

# The GNLD Difference : You Decide

*Everyone knows the importance of good nutrition and a safe environment. 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, your home, and your family.*

## ONE-PILL WONDERS OR A SOLID NUTRITIONAL FOUNDATION?

We live in an age where medical science and nutritional research are more advanced than ever. The exciting and useful result of that research is the amount of information readily available. The sometimes frustrating effect is the many studies done by organizations with varying agendas which may result in conflicting information. We have to become our own experts in deciding which information source to trust. Regarding most subjects, a good rule of thumb is that the more basic the information the more solid the foundation, and the subject of good health and nutrition is no exception. We have, however, the benefit of world-wide health organizations focusing on sound information regarding the impact nutrition has on our health and well-being.

Currently, too many people are indulging in too much of the wrong things and not enough of the right things—an upside down wellness pyramid. A staggering statistic: nearly 66% of North Americans are overweight or obese and the path between poor diet and obesity and chronic diseases is a short one. Chronic diseases include heart disease, stroke, cancer, chronic respiratory diseases, and diabetes. Alarmed by this information, many people are attempting to make healthy lifestyle changes that include improved diets and important nutritional supplementation. Knowing which “expert advice” to follow is the challenge and unfortunately many people are adding vitamin supplements to their diets but continue to have a nutrient deficient foundation—having minimal effect on setting their pyramids right side up! If you want to correct your pyramid, you need to start with a strong foundation.

The American Heart Association, The World Health Organization, the American Diabetes Association, and the Centers for Disease Control all present findings that are held in the highest regard. The World Health Organization tells us that we are in a state of crisis with heart disease, cancer, and diabetes all on the rise with grim projections for the future. The WHO cites improved diet as the number one method of winning this battle. Nutrient-rich foods

that protect us from chronic diseases are critical. The Harvard Food Pyramid puts whole grains solidly at its base, followed by fresh fruits and vegetables. The Centers for Disease Control recommend 2-3 servings of omega-3 rich fish on a weekly basis. The American Diabetes Association insists that fruits and vegetables including spinach, carrots and 2-3 servings of fish are key components to your good health.

You know the problem, now you need to choose a solution to turn your wellness pyramid right side up. What should be the foundation of your diet and how can you achieve it? A diet that consistently contains 5-11 daily servings of whole grains, 3-5 daily servings of fruits and vegetables, and twice per week servings of omega-3 rich fish would be a major help. But is the prescribed diet realistic on a consistent basis? Even those who intend to eat a healthy diet face challenges. Busy lifestyles, eating on the go, and the prevalence of processed foods all contribute towards nutritional gaps. While television commercials continually assault you with One-Pill Wonders—a single supplement of vitamins, minerals, or fish oil that will solve all of your dietary needs—you have to question the foundation.

If all world-leading health authorities begin with the basics—whole grains, fruits, vegetables, and omega-3 rich fish—shouldn't you? GNLD's all new Pro Vitality brings you whole-food nutrition. The three components of Pro Vitality give you just what the experts recommend: health protecting nutrients from whole grains in Tre-en-en, fruits and vegetables in Carotenoid Complex, and omega-3 rich fish in Salmon Oil Plus.

Tre-en-en® contains important lipids and sterols that literally feed our cells. In a study conducted at Texas A&M University, Tre-en-en was shown to have a positive effect on the ability of cells to utilize nutrients effectively by optimizing the function of the cell membrane—enabling nutrients to go in and waste to get out. When cells function effectively, you feel more energized.

Carotenoid Complex, a patented formula, is an exclusive blend of concentrates derived from whole tomatoes, carrots, spinach, red bell peppers, strawberries, apricots, and peaches, plus pure olive oil in a lipid-soluble formula. Three separate, independent studies by USDA researchers verified the significant immunity enhancement provided by Carotenoid Complex.

Salmon Oil Plus provides the important omega-3 benefits from pure, nutrient-rich, health-screened fish. Salmon Oil Plus™ gives you a complete omega-3 supplement with all 8 members of the omega-3 family and molecular differentiation, bringing you only the best omega-3 qualities. Recent human clinical trials once again showed the significant impact Salmon Oil Plus has on reducing inflammation and the risk of heart disease.

Nutritional supplements are important—providing important vitamins and minerals—but if you want to fill the most important nutritional gaps, if you want to turn your wellness pyramid right side up, you need a solid foundation. You need the foundation recommended by the world's leading authorities—a foundation of the most important nutrients from whole grains, fruits & vegetables, and omega-3 rich fish. Once you have stabilized your foundation, then you can target other areas of nutritional need.

Do you want to rely on the latest “fix-all pill” suggested by your neighbor or the clerk at the health food store? Or do you want to build a solid wellness pyramid based on information provided by world-leading authorities including the World Health Organization, the American Heart Association, the Centers for Disease Control, and the American Diabetes Association? Do you want to trust information from television commercials or do you want to trust information from GNLD, the Scientific Advisory Board, and independent clinical research—all pointing towards the solid foundation of nutrition that is provided by Pro Vitality?

*You Decide.*