



IMAGE AWARENESS WELLNESS INSTITUTE

The GNLD Difference

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August 1, 2006

Volume 2 : Issue 8

TRE-EN-EN

Improves overall glandular function.
Improves nutrient utilization.
Increases energy and reduces fatigue.

CAROTENOID COMPLEX

Prolongs life and gives the skin a natural tanned appearance.
Reduces free radical activity in the body (44%).
Increases antioxidants in cholesterol 5 fold.
Increases natural killer cell activity 20% (these cells attack cancer cells).
Enhances immune activity (lymphocyte proliferation) 37% in 20 days.

SALMON OIL PLUS

Improves brain and nerve function including thinking, memory, attention, and mood.
Reduces inflammatory activity in the body.

WHY GNLD?

A PROVEN TRACK RECORD

GNLD began with 12 years of research at Hollywood Presbyterian Hospital and has been supplying researched nutritional products to customers since 1958.

RESPECTED BY THE SCIENTIFIC COMMUNITY

GNLD works with Stanford University to provide a lectureship on nutrition for physicians. Barbara Ralston, Director of the Health Library at Stanford University said, "GNLD researches the science of, and produces, food supplements, and has done so with the highest degree of scientific and ethical integrity for 43 years. We're confident that in a constantly-changing and sometimes overwhelming scientific arena, GNLD's nutritional expertise and commitment to leading-edge science offers a rare and welcome combination of credibility that we can trust now and in the years ahead."

OPPORTUNITY

The GNLD products and business opportunity are available in over 50 markets around the world.

PHARMACEUTICAL LICENSE

GNLD products meet the highest quality standards for production of nutritional supplements.

ORIGINAL EQUIPMENT MANUFACTURER (OEM)

GNLD manufactures its own equipment in order to produce its unique supplements. Production of a number of supplements would be impossible without this capability.

MADE UP TO A STANDARD, NOT DOWN TO A PRICE

GNLD never compromises on quality of raw materials or finished products.

ESTABLISHED TOXICOLOGICAL PROTOCOLS

All raw materials are quarantined and tested for contamination and for potency.

BASED IN NATURE, BACKED BY SCIENCE

Products are developed from foods one would normally eat which have a long history of safety. Profiles of supplements are developed with the understanding that "nature knows best" what she is trying to accomplish. This principle has validated itself repeatedly over the years.

For example, GNLD Vitamin C contained a blend of highly potent flavonoids, long before they were known to be of nutritional significance. GNLD Vitamin E contained all 8 members of the Vitamin E family long before it was learned that synthetic or isolated alpha tocopherol could contribute to health problems rather than solving them.

Following nature's "blueprint" has kept GNLD science one step ahead of the competition for almost 50 years.



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Product Benefits

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GNLD FIRSTS (PARTIAL LISTING)

1958-1963

Formula IV, the original four-factor food supplement was developed.
Unique protein instantizing process introduced.
Biodegradable cleaners.

1964-1968

Liqui-Vite, a four-factor liquid food supplement.
Vitamin E in skin care products.
Protogard Process for better protein quality and digestibility.
Protein supplements delivering all 22 amino acids involved in human nutrition.
Environmentally sound, concentrated laundry detergents.

1969-1973

Lipotropic Adjunct to support a healthy cardiovascular system.
Digestive enzymes for natural support of optimal digestion.
Natural Formulas, GNLD's research and quality control laboratory and manufacturing complex is built.
Neo-Plex Concentrate for the benefits of whole citrus extracts including carotenoids and flavonoids.
Super-concentrated biodegradable cleaners.

1974-1983

Dr. Arthur Furst, the world's foremost toxicologist, joins the company, the Scientific Advisory Board is established.
Proteins sweetened with fructose provide the glycemic edge.

Amino-acid chelated minerals are introduced.
Significant expansion of laboratory and manufacturing capabilities (new microbiology lab, stricter quality control, etc.)

1979-1983

Threshold-controlled supplementation, a GNLD exclusive!
Daily Vitality Packs (comprehensive and convenient supplementation).

1984-1988

Aloe Vera Plus revolutionizes Aloe Vera Supplementation
Dr. Arthur Furst's broad-spectrum antioxidant supplement Betagard is introduced.
Dr. Fred Hooper, Mr. John Miller, Dr. Laszlo Somogyi, and Dr. Gordon Newell join as scientific advisors.
Acidophilus Complex with Targeted Delivery Technology is introduced--a whole new concept in acidophilus supplementation.
1987 Texas A&M studies show Tre-en-en Grain and Legume Concentrates support growth, development, and efficient nutrient utilization.
Computer link is established between GNLD and the National Library of Medicine.

1989-1993

Herbal Alternatives provide a 5x concentration of herbs from traditional Chinese formulations.
Carotenoid Complex is the first and only supplement to provide the full carotenoid profile of an optimal serving of fruits and vegetables.
GNLD becomes the only direct selling company ever invited to present its

findings (a Carotenoid Complex study) to the New York Academy of Sciences.
Dr. Arianna Carughi and Dr. David Shepherd join the Scientific Advisory Board.

1994-1998

Vita-Gard brings chewable antioxidant vitamins.
Carotenoid Complex studies conducted by U.S. Department of Agriculture scientists are published in the American Journal of Clinical Nutrition and other journals.
Flavonoid Complex, the first whole-food flavonoid supplement is introduced.
Cruciferous Plus provides vital phytonutrients for detox and hormonal regulation.
Independent studies using National Cancer Institute protocols demonstrate that Flavonoid Complex and Cruciferous Plus inhibit growth of human cancer in the test tube.
Gel-Gard Enteric Protection System developed for high potency Acidophilus Plus.
Nutriance Skin Care shown to reduce wrinkles by 28% in 28 days.
Human clinical studies show that Nutriance Renewing Antioxidant Treatment boosts antioxidant activity in the skin by 90%.

1999-PRESENT

Global Science Network introduces Glycemic Response Control (GR2) weight loss and nutrition program designed to help prevent diabetes, heart disease and osteoarthritis.
Introduction of Full Motion, a superior formulation for improving joint function.
This is only a partial listing of GNLD industry firsts over the last 50 years!