



# IMAGE AWARENESS WELLNESS INSTITUTE

## 3 Key Supplements

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### OVERVIEW

This newsletter will provide an overview of three supplements unique to GNLD and the health benefits they can provide.



### TRE-EN-EN

GNLD began with 12 years of intensive research at Hollywood Presbyterian Hospital which found that people on diets consisting largely of refined grains experienced a gradual but serious deterioration in health. The manifestation of this deterioration was characterized by fatigue for which there was no evident or identifiable cause.

The researchers found that vitamins, minerals, and amino acids were quite simply inadequate to reverse this progressive deterioration. Phytolipids and phytosterols from wheat, rice, and soybeans, on the other hand, proved themselves capable of reversing this degenerative decline.

Subsequent studies of animals and athletes provided corroboration that phytolipids and phytosterols are important for optimal health. Studies of athletes found that young healthy men appeared to be in good health, but lacked the stamina to perform optimally in high stress situations. Supplementation with tre-en-en oils increased endurance of both young and older athletes. It usually took at least 8 weeks of supplementation for young athletes, and over three months of supplementation for older athletes to experience these benefits.

Today there is tremendous interest in whole grain products. Unfortunately, intake of adequate quantities of the quality plant fats is little easier than it was in the 1950's when the original research on Tre-en-en was conducted.

*A food is considered "whole grain" legally when only 51% of its ingredients come from whole grain sources.* Whole wheat berries consist of 10% quality fats, but Orowheat Natural 100% Whole Wheat Bread consists of only 3% lipids and sterols (and this is with added soybean oil). Typical boxed cereals like Post Shredded Wheat or Wheaties rarely have more than 2% lipids and sterols. In other words, between 70 and 90% of the quality plant fats present in whole grains are being removed even from the more natural whole grain products.

The quality plant fats are typi-

cally removed from processed foods because they negatively impact shelf life. These oils are so sensitive to oxygen that they begin to deteriorate within a few short hours after grinding of the grain. Even if they were left in foods in high quantities, we would be consuming oxidized or rancid fats, rather than the wholesome oils found in intact grains.

The simplest and easiest means of restoring these nutritional powerhouses to the diet is by supplementation with GNLD's exclusive and unique Tre-en-en oils. These oils are made from extracts of the oils from wheat, rice and soybeans. Tre-en-en is Greek for "three-in-one." These oils are packaged in a dark gelatin capsule which prevents oxygen and light from destroying the health benefits of the oils.

Tre-en-en oils have been demonstrating their ability to restore health and vitality to hundreds of thousands of people since 1958.



Not only do phytolipids improve cell membrane function, but they also contribute to regulating the amount of inflammation taking place within cells, they regulate the contraction of the heart muscle, and they support optimal endocrine function.

One highly significant study found that animals fed Tre-en-en improved their ability to utilize nutrients by 50%. In other words, they improved the ability of the body to utilize all other nutrients. This is accomplished by improving the functioning of the cell membrane. .



## CAROTENOID COMPLEX

Carotenoids are the fat soluble coloring pigments found in fruits and vegetables. These plant pigments protect the fatty structures of the body including the eyes, brain, cholesterol in the blood stream, glandular tissues, and skin. Aging researcher Richard Cutler found a direct correlation between length of life and levels of vitamin E and carotenoids in the blood.

Carotenoid Complex was introduced in 1992 as a response to two decades of research which has shown that those who eat more fruits and vegetables live longer, healthier lives.

Carotenoid Complex has not remained static, but has seen significant improvement since its original introduction. The product

now has increased potency and spectrum of activity. Carotenoid Complex™ is 100% natural and contains no artificial colors, flavors, preservatives or sweeteners.

### BENEFITS BEYOND ANY OTHER PRODUCT

British patent no. 2,274,235 was issued on Carotenoid Complex in 1996, guaranteeing the exclusivity of GNLD's unique product benefits for 20 years! Each serving of Carotenoid Complex delivers the carotenoid profile and protective benefits of an optimal serving of carotenoid-rich fruits and vegetables in their most bioavailable form.

Carotenoid Complex is the first carotenoid supplement that has been scientifically shown by government researchers to strengthen the immune system and minimize risk for disease. Multiple studies by independent and government researchers have demonstrated that Carotenoid Complex is utilized by the body, significantly boosts immune function, and provides powerful protection against oxidation damage in the body.

Government researchers found that three carotenoid complex a day increased immune function 37% in 20 days. Antioxidants in cholesterol increased five-fold. The activity of the natural killer cells which help the body fight cancer increased by 20%. Most significant of all, oxidative damage to the cells was reduced by 44%. Each cell receives 10,000 hits to its DNA alone from free radicals each and every day. The intake of carotenoids in the diet provides significant protection from these massive daily assaults on our cells.

### NATURE'S BLUEPRINT

Derived from tomatoes, carrots, spinach, red bell peppers, strawberries, apricots and peaches,

Carotenoid Complex delivers the same balanced carotenoid profile as natural foods. Daily Carotenoid Complex provides a broad spectrum nutrient profile with alpha-, beta-, gamma-, zeta-, and cis-beta-carotene. It also contains lycopene and cis-lycopene, lutein, alpha-cryptoxanthin, beta-cryptoxanthin and zeaxanthin.

Carotenoid Complex is the only completely whole-food sourced carotenoid supplement on the market. Other products use a combination of synthetic beta-carotene and/or carotenoids from non-food sources such as marigolds and algae.

The presence of a wide spectrum of carotenoids is highly significant. There are approximately 600 carotenoids found in foods. New benefits of different carotenoids are being discovered weekly. It is well known that lycopene protects the heart and the prostate, lutein protects the eyes from oxidation, astaxanthin protects the mitochondria, and alpha-carotene provides powerful protection from certain types of cancers (n-myc gene originated).

Carotenoid Complex is the only product that supplies the optimal carotenoid intake we should be obtaining by a generous intake of fruits and vegetables daily. One bottle of carotenoid complex provides the carotenoid intake which would be achieved by eating 250 pounds of raw fruits and vegetables.



## ONE STEP AHEAD

Carotenoid Complex continues to be one leap ahead of competitive carotenoid products because it contains the entire spectrum of carotenoids from foods. An example is recent research which found that beta-cryptoxanthin, a carotenoid found in the GNLD product and missing from most competitive carotenoid products, reduced the risk of developing rheumatoid arthritis. Those who had developed inflammatory arthritis had a 40% lower intake of beta-cryptoxanthin and a 20% lower intake of zeaxanthin than those who did not develop the disease.

Beta-cryptoxanthin appears to concentrate in lung tissue and improves lung function while decreasing the risk of lung cancer. Future research will probably find this to be an important nutrient for those who suffer with allergies and asthma.

### REFERENCES:

Pattison DJ, et al.. Dietary beta-cryptoxanthin and inflammatory polyarthritis: results from a population-based prospective study. *Am J Clin Nutr.* 2005 Aug;82(2):451-5.

Yuan JM, Ross RK, Chu XD, Gao YT, Yu MC. Prediagnostic levels of serum beta-cryptoxanthin and retinol predict smoking-related lung cancer risk in Shanghai, China. *Cancer Epidemiol Biomarkers Prev* 2001 Jul;10(7):767-73.

### NUTRI-MAX PROCESS

GNLD's NutriMax process protects the purity and potency of Carotenoid Complex ingredients at every stage, following pharmaceutical standards, preparing raw ingredients at low temperatures to prevent nutrient loss, and encapsulating in an oxygen-free environment to prevent oxidation and to maximize nutrient value. This patented process assures the customer that they can not obtain a better carotenoid product anywhere. No



one has a product which comes close to GNLD Carotenoid complex.

### SALMON OIL PLUS

It was once thought that all fat intake was bad and contributed to heart disease. Studies of Eskimo's who consume as much as 70% of their diet as fat revealed that heart disease was almost unknown among them.

Research soon disclosed the fact that omega-3 fats are involved in the production of anti-inflammatory prostaglandins in the body. Today it is known that most degenerative diseases have an inflammatory component.

Omega-3 fats are not only responsible for some of the most important regulatory tissue hormones in the human body, but they also serve as critical structural materials for building healthy nerve and glandular tissue. It is impossible to have healthy eyes or a properly functioning brain without a generous supply of the right kinds of omega-3 fats.

In a research project which has spanned many years GNLD has sought to concentrate the beneficial components of fish oil, while removing those that cause burping and fish odor. This research project has now come to fruition with the development of an advanced technology called "molecular differentiation."

This exclusive GNLD technology

has made it possible for GNLD to pick and choose the components of fish oil desired in a supplement. GNLD's Salmon Oil Plus is a totally unique and different kind of fish oil supplement.

For example, there are actually eight members of the omega-3 fatty acid family which are of nutritional significance. Salmon Oil Plus delivers standardized amounts of all eight of these fatty acids. Recent research suggests that valuable benefits are to be derived from supplementing with all eight nutritionally significant members of the omega-3 family.

Salmon Oil Plus provides a boost in DHA, the fat of the omega-3 family shown to be most significant for memory function. This fat can decrease the risk of memory deterioration as we age as well as enhancing brain function of the child in the classroom.

Salmon Oil Plus contains a Ultra-high potency concentrate of omega-3 oils. This has made it possible to provide 50% more omega-3 oils in a much smaller capsule than was previously possible. In addition, the concentration improves the ability to digest the oils, reducing burping and repeat.

## ONE STEP AHEAD

Most fish oil products focus on only two of the eight members of the omega-3 family (EPA and DHA). The other members of the family are commonly found in foods and their contribution to improved health is being increasingly recognized. A study in Finland found that the top





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fifth of a study group with the highest intake of DHA and DPA had a 44% reduced risk of acute coronary events compared to those with the lowest intake. DPA appears to concentrate in heart tissue and may play an important role in the structure and proper functioning of the heart muscle.

The GNLD Salmon Oil Plus is the only supplement with all eight members of the omega-3 family (ALA, STA, ETrA, ETA, EPA, HPA, DPA, DHA). Several of these oils offer the promise of unique health benefits.

### REFERENCE

Rissanen, Tiina MSc, RD; et al, Fish Oil-Derived Fatty Acids, Docosahexaenoic Acid and Docosapentaenoic Acid, and the Risk of Acute Coronary Events: The Kuopio Ischaemic Heart Disease Risk Factor Study, *Circulation*. 2000;102:2677

### PURITY

One of the key issues which cen-



ters around fish oil supplementation is the frequency of contamination of these products. There is no purer product on the market than GNLD Salmon Oil Plus. All sources for this product are screened for more than 160 potential contaminants with an allowable detection limit of ZERO!

### POTENCY

A number of years ago Tufts University shocked the health food marketplace when their studies revealed that the average fish oil supplement had only an average of a little over a third of the important EPA listed on the label. This fatty acid is essential to derive the important anti-inflammatory benefits from fish oils. A study at that time revealed that GNLD Salmon Oil met or exceeded label declarations going back two years. This was not a surprise as GNLD operates under a pharmaceutical license despite the fact that this level of sophistication is not required of food supplements.

Potency of Salmon Oil Plus is assured with GNLD's leading edge technology called "molecular differentiation" which selects specific nutrient molecules from salmon, tuna, sardines, and anchovies while eliminating or reducing others. This product boasts unsurpassed potency and consistency.



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