



# News *You* Can Use

## Men's Health At Risk!

**M**en. The very word conjures up images of strength, vitality, and health. However, the reality is that women outlive men, and are much healthier overall. In fact, World Health Organization studies<sup>1</sup> show that men are much less informed about their health needs than women are, and are more reluctant to see a physician. Men also do not tend to seek out treatment until a condition is advanced, which leaves very little chance of achieving a full recovery.

According to statistics from the Centers for Disease Control<sup>2</sup>, the greatest risks to men's health come from heart disease, prostate cancer, testicular cancer, and colon cancer. What many people do not know is that the risks from all of these conditions can be reduced with good nutri-

tion. Unfortunately, the deadly truth is that many men aren't getting the nutrients they need to bolster their health.

### Ethnicity and Disease Risk

Some men *are* aware of these health risks. What they may not know is that some health risks are statistically higher for particular ethnic groups. For example, the Centers for Disease Control<sup>2</sup> reports that African Americans have a higher risk for prostate cancer than Caucasians, and prostate cancer is the most common cancer among Hispanic men.

Testicular cancer is more common among Caucasian men, but Hispanic, Native American, and Asian men develop testicular cancer at a higher rate than African American men. And colon cancer, which kills 57,000 Americans a year, hits African Americans the hardest. They have the highest incidence and resultant death rates of any ethnic group.

Heart disease is the biggest all-around killer

of all genders and ethnic groups. However, African American men have the highest mortality rate due to heart disease of any group in the world. Cardiovascular disease is also the leading cause of death among Hispanics, killing 33,000 Hispanic Americans each year—more than cancer, diabetes, and AIDS combined!

The above statistics are not just alarming—they're frightening! However, there *are* nutritionally sound ways for all men to reduce risk and live a healthy, vibrant life. According to U.S.

**Issue #1!**  
**Welcome to *News You Can Use*, GNLD's new, info-packed quarterly publication.**

Department of Health and Human Services Secretary Tommy G. Thompson<sup>3</sup>, who just announced a national campaign aimed at reducing the risk of chronic diseases among African-American men, prevention and immunity begin with 9 servings of fruits and vegetables a day. "These leading causes of death are largely preventable through changes in our lifestyle choices," Thompson explains. "The 9 A Day campaign will help us to start emphasizing prevention of this



epidemic by letting African-American men know the vital importance of eating fruits and vegetables to their overall health."

Because men, in general, don't eat enough fruits and vegetables, they lose the protective power of fruits' and vegetables' unique phytonutrients. As a result, many men are at a higher risk of disease than they need to be.

## Phytonutrient Power

Phytonutrients such as carotenoids and flavonoids have been shown in dozens of studies to protect the heart, defend the cells, and increase immunity<sup>4</sup>. Nothing packs more immunity-boosting punch than GNLD's PhytoDefense®. Each serving delivers the scientifically proven phytonutrient immune power of 6 optimal servings from 25 different fruits and vegetables. U.S. Government statistics show that men aren't eating the recommended daily 5 to 9 servings of fruits and vegetables, nor getting the variety needed for optimal health. These facts make PhytoDefense the perfect choice for a stronger, healthier diet.

## Heart Protection

The latest research shows that cardiovascular health depends heavily on two normal components in your blood: lipids and homocysteine. Both require

specific nutrients to maintain optimum cardiovascular health. In fact, a recent study published in the *British Journal of Nutrition*<sup>5</sup> underscores the importance of controlling homocysteine levels as a means of maintaining heart health. Fortunately, GNLD's Lipotropic Adjunct™ delivers specific nutrients—choline, inositol, betaine, folic acid, and B-vitamins—which help maintain proper homocysteine levels and resist lipid deposition within the cardiovascular system.

## Overall Health, Wellness, and Vitality

Although you may be healthy in all other respects, imbalances or disruptions of natural male functions can occur that undermine feelings of wellness and male vitality. GNLD's Masculine Herbal Complex™ contains active components that, according to the *Physician's Desk Reference for Herbal Medications*<sup>6</sup>, have been shown to help maintain energetic balance, promote general strength, heighten masculine function, and support a positive outlook. Each dose contains saw palmetto to promote male physical vitality and a healthy prostate and urinary tract<sup>6</sup>. Masculine Herbal Complex also includes avena sativa for renewed libido<sup>7</sup> and damiana to help energize mood<sup>8</sup>, and more.

Remember, real men take care of their health. Turn to GNLD for the help you need to live a healthier, more vibrant life!

### References

1. World Health Organization Gender and Health: Technical paper, 1998 Reference WHO/FRH/WH/D/98.16.
2. www.cdc.gov
3. www.9aday.cancer.gov: HHS and NCI Launch National Campaign to Address Diet-Related Diseases Affecting African-American Men.
4. Carughi, A & Hooper. FG Plasma carotenoid concentrations before and after supplementation with a carotenoid mixture. *American Journal of Clinical Nutrition*, Vol. 59 (4): 896-899, 1994. Kramer TR; Burri BJ. Modulated mitogenic proliferative responsiveness of lymphocytes in whole-blood cultures after a low-carotene diet and mixed-carotenoid supplementation in women. *American Journal of Clinical Nutrition*, Vol. 65(3): 871-875, Mar. 1997.
5. *British Journal of Nutrition*, 2003 Mar;89(3): 295-301.
6. *PDR for herbal medicines*: First Edition, pp. 1136-37.
7. *PDR for herbal medicines*: First Edition, pp. 680-81
8. *PDR for herbal medicines*: First Edition, p. 1193

## Are Men Cell-fish?



In a word, Yes! In order to have healthy lives, men *and* women need healthy cells. Achieving optimal nutrition way down at the cellular level is the key to getting the most nutrients out of the foods you eat. GNLD's Formula IV®, with its exclusive Tre-en-en® grain concentrates, is proven to enhance nutrient utilization efficiency and to support overall growth and development, resulting in a happier, healthier, more energized body.

## Headlines Around the World Tell the GR<sup>2</sup> Story!

Since its introduction in 2000, GNLD's GR<sup>2</sup> Weight Loss Program has been offering a healthier future to folks throughout the GNLD world—and it's paying off! This front-page feature from Sweden's evening newspaper *Aftonbladet* is just one example of how GR<sup>2</sup> is creating more life-changing success stories than ever before as people from Chicago to Stockholm find out what it's really like to look GR<sup>2</sup>eat and feel GR<sup>2</sup>eat.





# The SAB Has The Answers!

GNLD's Scientific Advisory Board Answers Important Men's Health Questions

**Q.** *I keep hearing about the dangers of homocysteine. Can my doctor test my blood for this stuff?*

**A.** You may have heard Dr. Dean Edell recently talking on TV or radio about the emerging importance of monitoring homocysteine levels. He mentioned that this is a new area, and that not every doctor and laboratory is yet set up to test for homocysteine.

Determination of your homocysteine level can only be done if your doctor or blood lab is equipped with the new specialized homocysteine blood test. FYI, a normal homocysteine level is approximately 4-16  $\mu\text{mol/L}$ ; moderately elevated is approximately 16-24  $\mu\text{mol/L}$ ; and over 24  $\mu\text{mol/L}$  is considered a high homocysteine level.

Fortunately, you don't have to wait to take action. Dr. Edell also mentioned the value of the very nutrients we've included in GNLD's Advanced Lipotropic Adjunct™.

**Q.** *I already take an antioxidant supplement. Will it help reduce my homocysteine level?*

**A.** Homocysteine is an amino acid that can accumulate in dangerous levels in the bloodstream, and your body needs help getting rid of it. Antioxidants can shield the body from what's known as "oxidative stress," and this can interrupt internal reactions that lead to cardiovascular disease—but there is not yet any evidence that antioxidants help your body rid itself of homocysteine.

On the other hand, GNLD's Advanced Lipotropic Adjunct is specially formulated to assist your body with the proper

metabolism of homocysteine. Ingredients in Lipotropic Adjunct, such as vitamins B-6 and B-12, have been shown in numerous scientific studies to lower homocysteine levels, as well as to help cleanse your bloodstream of harmful fats. For example, a recent study published in the *American Journal of Clinical Nutrition* (Am J Clin Nutr 2003 Apr; 77(4): 826-33) suggests that nutritional supplementation of vitamins B-6 and B-12 is strongly correlated with reduced serum homocysteine levels.

**Q.** *I know I don't eat enough fruits and vegetables, but I'm worried that many of the "supplements" out there will adversely affect my heart, my liver, etc. Am I just paranoid?*

**A.** You're not paranoid; there is an astounding array of ingredients out there, from all sorts of sources, being sold as "nutritional supplements." We're very proud of the fact that PhytoDefense®, is made entirely of ingredients that come from within the human food chain. PhytoDefense is a whole-food supplement—not a drug—that delivers the nutritional power of 25 different fruits and vegetables. Sure, you should try to eat as many fruits and vegetables as you can, but you should also safely fill the gaps in your diet with PhytoDefense.

As a testament to the safety and efficacy of PhytoDefense, USDA researchers selected its main ingredient—Carotenoid Complex™—over *every other* food supplement on the market for use in their studies. In fact, they concluded that our product actually *enhanced* the body's immune strength. There are simply no other products on the market that can make that claim.

# Look Good, Feel Great, Stay Young!

Your health should allow you to live life to the fullest—not keep you from doing the things you want to do. So take care of yourself, and take care of your life!



## Men—Think Bio-Tone®!

Sure, Bio-Tone's natural, free-form amino acids, Arginine and Ornithine, support fat mobilization and healthy metabolism—but did you know they also support a healthy vascular system? That's right! Your body can use these two powerful amino acids to produce nitric oxide, a vasodilator. What does this mean? It means Bio-Tone gets your blood flowing where you want it flowing. That can not only reduce your risk of hypertension, but it can also increase your chances of completing your amorous adventures, if you get our drift. This increased circulation (we call it the Viagra® effect) is one more reason to think Bio-Tone!

