



PEOPLE EMPOWERING PEOPLE

VOLUME # 006

News *You* Can Use

USA & CANADA

Supplements For Athletes—The Extra Step!



Exercise is a critical component of a healthy lifestyle. In fact, reduction in heart disease, diabetes, and cholesterol have all been linked to regular exercise.¹ For centuries, we've also known that nutrition plays a vital role in athletic performance. As far back as the ancient Olympic games, athletes recognized that certain foods improved their performance.

Today, scientists understand that peak athletic performance depends *heavily* on proper nutrition. Even slight deficiencies in certain nutrients can hamper a competitor's ability to perform at his or her best. Unfortunately, like most people, athletes still face dietary challenges that result from lack of time (for food preparation), unhealthy dietary preferences, and poor knowledge of the importance of nutrition.

Understanding *All* of the Effects of Exercise

In addition to the many documented health benefits of a regular exercise program, an athletic lifestyle can have some negative repercussions if it is not supported by proper nutrition.

Cells require oxygen to survive. Unfortunately, one of the byproducts of aerobic respiration—the cell's utilization of oxygen—is free radical formation. These highly charged molecules attack healthy tissue and can create long-term damage. With a regular, competitive-level exercise program, athletes process more oxygen on a daily basis than the average person. Consequently, they also produce more free radicals and have a higher potential for tissue damage, which could impair training progress and possibly lead to illnesses associated with a depleted immune system. According to findings published in *The Journal of Sports Science*, strenuous bouts of prolonged exercise are associated with depressed immune cell function.²

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Antioxidants Conquer Free Radicals

Antioxidants are the body's defense mechanism against free radical damage. These cellular warriors, which include vitamins C and E, neutralize free radicals before they can do their damage. In a recently published study in *Free Radical and Biology Medicine*, researchers found that ultra-marathon runners given daily supplements of 1000mg of vitamin C and 400 IU of vitamin E greatly diminished the free radical damage normally associated with this intense aerobic activity.³ Runners who were not taking the supplemental antioxidants were found to have oxidative damage comparable to that associated with subjects who had suffered heart attacks or stroke. The challenge for most people—including athletes—is getting *enough* antioxidants in the diet to combat the daily attacks from free radicals.

Supplements Are the Answer

Athletes of all ages and abilities can benefit from antioxidant protection. GNLD's Vitamin E Plus™ and vitamin C supplements provide hard-training athletes with the antioxidant protection they need.

Although some vitamin E supplements are composed of only one form of vitamin E, GNLD's Vitamin E Plus

provides balanced ratios of the entire vitamin E family of tocopherols and tocotrienols. These ratios follow Nature's Blueprint, mirroring vitamin E as it exists in whole foods.

GNLD's vitamin C products, including All-C™, Super C Threshold Control™, and Powdered C™, contain the phytonutrient spectrum of whole oranges, delivering vitamin C as nature intended.

Daily supplementation with GNLD vitamin E and vitamin C products supports the body's ability to neutralize free radicals and aid in the body's recovery process. The smart athlete knows that training is only half of the equation that leads to health and success—proper nutrition is the second half! Nutritional supplements that fight oxidants and boost the immune system benefit everyone striving for an active lifestyle!

REFERENCES

1. www.diabetes.org
2. *Exercise, nutrition and immune function*; Gleeson, M., Nieman, D.C., Pedersen, B.K. *Journal of Sports Science*, January 22, 2004; pp 115-125
3. *Free Radical Biology and Medicine*, Volume 36, Issue 10, pp 1329-1341

Be a Good Sport!

Whether you exercise for health and fitness or competitive sports, your nutrition is extremely important for performance and recovery. This is because athletes and physically active people often have greater nutrient demands to maintain endurance, aerobic ability, and complete and rapid recovery from the rigors of an active lifestyle.

GNLD's Sports program, tailored to the level of your active lifestyle, can help you to achieve your fitness goals and be your physical best!

ADVANCED:

Sports 30™ with Tre-en-en® Grain Concentrates

Protein (Super Ease®, GR² Control® Meal Replacement Shake, or NouriShake®)

Vitamin E

OPTIMUM:

Sports 30 with Tre-en-en Grain Concentrates Protein (Super Ease, GR² Control Meal Replacement Shake, or NouriShake)

PhytoDefense®

Vitamin E

Vitamin C

ULTIMATE:

Sports 30 with Tre-en-en Grain Concentrates

Protein (Super Ease, GR² Control Meal Replacement Shake, or NouriShake)

PhytoDefense

Vitamin E Plus™

Vitamin C

Omega 3 (Salmon Oil or Omega III Concentrate)

Liver Plus C™

Multi Mins or Calcium (Cal-Mag®, Vitality Calcium Plus™, or Neo-Cal™)

Iron

Multi Fiber

Garlic



The SAB Has The Answers!

GNLD's Scientific Advisory Board Answers Your Important Health Questions

Q: Why do GNLD's vitamin E products provide more than 100% of the USDA's Recommended Daily Allowance?

A: The USDA'S RDA for vitamin E supplementation is based solely on the prevention of deficiency disease. However, we know that vitamin E also has a strengthening effect on the immune system and provides a powerful antioxidant function in the body. These factors aren't included in the US RDA level, but the potency of our vitamin E products addresses these additional health concerns in an effort to achieve an optimal level of this vital nutrient.

Q: Please explain the 5X concentration process used in GNLD's Herbal Alternatives. How does this process make your herbal products more potent than competitors?

A: The 5X concentration is a traditional method of herbal preparation adopted by GNLD. This solvent-free process begins by treating 80% of the herbal powder with hot water to create a highly potent liquid extract. Next, the extract is sprayed onto the remaining 20% of the herbal powder via a unique, low-heat process. The result is the creation of concentrated herbal granules that deliver five times the potency of the original raw herbs.

Q: Does the use of technical names on labels mean a synthetic or inferior raw material source has been used?

A: Usage of the name "ascorbic acid" instead of vitamin C or "thiamin" instead of vitamin B1 does not mean the component is synthetic, and it does not indicate the source. We simply use the technical names of the vitamins in order to meet governmental regulations and labeling requirements.

Q: Dr. Peter J. D'Adamo, author of Eat Right for Your Blood Type suggests that different blood types should avoid certain foods. What is the SAB's opinion of this book/theory?

A: GNLD has been a leader in the nutrition supplementation industry for over forty-five years, and during this time we have seen hundreds of companies and nutritional trends come and go. The theories presented by Dr. D'Adamo, a naturopathic doctor, are simply the latest.

There is no compelling scientific proof that his theories are correct. As a matter of fact, the author has only anecdotal evidence from several patients he has "cured" under his program. We seriously doubt his claims would hold up to scientific scrutiny. In addition, this program has little if any support from the mainstream scientific community.

GNLD has always advised its Distributors to view a competitor's product or a radical nutritional theory with scrutiny, as the SAB does. We ask ourselves the following questions: Does this product/theory contradict current thinking within the field? Are the claims "too good to be true"? How much acceptable scientific evidence exists to support their claims? Who is making the claims? You will find that many products and theories will collapse under this type of scrutiny.

In contrast, GNLD has a great reputation for our commitment to research and scientific excellence. Our product claims are based on solid science, and we have a commitment to include only product components with foundations in nutritional science. You can have confidence in the fact that your GNLD products are high-quality, well-researched, proven-effective products that deliver nutrients just the way nature intended.

Low Energy? Think Magnesium!

In a recent study examining the impact of low levels of magnesium on energy metabolism, researchers found that during monitored activity, subjects with low magnesium levels are likely to utilize more energy—thereby tiring more easily—than those with adequate magnesium levels.¹ The clinical study, conducted by Agricultural Research Service physiologist Henry Lukaski and nutritionist F. H. Nielsen, tested the effects of a low-magnesium diet on moderate to competitive-level activity.

The data shows that during the low-magnesium status phase, volunteers used more oxygen during physical activity, and their heart rates increased by about 10 beats per minute. “When the volunteers were low in magnesium, they needed more energy and more oxygen to do low-level activities than when they were in adequate magnesium status,” explains Lukaski. “The effects are likely to occur in individuals with low magnesium, regardless of whether the person is athletic or sedentary. That means that athletes wouldn’t be able to work or train as long as they would if they had better magnesium levels. People need to eat adequate magnesium



to make sure their hearts and muscles are healthy enough to meet the demands of daily living.”

In addition to aiding performance, magnesium is needed to protect the heart against the stress of exercise. In a study conducted by Dr. C. Noel Merz, patients who took magnesium supplements for six months had better blood vessel function, and their hearts showed less stress during treadmill exercise.² Unfortunately, today’s typical diet rarely includes sufficient amounts of magnesium.

GNLD understands the role minerals play in achieving optimum health. GNLD scientists developed Chelated Cal-Mag®, which offers magnesium in

the most absorbable form, magnesium glycinate. For peak athletic performance or the simple rigors of everyday life, keep your heart and lungs performing at optimum levels while your energy levels are at their maximum. Think magnesium!



1. *Lack Energy? Maybe It's Your Magnesium Level;* www.sciencedaily.com
2. *Got Magnesium? Those With Heart Disease Should;* Kelly, Janice, www.webmd.com

PLACE
STAMP
HERE