



tissue. Vitamin C is also involved in lipid metabolism and protects other vitamins from oxidative damage.\*<sup>4</sup>

- **Vitamin E**, nature's "master" antioxidant, supports immune power, cardiovascular and circulatory health, and has been shown to help maintain healthy DNA in white blood cells following vigorous activity.\*<sup>3, 4</sup>
- **Selenium** promotes normal tissue growth, immune activity and overall cardiovascular health. Studies show selenium supports the body's healthy response to oxidative stress resulting from exercise.\*<sup>1, 3</sup>
- **Iron** is instrumental in the transport of oxygen from lungs to bodily tissues, and plays a vital role in immune function for both male and female exercisers.\*<sup>1, 3</sup>
- **Chromium** affects lipid metabolism and enhances glucose tolerance, which supports insulin efficiency. Chromium also promotes stable blood sugar levels, which are critical to energetic performance.\*<sup>1, 3</sup>

*Raise the bar beyond basic nutrition with Sports 30!*

## References

- 1 Sadler MJ, Encyclopedia of human nutrition, Academic press, 1998.
- 2 Hamilton EMN et al, Nutrition concepts and controversies, fifth edition, 1991.
- 3 Wolinsky I, Nutrition in exercise and sport, third edition, CRC press, 1997.
- 4 Groff JL et al, Advanced nutrition and human metabolism, West Coast Publishing Company, 1995.

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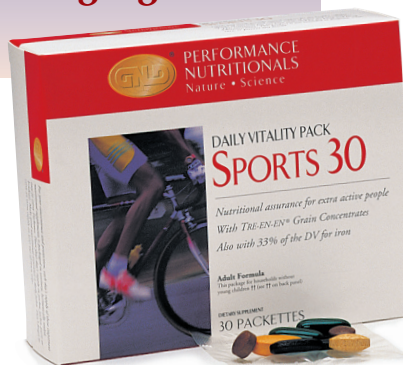


PEOPLE EMPOWERING PEOPLE

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# Power your best performance

*The ultimate combination of  
cell-charging nutrients!*



## Why you need targeted nutrition

You demand a lot from your body, whether it's workouts, yard work, or long hours on the job. You expect your body to work like a well-oiled machine, delivering mental and physical energy, strength and endurance on command. But to have such a machine, you need enough rest, a balanced diet, and *targeted nutrition!* A comprehensive nutritional foundation is critical for maximum performance and overall wellness.



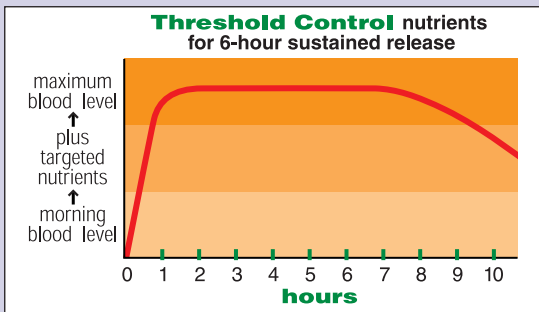
Power-up your workday and workout with Sports 30 from GNLD! Sports 30 delivers the ideal combination of cell-fueling nutrients and food factors your extra-active body demands every day for a winning edge!



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# 9 ways to perform at your best with Sports 30

- 1 Whole Grain Lipids and sterols.** Contains energy-promoting Tre-en-en® Grain Concentrates from wheat, rice, and soy— rich sources of cell-nourishing lipids and sterols that are stripped from processed foods.
- 2 Targeted, broad-spectrum.** Delivers a strong foundation of crucial vitamins, chelated minerals, phytonutrients and enzymes in balanced ratios.
- 3 Protective antioxidants.** Whole-food Vitamins A, C, E, chelated zinc and selenium support your immune system and promote long-term wellness.\*
- 4 Liver+C, an “energy food” supplement,** delivers “anti-fatigue” nutrients known to support physical endurance during demanding activity.\*
- 5 Potassium and magnesium** function as electrolytes to charge up your energy-packed workout or active day.
- 6 Bio B+C, with Neo-Plex Concentrate,** a unique blend of whole citrus fruit that enhances the body’s use of vitamin C, and **Threshold Control nutrients** for sustained release over a 6-hour period.



- 7 B-vitamins from biologically-bound yeast.** A natural, high-potency, whole-food B-complex source derived from a unique process of growing, harvesting and drying yeast.
- 8 Heart-healthy nutrients and lipotropic factors** support cardiovascular health and normal blood lipid levels.\*
- 9 Custom-targeted packets** hold your daily supply of vital nutrients, with take-anywhere convenience!

## The science behind the supplement

### Why GNLD's Scientific Advisory Board created Sports 30

Research shows that the diets of many physically active people are low in basic nutrients, leaving them vulnerable to fatigue, injury, and slow recovery. Strenuous activity taxes your body and can weaken your immune system. As an extra-active person, you need a comprehensive program that delivers essential nutrients for peak performance, sustained energy, added antioxidant protection, and swift recovery.

GNLD scientists addressed these and hundreds of other critical factors when they developed Sports 30, the *very best* high-performance nutritional program you can buy! Give your body the power to achieve its ultimate best every day!

## Top performance begins with optimal health!

A nutrient-dense diet has been linked to cardiovascular health, a strong immune system, and more! Power-packed nutrients in Sports 30 have been shown in scientific studies to benefit health:

- **Tre-en-en** delivers whole grain lipids and sterols, which contribute to normal cellular health and hormonal processes. Healthier cells help you feel more energy from nutrients you consume.\*<sup>1</sup>
- **Antioxidant** nutrients promote healthy DNA and cellular lipids, and play critical roles in cardiovascular health and normal tissue growth.\*<sup>1</sup>
- **Zinc**, which is lost through sweat, promotes healing, helps you utilize vitamins, promotes healthy skin, bones and hair, supports healthy immune function, and is important for testosterone production. Zinc also triggers more than 70 enzymatic reactions, including fatty acid metabolism.\*<sup>1, 2, 3, 4</sup>
- **B-vitamins** are critical to the formation of red blood cells, and support oxygen delivery to muscles, muscle metabolism, immune system health, and nerve and muscle function.\*<sup>1, 2, 3</sup>
- **Vitamin C** generates antioxidant activity, and supports immune function and healthy connective