



# NEWS YOU CAN USE

FALL 2004

## Childhood Obesity—Time to Take Action!

Childhood obesity is reaching epidemic proportions. According to the U.S. Centers for Disease Control, over the past twenty years, obesity in American children has nearly doubled. ([www.cdc.gov](http://www.cdc.gov))

A report titled “Preventing Childhood Obesity: Health in the Balance” was recently pre-

sent to Congress by the Institute of Medicine. This report proclaims loudly the dangers created by childhood obesity. “Many of us are extremely scared about what’s going to happen in the future,” states Dr. Tom Robinson, committee member and associate professor of pediatrics and medicine at Stanford University School of Medicine. “Obesity affects just about every organ system in the body. As a result, we’re looking at adult chronic diseases starting to enter in to the teen years and childhood.” ([www.ion.edu](http://www.ion.edu))



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Healthy choices are the key to

resolving this issue. “Families, communities, and corporations are all adversely affected by obesity, and all bear responsibility for changing social norms to better promote healthier lifestyles,” says Dr. Jeffrey Koplan, Institute of Medicine chairman, vice president of health affairs at Emory University, and former director of the U.S. Centers

for Disease Control. (IBID.)

GNLD has been promoting healthy lifestyle choices for more than four decades. In addition to regular physical activity, GNLD believes a healthy nutrition plan for children must include a variety of nutrients and a balance of protein, carbohydrates, and fat. GNLD’s GR<sup>2</sup> Control® program, Liqui-Vite®, Vita-Squares®, and Vita-Gard® all empower parents to make healthy choices for their children.

The GR<sup>2</sup> Control program, featuring the GR<sup>2</sup>eat Bar, offers a wonderfully balanced

weight loss plan that’s as effective for children as it is for adults. Vita-Squares and Liqui-Vite supply the nutritional building blocks growing children need to achieve their physical, mental, and emotional “bests.” And Vita-Gard provides the most complete antioxidant protection available to boost immunity and defend children’s cells. Put



them all together and they add up to the very best nutritional choices for children’s health.

## Whole Grains—Key To Children’s Nutrition

Like adults, children need more whole grains in their diets. Researchers from the Harvard School of Public Health and the U.S. Department of Agriculture have recently asserted that whole grains are lacking from the average diet. ([www.hsph.harvard.edu](http://www.hsph.harvard.edu)) It is estimated that less than 7% of the population of children two years and older receive the recommended three servings per day. ([www.health.gov](http://www.health.gov))

The recognition of this need is so great that a leading breakfast cereal manufacturer announced that it intends to modify several of its popular children’s cereals to contain whole grains. (“General Mills to Make Cereals Whole Grain”; [www.yahoo.com/news](http://www.yahoo.com/news))

GNLD has long been familiar with the importance of whole grains and the unique nutrition they provide. For 46 years,

GNLD has held true to the conviction that good health and nutrition begins at the cellular level. Whole grain lipids and sterols contribute critical factors to optimal cellular nutrition,

helping to keep cell membranes healthy, permeable, and efficient.

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, and soy.

One to three Tre-en-en capsules per day can either be swallowed or broken into applesauce or hot cereals to deliver a healthy daily dose of whole grains. GNLD empowers parents to become healthy role models and provide healthy choices for the key to our future—children.

