



INTRODUCTION TO HERBAL ALTERNATIVES

If you are weak, eat herbs.

—Romans 14:2

O plants and herbs! You have the power to rescue the sufferer.

—Atharva Veda

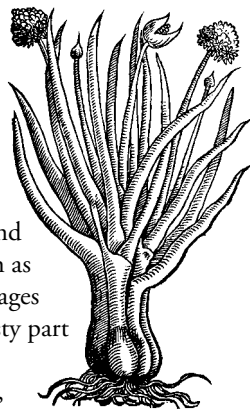
An open mind is the moral essence of medicine.

—Dr. Taro Takemi, M.D., President, World Medical Association

TRADITIONAL HERBS HAVE SUPPORTED WELLNESS THROUGHOUT THE AGES

As the world's major food source and its only oxygen source, plants make animal life possible. Our hunter-gatherer ancestors used all types of plants in their daily lives, and early in the history of the human race they learned—through trial and error—that certain plants could be used to support wellness. It probably did not take many exposures to rhubarb or prunes, for example, to figure out their effects on bowel function.

Ancient people all over the world identified an interesting category of plants—herbs—which could be used to nourish and revitalize the body. Some herbs are foods. (Certain fruits, vegetables, and nuts, for instance, are herbs.) From spices such as mint, basil, parsley, ginger, and rosemary, to flavorful vegetables such as garlic, onions, and radishes, to beverages such as tea and coffee, herbs are a tasty part of our daily lives. Other herbs, historically used to enhance wellness, have no dietary connection: Echinacea, St. John's wort, saw palmetto, and ginkgo biloba are a few examples. Still other herbs, such as licorice root, sarsaparilla, cranberry, and Aloe vera, have been used both as foods and wellness enhancers.



Herbal preparations, usually made from roots, flowers, barks, or their extracts, were the only effective remedies available to our ancestors. People handed down their herbal knowledge from generation to generation. Over the years, a wealth of information accumulated, and the benefits of certain herbs became well-established. Yesteryear's folk remedies evolved to become today's herbal preparations and pharmaceuticals. The same active ingredient that our ancestors drank in willow bark tea to relieve their headaches, for instance, is found now in aspirin. Today 30 percent of conventional drugs are derived from plants. And in spite of the cornucopia of modern medicines, billions of people—more than 80 percent of the world's population!—still rely primarily on herbs to enhance their wellness and meet their healthcare needs.

A HISTORY OF HERBOLOGY

For thousands of years, herbs have been used safely and effectively to enhance wellness:

- Anthropological evidence indicates that even our hunter-gatherer ancestors used herbs to their advantage. Even more amazing, humans may not have been the first species to make use of herbs. Scientists studying primates in Tanzania have found nearly a dozen nonfood plants—a veritable materia medica—in use among chimpanzee populations. One of these plants, an indigestible leaf with bacteria-killing ability, has been used by African peoples to treat wounds and stomachaches.
- One of the earliest written records of herbs is **China's** *Pen-Ts'ao Kang-Mu* (3737 BC), a compendium of 8,160 prescriptions mostly prepared from plants.
- Herbs played an important role in ancient tablets and writing from Mesopotamia, Egypt, and Persia. They are mentioned throughout the Bible, as well as in Egypt's *Ebers Papyrus* and *Smith Papyrus*, both named for their discoverers, which described herbal remedies for various conditions, including ringworm and fluid retention.
- Herbal practitioners in India, the origin of many spices and medicines, made significant contributions to botanical knowledge. About 5,000 years ago the Veda outlined numerous natural remedies.
- The ancient Greeks, too, had a rich herbal tradition: Hippocrates (460-377 BC), the "Father of Medicine," wrote about a number of healthful plants, as did Dioscorides, who in AD 78 published the five-volume *De Materia Medica* describing beneficial uses for hundreds of plants.





- Likewise, Roman physician Claudius Galenus (better known as Galen, AD 130-200), whose ideas dominated medicine for 13 centuries, published 11 books on health-supporting plants.
- Native American peoples are famous for their wisdom in using herbs and other plants to support health.
- Europeans (notably the British, Germans, Italians, and French) have a long tradition of employing herbs to enhance wellness.

MODERN TRENDS IN HERB USE

Today herbs are again growing in popularity as people seek ways to support health naturally and gently. Ethnic herbal practices—Native American, Chinese, Ayurvedic (Indian), African, European, etc.—have garnered tremendous attention as people worldwide look for logical answers to their health care needs. Economically and emotionally, we can no longer afford the “fix it after it breaks” approach to health care. People everywhere are dismayed by rising medical costs, the depersonalization of a hospital stay, and the danger of adverse side effects. An ounce of prevention really is worth a pound of cure, and certain herbs could play important roles in enhancing wellness. Recently folk remedies from Africa to the Americas to Asia gained a measure of legitimacy when the World Health Organization adopted a resolution calling for governments to incorporate traditional medicines, including herbs, into their national health care systems.

Researchers have begun the daunting task of identifying, isolating, and concentrating the active ingredients in thousands of herbs, and they are beginning to understand, biochemically and physiologically, how these herbs work. And work they do. Herbs have proven so successful as sources of effective ingredients that today’s drug companies often look first to traditional places, such as the rain forest, and traditional healers, such as shamans, for clues to guide their drug-development efforts. But while whole herbs contain active ingredients which can be isolated, mimicked, and

patented, drug companies have little to gain by studying them, as plants per se cannot be patented and sold exclusively. The result?

Herbal preparations are based on whole plants as they exist in nature and thus contain many active ingredients, whereas drugs are isolated chemical ingredients. The big difference between herbs and medicines, however, is that herbs are employed to maintain wellness and prevent disease, whereas medicines are used to cure diseases after they have developed.



Researchers are just beginning to discover the scientific basis for the benefits of herbs that have been used for thousands of years, such as Ginkgo biloba, ginger, licorice root, ginseng, and Aloe vera. In traditional Asian medicine, for instance, ginseng was said to “strengthen mentality, relax, and calm the nerves.” Likewise, many studies of the effect of St. John’s wort on mood have yielded promising results, and it is currently a topic of investigation at the National Institutes of Health. Saw palmetto has garnered similar attention for its role in supporting male physiology, as has Ginkgo biloba for its brain-protecting properties and Aloe vera for its soothing characteristics. In scientific studies of traditionally valued herbs, the facts often substantiate the folklore.

WELLNESS VERSUS HEALTH

While nutrients support health, herbs enhance wellness. Whereas health is freedom from any symptoms of disease, wellness is freedom from other conditions—irregular sleep cycles, allergic responses, menstrual irregularities, digestive tract complaints, etc.—that keep us from feeling our best. As such conditions are common, herbal preparations need to be broad-based enough to benefit large segments of the population.

Can you be healthy but not well? Yes! You could be lacking symptoms of any disease. You could be receiving all the nutrients you need. But you might not be feeling 100 percent well. Consider the example of a man who eats right, takes supplements to make up for dietary shortfalls, exercises regularly, lives a healthy lifestyle, but has trouble sleeping at night. He would be healthy—free of disease symptoms—but because he is not sleeping well, he will not feel well. Sleeplessness is not a disease. It is not even a condition for most people—it is just something they live with. In this case the object of an herbal preparation is not to treat insomnia or sleep disorders requiring medical attention. The object is to help the average man who is sleeping but is not getting all the rest he needs. In essence, the herb that is able to help him sleep is serving as a **wellness enhancer**.

Consider as a second example a healthy woman who, come every spring, is sensitive to pollen in the air. Again, she is healthy, but again, she is not as well as she could be. Perhaps herbs may be of benefit in decreasing her sensitivity to pollen. Or, in another scenario, this healthy woman may have a more dramatic menstrual cycle than average. Maybe her discomfort is not severe enough for a visit to the doctor, hormone therapy, or drugs, but it detracts from her sense of wellness. Perhaps herbs could support the natural ability of her body to normalize her cycle. Similarly, a person who is experiencing digestive complaints may not have any disease, but could experience enhanced well-being with laxative herbs.

Over the course of years, the imbalances that compromise wellness may erode health. Enhancing wellness is a step towards feeling better and staying healthy.



ANCIENT WISDOM + MODERN SCIENCE = GNLD'S HERBAL ALTERNATIVES

For centuries, many civilizations have worked to master the art of herbalism. Many nutritional companies in turn have tried to capture the essence and benefits of ancient herbalism, but few have succeeded. Each step, from harvesting through final packaging, has a critical impact on the quality and benefits delivered in the final product. Three problems have stood as unsurpassable obstacles to delivering the complete benefits that herbs have to offer—ensuring their potency, purity, and consistency.

Since 1958, GNLD has been renowned for its superior nutritional products. With a proven track record in creating products that support optimal health, we expanded this vision by embracing the benefits of herbs. Marrying ancient wisdom with modern science, GNLD has succeeded where others failed.

PROBLEM #1:

LACK OF PURITY

Bacteria are everywhere in our natural environment. While some are beneficial or harmless, others pose health risks. To the herbal manufacturer, controlling the presence of harmful bacteria is a primary challenge. Many companies have failed to address this challenge. The result? Tainted products and harmed customers. Many other companies which do address this challenge use toxic gases or gamma-radiation to kill harmful bacteria, but neither of these options is acceptable to GNLD.

THE GNLD SOLUTION:

A NEW STANDARD OF PURITY AND CLEANLINESS

With the introduction of Herbal Alternatives, GNLD has set a new standard for purity and cleanliness. Rather than using toxic gases, gamma radiation, or preservatives to ensure that herbs are free of bacterial contamination, GNLD employs sophisticated processes that purify the herbal extracts. These anti-microbial processes assure GNLD customers that they can rely on the benefits of Herbal Alternatives without worrying about their purity. After the herbal extracts are dried to form powder, the powder is tested again to reconfirm its purity, pressed into tablets, and packaged into convenient, hermetically-sealed blister packs. GNLD formulations are 100% natural and contain no added sucrose, yeast, corn, soy, or milk derivatives.



PROBLEM #2:

LOW POTENCY AND LARGE PILLS

In their native state, herbs have relatively low levels of active ingredients. That's why the recommended daily intake of many herbal preparations is several large capsules or tablets taken two or more times a day.

THE GNLD SOLUTION:



CONCENTRATED FOR POTENCY AND GREAT VALUE

Each GNLD Herbal Alternatives tablet reflects a unique process that retains all of the herbal benefits while concentrating them to at least five times their natural potency. By delivering a potency that would otherwise require five or more tablets to achieve, Herbal Alternatives eliminate the need to take large numbers of tablets or capsules. As a result, you enjoy greater potency, the convenience of fewer tablets, and greater value, too!

PROBLEM #3:

INCONSISTENT CONTENT OF ACTIVE INGREDIENTS

Like all of nature's living things, herbs can vary greatly in their active-ingredient content from crop to crop, field to field, year to year. Few herbalists know how to detect these fluctuations, and few products deliver the kind of consistency customers demand. Frequently, the benefits a person experienced from one bottle of herbal supplements were not experienced with the next bottle.

THE GNLD SOLUTION:

STANDARDIZED ACTIVE INGREDIENTS

Starting with the world's best-proven herbs, GNLD formulators apply the most recent advances in analytical sciences and the most advanced herbal processing techniques to create products that deliver consistent benefits, pack after pack. They take great pains to ensure that the proportions of all the carefully extracted ingredients remain the same as in the original starting material and that only the excess water and indigestible fibers, such as cellulose, are removed. They identify key active





constituents of the herbs and test for the presence of these constituents to ensure they are present in the extracts at consistent levels. This procedure assures that active ingredients are always present in the final product at defined potencies which are “standard” for each herb. Standardized extracts provide for more accurate dosage and reproducible benefits.

With the introduction of Herbal Alternatives, GNLD has overcome all of these obstacles and has set a new standard of excellence—one that guarantees GNLD’s Herbal Alternatives are simply the best herbal supplements available today! Our unique and exclusive formulations bring you the best of the great herbal traditions of the world—European, Chinese, African, Ayurvedic, Native American, and more—to support everyday wellness.

FROM HARVEST TO YOUR HOME:

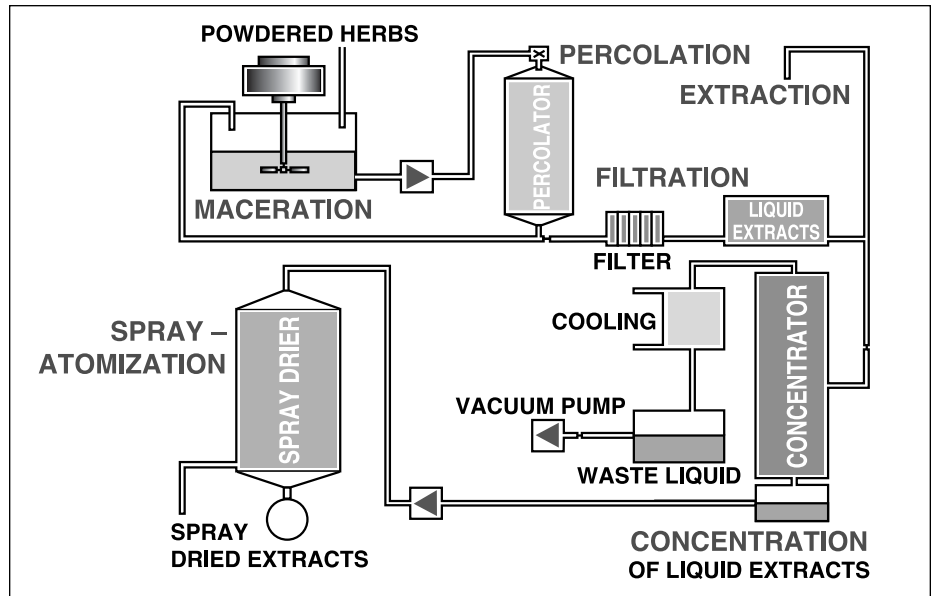
HOW HERBAL ALTERNATIVES ARE MADE

When GNLD researchers set out to investigate the benefits of herbs for the purpose of creating a superior line of herbal supplements, they did so with an open mind and an aim to provide the best that Nature and Science have to offer. Working directly with some of the world’s most knowledgeable master herbalists, they created formulations unsurpassed in safety and efficacy. Their goal was to bring together select, time-tested herbs in unique ratios, balances, and combinations to develop a product line that would fulfill a broad spectrum of genuine human needs. They succeeded grandly with Herbal Alternatives.

To best control for factors such as soil, climate, and season, which all have an impact on the quality and potency of a particular herb, we hand-select our herbs from choice fields in remote regions. Growing herbs naturally in their native geographical locations ensures the highest-quality starting materials. From here the herbs are meticulously harvested.

They are then brought to GNLD’s state-of-the-art manufacturing facility. Herbal Alternatives are produced and packaged at a government-licensed facility whose operators adhere to a code of good manufacturing practices (GMPs). At each step, samples are analyzed to verify pure and consistent content.

This extensive quality control uses sophisticated laboratory tests, such as thin-layer chromatography (TLC) and high-performance



liquid chromatography (HPLC), which read the “fingerprint” unique to each active ingredient. These tests allow GNLD to confirm the presence of active ingredients to a degree of accuracy heretofore unknown within the herbal industry.

Before extraction of their active ingredients, the herbs are analyzed to reconfirm their identity and determine their potency. In preparation for extraction, they are cleaned of any foreign matter and then milled to a powder. A unique three-step process assures complete extraction of the active herbal constituents while also assuring the purity and cleanliness of the extract:

- 1) **Maceration** softens the herb powder by continuously mixing it with the liquid extractant most appropriate for complete removal of the active herbal constituents.
- 2) **Percolation** optimizes extraction. The macerate (partially extracted herb) is placed in porous sacks, much like large tea bags, inside a percolator. A liquid extractant circulates through the percolator and becomes enriched with extractable active herbal constituents. This “tea-ing” process continues until laboratory analysis confirms complete extraction of the herb. The extract is then filtered to remove any remaining plant solids, impurities and non-essential compounds.
- 3) **Concentration** follows. The liquid herbal extract is concentrated under vacuum. What remains is a pure, potent liquid rich in active ingredients. This liquid extract is then spray-dried in a counter-current of warm, dry air, and the resulting dried material is analyzed to assure the pure and consistent content of active ingredients. Only at this point is the material approved for use in GNLD’s herbal tablets.

GNLD’s herbal products are formulated and manufactured with the highest regard to safety. If you are pregnant, however, you should consult with your physician before embarking upon any supplementation program.