



# IMAGE AWARENESS WELLNESS INSTITUTE

## ProVitality+ Differences

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### INTRODUCTION

ProVitality+ is a state of the art supplement manufactured by NeoLife. The supplement offers some of NeoLife's most significant breakthroughs in the area of nutrition. This includes a grain and legume concentrate which came out of 12 years of medical research, an omega-3 supplement of pristine purity, a whole food based immune enhancing carotenoid supplement researched by the USDA, and a vitamin-mineral. ProVitality+ fills the nutritional gaps in the American diet in a manner not addressed by other supplements.

The superiority of this multiple can only be understood by taking a look at the dietary recommendations of different governmental health recommendations. The American Heart Association recommends preventing heart disease by consuming more whole grains, fish, and fruits and vegetables. The National Cancer Institute recommends preventing cancer by consuming more fruits and vegetables rich in carotenoids and more whole grains. The Centers for Disease Control and Prevention recommends preventing cancer with a diet rich in fruits and vegetables. The American Diabetes Association suggests prevention of diabetes with consumption of more fruits and vegetables, whole grains, and fish. The National Institutes of Health Diabetes Education encourages consumption of more

whole grains, fruits and vegetables, and increased physical activity.

In 2005 the World Health Organization published a report noting that more people are dying today from degenerative diseases than from infectious conditions. These degenerative conditions are striking with equal virulence both young and old, rich and poor, and men and women. The major causes are lack of exercise, smoking, and poor diet. The dietary solution is to eat more whole grains, fruits and vegetables, and fish.

Three nutritional gaps are evident as one looks at these recommendations. Firstly, grains have been refined resulting in loss of the lipids and sterols found in whole grains. Secondly, livestock and farmed fish are fed diets which lead to deficiencies in omega-3 fatty acids not only in the animals, but also in the humans who consume these foods. Finally, Americans do not consume an adequate quantity of fruits and vegetables. In addition, the most commonly consumed fruits and vegetables (apples, potatoes, iceberg

lettuce) are poor sources of the health enhancing carotenoids which give a rich yellow, orange, or red color to some fruits and vegetables.

Let's look at how Pro Vitality+ addresses these nutritional gaps:

### TRE-EN-EN

Tre-en-en is a product exclusive to NeoLife. The name is Greek meaning "three-in-one." Tre-en-en incorporates lipid and sterol concentrates from three sources: wheat, rice and soybeans. This nutritional component is typically removed from each of these foods in the manufacturing process. Thus white rice, store-bought bread and tofu are all lacking in the lipids and sterols found in the original foods.

This particular food component is removed because it shortens shelf life and the food industry is all about producing foods with a long shelf life. A food is considered "whole grain" legally when 51% of its ingredients come from whole grain sources. Whole wheat breads typically lose 70-90% of the lipids found in whole grains.

### Hospital Studies

The Tre-en-en product grew out of 12 years of research at North Hollywood Presbyterian Hospital. A research team headed by Dr. Restifo spent years assessing glandular functioning with an instrument called the





polarograph. The goal was to attempt to find a solution to the most common complaint physicians hear, “Why am I so tired all the time?” The researchers found that patients experiencing fatigue often suffered with a process of accelerated aging. The research team concluded that this degenerative process was most likely associated with faulty nutrition.

The research team tested a wide variety of vitamin, mineral, and amino acid supplements. None of these adequately addressed the abnormalities the research team was observing with the polarograph studies.

At this point the researchers began testing lipid extracts from wheat, rice, and soybeans. They found that these factors not only improved the measurements taken with the polarograph, but also improved the overall health of patients at the hospital.

### Athlete Studies

Having determined that the portion of the population in poorest health would benefit from the supplement, the researchers decided to see if the Tre-en-en nutrients would benefit the most fit portion of the population. Studies were conducted on the Iowa State College football team and the Cleveland Browns.

The researchers found that the grain and legume extracts not only improved the polarograph measurements on athletes, but also resulted in increased stamina. The athletes could

play and play without depleting their energy reserves.

### Animal Studies

Subsequent research on animals has shown that the Tre-en-en concentrates improve nutrient utilization by 50%. Overall growth and development and heart health were improved in the animal studies. The supplement was also shown to support healthy glandular functioning. The animal studies suggest that lipids and sterols are an important contributor to the healthy maturation and development of young people.

### Cellular Nutrition

The lipid and sterol components of Tre-en-en support the healthy construction, repair, and functioning of the lipid membrane of each and every cell in the human body. In the absence of the proper construction materials cell membranes are manufactured using inferior materials which do not hold up to the stresses and strains of daily living. Efficient cellular absorption of nutrients and elimination of waste products is hindered.

The following are some quotes on the importance of supporting the health of this cell structure:

“The health of every cell in the body is the key to the health of the body itself.” ~ Douglas Brodie, M.D.

“The lipid membrane...is the heart of the health of the cell and is crucial in addressing the systemic health of the patient.” ~ Patricia Kane, Ph.D.

“...no aspect of our physiology is more important nor under greater attack in the modern world than our lipids.” ~ John S. Foster, M.D.

“The membrane’s function of interacting ‘intelligently’ with the environment to produce behavior makes it the true brain of the cell...When you destroy its membrane, the cell dies just as you would if your brain were removed.” ~ Bruce Lipton, Ph.D.

“All cellular components are sus-

ceptible to free radical attack, but the membrane systems are the prime targets. The membrane lipid bilayer is preferentially susceptible to peroxidative damage, by virtue of its high content of fatty acids.” ~ Stephen Levine, Ph.D.

“Healing the outer leaflet of the membrane...with phospholipid therapy, is our highest priority in addressing chronic illness...” ~ Patricia Kane, Ph.D.

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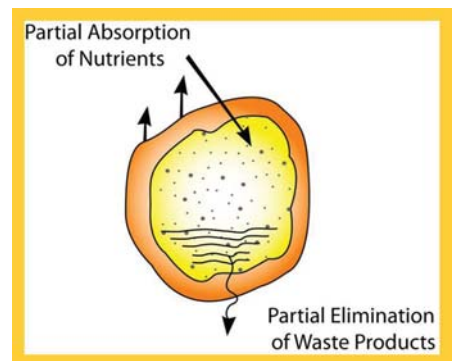
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## CAROTENOID COMPLEX

Carotenoids are the fat soluble coloring pigments in fruits and vegetables. They are also among the most powerful antioxidants in nature.

NeoLife pioneered carotenoid research by developing testing to identify the presence of carotenoids in foods and in the human body. Foods were then analyzed for their carotenoid content and a product was developed to effectively deliver these nutrients.

Carotenoids are delicate and easily





damaged nutritional factors. NeoLife developed a technology to protect the carotenoids from exposure to oxygen by encapsulation in a nitrogen environment. This is known as the Nutri-Max process. NeoLife was granted a patent protection on this exclusive technology. British Patent number 2,274,235.

NeoLife does not take delivery of nutrients for granted. Testing was done which verified a significant elevation of blood carotenoid levels. The company was asked to present a poster presentation to the New York Academy of Sciences on this important breakthrough.

### USDA Testing

Representatives of the United States Department of Agriculture (USDA) were present for that presentation and requested samples of the carotenoid product for testing.

The USDA testing found that the supplement improved immune function (as measured by lymphocyte proliferation) 37% in 20 days. The body's cancer fighting cells (natural killer cells) increased by 20% over the 20 day period.

Antioxidants in the cholesterol increased five-fold. This would provide powerful protection for the circulatory system.

The average cell gets 10,000 free radical hits a day to its DNA alone. Carotenoid supplementation reduced oxidative damage to the cells by 44%

over the 20 day period.

One bottle of Carotenoid Complex provides the protective power of consuming 250 pounds of raw fruits and vegetables.

### Specificity of Action

The hundreds of carotenoids in foods have a *specificity of action*. One can not substitute for another. NeoLife followed nature's blueprint in the development of this product. Each capsule contains one ideal serving of the complete family of carotenoids as found in nature's best food sources of these nutrients (carrots, tomatoes, spinach, red bell peppers, strawberries, apricots, and peaches).

### Competitive Absorption

Balanced intake of carotenoids is important because fat soluble nutrients like carotenoids and members of the vitamin E family often *compete with one another for absorption*. High intake of one carotenoid like beta-carotene can inhibit absorption of other carotenoids like lutein and zeaxanthin leading to loss of the specific benefits offered by these important nutrients.

Dr. Richard Cutler, a famous anti-aging expert, found that blood levels of carotenoids were associated with a longer lifespan across the animal kingdom.

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## SALMON OIL PLUS

NeoLife Salmon Oil Plus is produced using a leading edge technology called *molecular differentiation*. This allows for the selection of specific molecules while eliminating others.

One area where this manufacturing technology makes a difference is with purity. The product is screened for over 200 potential contaminants

with an allowable detection limit of ZERO. Those who operate detoxification protocols often seek uncontaminated, high quality fats to displace contaminated fat in the human body. NeoLife Salmon Oil Plus is the purest fish oil product available.

There are eight members of the omega-3 family of fats. Molecular differentiation technology makes it possible to standardize Salmon Oil Plus for all eight members of the family. Current research suggests benefits for the entire family of omega-3 fatty acids.

Salmon Oil Plus also incorporates NeoLife's exclusive Ultra High Potency Omega-3 fatty acid concentrates. This makes it possible to include a powerful punch of omega-3 fatty acids in a very small capsule. The advantage is the ease with which the smaller capsules can be swallowed.

Human clinical trials of Salmon Oil Plus revealed a 17% reduction in triglyceride levels over an eight week period. The greatest improvement was seen in those with the highest levels.

The clinical trials also showed a 43% improvement in the omega-3 to omega-6 ratio and a 38% increase in the omega-3 index. Both of these measurements have been associated with risk of heart disease. A low omega-3 index is associated with increased risk of death from heart disease. Eight weeks of supplementation brought omega-3 index values into the center of the zone of greatest protection





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against a fatal heart attack.

The human clinical trials also showed that the inflammatory index dropped by 68% over an 8 week period while using Salmon Oil Plus. Inflammatory index is an indicator of one's current tendency to develop inflammatory conditions. It allows doctors to look into one's disease-risk future.

### Purity is Important

Supplementing with NeoLife's pure fish oil is probably safer than eating many fish or using many supplements. One study fed mice salmon contaminated with common pollutants. The animals developed insulin resistance and became obese. The researchers concluded, "Our data indicate that intake of farmed salmon fillet contributes to several metabolic disorders linked to type 2 diabetes and obesity, and suggest a role of POPs (Persistent Organic Pollutants) in these deleterious effects."

Alan Gaby, M.D., in reviewing one study summarized the results of elevated blood levels of six common pollutants: "Individuals in the highest category of exposure (> 90th percentile) of the six pollutants combined had a prevalence of diabetes 38 times

higher than those in the lowest category of exposure (<25th percentile)."

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Porta M. Persistent organic pollutants and the burden of diabetes. *Lancet*. 2006;368:558-559.

### VITAMINS AND MINERALS

ProVitality+ also contains a proprietary blend of 21 essential vitamins and minerals combined with exclusive plant-sourced enzymes to support digestion and absorption of critical nutrients. Research suggests that a lack of any one of these nutrients can send shock reverberations through the body that can affect the use of other nutrients.

ProVitality+ provides not only vitamins and minerals essential for health, but also qualitatively superior and potent doses of fragile nutrients frequently missing in the diet of the

average American. This supplement is the ideal foundation for a health program.

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### WEB RESOURCES

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