



News *You* Can Use

Overfed & Undernourished!

For the first time ever, more than half of all North Americans are considered overweight.¹ Over the last two decades, average total daily caloric intake has increased from 1,854 kcal to 2,002 kcal.¹ National surveys have shown that serving sizes have significantly increased not only in fast food outlets, but in restaurants and homes, as well. Examples range from super-size sodas, which have increased by 52%², to the restaurant industry's standard plate size, which has increased from ten inches to twelve.¹

With this excessive caloric intake, nutritional deficiency should not be an issue. However, an estimated 70% of all Americans do not receive sufficient nutrients.

Food Processing Strips Away Vital Nutrients

Poor food choices are not the sole reason for this lack of nutrition. We are a nation that rates food in terms of speed, cost, and convenience. One of the results of that quest is the manner in which our food is processed. For example, in an attempt to increase shelf life, "improve" taste, and reduce food spoilage, many nutrients are removed. Among these purged nutrients are lipids and sterols, vital food factors that support efficient cellular functioning and promote good health and high energy levels.

Nowhere is this *over*-processing more apparent than in the processed grains

we encounter every day at the grocery store. Wheat, one of nature's nutrient powerhouses, is reduced to the fine white powder we call flour, which is virtually devoid of nutritional value. The same is true of rice and soybeans.

New Studies Reaffirm Importance of Lipids and Sterols

At the same time we find important lipids and sterols processed out of foods, science continues to point out their importance. In 2002, Dr. L.H. Augenlicht of New York's Albert Einstein Cancer Center presented a lecture titled "Health Effect of Phytosterols." (Phytosterols are sterols found in plants.) Dr. Augenlicht noted that while Americans typically eat approximately 400 mg of plant-based sterols, Asian populations consume as much as 500 mg of these same sterols.³ Americans have a proportionately higher rate of coronary disease and dangerous cholesterol levels.⁴

This lecture was attended by Dr. Arianna Carughi, a member of GNLD's Scientific Advisory Board, who noted, "Dr. Augenlicht illustrated particular positive effects plant-based sterols have on cardiovascular disease and cancer protection ... It's always



exciting to discover another example of the very latest scientific research supporting GNLD's most important findings.”³

No Secret to GNLD!

For over 45 years, GNLD scientists have known that good nutrition begins at the cellular level, and that lipids and sterols are critical to cellular efficiency. Each cell is like a miniature human body. Every cell must be able to take in nutrients and eliminate waste products efficiently through the membrane that surrounds it. Lipids and sterols are essential to maintaining healthy cell membranes, helping to keep these membranes working smoothly.

In 1958, GNLD scientists formulated Tre-en-en®, a dietary supplement that replaces the lipids and sterols lost through deficient diet and food processing. Tre-en-en, from the Greek meaning “3 in 1,” is a unique combination of concentrated extracts from whole-wheat berry, rice bran, and soybeans.

University studies have shown that a diet supplemented with Tre-en-en can improve cellular efficiency. Subjects fed a diet enhanced with Tre-en-en Grain Concentrates achieved superior growth and development and nutrient efficiency. Additionally, these subjects displayed greater cardiovascular devel-



opment and higher glandular activity than those on the control diet. The glandular activity was almost twice as high in the Tre-en-en fed subjects, indicating less fatigue and a greater ability to handle stress. This research showed when Tre-en-en was present cellular efficiency improved. Conversely, when Tre-en-en was deficient, cellular efficiency was compromised.

Additionally, this research indicates Tre-en-en can make cell membranes more pliable, allowing better absorption of nutrients and better elimination of waste. When cells work more efficiently we feel more energized and experience overall better health.

References

1. Medical College of Wisconsin; www.healthlink.mcw.edu
2. *Super-Sized Nation*; abcnews.go.com
3. SAB Update, “Tre-en-en & Formula IV: 44 years Later The Newest Scientific Research Supports Early GNLD Findings!” *Lifestyle*, Jul/Aug/Sept, 2002
4. National Centers for Disease Control and Prevention, www.cdc.gov

In a society where caloric consumption is at an all-time high and food processing is unavoidable, we are overfed and undernourished like never before. The removal of critical nutritional tools, such as lipids and sterols, demands that we enhance our diets with supplements in order to fill these growing nutritional gaps. With the power of lipids and sterols, Tre-en-en Grain Concentrates should be the foundation of your pursuit for better nutrition.

DID YOU KNOW?

Americans consume an estimated 12,000 hamburgers per minute.



DID YOU KNOW?

A single jar of GNLD's Super C contains as much vitamin C as 1,400 oranges.





The SAB Has The Answers!

GNLD's Scientific Advisory Board Answers Your Important Health Questions

Q. *What is a Phyto-nutrient?*

A. Phyto-nutrients are literally nutrients derived from plants. (The Latin word “phyto” means plant.) Our exclusive Tre-en-en Grain Concentrates contains lipid and sterol extracts of wheat, rice bran, and soy, plant sources of protective health-optimizing compounds. Because these beneficial lipid plant sources are contained in Tre-en-en, it is classified as a phyto-nutrient supplement.

Q. *I have two teens, both of whom are very involved with sports. Their diet seems poor, but if I say anything, they say I'm just being Mom-like. Should I be concerned?*

A. Once children reach a certain age, it's difficult to control their diets. One of the biggest concerns for athletic teens is calcium. Milk consumption has fallen dramatically in this country, and there is a growing concern that children are not getting sufficient calcium in their diets. A solution to this challenge is NouriShake. It makes the perfect start to a high-energy day and is a good source of dietary calcium. When combined with a glass of low-fat milk or non-fat milk, each serving of NouriShake® provides 50% of the RDA for calcium. In addition, it provides the high quality protein, and all 22 amino acids, needed for growth and development. That's a solid beginning to a teen's active day!

Q. *The beginning of the school year brings more stress and more contact with other children. Is there anything our family can do to lower the chances of getting sick?*

A. Absolutely. Plants are packed with protective, health-promoting phyto-nutrient families. Study after study shows that these fruits and vegetables' nutrients help your body defend your health. These powerful families include

carotenoids from fruits and vegetables like carrots and tomatoes; flavonoids from foods such as grapes, berries, and citrus fruits; and cruciferous compounds from vegetables like broccoli and radishes. Statistics show that most Americans are not eating enough of these important health protectors. Fortunately, GNLD scientists formulated PhytoDefense® to fill the “fruit and vegetable gaps” in our diet. PhytoDefense delivers the scientifically proven phyto-nutrient power of 6 servings from 25 different fruits and vegetables.

Q. *I've heard a little about cellular nutrition and lipids and sterols, but what are beta-sitosterol, gamma-oryzanol, stigmasterol, campesterol, and octacosanol?*

A. Beta-sitosterol, gamma-oryzanol, stigmasterol, campesterol, and octacosanol are all plant sterols, a very special type of plant-derived lipids or fats. Lipids and sterols are the building blocks for every cell membrane in the human body. Without properly balanced lipid/sterol levels, cells can become malnourished, which can lead to cellular fatigue. Subsequently, this means lower energy for you.

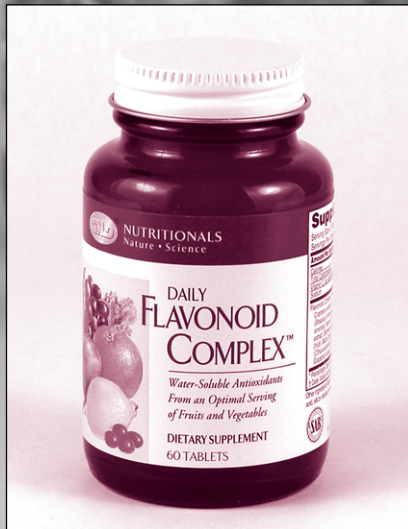
Lipids and sterols also play a vital role in the assimilation of nutrients by the cell. Plant sterols have been shown to have other beneficial effects as well, including reducing cholesterol levels, lowering the risk of atherosclerosis, and inhibiting tumors.

Tre-En-En Grain Concentrates are the lipid and sterol extracts of wheat germ, rice bran, and soybeans. Each serving contributes value lipids and sterols in proper balance and form to support nutrition at the cellular level.

Drinking Green Tea For Your Health?

You Can Do Better!

A recent Rutgers University study examined the presence of protective phytochemicals in popular green tea drinks. In particular, the study measured levels of a recognized cancer-fighting agent known as EGCG (epigallocatechin gallate). Guess what? A single serving (two tablets) of GNLD's Flavonoid Complex™ contains more EGCG than five leading brands of green tea!



AMOUNT OF EGCG PER SINGLE SERVING			
	less than 5 mg	10 mg	15 mg
Flavonoid Complex™			
Arizona™			
Republic of Tea™			
Mistic™			
Sobe™			
Snapple™			

Source: American Institute for Cancer Research NEWSLETTER, Issue 81, Fall 2003

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