



# IMAGE AWARENESS WELLNESS INSTITUTE

## *Vitality and Health*

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## PRO-VITALITY

Pro-Vitality is a package of nutrients created by GNLD to address specific nutritional gaps experienced by people worldwide. The origin of this package of nutrients was a World Health Organization report in 2005 which revealed that more people are now dying worldwide from degenerative diseases than from infectious diseases.

Increase in degenerative disease is true of young and old, male and female, and rich and poor. The rapid escalation in the incidence of degenerative diseases was associated with three factors: smoking, lack of exercise, and poor diet. The World Health Organization concluded that the core problem in the dietary area was inadequate intake of whole grains, fruits, vegetables, and fish.

GNLD researchers found that this world problem was recognized by a wide range of US health agencies.

For example, the American Heart Association reported that heart disease could be prevented by a greater intake of the nutrients found in whole grains, fish, and fruits and vegetables.

The National Cancer Institute reported that cancer incidence could be reduced by an increased intake of whole grains and fruits and vegetables rich in carotenoids. The Centers for Disease Control and Prevention also picked up on the theme that increased consumption of the nutrients in fruits and vegetables could decrease cancer incidence.

The American Diabetes Association suggests that prevention of diabetes centers around a greater intake of whole grains, fish, and fruits and vegetables. The National Institutes of Health Diabetes Education branch emphasizes whole grains, fruits and vegetables, and physical activity to prevent diabetes.

Finally, Harvard University published a health guide pyramid similar to an earlier one developed by the United States Department of Agriculture. This health pyramid emphasizes increased intake of whole grains with special emphasis on plant oils, increased intake of fruits and vegetables, and a change from high red meat intake to more fish in order to increase intake of omega-3 oils.

## NUTRITIONAL GAPS

All of these health agen-

cies realize that nutritional gaps are being created by modern diets lacking in high quality grains, fish, fruits and vegetables. Inadequate intake of these foods has created major nutritional gaps.

GNLD research delineated these major gaps long ago and developed products missing in most supplements which can plug these gaps improving vitality and overall health. Three products target the major areas where nutritional gaps are common: Tre-en-en, Carotenoid Complex, and Salmon Oil Plus. The rest of this paper will discuss these supplements and the manner in which they go about addressing the problems created by the ma-



major nutritional gaps in most diets.

## TRE-EN-EN

The original Food Guide Pyramid introduced by the United States Department of Agriculture in 1992 recommended 6-11 servings of whole grain foods. The problem with this recommendation was obvious from the start. The Sacramento Bee wrote, "Though it's been about six weeks since the chart debuted, most people still don't have a clue about how to incorporate it into their daily lives. To consume all the food the guide recommends, one can imagine munching non-stop from dawn till dusk." (June 3, 1992)

Many people believe they do not need to supplement because they eat a good diet. In actuality it is difficult to consume enough food to obtain the nutrients we require to be healthy if we lead sedentary lives and most of us do. This is a powerful argument for supplementing even the best of diets.

The nutritional gap in the grain area was created by the development of the steel roller mill in the 1880's. Since that time most wheat products have become increasingly refined. The primary target of the refining is the removal of the high quality oils (lipids and sterols) from wheat. These begin to turn rancid within a day of the time the grain is crushed. Most whole wheat products consumed today have only 10% of the qual-

ity oils present in the whole grains.

Similar refining takes place with white rice and with tofu (a soy product). Removal of these nutritionally important oils has profound significance for overall health.

The importance of the oils in grains was largely unrecognized until extensive research was conducted at Hollywood Presbyterian Hospital on the topic of chronic fatigue. Researchers learned that vitamins, minerals, and amino acids alone were inadequate to maintain optimal health.

These researchers learned that health could be restored and optimized by the addition of extracts of the high quality oils from wheat, rice, and soybeans. Extensive research on grain oils encompassed individuals who were ill, athletes at their prime, and laboratory animals.

The quality oils found in whole grains are used by the body to build healthy cell walls. Lack of these oils causes cell membranes to lose their discretionary power resulting in partial absorption of nutrients and defective elimination of cellular waste products.

The research on Tre-en-en has shown that optimal health can not be achieved when these high quality oils are inadequately supplied in the diet. Animal studies demonstrated the addition of grain and legume oils to the diet of rats (pictured below) improved nutrient utilization by 50% and greatly improved overall development and health including that of the heart.

## CAROTENOID COMPLEX

The GNLD Scientific Advisory Board was developed by Dr. Arthur Furst, the man who developed oral chemotherapy for cancer. Toward the end of his career Dr. Furst arrived at the conclusion that cancer was largely of nutritional origin. He began researching different nutrients which he felt offered promise for pre-



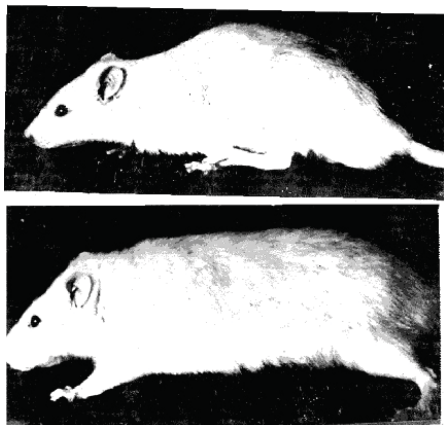
vention of cancer. The capstone of his research is incorporated in a supplement called Carotenoid Complex.

A brief history of this patented product will clarify the importance of this particular supplement. At the time Dr. Furst and GNLD began working on what would become Carotenoid Complex there was not even a test available to identify the presence of different carotenoids in foods or in the human body.

GNLD pioneered the testing and then studied foods in order to find raw materials which would provide an ideal carotenoid profile. An ideal profile of carotenoids was considered an important goal for a couple of reasons.

Firstly, it soon became evident when scientists began studying carotenoids that they had a specificity of action. Lycopene protected the prostate, alpha-carotene had powerful cancer suppressing activity, and lutein and zeaxanthin in leafy green foods were so specific in their action that lutein protects the rods and zeaxanthin the cones in the eye allowing for complete protection of eyesight as we age.

Secondly, it appears that com-



petitive absorption is a factor involved with carotenoid supplementation. High levels of intake of one carotenoid like beta-carotene may inhibit the absorption of other carotenoids like lutein and lycopene. For this reason, the decision was made to provide a supplement which provided an ideal profile of all carotenoids.

Source material for the carotenoid supplement proved challenging. Studies revealed the significant fact that one bunch of spinach could have 100 times more carotenoids (lutein) than a bunch of spinach grown in a different location.

Once the supplement was put together encapsulation was a key issue. Carotenoids help the body cope with free radical oxygen. In order to protect the carotenoids in the supplement from oxygen in the air a process of encapsulation in a nitrogen environment at low temperature was developed. This NutriMax technology was awarded a patent in the United Kingdom (#2,274,235).

GNLD next conducted a study demonstrating that the nutrients in Carotenoid Complex could increase blood levels of these important nutrients. The company was asked by the New York Academy of Sciences to do a poster presentation on the absorption research to the academy. USDA researchers were present at this presentation and requested samples of the Carotenoid Complex Supplement for their own experimentation.

USDA research on Carotenoid Complex demonstrated that the product at recommended levels of usage could enhance immune function 37% in 20 days, increase

antioxidants in the blood cholesterol 5-fold, increase natural killer cells (that go after cancer cells) by 20%, and reduce oxidative damage to cells by 44%. Research like this subsequently led to the USDA recommendation to consume 5-9 servings of fruits and vegetables a day.

Carotenoids are the most difficult nutrient category to obtain from fruit and vegetable consumption. The most commonly consumed fruits and vegetables in the United States are lacking in carotenoids. This would include iceberg lettuce, apples, oranges, and potatoes.

Secondly, these nutrients are fat soluble which makes them more difficult to absorb. Carotenoids are also tightly bound to fiber which inhibits absorption. GNLD extracts carotenoids and mixes them into a high quality olive oil to enhance absorption.

Since the USDA research was completed, GNLD has introduced a second generation carotenoid product which is eight times more potent than the original product.

### SALMON OIL PLUS

A third major nutritional gap is revealed by protein consumption. Most American animal protein sources are grain fed. This would include beef, chicken, and pork. Unfortunately, the fat in grain fed animals contains little omega-3 fats and very large quantities of the omega-6 fat arachidonic acid which promotes degenerative and inflammatory diseases.

Salmon Oil Plus is a state of the art omega-3 supplement scientifically proven to rebalance the lipids in the cell membrane which control the inflammatory response.

This product is unique from several standpoints. Firstly, it is exceptionally *pure*. The supplement is tested for 160 different pollutants with a standard of none detectable. I have interviewed practitioners

who specialize in reducing toxic accumulations of various substances in the body. One of the most effective means of reducing levels of fat loving toxins is to supplement with a high quality uncontaminated fat like Salmon Oil Plus. Salmon oil is of such high quality it displaces many of the fats in the cells of the body including fats which carry toxins.

It is of interest that one study has shown that those with the highest level of fat loving toxins have an incidence of diabetes 38 times higher than those with the lowest levels. (Gaby, Alan, Editorial: Does pollution cause Diabetes? *Townsend Letter for Doctors*, May 2007, 131.)

Secondly, Salmon Oil Plus is a potent product. It contains a ultra high potency omega-3 concentrate. This makes it possible to have a very potent small capsule which is easy to swallow.

Salmon Oil Plus is made with an exclusive molecular differentiation technology. GNLD has the technology to pick and choose specific molecules in production of the supplement. This means that oxidized molecules and molecules that impart a fishy smell and taste can be removed. It also means that the company can achieve standardized levels of all 8 of the master molecules from the omega-3 family rather than just two or three in the supplement.

Tufts University conducted a study of 10 major fish oil products a few years back and found that the products averaged only 38% of what was on the label. GNLD products were tested by an independent laboratory and found to match or exceed label declaration going back two years.

GNLD has chosen to operate under a pharmaceutical license although this is not required for food supplement manufacturers. Pharmaceutical licensing assures product quality because it allows the FDA to make unannounced inspec-







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tions of the manufacturing facility. It also requires that label declarations match the contents of a bottle.

A recent clinical trial of Salmon Oil Plus demonstrated bioavailability and assimilation of the product. This was demonstrated by increases of EPA, DHA, and DPA in cell membranes. This clinical trial also demonstrated profound cardiovascular benefits including a drop of 17% in triglyceride levels in only 8 weeks. The supplement also raised the total omega-3 index to levels associated with the "zone of greatest protection" from cardiovascular disease.

Finally, the clinical trial demonstrated that this supplement has powerful anti-inflammatory effects. The supplement was shown to increase anti-inflammatory omega-3 and displace inflammatory arachidonic acid from red blood cell membranes. It also significantly lowered the inflammatory index, a measure of risk of inflammation and inflammatory conditions.

Pro-Vitality should be considered a cornerstone to a health improvement program which incorporates more exercise, an improved diet, and a basic multiple. The sup-

plements in this package have benefited literally thousands of people over the 50 year history of GNLD.

### INCOME OPPORTUNITY

We live in very difficult times. Even the best food food we buy is often lacking in important nutrients due to the use of artificial fertilizers which kill the worms, long term storage, and refining. In addition the economic environment is rough for many people.

Pro-Vitality is the cornerstone of the GNLD health program and also its income opportunity. The company considers these cutting edge products so important that they will provide free shipping when a month's supply (3 boxes) is ordered.

GNLD also provides an opportunity to earn products for free, earn a part time income, or develop a full time business. The income opportunity is built on a model of finding a handful of individuals who would like to use 100 points worth of the products and share them with others.

Finding only two people who share the products and opportunity with two others 3 levels down will result in an income of about \$364 a

month. Finding five people who share the products and income opportunity with five people three levels down could potentially result in an income of \$7,488. Details on the marketing program are available from GNLD.

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