate of heart disease and elevated cholesterol levels. Dr. Augenlicht illustrated the important role that plant based sterols have on reducing risk of heart disease and on cancer prevention.

The news that GNLD's tre-en-en oils, which contain these lipids and sterols, benefit the heart should not really come as a surprise. Laboratory studies on animals has shown that these oils not only improve nutrient utilization from foods or supplements by 50%, but also that they have pronounced benefits for the hearts of laboratory animals.

News You Can Use, Volume #002.



The Mailbag

Warts

11-3-2003

Evan had warts on his arm for several years. He started taking Sports 30 packets and his warts cleared up in a couple of weeks.

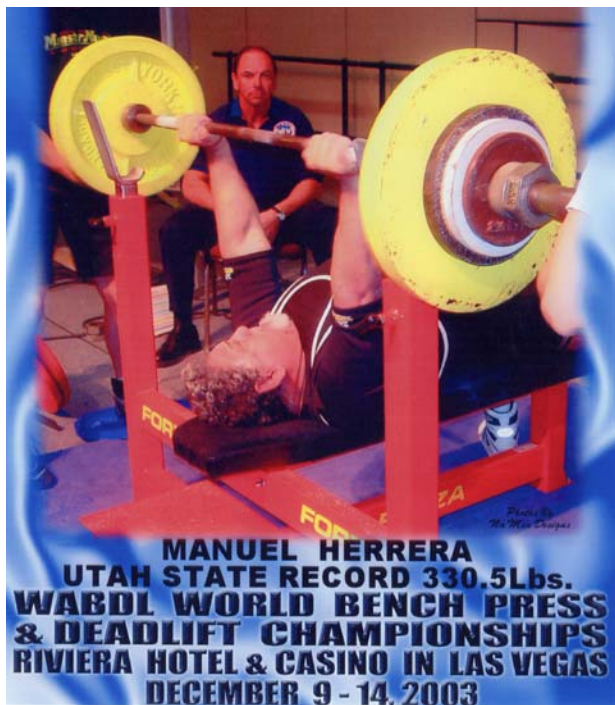
Nadine

Jim's Note: We have had some remarkable stories of nutrition improving warts. I remember a number of years ago a young boy had so many warts that his teachers had suggested he be removed from the classroom in order that the other children might not pick up the warts. The warts all fell off in a week after supplementation was begun.

Another customer had a major problem with warts. Normally Beta-gard and Formula IV Plus do a pretty good job with this problem. This individual saw no improvement with these supplements. Use of Phytodefense and Stress 30 raised immune competence high enough, however, that the warts completely disappeared.



The Mailbag



Power Lifting

My learning about the GNLD products came from Betty Whittaker who was a distributor in Southern California. I didn't want to purchase the GNLD but after she offered me pamphlets, tapes and videos along with samples I began to get involved with the products.

As a UPS driver I was on the go, but living with little energy and the demands as a driver were becoming more stringent. I just didn't have the needed energy and GNLD did give me the energy. After 27 years I faced another challenge, I was forced to retire because of severe arthritis in my shoulders. So, at the tender age of 55 I was no longer employed by UPS. I also faced depression because of my health problems and was in and out of hospitals for 4 years.

After all the problems I faced I made a serious decision to help myself and not rely on the medical profession. I began to use the GNLD products along with the Immune Support program. Then, within a few days I began to feel much better and my energy level growing all the time.

I started to lift weights because I had gained so much weight. After 6 months I got the idea of doing free weights and I got some wonderful results. I had always wanted to lift weights in competition, so I pointed my goals in that specific direction.

I met and spoke with the commission of a Power Lifting Federation and got some information as to how to get involved. Then in March of 2003 I competed in my first contest which was more of a learning experience, but I set 4 Utah State records! It was at this point that I made my biggest progress in September of 2003 setting 4 National Records in my category of 275 - 308 lb. at 60 to 65 years of age. I now hold a total of 10 Utah State and 4 National records in Power Lifting. My Personal Records in a contest: Bench Press 330.5 lb. Dead Lift 512.5 lb. and Squat at 457 lb. I should tell you that I have surpassed these records in the past month at the gym.

As for the GNLD products, I use Biotone, Enersine, Lipotropic Adjunct, Salmon oil, Beta Gest along with the Immune 26 support. I can't tell you how much of a help that Jim McAfee has been to me with his wealth of knowledge and support with vital information. Since I lift in "Drug Free" Federations, I'm held responsible for what I put into my body, I can not take the chance of putting illegal drugs that will result in being banned from competition. Why, I spend 3 to 5 hours a day in the gym getting ready for a contest and most federations will ban a contestant for life. Yes, there are a lot of over the counter supplements that can cause you to test positive! With GNLD I don't have that problem. Keep Power Lifting, Manuel A. Herrera 10 Utah State 4 National Records in Power Lifting at 61 years old. P.S. I have lost 40 lb.. and now I am building muscle mass!

Jim's Thoughts

A little information on the supplements Manuel is using might be helpful. He does not mention Vitamin E or Formula IV Plus. Athletes usually find both of these quite helpful. Formula IV was designed to support glandular function including the anabolic hormones

which are critical for athletes. Athletes also generate far high levels of free radicals than the average person and Vitamin E has been termed "nature's master antioxidant." Let's look at the supplements Manuel tells us he is using and why they help.

Betagest: This is a concentrate from beet stems and beet roots which supports normal stomach acid function. It is targeted to release at the same rate the body releases its own stomach acid. Digestion deteriorates as we grow older. A large percentage of those over 55 years of age benefit tremendously from stomach acid support. Stomach acid enables the older athlete to break down the protein in the diet and use it to build muscle. Much of the muscle wasting of older people is associated with poor digestion. Stomach acid is also necessary for mineral absorption to build strong healthy bones. Stomach acid also kills harmful microbes in the digestive tract and normalizes the entire digestive process by promoting release of digestive enzymes and bile to help break down fats. Stomach acid is absorbed by the small intestine into the blood stream where it enhances the activity of the immune system.



Power Lifting (Continued)

Salmon Oil: Athletes who work out several hours a day are prone to develop a lot of inflammation in the muscles. *The quality oils in salmon have been shown to decrease some markers of inflammation as much as one hundred fold!* Salmon oil also provides raw material to build healthy eyes, brain and nerve cells. This improves coordination and decreases the risk of injury in older people. GNLD Salmon Oil is free of contaminants and assays show that it contains 100 percent of the active ingredients listed on the label unlike many other products sold.

Lipotropic Adjunct: This supplement is designed to help the

body burn fat for energy and for weight control. It also contains specialized nutrients to reduce levels of homocysteine which can cause blockage of the arteries. Healthy circulation is important for all athletes to carry nutrients to muscles and other tissues and also to carry away waste products. When waste products accumulate in muscle, the muscles can ache.

Biotone: Biotone helps the body naturally produce nitric oxide which improves circulation. This supplement also helps maintain healthy levels of growth hormone which improves muscle building and burning of fat.

Enersine: This supplement improves mood and thinking ability. The ingredients in Enersine have been used to treat depression and allergies. Enersine also contains key nutrients for adrenal function. The adrenal gland helps us cope with allergies and also enables us to cope with stress. The active athlete often falls back on adrenal function for that last little bit of push which enables him to achieve a record and beat other competitors.



Calendar of Events



Vacaville Seminars

Saturday, February 21

Saturday, March 20

Saturday, April 17

Saturday May 15

Time: 10:00 a.m.- 12:30 p.m.

Seminar 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.

People come from all over for these special seminars with guest

speakers. We usually get together for a no host lunch afterwards. These are a lot of fun in addition to being a great learning experience.

February (Open House!)

Saturday, February 28

Time: 10:00 a.m.—3:00 p.m.

Don't Miss This Fun Day!

Come by our office for a special open house. See our newly remodeled meeting room. Refreshments will be provided along with special events through the day. The meeting room has new artwork, is newly painted, has new furniture, and is highlighted by a wonderful new electric fireplace for added warmth and coziness.

Group Workshop:

Saturday, March 13

10:00 a.m.— 12:30 p.m.

We must have reservations for these workshops so call and save your place. The cost is \$20.00. Call our office to reserve your place. (530) 823-7092.

About Group Workshops

We have had rave reviews from the groups that have gotten together for the \$20.00 group consultations with Jim. 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 handouts 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.)

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