

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!

CAROTENOID COMPLEX™ or JUICE PLUS GARDEN BLEND?

THE IMPORTANCE OF CAROTENOIDS:

Developments at the forefront of scientific research over the past decade have shown over and over again that carotenoids, nature's colorful phytonutrients from fruits and vegetables, are fundamental to good health. Indeed, they have been shown to be directly involved in protecting our cells, blood and cardiovascular system from attack by free-radical oxidants.

Additionally, they have been shown to play a direct role in immune capacity. When dietary carotenoids are low, immune capacity is compromised. Conversely, when dietary carotenoids are abundant, immune capacity is enhanced. It is safe to say that carotenoids play very important roles in both day-to-day and long-term health.

THE RESULTS:

Alpha carotene
Beta carotene
Lycopene
Lutein

Carotenoid Complex

YES
YES
YES
YES

Juice Plus Garden Blend

None detected
YES*
None detected**
None detected

Other important comparative criteria:

All "human food chain" sources?
Natural "lipid soluble" form?
USDA proof it works?

YES
YES
YES

NO*
NO***
NO

THE PROTOCOL FOR ANALYSIS:

The protocol for comparative analysis of Carotenoid Complex and Juice Plus Garden Blend capsules was carried out by reverse phase HPLC (high performance liquid chromatography) in conformance with methodologies outlined in peer-reviewed analytical journals. (1, 2, 3, 4)

ANALYTICAL REFERENCES:

1. BH Davies, "Analytical Methods - Carotenoids," TW Goodein (ed) Chemistry and Biochemistry of Plant Pigments. vol 2 second edition, Academic Press, London (1976) pp. 150 - 153.
2. Jean Gross, Pigments in Vegetables: Chlorophylls and Carotenoids Van Nostrand Reinhold, NY (1991) pp. 124 - 128.
3. H.J.C.F. Nells and A. P. DeLeenheer. "Isocratic Nonaqueous Reversed - Phase Liquid Chromatography" in Analytical Chemistry (1983) pp. 270 - 275.
4. J.G. Bieri, E. D. Brown and J. C. Smith. "Determination of Individual Carotenoids in Human Plasma by High Performance Liquid Chromatography" Journal of Liquid Chromatography. (1985) pp. 473 - 484.

LIMITS OF DETECTION:

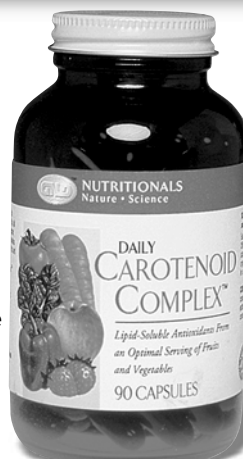
alpha-carotene: 0.7 ppm (0.00007%)
beta-carotene: 0.7 ppm
lutein: 0.7 ppm
lycopene: 0.5 ppm

PERTINENT INFORMATION:

* Despite the name "Orchard Blend" *dunaliella salina*, a salt water alga not normally found in the human food chain, appears to be the primary ingredient contributing beta carotene.

** Though claimed as an ingredient in the product, none was detected during analysis.

*** Dried powder in a hard capsule.



PLACE
STAMP
HERE

Always at your service, your independent
GNLD distributor:

YOU DECIDE!



FOLD HERE



Carotenoid Complex™ outperforms the competition in SIX different tests!

Carotenoids provide vital antioxidant protection for your cells, blood and cardiovascular system, and when abundant in the diet, immune capacity is enhanced. See how Carotenoid Complex beats the competition, and decide which carotenoids you want!

FOLD HERE

'Finally, products that really work!'



"Six years ago, my husband and I made GNLD products a part of our lives. We were skeptical at first because I had been sick for years fighting autoimmune problems. The remedies I tried didn't give me all of the help I needed. But after taking GNLD products, we both started to feel a difference. The PhytoDefense™ combination, Carotenoid Complex™, Flavonoid Complex™, and Cruciferous Plus™, helped strengthen our immunity. We believe in every GNLD product we take. And because of GNLD's product variety, we're in the best health possible."

— Ellen & Marvin Snavely, Michigan

'Blame it on GNLD!'



"Ever since I started taking Carotenoid Complex™, Flavonoid Complex™, and Cruciferous Plus™, I've been feeling great. I give blood at the hospital every two months, and every time I do they tell me that my blood pressure is better than some 20-year-olds — and I'm 74! When people ask me how I stay so healthy, I tell them to 'blame it on GNLD!' I really believe in GNLD's products and will always be my own best customer!"

— Ken & Joanne Frey, Pennsylvania