

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!

## One Supplement For Total Nutrition?!



Think the latest and greatest supplement will meet all of your nutritional needs? Think again! You simply cannot depend on the latest nutritional fad to meet your optimal nutritional needs if it does not contain all of the nutrients known and proven to support optimal health.

Remember when you first started learning math in elementary school? You started with the basics:  $1 + 1 = 2$ . As you progressed with your abilities, the problems became more complex—but you never stopped applying the basics. Optimal nutrition is no different. You need to practice and master the “basics” of good nutrition in order to consistently achieve optimal health. Unfortunately, many consumers want to skip the basics, looking instead for the latest fad supplement to meet their nutritional needs. In other words, most of us try to do calculus without first being able to multiply!

Why is this? Many consumers get off track because of a desire to find that one “magic” supplement that will provide for all of their nutritional needs. The problem, of course, is that no such supplement exists. Still, every year new products hit the market promising good health while providing incomplete nutritional benefits. Consumers purchase these products thinking they are providing their bodies with a complete nutritional supplement, but the odds are they are simply throwing their hard-earned money away.

GNLD’s philosophy has always included producing supplements that fill a specific void in the diet, providing your body with nutrients it needs for optimal health, nutrients the scientific community recognizes as beneficial to human health. Any supplement with a GNLD label has current science to back it up! We’ve known for many years—thanks to the expertise of GNLD’s Scientific Advisory Board and other members of the worldwide scientific community—that many nutrients found in foods are critical to optimal health. However, we have also learned that many of those foods are absent from the typical North American diet. For example, whole grains have received a tremendous amount of attention in both the scientific community and the media lately. The USDA recommends a minimum of three servings of whole grains per day—yet

most adults average only one serving. Most of our diets, therefore, lack the critical nutrients whole grains provide.

A second example involves fatty acids. It is widely accepted in the scientific community that the omega-3 fatty acids EPA and DHA play critical roles in human health. Most diets, however, do not include sufficient sources of fatty acids to provide basic—and certainly not optimal—amounts of these key nutrients. Carotenoids are yet another example of a key nutrient that is generally underrepresented in most diets. While the National Cancer Institute recommends a daily diet rich in fruits and vegetables that contain carotenoids, less than 10% of us meet that recommendation.

These are only three of the scores of examples of critical nutrients difficult to obtain through diet alone. At GNLD, we know that one supplement simply cannot fill the entire nutritional needs of an individual. That is why we offer such a wide variety of nutritional supplements. If your customers find themselves contemplating the latest and greatest “complete” supplement on the market, ask them a few important questions:

- Does it contain the specific nutrients that are known to be lacking in your diet?
- If it does not contain specific nutrients commonly unavailable through diet alone, should this supplement claim to provide the solution for overall optimal health?
- Since no single supplement can provide for all of an individual’s nutritional needs, should you trust a company that makes such a claim?

It takes commitment to practice lifelong good nutrition—but the rewards include better health and wellness throughout your entire life. Sure, you can take your chances with a magic supplement that may or may not contain a single ingredient that supports good health. Or, you can start taking care of your future health today with supplements from GNLD—and know they are providing your body with the nutrients it really needs. You Decide!

