



NEWS YOU CAN USE

JANUARY / FEBRUARY 2003

JAMA recommends multi-vitamins for all adults!

JAMA AND HARVARD RESEARCHERS RECOMMEND ALL ADULTS USE DIETARY SUPPLEMENTS

Two Harvard researchers in a review, submitted to the *Journal of the American Medical Association* (JAMA, 2002, 287:3116-3126), suggest that all adults should take at least a multi-vitamin/mineral tablet, daily.

This is a landmark position since the American Medical Association has traditionally suggested that adults receive their nutrients from diet alone. This new recommendation suggests that the traditionally conservative, and non-supplement, medical establishment is finally accepting the benefits of nutritional supplements. JAMA is acknowledging the fact that many adults do not receive a sufficient intake of vitamins and minerals from diet alone, and that a nutritional supplement is insurance to safeguard against inadequacies.

The article suggests that many groups are at risk for inadequate intake or absorption of certain vitamins. The elderly, vegans and alcohol-dependent individuals in particular are primarily at risk for insufficient vitamin/mineral intake.

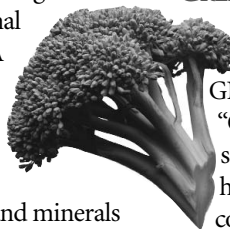
The researchers point out that

deficiencies in vitamins B₆ and B₁₂, are associated with heart disease, and vitamin E and lycopene may decrease the risk of prostate cancer. All of these nutrients can be found in nutritional supplements.

This recommendation substantiates what GNLD has been touting for 45 years—your diet alone cannot support your nutritional needs and help you achieve optimum health.

GNLD was founded on the basis that modern, processed foods were “stripped” of certain nutrients, vital to overall health. It’s taken the mainstream medical community over forty years to catch up to GNLD!

HAVE YOU HAD YOUR “GREENIES” TODAY?



Formula IV® and Formula IV Plus®, GNLD’s legendary “Greenies,” offer something unique to health-conscious consumers: They contain

not just vitamins and minerals, but also lipids, sterols, enzymes, and a complex array of other naturally derived nutrients.

BEYOND THE BASICS

Each Formula IV product provides GNLD’s exclusive Tre-en-en® Grain Concentrates, providing lipids and sterols that support your health at the cellular level. The Tre-en-en in Formula IV and Formula IV Plus works in synergy with the vitamins

and minerals in the products to insure that the cells in your body are fully able to receive and process these critical nutrients. No matter how good your diet, your vitality and health won’t be well supported if your cells don’t receive the nutrients they need. Whereas other supplements don’t even begin to cover the “basics” of human nutrition, Formula IV and Formula IV Plus clearly go well beyond just the basics.

BALANCED AND POTENT

Formula IV and Formula IV Plus deliver balanced ratios of broad-spectrum nutrients, rather than the mega-doses of isolated nutrients found in many other supplements. These products are produced under strict laboratory conditions with the same care for quality, purity, and potency that has come to be expected of GNLD. No manufacturer goes to greater lengths to produce safe and effective formulas.

FORMULA IV AND FORMULA IV PLUS :

“DIETARY INSURANCE” TO BE YOUR HEALTHY BEST

Superior supplements enhance your body’s general health, energy level, and stress-coping capabilities by addressing dietary “gaps”— this describes Formula IV and Formula IV Plus to a “T”! For decades, literally thousands of GNLD customers have reported increased energy and vitality while using Formula IV. This effect can be attributed to synergistically filling in dietary gaps with important nutrients and then making certain those nutrients are delivered into the cells where energy is produced by including Tre-en-en.

DON’T MISS A DAY

Ensure that you, your family and friends are getting the nutrients that your body need to be its healthy best. Take Formula IV or Formula IV Plus every day.

