

The Whole Food Difference

By Dr Fred Hooper, PH.D., Scientific Advisory Board Member.

One of the major differences that separates GNLD from other nutritional supplement companies is our practice of looking to Nature for solutions to nutritional challenges. Over the years, we have always directed our research activities in these areas by looking for 'nature's blueprint' first. Asking ourselves 'what did nature intend?' The answers to our questions have invariably brought us back to whole food. Nature intended that we get the nutrients we need from the foods we eat each day. As new scientific research has disclosed the importance of previously unknown or poorly understood nutrients, the rewards for our efforts in nutrition research have been many. Today GNLD stands as one of the most advanced nutrition companies in the world.

THE COMPLETENESS AND CORRECTNESS ADVANTAGES

Two of the most important advantages to the GNLD 'whole food difference' can be summed up in the words: **Completeness** and **Correctness**.

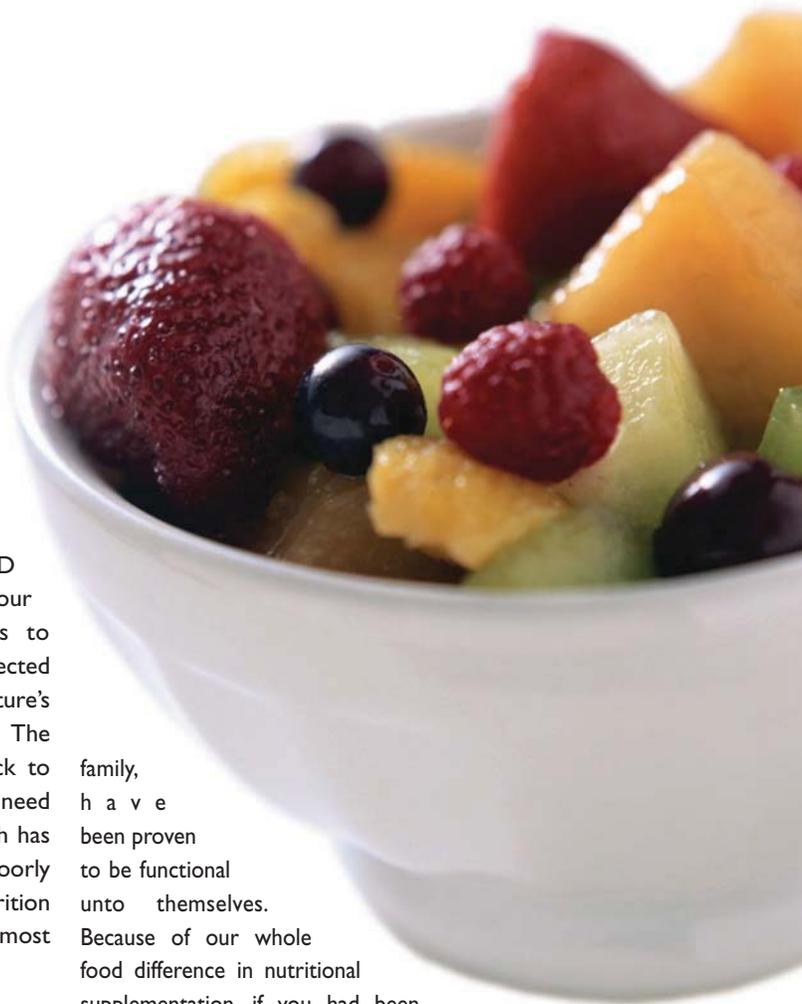
Completeness is an essential component of any product that seeks to enhance the overall quality of a diet. There are thousands of components found within the human food chain and each year new research helps us understand just how important they can be. Whereas it has been shown that individual nutrients can make a beneficial contribution to the diet, a long-term, lifetime nutrition strategy should be to provide the body with the wide array of nutrients naturally found within the human food chain.

There are many examples of the **Completeness** advantage that the whole food difference provides in GNLD nutritional supplements, but just two (2) examples can easily prove the point.

First consider d-alpha tocopherol (vitamin E). Nowhere in our natural food supply does d-alpha tocopherol exist alone. It is always associated with a large number of other components, many of which have been shown to play supporting or even synergistic roles within the body. Some, in particular the other members of the tocopherol

family, have been proven to be functional unto themselves. Because of our whole food difference in nutritional supplementation, if you had been taking GNLD Vitamin E capsules, you would have been giving your body not just d-alpha tocopherol but beta, gamma and delta tocopherol as well as the tocotrienols (all 8 Vitamin E's), plus a broad spectrum of the other whole food nutrients that vitamin E rich foods are supposed to provide.

Beta-Carotene is another example of the completeness advantage of the GNLD whole food difference. The research and scientific reports that created the awareness of the importance of beta-carotene in the human diet came from epidemiological studies that compared the dietary habits of large numbers of people to their health records. From decades of evaluating and comparing this information for tens of thousands of people, many 'trends' became apparent. One trend in particular, gave a strong indication that those people who ate the most foods that were rich in beta-carotene had the lowest incidence of certain diseases and lived the longest. At the time this information came out, many companies rushed to market with beta-carotene supplements. The vast majority of which were synthetic, single nutrient formulations.



At GNLD's Scientific Advisory Board level, however, we knew that nowhere in our natural food supply does beta-carotene exist alone. It is always found with varying amounts of a wide group to nutrients known as carotenoids. Thus, our response was not to rush to market with just beta-carotene, but rather to provide a 'whole food' beta-carotene from within the natural food chain. Our initial choice was CARROTS. Therefore, if you have been relying upon a GNLD product to increase the beta-carotene in your diet, you have been getting not just beta-carotene, but the whole food family of carotenoids found in carrots.

Today with our unique and exclusive Carotenoid Complex, the whole food difference is even more apparent. Each capsule delivers what no other product can, the whole carotenoid profile of Carrots, Red Capsicums, Spinach, Tomatoes, Apricots, Peaches and Strawberries. The exact whole food completeness that nature intended. It is a certainty that any other product would not deliver this.

Correctness is another whole food difference that other sources outside the natural human food chain just can't provide. Again, using Carotenoids as an example, the difference is obvious. There is a long history of safe use of foods such as those contained in Carotenoid Complex. This is not necessarily true of other sources of some carotenoids from sources such as algae (*dunaliella salina*) or red palm kernel. We do not have long term data based upon centuries of consumption of these materials simply because they are not foods humans usually eat. They do not naturally occur inside the human food chain.

So what happens if a person chooses to take these components as part of their diet for 20 or 30 or 70 years?

No one knows for sure. Maybe nothing.

On the other hand, research shows that people who eat diets rich in foods like Carrots, Spinach, Red Bell Peppers, Tomatoes, Peaches, Apricots and Strawberries will get the whole food carotenoids nature intended.

A LIFETIME OF DIFFERENCE

Science has provided a tremendous amount of new knowledge about nutrition and health in the last few years. There is much that we have yet to learn, however, before we can truly claim to maximise every individual health and longevity potential. It is safe to say that wherever science takes us, nature will have led. GNLD's ongoing commitment to following nature's blueprint virtually assures that we are on the right track.

Nutritional supplement choices should be lifetime decisions. It's not like you won't need them in a year or two. You need them forever! The GNLD whole food difference is real. It provides the **Completeness** that Mother Nature intended with the **Correctness** of the natural human food chain.

How can we justify anything but the best?

SAB MEMBER

Dr. Fred Hooper PHD.



Dr Fred Hooper, member of GNLD's Scientific Advisory Board (SAB) will be conducting a series of seminars on nutrition, supplementation and the GNLD difference throughout the South Pacific in February.

Fred has an in-depth understanding of the intricate environment of the individual human cell and a fierce dedication to protecting the

biological integrity and health of that environment. A noted product formulator, Dr Hooper explores how nutrients from whole foods work together to nourish, protect and regenerate cells and how whole-food supplements can provide optimal nutrition at the cellular level.

Dr Hooper lectures throughout the world to provide diverse audiences with the "straight talk" they need to make informed decisions about their health and nutrition.

You won't hear a more credible and easy listening presenter than Dr Fred Hooper.