



- **Zeaxanthin**, a xanthophyll, supports eye health, especially the macula and retina.\*<sup>21</sup>

*Carotenoid Complex™ — the world's strongest whole-food antioxidant supplement!*

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*You'll also find Carotenoid Complex in GNLD's extraordinary PhytoDefense™ — 6 optimal servings of phytonutrients from 25 fruits and vegetables!*

*Contact your independent GNLD distributor:*



**PEOPLE EMPOWERING PEOPLE™**

# Immune-building antioxidant power

*Optimal servings from 7 carotenoid-rich fruits & vegetables!*



## Why you need carotenoids

Plants have a secret weapon to protect them from the sun's damaging rays: carotenoids! They're the colorful pigments found in red, yellow, orange and green foods from the garden. Research shows that when you eat carotenoid-rich fruits and vegetables, you get that same antioxidant power!



Antioxidant phytonutrients support a strong immune system, normal cell growth, and long-term health of the heart, lungs and eyes. But less than 9% of us are getting the recommended optimal 9 daily servings of fruits and vegetables!<sup>1</sup>

Now you can get more power-packed carotenoids every day with Carotenoid Complex™! Exclusive to GNLD, every capsule of Carotenoid Complex delivers the naturally-occurring power of an optimal serving of fruits and vegetables including 15 different carotenoids!

# 12 reasons to protect your cells with Carotenoid Complex™



- 1** The most complete carotenoid supplement on the market! With every capsule, you get the naturally-occurring power of an optimal serving of fruits and vegetables including these 15 different carotenoids: *Alpha-, Beta-, cis-Beta, Gamma-, and Zeta-Carotene, Canthaxanthin, Capsanthin, Cryptocapsin, Alpha- and Beta-Cryptoxanthin, Lutein, Lycopene, cis-Lycopene, Violaxanthin, and Zeaxanthin.*
- 2** More antioxidant power than vitamins E and C. One Carotenoid Complex capsule has the antioxidant power of 800 IU of vitamin E or 400 mg of vitamin C.
- 3** Hundreds of pounds of carotenoid power. Each bottle contains the carotenoid equivalent of 250 pounds of the raw fruits and vegetables it's made from.
- 4** Whole-food ingredients. Exclusive phytonutrient formula derived from whole tomatoes, carrots, spinach, red bell peppers, strawberries, apricots and peaches.
- 5** 1 capsule = 1 serving. A unique GNLD Difference, each capsule conveniently provides the full carotenoid profile of an ideal serving from 7 carotenoid-rich fruits and vegetables!
- 6** Standardized 6 mg formula ensures consistent delivery of carotenoid phytonutrients.
- 7** Exclusive SAB-developed formula combines the latest scientific research with cutting-edge technology! Carotenoids protect the lipid-soluble areas in and around cells and body fluids. The SAB developed lipid-soluble Carotenoid Complex to deliver maximum antioxidant protection.
- 8** Clinical proof. Carotenoid Complex was tested and proven bioavailable and effective in clinical studies by USDA researchers and university scientists!<sup>2,3</sup>
- 9** International recognition. Research results presented at prestigious scientific conferences and published in peer-reviewed journals, including the *American Journal of Clinical Nutrition*.<sup>4,5,6</sup>
- 10** Patented. Carotenoid Complex was issued patent no. 2,274,235 by the British government.
- 11** Exclusive NutriMax Process®. Low-temperature, oxygen-free encapsulation guarantees high potency, facilitates bioavailability, and guards against oxidation.\*
- 12** No artificial colors, flavors, preservatives or sweeteners.

## The science behind the supplement

### Why GNLD's Scientific Advisory Board created Carotenoid Complex

Research shows that people who eat the most fruits and vegetables are healthier and may live longer!<sup>7</sup> Experts recommend consuming at least 6 mg of carotenoids daily, but it's estimated that most people actually take in only 1.5 mg a day<sup>8</sup> — that's why GNLD scientists developed exclusive Carotenoid Complex. It's the only product that matches the full carotenoid profile of an optimal serving from seven whole fruits and vegetables! And it was the **only** product selected by USDA researchers for use in human clinical trials. Carotenoids in patented Carotenoid Complex were proven to:

- Support healthy immune cells.\*<sup>9, 10</sup>
- Contribute to the body's natural antioxidant activity in cellular lipids.\*<sup>11</sup>
- Support the body's response to oxidative stress.\*<sup>12</sup>
- Promote cardiovascular health and offer antioxidant protection from LDL cholesterol.\*<sup>13</sup>

## A bounty of lifetime benefits!

The lipids that line your cell walls need to be protected by lipid-soluble antioxidants, such as the carotenoids found in Carotenoid Complex. There are two categories of carotenoids: *carotenes* (mostly yellow) and *xanthophylls* (mostly orange). This revolutionary formula includes:

- **Alpha-, Beta-, cis-Beta, Gamma-, and Zeta-Carotene**, free radical-scavenging antioxidants that exhibit pro-vitamin A activity.\*<sup>14</sup>
- **Alpha- and Beta-Cryptoxanthin**, both xanthophylls demonstrate antioxidant activity comparable to lutein, and may convert to vitamin A.\*<sup>19, 20</sup>
- **Lutein**, a xanthophyll, has been shown to increase the density of the macula, making it more resistant to oxidative stress.\*<sup>18</sup>
- **Lycopene and cis-Lycopene**, both carotenes deliver *twice* the antioxidant activity of beta-carotene! Lycopene and cis-Lycopene are associated with healthy tissues of the prostate, digestive tract, pancreas and stomach.\*<sup>15, 16, 17</sup>