

Image Awareness Healthletter



March 2004



Nutrition Chokepoints



All nutrition in foods and supplements must be used by the body efficiently in order to promote health. Unfortunately, there are common chokepoints which can hinder the effective utilization of nutrients. The result can be that an individual can take in large quantities of nutrients and derive very little or no benefit from them.

Chokepoint #1: Hormone Chemistry

One of the common chokepoints of nutrition is hormone chemistry. The body governs use of nutrients through what are called the “anabolic” hormones. The word anabolic means to build up. The anabolic hormones include glucagon, human growth hormone, adrenal hormones, and male and female sex hormones.

The researchers who developed the GNLD tre-en-en oils found that lack of these nutritional substances interfered with the ability to achieve optimal nutrition. In the more extreme cases of lack of these nutrients people would either waste away or become obese. Faulty nutrition in this area

also increased susceptibility to degenerative diseases.

The lipid and sterol rich oils found in grains and legumes came to be viewed through research at Hollywood Presbyterian Hospital as major contributors for hormone balance which itself acts as a funnel channeling the use of nutritional substances the body uses for both energy production and also for construction of healthy tissues.

This important function of the lipids was clearly expressed by those familiar with the research. One report stated the following:

“...the essential lipids control cell metabolism. They also determine the efficiency of those gonadal and adrenocortical hormones that have the most to do with the effective use of all classes of food for complete bodily nutrition.”

Paul Meynell, “Role of Lipids,”
Herald of Health, 1959.

The importance of the lipids has not been lost on more recent researchers. They are actually saying pretty much the same thing as the original researchers



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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.*

Nutrition Chokepoints

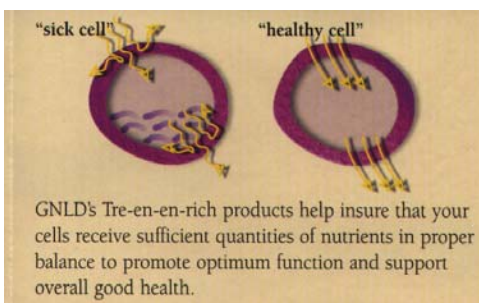
who developed the tre-en-en oils in 1958. As an example, note the following quote by Dr. Jeffrey Bland, a prominent nutrition educator:

“...over the past several years it has become increasingly clear that alterations in membrane lipid composition and membrane fluidity influence important cellular functions... The nature of the fatty acids within the phospholipid bilayer determines the physiochemical properties of membranes that, in turn, influence cellular functions, including hormone responsiveness.”

Jeff Bland, *Improving Genetic Expression in the Prevention of the Diseases of Aging*, Gig Harbor, Wa.: HealthComm, 1998, p. 88.

Animal studies on the Formula IV have shown profound improvement in overall hormone function when Tre-en-en oils were added to the diet. Measurements of adrenal function improved 175%, male sex hormone function were up 150%, and female hormone function was up 234%.

Solution: The first nutritional chokepoint can be unclogged with GNLD's exclusive Tre-en-en oils.



Chokepoint #2: The Cell Wall

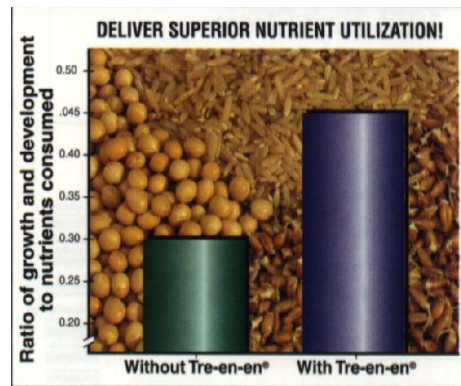
A second nutrition chokepoint is at the cell wall. Two critical factors come into play here. First is the construction of the cell wall from healthy materials. If the cell walls of the body are made from partially hydrogenated oils or excessive saturated fats the cell is transformed into a condition in which it can only partially

absorb nutrients and only partially excrete waste products.

There are a lot of infomercials about detoxifying the colon these days. Discussion should focus on detoxifying the cells. It is well known by scientists who grow cells in culture that waste products must be washed from these cultures on a regular basis or the tissue cultures will die. Accumulation of cellular wastes will kill cells more rapidly than depriving them of nutrients. Very few supplements are available to facilitate the process of cellular detoxification. One of these is the Tre-en-en oils in Formula IV Plus.

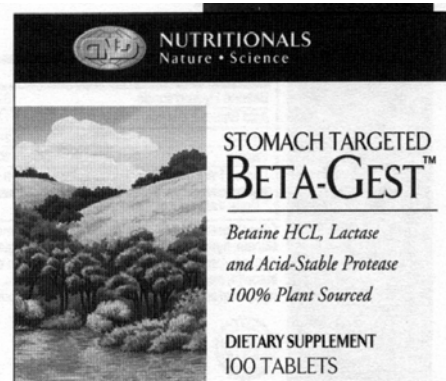
The GNLD Tre-en-en oils grew out of 12 years of research. One of the primary research goals was to find a nutrient source which would promote cellular nutrition and elimination of cellular wastes. They accomplished their goal splendidly. Laboratory animals given the Tre-en-en oils utilized nutrients 50 percent better than animals which are not supplied with these oils. Tre-en-en oils increase the fluidity of the cell wall and improve the discretionary ability of the cell wall to allow nutrients in and waste products out of the cell.

The second critical factor with regard to the cell wall is the nutrients which protect the quality oils in the cell wall. Fats in the body can oxidize and become hard in much the same way that linseed oil in paint hardens when applied to a wall with a brush. The body uses fat soluble antioxidants such as vitamin E and carotenoids to prevent fats in the cell wall from oxidizing. Vitamin E is almost impossible to obtain in the diet in adequate quantities to provide protection of the fats in the cell wall. Fortunately, GNLD manufactures the highest quality vitamin E supplement in the world. John Miller, a member



of the Scientific Advisory Board, has pointed out that the head of the Direct Selling Association bought GNLD Vitamin E although he had access to all the products available from members of the association.

Solution: The second nutritional chokepoint can be unclogged with Tre-en-en oils, Salmon Oil, and GNLD's superior Vitamin E Complex.



Chokepoint #3: Digestion

A third nutrition chokepoint is digestion. A large part of the American population suffers from faulty digestion. This means that a healthy diet may be consumed, but the nutrients pass through the body without being broken down and absorbed.

Deterioration of digestion is part of the aging process. One of the most common reasons why older people decline in health as rapidly as they sometimes do is a failure of production of stomach acid and pancreatic

In the News

enzyme secretions. Younger people with digestive disorders may also experience rather serious digestive deterioration.

The solution to the digestive bottleneck to nutrition is twofold. Firstly, one can supplement with **digestive aids** such as Betagest (stomach acid support) and Enzyme Digestive Aid (pancreatic support). These two supplements are conveniently packaged together in a supplement called Betazyme—wonderful to help handle rancid food on the road!.

The second solution is to use **supplements processed for digestibility**. For example, GNLD protein products are broken down with plant enzymes at body temperature. This is called the **Protogard Process**. This protein is exceedingly easy on the digestive tract and provides a ready source of amino acids which are actually quite difficult to obtain from the foods we eat because Americans tend to overcook most of the protein they eat.

The government has established a qualitative measure of protein which takes into account the ability to digest the source of protein. This is called the PDCAAS (protein digestibility corrected amino acid score). All GNLD proteins meet or surpass the government's perfect score (1.0). GNLD supplements are tested for digestibility by the use of an artificial digestive tract!

Solution: The third nutritional chokepoint can be unblocked by GNLD's Betazyme containing "targeted delivery" digestive aids.



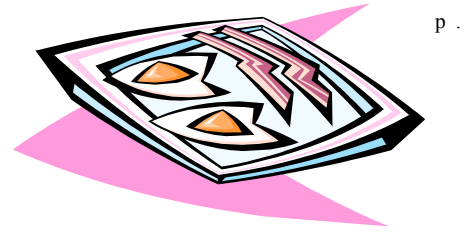
Antioxidants and Alzheimer's

A major study on Alzheimer's disease called the Cache County Study supports the use of antioxidants for this problem. Researchers found vitamins C and E together resulted in a significant reduction in the incidence of Alzheimer's. The intake of these supplements was actually rather modest with Vitamin E intake over 400 IU and vitamin C intake over 500 mg. Taking Vitamins C and E separately made little difference in Alzheimer incidence. The multiple and B complex vitamins tested also made little difference.

It is important to be aware of the synergistic effects of antioxidants. Antioxidants work like a relay team. They pass free radicals which can damage brain tissues from one to another. Vitamin C is a particularly important addition to any antioxidant blend. Vitamin C has the lowest "redox" or reducing potential of any antioxidant. This means that it can receive free radicals from vitamin E or any other antioxidant and then carry them from the body. Vitamin C is water soluble which allows it to pass out of the body very easily and carry free radicals with it. We really want "rich urine" in the case of vitamin C because it is only as the vitamin C is washed out of the body that the free radicals are carried with it.

Vitamin E was important in this study because the brain is composed largely of fats. Fat soluble antioxidants are essential to protect these fats from oxidation. Vitamin E is perfect for protection of brain tissue from free radicals. It is fat soluble and has been termed "nature's master antioxidant." GNLD's Vitamin E Complex contains the entire vitamin E family.

Zandi, Peter, P. Ph. D., et al, "Reduced Risk of Alzheimer Disease in Users of Antioxidant Vitamin Supplements," *Arch Neurol*, Vol. 61, January 2004,



82.

Dr. Atkins Obese at Death

An *Associated Press* release on Feb. 10, 2004 reported that Dr. Robert Atkins weighed 258 pounds at his death and had a history of heart disease when he died at age 72 as the result of a fall. He had suffered a heart attack, congestive heart failure and hypertension prior to his death. Atkins was 6 feet tall and would have been considered obese.

Physicians associated with Atkins maintain that his heart problems stemmed from cardiomyopathy which may be caused by a virus infection. The medical examiner's office accidentally sent a copy of the report to a group of physicians who advocate vegetarianism!

Atkins made a major contribution by his emphasis on the role that carbohydrates play in weight gain. Some feel he failed to distinguish clearly between complex carbohydrate (eg. whole grains) and simple carbohydrates (sugar and white flour). It is rapidly absorbed carbohydrates which are primarily responsible for weight gain.

High fat foods are not harmless. Grain fed animals have fat that is high in arachidonic acid which promotes inflammatory processes in the body. Grass fed animals have more anti-inflammatory omega-3 oils and less inflammatory arachidonic acid.

There is a problem with bacon and other foods high in nitrates. These foods are known carcinogens and should be avoided.

Associated Press, Feb. 10, 2004



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From Farm to Table

Farm: GNLD obtains raw materials from fields that are the least disturbed and most natural environments possible.

Raw Crop Analysis: Crops are continually analyzed for nutrient content and quality.

Processing: State of the art equipment guarantees the purest extractions with an absolute minimum of processed alteration.

Quarantine and Lab Analysis: All raw materials are held under strict quarantine. They are not released until laboratory tests for purity and potency are verified.

Manufacture: Ultra-modern equipment combines raw materials with maximum efficiency for consistency from batch to batch.

Quality Control: Finished prod-

ucts are tested and certified for safety, quality and effectiveness.

Batch Numbers: Batch numbers on every label allow for continual tracking of all products.

Table: The customer can be assured that the product sitting on the table is the highest quality that can be manufactured.

Third Leading Cause of Death: Medical Care

Next time you hear someone talking about the danger of taking supplements remember that physicians are the third leading cause of death in the United States according to the *Journal of the American Medical Association* (July 26, 2000;284 (4):483-5). Only heart disease and cancer kill more people.

It is estimated that 12,000 die from unnecessary surgery, 7,000 from medication errors in hospitals, 20,000 from other errors in hospitals, 80,000 from infections picked up while in the hospital, and 106,000 die from the negative effects of properly prescribed drugs.

Remember that these figures deal only with deaths. There is a good deal of discomfort and disability resulting from side effects of drugs or other "sickness" care procedures.

Health does not begin with a visit to the doctor. It begins with taking responsibility for one's own health. The average person can do more toward improving his health by controlling the direction in which his fork moves than a hundred visits to a doctor.

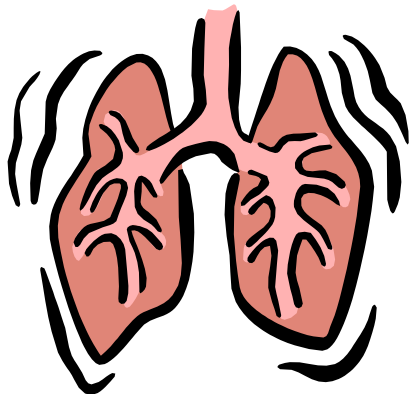
The best protection against the need to make frequent visits to a doctor is the regular use of a high quality multiple supplement which includes the essential fatty acids including lipids and sterols.

Deficiency of essential fatty acids has been associated with heart disease, cancer, diabetes, dry or scaly skin, dry hair, cracked fingernails, fatigue, weakness, frequent infections, allergies, mood disorders, poor memory, hyperactivity, depression, aching joints, poor digestion, obesity, high cholesterol, poor wound healing and high blood pressure.

Quality fats such as tre-en-en oils, lecithin, and omega-3 oils are best used with the presence of other nutrients found in a multiple. Extra can be added. Alcohol and sugar block the benefits of quality fats in the diet.



The Mailbag



Lung Cancer

My mom was diagnosed with lung cancer and metastasis to bone (spine) while they were searching for the cause of her sciatica. The bone metastasis was putting pressure on her sciatic nerve. After some time, I convinced my stepfather to have her take GNLD's Phytodefense pack, SuperEase, Vitamin C, Vitamin B, Liver plus C, Salmon Oil and Vitamin E in combination with her light therapy. The doctors had given her 3-6 months to live. But they didn't know about GNLD. It is almost a year later and she has regained her weight, the cancer has not grown and her prognosis is looking better. Thanks to GNLD she is on borrowed time and I have a little more precious time with my mom.

Donna

The doctors were surprised Connie's RBC came up so fast. We attribute that to the Liver plus C, Super B, and SuperEase. The Doc says the tumor on her spine has definitely gotten smaller since there is less pain. The main tumor in the lungs has not gotten any larger. One other small spot on the lung has gotten smaller. Recently the Doc says she now has "18 months!" We are very happy about this! Thank you for touching our lives and explaining GNLD to us!

Eric (Donna's husband)

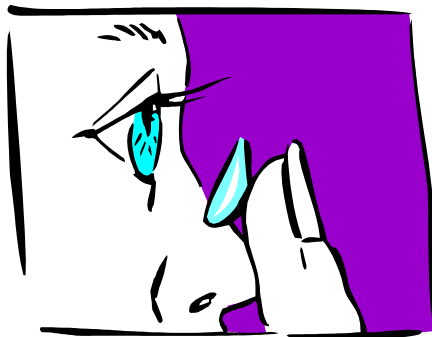
Jim's Comments:

A good deal of research supports the idea that sound nutrition will slow

the growth of cancer. A study by the Southern Research Institute showed that Flavonoid Complex slowed growth of extremely malignant breast cancer cell cultures by over 90%. This same study showed that GNLD Cruciferous Plus slowed breast cancer cell culture growth by 37%.

Another study published in Science News showed that Carotenoids, especially alpha carotene could slow down growth of cancer cells and even kill them under some circumstances. GNLD Carotenoid Complex has been shown through testing to be especially effective at increasing blood levels of alpha carotene.

Research suggests that the best approach to cancer is to combine a wide variety of nutrients with traditional therapies. Nutrients usually make treatments more effective and enhance the patient's own immune system. We have had many customers over the years who have reported similar benefits to those described here.



Contact Lenses

As you know I have been using GNLD food concentrates exclusively since the spring of 1994 and have made many pleasant discoveries in improved health. I recently made another one that is saving me hassle, irritation and probably money as well.

Last year I started adding the Enzyme and Betagest to my program. At first I noticed absolutely nothing, but after six months I noticed that my soft contact lenses did not fog over with protein deposits. Usually I have to re-

place them at about seven months of use no matter how many times I cleaned them.

I am going on thirteen months on the same set now and they are very clear and feel as new. Jim explained to me that my body was probably secreting less protein through my tear ducts because I was getting better digestion and immune function and that made a lot of sense to me.

If the digestive aids are helping me with my contact lenses on the outside of my body I am sure that they are doing a lot of good things on the inside as well. Start taking these and stick with them!

I will let Jim advise you on all the other benefits of these digestive aids.

Eric

Note: Eric and Donna provided us with an impressive demonstration of air purification. If you have a need in this area let us know and we can pass on contact information.

Jim's Comments:

Digestive aids provide a number of health benefits, particularly as we age and digestion tends to deteriorate. Food breaks down more completely decreasing the tendency to have allergic responses when we use digestive aids prior to meals. The improved digestion means that our overall nutritional status will be improved. Available nutrients will be used to build healthy new tissues and to repair those that are damaged.

Suppression of allergic responses means that the immune system is less active. Inflammation will be decreased. This may explain why Eric's contact lenses are lasting so much longer.

Opportunity

Opportunity is missed by most people because it is dressed in overalls and looks like work.

Thomas Edison

Insight on Rheumatoid Arthritis

Rheumatoid arthritis is usually considered an inflammatory disease and treated accordingly by the medical profession. Results of treatment consistent with the traditional view usually result in a short term improvement followed by long term deterioration

Thomas Brown, M.D., saw this problem as a bacterial infection and treated it with antibiotics. He saw improvement in about 80% of the 10,000 patients he worked with.

Brown felt that a disease could never be successfully treated until the proper cause was identified. He felt that if his theory were correct the use of anti-inflammatory medications was precisely the wrong thing to do for the long term improvement of the patient.

These medications suppress the patient's immune system. The body also tries to wall off infection with inflammation. Suppression of the inflammation without addressing the bacterial infection would actually result in spreading the infection and making it worse over time.

This may explain why essential fats are so beneficial for those with rheumatoid arthritis. Grain oils suppress inflammation by supporting the adrenal's production of anti-inflammatory hormones. Fish oils suppress inflammatory prostaglandins.

The quality fats are not just anti-inflammatory in action. They are actually potent immune stimulators. Indeed, the immune system functions poorly without essential fats. As the

fluidity of the cell walls of white blood cells improves, by the addition of quality oils, these disease fighters become more efficient at getting into difficult to reach areas of the tissue and cleaning out difficult to destroy bacteria such as the mycoplasma and stropococcus which Brown feels are involved with rheumatoid arthritis.

We have seen GNLD quality oils and other supplements benefit these people for years. Brown's work suggests that the benefits may be the result of immune enhancement through improving the structure and function of white blood cells.

Reference

Brown, Thomas, M.D., and Scammell, Henry, *The Road Back*, New York: M. Evans and Company, 1988.

Calendar of Events



Vacaville Seminars

3rd Saturdays

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

Contact Cheryl Waits or Chris Litton for details of any meetings or seminars in the Vacaville area. Cheryl's number is: 707-693-9759. Chris Litton's number is 707-455-7925

Small Group Consultation

Program

March 27, April 24

10:00 a.m.— 12:30 p.m.

Our group workshops have been a great hit. Everyone seems to enjoy the personal attention and reasonable cost. We have also received reports back on how much the information has improved health and changed the lives of those who have attended.

Our small group consultation program is a fast start for success. The \$20.00 to attend needs to be collected before the event to reserve a spot as we limit attendees to 10 people plus the leaders who brought them. All questionnaires should be submitted to our office 1 week prior to the event to allow time for any special research which may be required for the seminar.

The priority for these workshops will be given to leaders who need to attain director status to help them build their business. We would like to see how fast we can build leaders with this program. You should contact Lucille for reservations for this program. (530) 823-7092.

Gardening & Survival Seminar

Saturday, June 5, 2004

9:30 a.m.— 12:30 p.m.

After a gap of several years we will be having a repeat of Jim's seminar which covers a powerpoint presentation on wild edible plants, a demonstration of how to make sugar free ice

cream and other treats with lots of tasting, gardening tips and a tour of Jim's garden.

Make a reservation to join us for this fun adventure. It will be a day you will remember for a long time. The seminar will begin at the conference center at 1271 High Street and will then move to Jim's home. There will be a charge of \$5.00 to cover the cost of the snacks. Reservations: (530-823-7072)

