



# NEWS YOU CAN USE

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## Breakthrough Science...

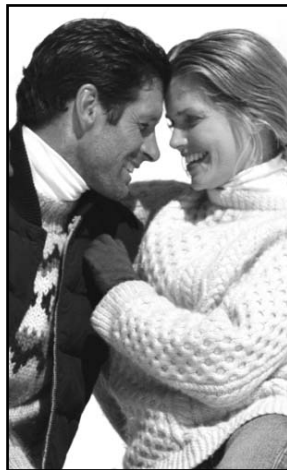
### 'TIS THE SEASON TO BE SNIFFLING, FALALALALA, LALALA... ACHOO!

Did you know that each year more than 20,000 people die from influenza? Or that the common cold is the most far-reaching and prevalent of all human diseases, striking as many as 200 times in the average lifetime? And since cold and flu season runs from late fall through early spring, your chances of contracting one — or both — are extremely high! However, scientists have discovered certain nutrients can boost your immune system. By consuming these on a daily basis, you can fend off colds and flus this season!

#### VITAMIN C

Nobel Prize winner Linus Pauling, who first proposed that vitamin C might keep sniffles and sneezes at bay, generated a flurry of research with the publication of his 1970 book, "Vitamin C and the Common Cold and the Flu." Since then, research has continued to prove that vitamin C is, in fact, essential to good health. A recent review of vitamin C research revealed that supplementing with relatively high, yet safe, doses of vitamin C

appears to reduce the duration of cold symptoms. Experts tell us the optimal range is between 500-1,500 mg of vitamin C daily for year-round health.



#### VITAMIN E

A powerful antioxidant, vitamin E has long been known for its immunity-boosting benefits. When it comes to fighting the flu, research shows that vitamin E supplementation can reduce influenza antigens. For maximum benefits, experts recommend up to 400 IU of vitamin E daily. Unfortunately, most diets don't include this much vitamin E, so supplementation is recommended for optimum nutritional assurance!

#### ZINC

Zinc was first shown to be biologically important more than 100 years ago, and has continued to prove its worth since. Among its many health benefits, zinc has been

shown to provide relief of cold symptoms. In fact, zinc was shown to reduce the duration of cold symptoms by an average of three days! Unfortunately, less than 10% of dietary zinc is absorbed by the body, making it important to supplement with this essential mineral daily to insure you get what you need for optimal health and wellness.

#### CAROTENOIDS

Carotenoids, the natural plant pigments that give fruits and vegetables their beautiful colors, are natural antioxidants and have been associated long-term health and wellness. Study after study zeroes in on their power to boost the immune system. While experts recommend that people should consume 5-9 servings a day of carotenoid-rich fruits and veggies, most people aren't even near reaching that amount. Supplementation may be in order to assure your body receives enough of these beneficial compounds to stay healthy.

*Stay healthy this season by following the expert advice of scientists everywhere, because there is no good reason to submit to the sneezin' season!*

## GNLD SUPPLEMENTS: NOTHIN' TO SNEEZE AT!

With cold and flu season fast on your heels, you need to get serious about your health right now! Keep colds and flu at bay by supplementing your body with the nutrients proven to help!

#### Vitamin C

Vegetable-sourced GNLD vitamin C products all contain the exclusive added benefits of Neo-Plex Concentrate, containing the phytonutrient spectrum of whole oranges, and delivering vitamin C as nature intended, enhancing absorption and increasing the length of time vitamin C is active in the body.



All-C is a delicious chewable supplement for immediate nutrient replenishment!

Super C Threshold Control maintains a sustained release of nutrients six hours or more!

Powdered C is easy to add to food and beverages for an extra boost of nutrients.

#### Vitamin E

GNLD Vitamin E Plus features the entire vitamin E family from whole-food sources, delivering both tocopherols, and tocotrienols (not just alpha-tocopherol as found in many vitamin E supplements) in balanced ratios that occur in natural foods. Each high-potency capsule delivers 275 IU alpha-tocopherol and is water-miscible for improved absorption!

#### Zinc

GNLD Chelated Zinc provides high-purity and high-potency zinc, plus natural amino acid chelation for improved absorption. This is particularly important since less than 10% of dietary zinc is normally absorbed.

#### Carotenoids

While fruits and vegetables are the best sources of carotenoids, most people do not eat the 5-9 daily servings recommended for optimal health. To help reach the 5-9 servings goal, add GNLD Carotenoid Complex™ to your daily regimen. USDA studies show Carotenoid Complex can enhance the immune response of "natural killer" cells by more than 21% and can cause a 37%+ upswing in immune power in just 20 days. Each Carotenoid Complex capsule provides the phytonutrient value of an optimal serving of a wide variety of carotenoid-rich fruits and vegetables!

**Turn to GNLD supplements now for a healthier fall, winter, and spring!**