

# Image Awareness Wellness Center

## E-HealthLetter

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### Cod Liver Oil

The scientific evidence continues to mount that the use of Cod Liver Oil is a particularly valuable supplement during the winter months. Every year 20-40% of the skeleton is renewed. Vitamin D moves calcium into the bones. When intake of vitamin D is low an individual will absorb only one-third to one-half as much calcium into the bone as someone with adequate vitamin D status.

Seniors lose 3-4% of their bone mass in the fall and winter months, while they regain this bone in the spring and summer months. Most bone fractures occur during the winter months.

A French study of elderly women supplemented with 800 IU of vitamin D a day noted a 43% reduction in hip fractures.



### Osteoarthritis

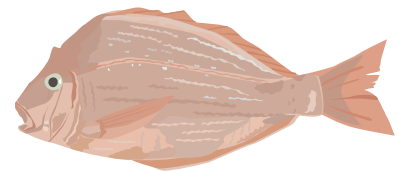
A significant study was released from Cardiff University in the UK on February 12, 2004.

This placebo controlled study showed that 86% of patients with osteoarthritis given two Cod Liver Oil Capsules daily had absent or significantly reduced levels of the enzymes that cause cartilage damage in this disease. Professor Bruce Caterson who led the study said, "This breakthrough is hugely significant because it demonstrates the efficacy of a dietary intake of Cod Liver Oil in patients with osteoarthritis taken prior to their joint replacement surgery.

The data suggests that Cod Liver Oil has a dual mode of action, potentially slowing down the cartilage degeneration inherent in osteoarthritis and also reducing factors that cause pain and inflammation."

"What these findings suggest is that by taking Cod Liver Oil, people are more likely to delay the onset of osteoarthritis and less likely to require multiple joint replacements later in life."

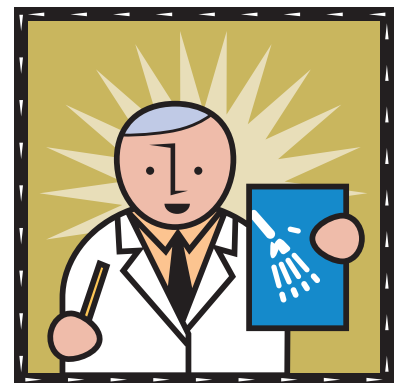
"To put this into perspective, it is highly unlikely that if the Queen Mother had taken Cod Liver Oil as a young adult, she



may have needed her first hip replacement much later in life."

Professor Caterson said, "I didn't think I'd be part of such a big breakthrough in my lifetime. Through fate and luck we've found a way of slowing down the progression of osteoarthritis. And it turns out to be a very affordable and safe treatment, a treatment that will impact on many people's lives."

Professor Caterson also suggested that people who have suffered from sporting injuries that predispose them to early onset of osteoarthritis should consider taking Cod Liver Oil to delay onset or slow the progression of the disease."



Cod Liver Oil not only contains a balance of essential fatty acids but also two of the most overlooked and misunderstood nutrients which are absolutely essential for health. Two capsules of Cod Liver Oil provide 100% of the recommended intake [not optimal intake] of vitamins A and D. These important nutrients are also available in Formula IV, Vitamin A, and Chelated Cal-Mag Capsules with Vitamin D.

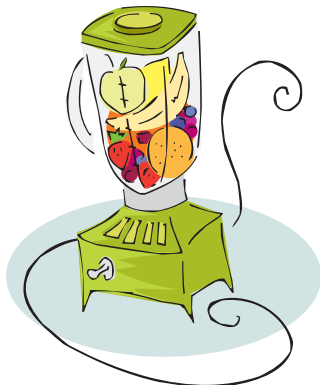
Reference:

EurekAlert Feb 12, 2004.

## Trouble for Noni

Noni juice has been flooding the European market. The French food safety authority recently issued a warning to consumers that consuming more than 30 ml of noni juice could pose a hazard for hepatitis.

Noni is not normally part of the human food chain. Several years ago when I was in Hawaii I asked distributor Vivian Chang who lives there about noni. In a typical demonstration of her hospitality she brought me a noni fruit which I allowed to ripen in the room. She had warned me that it was not a fruit one would wish to eat, but I could not imagine how foul the smell of the ripened fruit was. This is probably why all of the noni juices I have looked at on the market are loaded with other sweet and strongly flavored juices.



Two recent publications have reported severe liver problems in three people after consumption of noni juice. *European Journal of Gastroenterology* and *Hepatology* (2005;17: 445-7) and the *World Journal of Gastroenterology* (2005;11:4758-60) The reason for the problems is not clear, but attracted authorities attention to the recommendations on the product's label for consumption to remain lower than 30 ml a day.

GNLD is firmly committed to derivation of supplements and health products from the human food chain. The wisdom of this philosophy has been demonstrated time after time.

## Mannatech Lawsuit

Mannatech, its officers and directors are currently involved in a potential class action lawsuit as a result of their failure to adequately supervise and monitor the conduct of their associates or distributors regarding the use of misleading testimonials regarding the treatment and prevention of certain specific diseases.

Mannatech's failure in this regard resulted in an article in *Barron's* on May 9, 2005 describing the misleading claims made on Mannatech associates' web sites. This news resulted in a 26% drop in the price of Mannatech shares on the stock market in one day. The next day shares fell by an additional 19%. Making unsubstantiated claims can produce a lot of sales, but it can also backfire, resulting in damage and negative publicity for a company.

GNLD has been very cautious about the claims made for their

products over the years. This is often a source of frustration for distributors, but the wisdom of this choice is revealed by the fact that GNLD is approaching its 50th year in business. This is in the midst of an environment in which thousands of companies come and go every year. GNLD claims about products are based on solid scientific research, often from independent studies such as those on Carotenoid Complex conducted by the USDA.



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