

What's Missing from Your Food... Is Costing You More than Money

Some people are extending their lives, but without good health, and many people aren't even living longer. We cannot depend on our disease-care system to keep us healthy, or on managed care to pay for our illnesses. Today, nutritional products are part of a \$30 billion market, with sales projected to reach \$100 billion by the year 2000. Millions of people have decided that now is the time to make informed choices about the proven benefits of good disease prevention.

Our modern-world health challenges are completely different from those of only a generation or two ago. Our parents and grandparents lived in fear of infectious diseases. Since the discovery of antibiotics and immunizations, most of us aren't ravaged by these maladies. Now we suffer from **heart attacks, cancer, addictions, autoimmune disorders, burnout, chronic pain, overweight, food and chemical cravings.** Nutritional science and technology have recently changed our seemingly helpless position — just as the discovery of antibiotics changed everything for our parents. We now know what makes us get and feel unhealthy, and there is something we can do to prevent it.

Four factors, taken together, predetermine where we fall on the continuum between health and disease. It's never too early or too late to change that position.

Toxicity, Nutrients, Stress, Genetics

Toxicity from substances foreign to life is a major cause of disability and death in our age. Common sources of toxicity include pesticides and fungicides in foods; artificial flavorings, colorings, additives and preservatives in foods, industrial pollutants in the air, food and water; abused drugs (legal and illegal);

electromagnetic radiation and ozone; pharmaceutical drugs (prescribed and over the counter); radon and chemicals in unventilated spaces; molds, dust and environmental allergens; toxic chemicals from yeast and other unhealthy intestinal organisms; food allergies; naturally-occurring toxic substances; and toxins from by infectious disease microorganisms.

Nutrients required to sustain life are water, oxygen, sunlight, fiber, essential amino acids (from protein), essential fatty acids (from "good" fats — monounsaturated ones), essential vitamins, and essential minerals. Nutritional deficiencies keep us from functioning at our best and make it more difficult for our bodies to rebound from the effects of toxicity. Three-quarters of Americans take in less than the required levels of all minerals, and 90% of us are below health maintenance levels in magnesium and chromium. Diseases are directly related to nutritional deficiencies caused by food processing, the genetic engineering of foods to extend shelf life, mineral-depleted soil, fast-food lifestyles, and personal over-cooking habits.

Deficiencies in the following essential nutrients probably account for most of the problem: **minerals** (crucial to the biochemical

machinery of our cells); **antioxidants** (such as Vitamins A, C, and E, the mineral selenium, and plant phytonutrients), which detoxify cancer-causing poisons that get into the body; and **essential fatty acids** from plants and fish. “Essential” means that we can’t make them!

Stress makes our body chemistry work harder. As oxygen is burned to fuel the body’s defense against stress, free radicals are produced, and vitamins and minerals are used up more rapidly. This is why stress can predispose us to cancer and heart disease. We can either cut down on or eliminate the stress — or at least minimize the injuries that stress causes — with bioavailable nutritional supplements.

Stress also uses up some of our natural “feel-good” brain chemicals, called neurotransmitters.” These neurotransmitters are released to modify pain and stress in situations that threaten your life or your ego. Stressful modern lifestyles often call for their release throughout each day. In the long term, this overuse leaves us depleted and feeling down. We also make these transmitters in order to experience joy and pleasure. If we feed our brains properly, they will produce the right amount and proportion of neurotransmitters for us to function better. We can feel more joyful — *naturally*.

Genes — of course, we have little control over them. But knowing we have inherited certain characteristics can guide us in the choices we *do* have. If we have genetic risks predisposing us to specific health or psychological problems, we can focus more intently on stress reduction, nutrition, and decreasing toxic exposure, in order to compensate.

Stress and exposure to toxins drive our nutritional requirements higher in a time of diminished nutritional sources. Our modern diets can’t really come close to feeding us properly. **The debate is over. Supplements are necessary to make a real difference in**

overall health and to minimize the impact of genetic predispositions to disease!

GI Tract Injury

Damage to the gastrointestinal tract can occur as a result of any of the four factors which predispose us to diseases (toxicity, nutritional deficiency, stress, and genetics). Such injury has enormous implications for the health and sense of wellbeing of the rest of the body, including the brain. When the GI tract is injured, its micro-thin lining (the barrier that keeps toxins and undigested food particles out of the body and lets nutrients in) breaks down. The nutrients that should get in don’t make it, and the waste products and toxins that shouldn’t get out leak across into the blood stream. GI tract injury can exacerbate two of the four predisposing factors to disease — toxicity and nutritional deficiencies. And stress is a leading cause of GI tract injury.

Antioxidants

Antioxidants are essential in removing free radicals, which cause cellular injury. Why does automobile exhaust cause disease? Why do alcohol, tobacco and drugs injure us? Why do potentially lifesaving medications kill or injure thousands of people each year? Most people are surprised

to find out that the injury caused by these substances has more to do with their breakdown products, called “metabolites,” than with the original substances themselves. Some of these metabolites are called “free radicals.” They injure our tissues, cellular components, and even our DNA. These injuries lead to higher rates of cancer, vascular disease, immune disorders, and many other health problems — and they accelerate aging. We have three choices regarding chemical injury. We can decrease or stop exposure to chemicals. We can take optimal amounts of antioxidant nutrients, which help to remove these free radicals before they cause injury. Or we can do

both. Even if we continue using substances like alcohol, tobacco or prescription drugs, and we're exposed to chemicals in foods or in the environment, antioxidants can alleviate many of the risks that these substances pose.

Neurotransmitters

These are your natural “feel-good” brain chemicals. Poisons in your food or in the environment can unbalance them, causing irritability, sleep irregularities, compulsions, anxiety, depression, and other psychological problems. Some people are genetically predisposed to have difficulties generating these neurotransmitters. Others just lack the dietary components that make up these neurotransmitters. Many people have turned to artificial substances — tranquilizers, drugs, alcohol, nicotine, caffeine, and sugar — to replenish these brain chemicals, because they don't realize that their problems are caused by natural deficiencies due to faulty brain chemistry or inadequate diets. In the table below are some neurotransmitters and their natural precursors (chemical building blocks), the artificial substances used to substitute for them.

NEUROTRANSMITTER AND THEIR NATURAL PRECURSORS		
Nutrient Precursor	Neurotransmitter	Artificial Substitute
Tyrosine	catecholamines	cocaine, amphetamines
Omega-6	prostaglandin I	alcohol, marijuana
Glutamine	GABA	sedatives, hypnotics
Phosphatidylcholine	acetylcholine	nicotine
D-phenylalanine	endorphins	heroin, opioids & enkephalins

Bioavailability and Biodelivery

Now you can benefit from the latest scientific studies on health and nutrition so that you can get the restoring advantages of such “nutraceuticals.” Nutrenergy products supply necessary nutrients in the form of multivitamins and multiminerals, along with antioxidants and phytonutrients to build healthy cells and repair free radical damage.

Nutrients such as amino acids, vitamins, minerals, and essential fatty acids can prevent or ameliorate a vast array of human problems. Sadly, however, over \$30 billion worth of nutrients are naively purchased by consumers each year and most are ruined by stomach acids or passed through the alimentary canal into the toilet. Extracting nutrients from nature and preparing them in forms that can be used by the body and delivering them to the sites where they are needed require difficult and expensive sciences that most companies won't bother with. Our processes use the cumulative knowledge from thousands of scientific studies and the Nutrenergy Express System, NES™, to make our nutrients available to your body and to deliver them where they are needed.

The Amazing Nutrenergy Express System (NES)™

NES™ makes up the tableting base for many of our Special formulations. This helps to repair your intestinal tract and provides biodelivery of the nutrients. Essential fatty acids and amino acids are included to replenish your natural brain chemistry. One of Nutrenergy's manufacturing companies has devised this one-of-a-kind tableting base to “package” the nutrients. That's the Nutrenergy Express System (NES)™ — a biodelivery technology that represents a breakthrough in nutritional research to maximize nutrient absorption. Nutrients are delivered directly to your GI tract cells. Health at the cellular level translates into overall physical and psychological wellbeing.

