



News *You* Can Use

USA & CANADA

Scientists Push To Increase Whole Grains In Diet!

Whole grain foods form the foundation of a healthy diet, and researchers from the Harvard School of Public Health and the U.S. Department of Agriculture want us to eat more of them. That's the message being delivered these days as the latest science reaffirms that whole grains are key components to a healthy diet. In addition to providing complex carbohydrates, whole grains are excellent sources of fiber, valuable lipids and sterols, and key vitamins and minerals that are not

available from other sources. Here's the problem: The great majority of people aren't getting nearly enough of these critical nutrients!

Recently, the Harvard School of Public Health re-emphasized the importance of whole grains by making three serious changes to the USDA's Food Guide Pyramid.¹

1. They moved simple, starchy foods—such as white bread, potatoes, white

rice, and pasta—from the most important level, the base, to the least important, the top.

2. They reaffirmed the importance of still eating six to nine servings from the base level each day.

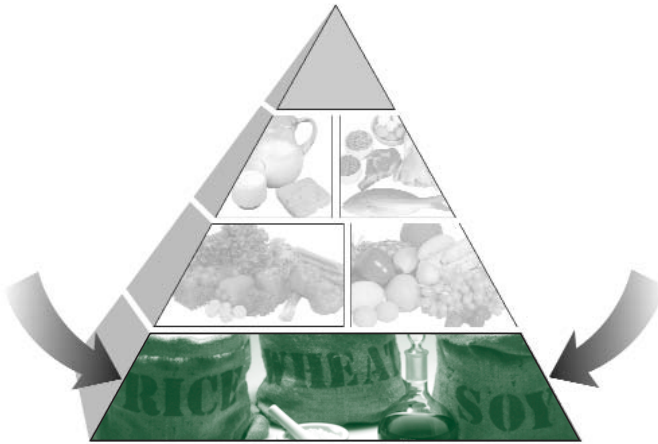
3. They stressed the importance of at least three of those servings being whole grains, each and every day!

Two facts are behind all the hubbub about whole grains.

First, whole grains provide critical nutrients that are not available from other food sources. In addition to providing key nutrients like vitamins, minerals, and fiber, whole grains are also a valuable source of lipids and sterols, the energy-giving substances that have a direct influence on cellular health and efficiency.

Unfortunately, lipids and sterols are often removed from grains through standard food processing. In an attempt to reduce food spoilage, for example, lipids are removed from most cereals, breads, and flour. Without these essential food factors, cell membrane function can become compromised, making it difficult for nutrients to get in and waste to get out. Remember, we're only as healthy as our cells!

Second, in their report titled "Healthy People 2010," USDA researchers state that only 7% of the population 2 years of age and older get the three servings of whole grain daily that are fundamental to good health.² This lack of whole grains, and the lipids and sterols they contain, has become the single most common deficiency in the modern diet. According to a



LOOK TO THE PYRAMID & BE SMART ABOUT "CARB" CHOICES!

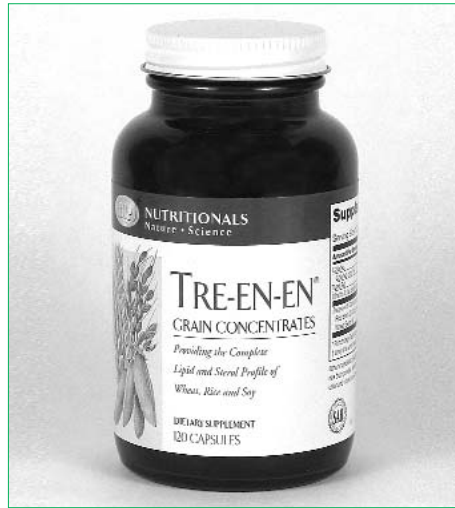
More than a decade ago, the USDA established a Food Guide Pyramid with a foundation level of bread, cereal, rice, and pasta. These foods provide carbohydrates, which are essential to a sound diet.¹ Over time, though, the importance of these food factors has been downplayed, or even completely misreported. Currently, for example, the media is flooded with information suggesting that carbohydrates are detrimental to weight management and good health. But people who buy into the "low-carb" craze may be denying themselves

important nutrients. It's true that today's consumers need to be smart about the types and amounts of carbohydrates they eat—but they also need to make sure they're getting the healthy benefits of whole grain. That's why many nutrition and healthcare professionals are working to open our eyes to the importance of these critical nutrients and suggesting that—though we should watch our carbs—we also need to make sure we get a minimum of three servings of whole grains each day.

recent article in the *Journal of Nutrition*, increased intake of whole-grain foods is limited by a lack of consumer awareness of the health benefits of whole grains, difficulty in identifying whole-grain foods in the market place, and higher prices for whole-grain foods.³

Tre-en-en: 3-a-day is the healthy way.

GNLD has long been familiar with the importance of whole grains and the unique nutrients they provide to the diet, and this latest round of scientific reports strongly reinforces our position. For over 46 years, we have known that good nutrition begins at the cellular level, and that whole grain lipids and sterols contribute critical factors to optimal cellular nutrition, helping to keep cell membranes healthy, permeable, and efficient—able to take in nutrients and eliminate waste and be their energetic best.



In 1958, scientists formulated a dietary supplement that replaces the lipids and sterols lost through food processing and a whole-grain-deficient diet. This supplement became known as Tre-en-en Grain Concentrates, a unique combination of

concentrated extracts from wheat, rice bran, and soybeans, tested and proven to enhance cellular efficiency. Its importance in the diet today is greater than it has ever been in the past.

The foundation of the Food Guide Pyramid is the foundation of your healthy diet. So work to make sure you eat your 6-9 servings of this important food group each day. And just so you are sure you're receiving the benefits of the whole-grain lipids and sterols you need, take three Tre-en-en each and every day!

References

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2. www.health.gov
3. "Choose A Variety of Grains Daily, Especially Whole Grains: A Challenge for Consumers", Kantor, Linda, et al *Journal of Nutrition*, 2001; 131:473S-486S
4. www.usda.gov
5. www.msnbc.com
6. www.fda.gov
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Soft Drinks: Enemies of Digestive Health!

At a recent meeting of cancer and gastrointestinal experts in New Orleans, several studies were presented that suggest a correlation between soda consumption and esophageal cancer.



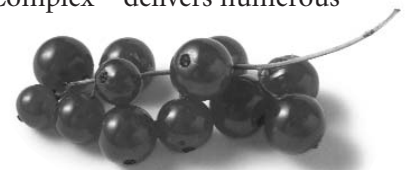
According to the U.S. Department of Agriculture, America's per capita consumption of carbonated drinks rose by 450% over the past decade.⁴ The rate of esophageal cancer has also increased significantly, and scientists have looked for a possible correlation between these two concerns. Experts believe there may be a biological explanation. Consumption of carbonated soda causes the stomach to distend, which in turn causes the gastric reflux associated with esophageal cancer.⁵

With the USDA data citing the average per capita consumption of carbonated drinks of 49.2 gallons in 2000, moderation may be the key to lowering the risk of this particular cancer.⁴

In a world where gastrointestinal challenges lurk behind every corner, it's more important than ever for all of us to take good care of our digestive systems. GNLD's Acidophilus Plus supports optimal digestive tract function with broad-spectrum, whole-food-derived members of the acidophilus family. And, in case you find your system taxed on occasion beyond its healthy capacity, Beta-Zyme provides the relief you need by addressing the *causes* of improper intestinal digestion, not just the symptoms!

Flavonoids: Another Link to Heart Health!

The colorful pigments responsible for the blue in blueberries and the red in cranberries are water-soluble antioxidants called flavonoids. In addition to fruits and vegetables, flavonoids can be found in tea and wine. Research indicates that flavonoids promote antioxidant activity, cellular health, and normal tissue growth and renewal throughout the body. Additionally, in a study recently published in the *Journal of Agriculture and Food Chemistry*, a class of flavonoids known as Polymethylated flavones (PMFs) was shown to reduce LDL cholesterol. The difficulty, according to the study, is getting these important flavonoids through a regular diet. This is why for those looking to reap the benefit of these critical flavonoids, supplements offer a better solution. GNLD's Flavonoid Complex™ delivers numerous antioxidant and cholesterol benefits, including PMFs.





The SAB Has The Answers!

GNLD's Scientific Advisory Board Answers Your Important Health Questions

Q. Are GNLD's All-C™ Chewable tablets appropriate for children?

A. Certainly. Vitamin C supplements are an important part of a nutritional program. Vitamin C provides antioxidant activity and is critical to the formation and maintenance of connective tissue. Vitamin C also supports proper functioning of the immune system. The natural cherry flavor of the All-C Chewable tablets makes them a good choice for children. Each tablet has the vitamin C value of four small oranges. In fact, all C gives you everything an orange does, except the water.

Q. Can someone with diabetes drink Vitality Aloe Vera Plus™ safely, since it contains fructose?

A. Yes. Because Vitality Aloe Vera Plus is sweetened with fructose, which, unlike sucrose, does not produce an insulin spike, many people with diabetes are able to drink Vitality Aloe Vera Plus without difficulty. However, we always recommend that such questions be put to a personal physician. Diabetes is a serious medical condition that can be affected by diet and varies from person to person and can worsen with age—so dietary changes should be carefully considered.

Q. Are there pesticides in Carotenoid Complex™?

A. There are no pesticides in any of our products, including Carotenoid Complex. We demand that our suppliers test and confirm every single batch to guarantee that our products are pesticide--and contamination-free—and that's not enough

for us! Once we obtain raw materials, every single batch is again tested for purity. Our testing protocols, which follow those of the American Organization of Analytical Chemists, are conducted routinely by outside laboratories to confirm that all GNLD products are pesticide- and contamination—free.

Q. Is there any change in the benefits of the nutrients in Vitality Aloe Vera Plus™ if the product is heated before consuming?

A. Vitality Aloe Vera Plus was formulated to be enjoyed chilled. If Vitality Aloe Vera Plus is simply warmed up, there should not be a considerable nutrient difference. Just avoid boiling the product.

Q. What coloring is used in Carotenoid Complex?

A. Carotenoid Complex contains a unique mix of carotenoid-rich extracts and concentrates from colorful fruits and vegetables, which contribute to the capsule's color. Additionally, the carotenoid annatto gives the capsule's shell its rich, dark, natural color.

Q. How much whole grain does it take to make a bottle of Tre-en-en® Grain Concentrates?

A. Each bottle of Tre-en-en is equivalent to approximately 50 pounds of whole wheat, rice, and soy.

Get Your Fill of Folate!



In a recently published report, the Centers for Disease Control (CDC) once again emphasized the importance of folate supplementation, particularly for women of childbearing age.

Folate is a B vitamin found in a variety of foods and added to many vitamin and mineral supplements as folic acid.

According to CDC researchers, “Taking a vitamin with folic acid or eating a breakfast cereal fortified with 400 micrograms of folic acid per serving every day are important components of the birth defects prevention efforts for women of childbearing age, regardless of pregnancy intention.”⁶

Folate is utilized in the first weeks of pregnancy to reduce the risk of serious and common birth defects called neural tube defects, including spina bifida and anencephaly.⁷

The potential to reduce the risk of neural tube defects is so

important that the FDA requires food manufacturers to fortify enriched grain products with folic acid.⁶

Ways to increase folate intake include increasing the amount of fortified grains, other foods that are high in folate—including spinach, brussels sprouts, and bananas—or by taking folate supplements.⁷

GNLD has understood the importance of B Vitamin supplementation for years—including the fact that, for best results, you need the whole family of B Vitamins in their natural balance. Folic Acid and the other B Vitamin family members are included in several GNLD products, including Formula IV®, Formula IV Plus, GNLD’s Daily Vitality Packs, B-Complex, Super B Threshold Control, and our Vegetarian Multi.



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