

Everyone knows the importance of good nutrition and the role supplementation plays in better health and wellness.

However, so many products today make so many claims that you need to exercise your mind before you make the right choices for your body.

The GNLD Difference: YOU DECIDE!

Decades Of Research Or Catchy Current “News” Stories?

Recent news stories have attempted to minimize the importance of vitamin and mineral supplements (“The Vitamin Trap,” Mark Moyad, MD, *Best Life*, www.msn.com). Some articles have even suggested that using vitamin supplements can be dangerous (“Heavy Multivitamin Use May Raise Prostate Cancer Risk,” Ed Edelson, HealthDay Reporter, www.msn.com). These reports are short and sweet, but they don’t tell the whole story, and a longer look at typical headline articles is necessary to determine whether the risk of not supplementing our diets is worth the possible harm.

For several decades, scientific research and clinical studies have proven the benefits of healthy eating and the importance of including key nutritional components in our diets. On a regular basis, we hear from scientists, medical doctors, and other experts about the critical need to improve our diets. From the U.S. Department of Agriculture to the Harvard School of Medicine, food pyramids and other reference materials let us know the importance of good food choices. Even Kellogg Company, the world’s largest cereal maker, has recently agreed to raise the nutritional value of its cereals marketed to children.

It only takes a glance at recent obesity statistics (or a glance around the local shopping mall) to determine that people are not eating right. The combination of poor food choices, modern food manufacturing processes, and environmental factors, make good nutrition more and more difficult to achieve.

Through the Council for Responsible Nutrition (www.crnusa.org), Dr. Walter

Willett and Dr. Meir Stampfer, two prominent physician-researchers at Harvard Medical School and the Harvard School of Public Health, offer this advice regarding nutritional supplements: “Substantial data suggests that higher intakes of folic acid, vitamin B-6, and vitamin D will benefit many people, and a multivitamin will ensure an adequate intake of other vitamins for which the evidence of benefit is indirect.”

Additionally, Dr. Annette Dickenson of the Council for Responsible Nutrition affirms, “Research suggests that regular use of nutritional supplements is a sensible choice for most people. Key nutrition researchers, government nutrition policies, and health professional groups increasingly recognize the need for supplements to fill nutrient gaps in ordinary diets.”

Concurring with extensive recent re-evaluations of the food pyramid in his “Healthy Eating Pyramid,” Dr. Willett places emphasis on whole grains. Of course, we know that whole grains provide critical nutrients that are simply not available from other food sources. In addition to providing key nutrients like vitamins, minerals, and fiber, whole grains are also a valuable source of lipids and sterols, the energy-giving substances that have a direct influence on cellular health and efficiency.

Unfortunately, lipids and sterols are often removed from grains through today’s standard food processing. In an attempt to reduce food spoilage, for example, lipids and sterols are removed from most cereals, breads, and flour. Without these

essential food factors, cell membrane function can become compromised, making it difficult for nutrients to get in and waste to get out. In addition to food manufacturing processes, environmental factors—including soil nutrient depletion and pesticide use—can contribute to nutritional gaps even when we attempt to eat a well-balanced diet.

Neither nutritional and medical experts nor the esteemed members of GNLD’s Scientific Advisory Board would ever suggest that vitamin pills take the place of a healthy diet. By its very definition, the purpose of dietary supplementation is to *enhance* the diet, not replace healthy food choices. Further, unhealthy dietary and lifestyle choices are not cured with nutritional supplements. As Dr. Willett explains, “...a vitamin pill is no substitute for a healthful lifestyle or diet because foods contain additional important components, such as fiber and essential fatty acids. In particular, a vitamin supplement cannot begin to compensate for the massive risks associate with smoking, obesity, or inactivity...”

In addition to multi-vitamins, GNLD offers many products—including specific nutritional supplements of vitamins, minerals, herbals, and protein products—to help ensure the best possible options for nutritional health.

You can believe recent attention-grabbing feature stories, or you can believe decades of sound scientific research. You can take a gamble on your health, or you can eat a well-balanced diet, using supplements to fill the all-too-common nutritional gaps in today’s diet. You Decide!