



NEWS YOU CAN USE

JANUARY / FEBRUARY 2002

Breakthrough Science...

Introducing new revolutionary Carotenoid Complex™!



The first of its kind

First introduced in 1992, Carotenoid Complex defined and created a whole new market segment in food supplementation. It represents the result of more than 10 years of research and 7 years of development.

So unique, it's patented

Conceived in the chambers of GNLD's Scientific Advisory Board and developed in laboratories around the world, its exclusive formula and high-technology manufacturing techniques resulted in a product that is so unique, it's patented.

Still the best!

Though there are many carotenoid supplements on the market today, nothing compares to GNLD Carotenoid Complex. Derived completely from whole foods that are naturally part of the human food chain, Carotenoid Complex does not contain synthetics or derivatives from sources humans do not normally eat.

Delivers "Nature's blueprint" for human carotenoid need.

Nature has a plan for carotenoids in human health, and only Carotenoid

Complex delivers it. Unlike other products on the market that claim an overabundance of a single specific carotenoid, like lutein or lycopene, Carotenoid Complex delivers them all, in the density, diversity, and balance nature intended. Carotenoid Complex is the most complete carotenoid supplement on the market!

Clinically proven benefits

• Carotenoid Complex is "bioavailable"!

Numerous clinical tests by GNLD scientists, as well as researchers from the United States Department of Agriculture (USDA) and several universities prove that when you take Carotenoid Complex, it is absorbed quickly and efficiently.

• Carotenoid Complex can boost your immune system!

Human clinical trials conducted by researchers from the USDA, published in the *American Journal of Clinical Nutrition*, showed Carotenoid Complex can boost your immune system in two important ways:

- 1) Recovers immune power lost to low carotenoid diets and boosts immune system strength.
- 2) Boosts immune system "policemen" for stronger daily defense.

(Kramer TR; Burri BJ. Modulated mitogenic proliferative responsiveness of lymphocytes in whole-blood cultures after a low-carotene diet and mixed-carotenoid supplementation in women. *American Journal of Clinical Nutrition*. Vol. 65(3): 871-875, Mar. 1997)

• Carotenoid Complex can protect your heart!

Human clinical trials conducted by researchers from the USDA proved Carotenoid Complex can protect your heart and cardiovascular system by reducing oxidative damage and decreased oxidative susceptibility of LDL cholesterol.

(Dixon, ZR, Burri, BJ, Clifford, A, Frankel, EN, Schneeman, BO, Parks, E, Keim, NL, Barbieri, T, Wu, M, Fong, AKH, Kretsch, MJ, Sowell, AL, Erdman, JW. Effects of a carotene-deficient diet

on measures of oxidative susceptibility and superoxide dismutase activity in adult women. *Free Radical Biology and Medicine*. Vol. 17 (6): 537-544, 1994.)

- **Carotenoid Complex can defend your cells!** Human clinical trials conducted by researchers from the USDA and University of Washington, Seattle, showed Carotenoid Complex can defend your cells against the biological attacks of free radicals.

(Dixon, ZR, Shie, FS, Warden, BA and Burri, BJ. Effect of Low Carotene Diet on Malondialdehyde (MDA) Concentration. *FASEB J*. 10:A240, 1996.)

Stronger than ever!

While the original Carotenoid Complex was the strongest whole-food carotenoid supplement on the market, the new one is even stronger... *eight times stronger, in fact!* Additionally, new Carotenoid Complex is stronger than the antioxidant vitamins C and E.

One capsule of Carotenoid Complex equals the antioxidant power of:

- four 200 IU capsules of vitamin E.
- two 200 mg tablets of vitamin C.

Hundreds of pounds of carotenoid power in every bottle!

When it comes to delivering pure carotenoid power, the new Carotenoid Complex puts hundreds of pounds in the palm of your hand. To equal the total carotenoid power in a single bottle of the new Carotenoid Complex, you'd have to eat either *250 pounds or more* of the raw vegetables and fruits it's made from, *50 pounds or more* of steamed vegetables and fruits Carotenoid Complex is made from, or *18 pounds or more* of steamed and puréed fruits and vegetables (baby food).

Boost your immune power today and tomorrow with the first and the best clinically-proven supplement to enhance immunity: Carotenoid Complex!