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It All Starts With Your Cells!



A sterol-ized diet is a healthy diet!

Phytosterols have been featured in several recent scientific studies focusing on the correlation between phytosterols and cancer prevention. Dr. Awad and Dr. Fink from the State University of New York at Buffalo have conducted extensive research in this area. They propose that one of the greatest potential benefits these sterols offer is their ability to protect against cellular damage. These noted researchers correlate the amount of phytosterols consumed in the diet with the incidence of the most common forms of cancer in the Western world: colon cancer, prostate cancer, and breast cancer. In contrast, Drs. Awad and Fink show that the cancer rate is considerably lower in Asian societies—where consumption of phytosterols is much higher! The researchers theorize that phytosterols inhibit cell division, stimulate tumor cell death, and modify some of the hormones that play a part in tumor growth.²

Everyone wants to feel better. A quick walk past a bookstore or magazine rack tells you right away how badly people want to look and feel healthier.

While there is much sound nutritional advice out there, many “experts” seem to skip the first step: Good nutrition begins at the cellular level! Each of your cells is like a miniature body. Every cell must be able to take in nutrients and eliminate waste products efficiently, just like your body as a whole. Important nutrients known as phytolipids and phytosterols make cell membranes more pliable, allowing better absorption of nutrients and better elimination of waste. So, when their surrounding membranes are healthy and flexible, your cells work more efficiently—and you feel more energized and experience better overall health.

Love Those Lipids!

Plant-based fats, called phytolipids, play a critical role in heart health and overall cellular efficiency. Of course, GNLD understood this 47 years ago, when we first used lipids to create our Tre-en-en Grain Concentrates. Still, it’s no wonder the awareness of the importance of lipids and sterols has grown significantly as research continues in this field. Phytolipids contribute to regulating a wide range of cellular functions, from the amount of inflammation occurring inside cells and the regulation of heart muscle contraction to maintaining free blood flow without excessive clotting and key immune system responses.¹ Lipids—gotta love ’em!

Where have all the sterols gone?


The average daily consumption of phytosterols in the Western diet is between 160 and 360 mg—significantly less than the typical Asian consumption of 350 to 400 mg per day.³ One of the reasons for this disparity is the manner in which foods here are commonly processed. The richest source of phytosterols are whole grains, including wheat, rice, and soybeans. But these critical nutrients are routinely stripped from whole grains during processing to avoid spoilage.

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Unfortunately, a longer shelf life means a seriously depleted nutrient value!

GNLD has what you need!

Consuming an optimal amount of phyto-lipids and phytosterols every day can be a challenge. Here's the good news: Tre-en-en® Grain Concentrates can bridge the gap between what your body gets and what it really needs. Tre-en-en feeds your body's cells the whole-grain lipids and sterols they need with an exclusive whole-food blend of wheat, rice, and soy. For a healthier more complete nutritional profile, Tre-en-en puts back into your diet what modern food processing takes out. So enjoy the many health benefits science is proving again and again—from more energized cells to disease prevention—with the power of Tre-en-en.



Don't Forget The Children!

GNLD's Vita-Squares®, with their whole-food base of Tre-en-en Grain Concentrates, boost your child's intake of important lipids and sterols. A unique whole-food-based nutritional supplement designed to meet children's specific nutritional needs, Vita-Squares provide lipids, sterols, vitamins, minerals, and other nutrients necessary to lay the protective groundwork for your family's immediate and future good health.

References:

1. "Alteration of Polyunsaturated Fatty Acid Status and Metabolism in Health and Disease," Zamaria N. *Reproductive Nutritional Development* 2004 May-Jun;44(3):273-82
2. "Phytosterols as Anticancer Dietary Components: Evidence and Mechanism of Action" Atif B. Awad and Carol S. Fink, www.nutrition.org
3. The Heart Foundation's Nutrition and Metabolism Advisory Committee; *Plant Sterols and Stanols* www.nevdgp.org.au/geninf/heart_f/sterols2.htm (2001)

Lose Weight—Not Nutrients!

New research indicates a link between sufficient vitamin and mineral levels and losing and maintaining healthy body weight. According to Dr. Bruce Ames, Professor of Molecular and Cell Biology at the University of California, Berkeley, and a researcher at Children's Hospital Oakland Research Institute (CHORI), satiety—when the mind tells the body to stop eating—may be linked to nutrients. "We know calories and exercise play a role—but I think there's more to it than that," says Ames. "There are some 40 vitamins and minerals that are essential to the human body. If you sit down to a meal that doesn't give your body the nutrients it needs, your brain is likely to get the signal to go on eating until you get them."¹

The results of research by a team from the Fred Hutchinson Cancer Research Center are consistent with Dr. Ames's theory. The Seattle scientists found a link between weight maintenance and vitamins B6 and B12. Their research focused on subjects between the ages of 45 and 55—a common age for weight gain. They noted a significant correlation between weight maintenance and subjects who supplemented their diets with B vitamins.

Considerable attention has recently been given to the impact Calcium has on weight loss, as



well. In an initial study conducted by Dr. Michael Zemel, Professor of Nutrition and Medicine at the University of Tennessee, volunteers who followed an eating plan that included two servings of yogurt a day lost 11 pounds of body fat during the year long trial *without reducing caloric intake*. In a follow-up study, Dr. Zemel used obese subjects whose caloric intake was restricted equally—but this time half of the group added 1200 milligrams of calcium to their daily diet. The group with the calcium-enriched diet lost twice as much—10.9% of body fats versus 5.4%—as the group without the additional calcium intake. Dr. Zemel also found that calcium actually helps the body rid itself of fat cells through a process called apoptosis. This can greatly impact one's ability to keep weight off, says Dr. Zemel. "If those fat cells are still there waiting to store excess energy, it's easy to gain the weight back again. If

you get rid of the fat cells themselves, it's much easier to keep the weight off."²

While nutrient-rich foods may be the best source for critical vitamins and minerals, most diets fall significantly short of the recommended daily allowances. Supplements help to fill in the holes. As Dr. Ames says, "Take a supplement . . . There is plenty of evidence that it's good insurance."



GNLD understands the nutritional gap created by most Western diets. Our quality products, including Super-B™ Threshold Control™, B-Complex™, Vitality Calcium Plus™, Chelated Cal-Mag®, and Neo-Cal™ can bridge the nutritional gaps in your diet while helping you to maintain a healthy body weight.

References:

1. "Are You Eating Too Little?" Jaret, Peter, *Health*, (April 2005, pg. 136)
2. The Calcium Key: Dairy and Weight Loss, Zemel, Dr. Michael; www.americaonthemove.org



The SAB Has The Answers!

GNLD's Scientific Advisory Board Answers Your Important Health Questions

Q. *There have been a number of articles in the news over the last few months suggesting vitamin E supplements may not be safe. Should I take vitamin E supplements?*

A. It is the SAB and GNLD's position that taking vitamin E supplements is important to help keep the body healthy and thriving, and supplementing the diet with vitamin E is not only safe but essential to good health.

Vitamin E offers many long-term benefits, such as protecting cell membranes and blood lipids against oxidative damage. Vitamin E also supports healthy circulation and normal cholesterol. In fact, studies have shown that population groups with diets rich in antioxidants, such as vitamin E, have much lower incidences of chronic diseases such as heart disease, some types of cancer, and neurological conditions. These studies are strong, well researched, and should not be overlooked.

It is important to remember there is a huge body of evidence to support the health-protecting benefits of antioxidants such as vitamin E. In a recent article published in the April 2005 issue of the *American Journal of Clinical Nutrition* titled "Vitamin E and C are safe across a broad range of intakes," fourteen safety and antioxidant experts concluded daily doses of vitamin E up to 1600 IU and vitamin C up to 2000 mg to be safe for the general population. Although no adverse effects were seen at these doses, we do not recommend exceeding the daily dose as stated on our labels.

Q. *What is the difference between GNLD's Vitamin B-Complex and Super B and other vitamin B products on the market?*

A. GNLD's B-Complex and Threshold Controlled Super B contain B vitamins from whole-food sourced nutritional yeast, *Saccharomyces cerevisiae*. Through a special process of growing, harvesting, and drying, a naturally high potency, "biologically bound" B vitamin source material is created. This special B vitamin source is blended with liver and soy lecithin to provide the entire B vitamin family in balanced whole-food ratios.

Q. *Does Tre-en-en® contain any ingredients that prevent the absorption of vitamins and minerals?*

A. GNLD's Tre-en-en Grain Concentrates contain lipid extracts from

wheat, rice, and soy, and do not contain any ingredient that prevents the absorption of nutrients.

Tre-en-en Grain Concentrates provide phytolipids essential to optimal health and cellular function. Certain lipids increase the fluidity, or "pliability," of cell membranes and help keep cells functioning normally. The purpose of Tre-en-en is to support important bodily functions, such as the maintenance of cell membranes, nutrient utilization, and overall health and vitality.

Q. *Why do we need fiber in our diets?*

A. Experts recommend a dietary intake of 20-35 grams of fiber per day. A diet rich in fiber and low in fat is a key factor in promoting good health. For years fiber has been associated with proper elimination and regularity. High fiber diets have also been linked to reduced risk of heart disease, certain forms of cancer, diabetes, diverticulosis, and obesity.

To help supplement your diet, GNLD's All Natural Fiber Food and Drink Mix and Vitality Multi Fiber Blend products provide a mixture of soluble and insoluble fibers from a variety of whole-food sources. Both of these products can be mixed with your favorite drink or combined in foods to offer a simple, natural way to increase your fiber intake.

Q. *What is the major difference between GNLD's B-Complex and Lipotropic Adjunct?*

A. GNLD's B-Complex contains some of the same elements as Lipotropic Adjunct. However, Lipotropic Adjunct, even at the lowest suggested dosage of two tablets daily, contains additional vitamin B12, choline, and betaine HCl to better support the homocysteine cycle. At the higher suggested dosage of four tablets daily, Lipotropic Adjunct contains substantial additional support for lipid mobilization and homocysteine metabolism. The nutrient levels in Lipotropic Adjunct are consistent with the majority of research on the homocysteine cycle and were specifically chosen to be sufficient to prevent homocysteine accumulation. Our Lipotropic Adjunct is targeted directly at homocysteine and heart health, while the B vitamins found in our B-Complex address a broader application within the body, filling a far more general range of needs.

Recover Quicker With Sterols!



Do you suffer from the effects of excessive physical stress? Whether you exercise regularly or have a physically demanding job, the effects of physical activity can slow you down. A study conducted by Dr. Patrick Bouic showed that marathon runners can recover more quickly—without the acute inflammation associated with excessive physical stress—when given a sterol-enriched supplement. In addition to demonstrating quicker recovery times, the athletes taking the sterol supplement had immune systems that were less compromised post-exercise than those of the athletes not taking the supplement.¹

With so much new research proving the benefits of lipids and sterols, it is no surprise that Tre-en-en Grain Concentrates are becoming a regular part of today's healthy diet.

Reference:

1. Ostlund, Richard E Jnr. Phytosterols in Human Nutrition; Division of Endocrinology, Diabetes, and Metabolism, Department of Internal Medicine, Washington University, St. Louis, Missouri in *Annual Review of Nutrition* Vol.22 533-549 July

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