

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.

YOU DECIDE!

The Whole Truth About Whole-Grain Foods!

Whole-grains are all the rage these days, both in the news and with manufacturers. Jumping on the USDA's latest campaign, "Get on the Grain Train" (www.USDA.gov), many food marketers are promoting their products as "whole-grain." This is why so many breakfast cereals, breads, pasta, cookies, crackers, and snack foods suddenly have whole-grain claims on their labels. Because whole-grain foods *should* be the foundation of a healthy diet, the USDA campaign is attempting to increase every American's daily intake of whole grains—but the sad reality is that less than 10% of the population meet the minimum suggested intake of three servings per day.

Why the need for whole-grains? Because they provide a multitude of nutrients, ranging from the common to the unique. Sure, whole grains contain some carbohydrates, vitamins, and minerals, but their unique role in the diet isn't specifically to provide those components. And while whole-grain products also contain

fiber—something all adults need to increase in their diets—that's still not what makes whole grains so special.

What really differentiates whole grains from other foods is their lipid and sterol content. Lipids are the fats found in whole-grains, and sterols are unique nutrients found in grains. Your cells need these important lipids and sterols to function properly and work efficient-

ly. A deficiency in whole-grain lipids and sterols means that your cells will be deficient in the nutrients they need to work at their optimal levels of efficiency.

The downside of the food industry's campaign is that it leads one to believe that one whole-grain product is as good as the next, while in reality, in order to provide a more shelf-stable product, these critical lipids and sterols are almost always removed from the whole grains in question. What is also removed is the *nutritional value* that comes from the entire whole grain. You may be receiving more nutrients from these whole-grain products than from bleached

and/or heavily processed flours, but the nutrients your *cells* need—lipids and sterols—are still missing from packaged whole-grain foods.

You Know the Answer— Tre-en-en®!

There is a way to fill the very important dietary gap between the "whole-grain" foods you purchase and the whole-grain nutrition your body needs: Tre-en-en® Grain Concentrates. Tre-en-en provides the lipids and sterols food processing and manufacturing remove. We must all make sure we receive *complete* whole-grain nutrition, including the lipids and sterols our cells need, by including three servings of Tre-en-en Grain Concentrates every single day. You can miss out on critical lipids and sterols by eating incomplete whole grain foods, or you can have complete whole grain nutrition by adding Tre-en-en® Grain Concentrates to your daily diet. You Decide!



How Whole Is Your Grain?

Did you know that wheat in its unprocessed form is nearly 10% fat (lipids & sterols) by weight?

When looking at the label of a "whole-grain" food, don't be surprised to find up to 90% of the natural lipids and sterols have been removed during processing—even though the food can legally be called "whole grain."

Food	Percentage of lipids & sterols
Whole, unprocessed wheat	10%
Post Shredded Wheat	2%
Wheaties	1%
Oroweat Natural 100% Whole Wheat Bread	3%*

* Soybean oil added

