

# FAST FACTS ABOUT LECITHIN

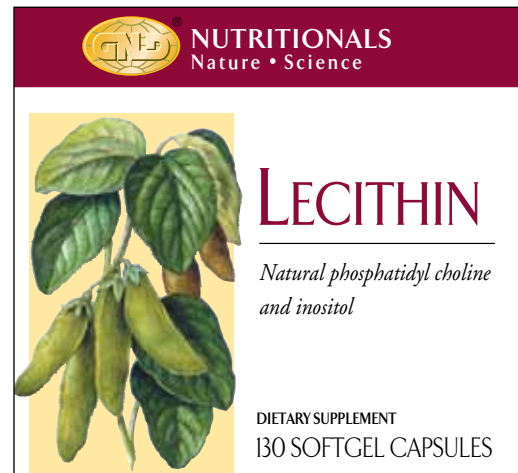
Lecithin contains high concentrations of two nutrients — phosphatidyl choline and phosphatidyl inositol — which support primary brain functions. GNLD's Lecithin provides these critical phospholipid “building blocks” necessary for optimum functioning of cells and nerve tissue.

## WHY LECITHIN?

- Lecithin has been given the name “brain food” because of its **high concentration of phosphatidyl choline**, which supports primary brain functions including memory, thought, and muscular control.
- Phosphatidyl choline is a biological **precursor to acetylcholine**, a neurotransmitter within the brain. Acetylcholine is so critical to healthy brain function and cell membrane chemistry that if sufficient choline is not provided through diet, the body will “cannibalize” body tissue and extract the choline or choline building blocks needed.
- Phosphatidyl inositol, another component of lecithin, **supports the structure of nerve cells and helps nerves transmit signals**.
- Lecithin's unique chemistry allows it to **emulsify or disperse lipids (fats, oils)** in water. In the body, lecithin contributes to lipotropic factors in the bloodstream. In water-based blood serum, choline and inositol aid in the stabilization of blood lipids, helping to keep them dispersed evenly in the blood. These lipotropic capabilities have given lecithin a reputation as an “anti-cholesterol” nutrient.
- Lecithin's emulsifying capabilities also support **better nutrient absorption** in the digestive tract.

## WHY GNLD LECITHIN?

- Developed using the same **leading-edge lipid technology** used to produce GNLD's Formula IV<sup>®</sup>, fish oil supplements, and “water-miscible” vitamins.
- **The inositol in GNLD's Lecithin is 100% myo-inositol** (“muscle sugar”), the biologically active form.
- **Each serving contains 1,200 mg of pure soybean phospholipid**, the purest and most concentrated raw material available. This pure lecithin consists of active phospholipids choline (175 mg) and inositol (100 mg), the two most important dietary contributors of lipotropic factors and involved in nerve transmission.
- **Added magnesium, wheat germ oil, and natural vitamin E** help boost nutrient potency, improve stability, and prevent oxidation.



| Supplement Facts  |                             |
|---|-----------------------------|
| Serving Size 2 Capsules<br>Servings Per Container 65  |                             |
| Amount Per Serving  | % Daily Value               |
| Calories  | 16                          |
| Calories from Fat   | 13                          |
| Total Fat   | 1.5 g 2.5%*                 |
| Saturated Fat   | 0 g 0%*                     |
| Vitamin E (as d-alpha-tocopherol)   | 10 IU 33%                   |
| Magnesium (as magnesium oxide)  | 12 mg 3%                    |
| Phosphatidyl Choline (from soy lecithin)  | 175 mg †                    |
| Phosphatidyl Inositol (from soy lecithin)   | 100 mg †                    |
| * Percentage Daily Values are based on 2,000 calorie diet<br>† Daily Value not established                  |                             |
| Other ingredients: Gelatin, glycerin, soybean oil, yellow beeswax, water, natural color and wheat germ oil. |                             |
|                          | Lot #<br>Best If<br>Used By |

**SUGGESTED USE: 2 capsules daily.**

Phosphatidyl choline supports key brain functions including memory and muscle control and assists fat metabolism in the liver and throughout the bloodstream. Phosphatidyl inositol supports nerve cell structure and nerve impulse transmission.\*


\* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

Each 1200 mg serving delivers important phytonutrients from pure soybean phospholipids. As well as being rich in phosphatidyl choline, this nutritious whole food provides 100% myo-inositol, the only bio-active form of this nutrient, and 230 mg of other biologically active phosphoglycerides.

This product contains no Sucrose, Yeast, Corn or Milk Derivatives.

Store in a cool, dry place, away from direct sunlight. Packaged with safety seal.

NOT SOLD IN RETAIL STORES  
Available Exclusively From GNLD Distributors

 **Golden Neo-Life Diamite International**  
Fremont, CA 94538 U.S.A.  
Leading edge nutrition since 1958.



# THE LECITHIN STORY

## LECITHIN: “BRAIN FOOD,” “ANTI-CHOLESTEROL” NUTRIENT, AND A COMPONENT OF EVERY CELL

Lecithin was first isolated from egg yolk in the 1850s. In fact, the Greek word for egg yolk — *lekithos* — is the basis for the name lecithin.

Lecithin is a crucially important nutrient found in every cell in the body, especially as a major building block of cell membranes.

Due to its unique chemistry, lecithin has natural emulsification properties, meaning it can disperse lipids (fats or oils) in water. In the body, these lipid-dispersing capabilities contribute to a host of critical biological functions.

## LECITHIN AND NEUROTRANSMISSION

Nutritional lecithin is a special fraction of soybean oil that contains pure phosphatidyl choline and pure myo-inositol. These nutrients are used for various functions throughout the body.

Lecithin has been called “brain food” because of its high concentration of phosphatidyl choline. Choline, in the form of acetylcholine, is a neurotransmitter within the brain. In fact, the brain contains the body’s single largest store of acetylcholine. Without acetylcholine, primary brain functions such as memory, thought, and muscular control would not be possible. Acetylcholine is so critical to healthy brain function that if sufficient amounts are not supplied by the diet, the body will “cannibalize” body tissue and extract the needed choline or choline building blocks.

## LECITHIN AND LIPID CHEMISTRY

Besides supporting natural brain function and cell membrane chemistry, lecithin can contribute to blood lipid stability and overall digestion and absorption.

In the bloodstream, which is mostly water, lecithin contributes lipotropic factors which help stabilize blood lipids and keep them evenly dispersed in the blood. It is these “emulsifying” lipotropic capabilities that have earned lecithin the reputation as an “anti-cholesterol” nutrient.

Lecithin contributes these same emulsification properties to the digestive tract, helping to disperse dietary lipids (fats and oils) evenly, thereby supporting better absorption of nutrients.

## BASED ON GNLD’S PIONEERING LIPID TECHNOLOGY

GNLD researchers have been conducting ground-breaking investigations into the roles of dietary lipids since the development of our flagship product, Formula IV®. Lecithin is a primary component of GNLD’s unique “water-miscible” vitamin technology, and is an important ingredient in all of GNLD’s protein products, contributing to their superior mixability, smooth texture, and nutritional quality. Other lipid technology leadership can be seen in GNLD’s species-specific fish lipid products, including Cod Liver Oil, Omega III Salmon Oil, and Vitamin A.

## FINEST RAW MATERIALS, PUREST PRODUCT

After reviewing numerous raw materials, GNLD chose to derive Lecithin from the purest soybean oil that yields lecithin with high concentrations of the phospholipids choline and inositol.

Each serving of GNLD Lecithin contains 1,200 mg of pure soybean phospholipids. This pure lecithin consists of active phospholipids choline (175 mg) and inositol (100 mg), the two most important dietary contributors of lipotropic factor. What’s more, the inositol is 100% myo-inositol (“muscle sugar”), the only biologically active form of this nutrient, and 230 mg of other biologically active components.

## ADDED MAGNESIUM, WHEAT GERM OIL, AND VITAMIN E

Finally, the only components added to GNLD’s pure lecithin are a small amount of magnesium and wheat germ oil to stabilize the product, and natural vitamin E to provide antioxidant protection.