



Breakthrough Science...

Nutrition: Nothing to Sneeze At

"Gezundheit!" is the call of the "sneezin' season," that time from early Spring to late Summer when pollen litters the air and irritates your nose, eyes, and/or throat. A runny nose, itchy eyes, congestion, sneezing, or tiredness are all classic symptoms of hay fever and seasonal allergies. However, experts agree that help for these annoying symptoms can be found in several nutrients; read on!

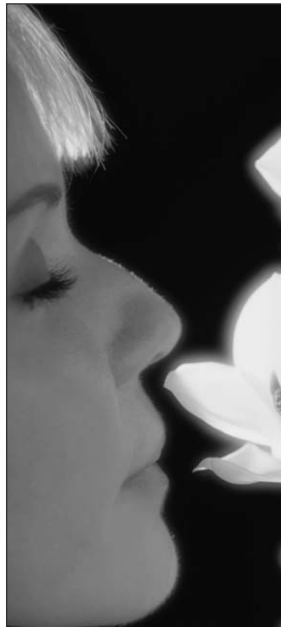
The causes

Known by medical experts as "seasonal allergic rhinitis," hay fever and seasonal allergies occur when irritants like pollens, particles of plant or animal dander and mold spores, come into contact with the lining of the nose, eyes, or throat. The body's immune system recognizes these compounds as invaders, and tries to prevent their invasion. In many people, this is not a problem, however for more than 22 million Americans, the immune system identifies these particles as "dangerous," thus producing an excessive reaction that actually causes inflammation. This reaction is what is known as an *allergy*, and the substances causing it

are *allergens*. Interestingly enough, people are allergic to only certain substances, and the reaction does not usually appear until after several exposures to the offending substance.

Helpful nutrients

If you employ a good nutritional strategy, you just may be able to fight off your allergies. Experts have found many nutrients and herbs have



the ability to boost your immune defenses and calm your system. The following nutrients can help you in the fight against pollen's attack:

Antioxidants: Vitamin C with bioflavonoids are both potent immunostimulants and anti-inflammatories. Vitamin A (or pro-vitamin A from carotenoids)

also acts as an immunostimulant. Additionally, vitamin E has long been recognized for its ability to help boost the immune system.

Vitamin B complex is necessary for the proper functioning of the immune system.

Minerals: Zinc helps boost immune function, while manganese aids in the metabolism of important allergy-fighting vitamins, minerals, enzymes, and carbohydrates. Calcium and magnesium have a calming effect on the body's system, which can help reduce the influence of pollen on the body.

Herbs: Elicampane promotes clear, calm, and healthy bronchial and pulmonary mucosa, free of spasms and restrictions, plus supports a strong immune system. Nettle supports a healthy respiratory response to pollen and other common allergies. Horseradish supports normal air flow in sinuses and lungs. Thyme encourages calm and unrestricted air flow, and healthy, clear lungs. Pleurisy promotes clear, relaxed breathing, free of spasms and restrictions.

Take action against allergy-inducing pollen by supplementing your diet with these important nutrients and herbs and blow your allergies away!

Fight seasonal allergies with GNLD!

Don't let the sneezin' season tie you down... break free with GNLD's potent, high-quality supplements:

Vitamin C: With three great products to choose from, you can easily fit vitamin C and bioflavonoids into your daily regimen. **All-C's** delicious, chewable tablets delivers immediate nutrient replenishment. **Super C Threshold Control** allows sustained release of vitamin C for six hours or more! **Powdered C's** versatile lemon-flavored formulation can be easily added to beverages and food for a vitamin C boost!

Vitamin B: Choose from two fabulous formulas that deliver the entire B family in a full-potency, whole-food balance. **B-Complex** delivers immediate nutrient replenishment, while **Super-B Threshold Control** allows sustained release of vitamin B for six hours and more!

Vitamin E Plus is the most complete whole-food vitamin E product available anywhere. Each dose delivers the entire vitamin E family (both tocopherols and tocotrienols) in an exclusive, water-miscible formula for improved absorption.

Multi-Min supplies 16 important minerals, including zinc, manganese, calcium, and magnesium, all reputed to help allergies.

Herbs: GNLD's Herbal Alternatives product line contains **Herbal Respiratory Formula** with elecampane, nettle and thyme to help minimize allergic response. **Resp-Eleven** delivers horseradish and pleurisy to help assist the body's response to upper respiratory challenges.

You don't have to face the allergy season alone. Let GNLD help you stand up to pollen. Stock up on these products today, take them daily, and feel the results! You won't be sorry you did!