



supplements:

A Smart Choice for Good Health

When everything seems out of control these days, there is one thing you do have control over: your body. What you

put into it can optimize your health and improve how you feel every day.

Yet too many people aren't making smart choices about their bodies. According to the Centers for Disease Control (CDC), only 14 percent of U.S. adults and 9.5 percent of U.S. teens meet the government's goals for eating enough fruits and vegetables.

The Toll of an Unhealthy Lifestyle

The costs of our poor diets are mounting. In 2005, the CDC estimated that 365,000 U.S. deaths a year were due to poor diets high in calories, fat, and sugar and to lack of physical activity. Diseases including diabetes, heart disease and cancer can often be directly tied to our diet and lifestyle.

The good news? These chronic diseases are among the most preventable

by adopting a healthier way of life. For example, you can protect your heart by managing high blood pressure and high blood cholesterol. By reducing your blood pressure by 12 to 13 points, you can reduce your heart disease risk by 21 percent, and your stroke risk by 37 percent.

The bottom line? You do have control over your health.

Barren Soil Grows Nutritionally Weak Crops

Unfortunately, even if you're eating right, you're still probably not getting enough vitamins and nutrients from your diet for optimum health. Many of today's foods don't pack the nutritional punch they did years ago.

According to a report published in the *Journal of HortScience*, the average vegetable found in today's supermarket is anywhere from 5% to 40% lower in minerals (including magnesium, iron, calcium and zinc) than those harvested just 50 years ago. The decline is attributed to modern crops being harvested faster, giving them less time to absorb nutrients, and the use of fertilizers that may interfere with a plant's ability to take up nutrients.

Medical Community Recommends Supplements

That's why nutritional supplements are so essential to maintaining health and vitality. In 2002, *the Journal of the American Medical Association* (JAMA) began advising all adults to take multivitamins to help prevent such common chronic illnesses as cancer, heart disease and osteoporosis.

"Most people do not consume an optimal amount of all vitamins by diet alone. It appears prudent for all adults to take vitamin supplements," according to the statement in JAMA.

Physicians are paying attention. Did you know that 72 percent of physicians personally use dietary supplements? Obviously, supplementing is an ideal prescription for health.



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Go Beyond the Minimum

Most people don't get enough nutrition to even meet the bare minimum of the Recommended Dietary Allowance (RDA) set by the U.S. government. The RDA is a measure developed in 1941 that reflects levels of key vitamins and minerals needed daily simply to prevent deficiency diseases like scurvy and rickets. RDAs are minimums — they don't meet the levels needed for optimum nutrition.

In 1997, the Food and Nutrition Board of the National Academy of Sciences created Dietary Reference Intakes (DRIs). This scale goes beyond minimums and reflects amounts of vitamins, minerals, macronutrients and phytonutrients needed to sustain optimal health. Nutritional supplements are key to reaching the DRIs that go above and beyond the RDAs.

Bioavailability is the Key to Maximizing Nutrient Intake

Bioavailability is the amount of or rate at which a substance or drug is accessible to the body. Bioavailability can be an issue with vitamins. Many people take their vitamins and supplements in pill form, which may be passing through them largely undigested, unused and unable to do their body any good. To further complicate matters, the older we get, the less efficient our bodies become at extracting nutrients from pills.

The *Physician's Desk Reference* contains research showing that with some pills only a small percentage of the vitamins and minerals are absorbed. However, the same research shows a much greater absorption of vitamins and minerals in liquid form — a significant difference in bioavailability.

Synergism Enhances Nutrient Benefits

Synergism is the joint action of agents, such as nutrients, that when taken together increase each other's effectiveness. While individual nutrients provide significant benefits, it's often the synergistic combination of nutrients that offers the most powerful support in preventing disease.

That's why simply popping a Vitamin C or Vitamin E pill alone is not very effective. A combination of antioxidants provides greater antioxidant protection than any single antioxidant. Mixtures of antioxidant nutrients appear to work together harmoniously to produce synergy, according to Michael Murray, N.D., in his book *Encyclopedia of Nutritional Supplements*.

For example, vitamin C works synergistically with vitamin E to enhance immune function. And vitamin D and calcium are key partners. Vitamin D helps maintain bone strength by helping the body absorb calcium. One doesn't work without the other.

Synergism is essentially the "circle of life" within your body in which various nutrients are dependent on each other to keep your body in the right balance. The best supplements mimic these powerful nutrient combinations found in nature.

Choose Wisely: All Supplements Are Not Created Equal

Quality testing by consumer watchdog groups such as ConsumerLab.com shows that not all nutritional supplements contain the full amount of nutrients promised on the label. In addition, a *Consumer Reports* study in November 2004 tested multivitamins in close-out and dollar stores. The results? Nearly half of the 18 tested brands failed to contain the labeled amount of at least one nutrient, and several did not dissolve adequately.

Other companies use substandard ingredients and manufacturing practices that cause the product to vary widely from batch to batch.

Look for supplements manufactured by a reputable company that ensures its products' potency and quality. Supplements also should have GMP (good manufacturing practice) compliance, state-of-the-art manufacturing and research facilities and quality control measures in place.



Reliv nutrition stands apart

No other supplements available today deliver complete and effective nutrition quite like Reliv. We call it the Reliv Difference:

- **Bioavailability:** When dissolved in a liquid as in a Reliv shake, nutrients are absorbed more easily by the body.
- **Synergism:** Ideal nutrient combinations provide greater health benefits than nutrients consumed individually.
- **Optimal Nutrition:** Going beyond the daily minimums, Reliv provides optimal levels of essential nutrients, plus select herbs, phytonutrients and more.
- **Guaranteed Quality Ingredients:** The most reputable suppliers and rigorous testing at Reliv's own research and manufacturing facility ensure quality.

"We work with colleagues in the academic and scientific communities to find the latest, most effective nutritional ingredients," says Reliv Vice Chairman and Chief Scientific Officer **Dr. Carl Hastings**. "Then we work diligently to develop the highest quality formulas for optimum nutritional benefits. Clinical studies have demonstrated the effectiveness of our products, but more important are the thousands of people who have experienced life-changing results with Reliv."

The statements contained in this material have not been evaluated by the Food and Drug Administration. The personal testimonials shared reflect individual experiences of Independent Reliv Distributors and are not necessarily typical of the results you may obtain. Reliv products are not intended to diagnose, treat, cure or prevent any disease.

Lifting Health to New Levels

As a body builder, **Aaron Amato** was highly in tune with his body. So when he lost 30 pounds, became constipated and tired and had no appetite two years ago, he was alarmed.

After starting on Reliv, Aaron's digestive system kicked into gear, his appetite returned, he started gaining weight, and his energy skyrocketed. "I even became a morning person for the first time," Aaron says.

Aaron's persistent ankle pain from an old injury also improved and he noticed his allergy symptoms were significantly reduced. "People tell me I'm a much happier person since I've been taking Reliv," he says. "And at age 28, I'm stronger than I've ever been."



Building Healthy Self-Esteem a Shake at a Time

When **Misty Jensen** started taking Reliv, her allergy symptoms and the acne that she had battled since she was 14 both improved. "I've taken a lot of supplements before, but this is the first time I've actually gotten results," she says.

In the past year, Misty also dropped 45 pounds with Reliv's Slimplicity® Weight Loss System. "My self esteem has really improved," she says. "I love the way I look and feel now."



Misty and her three young children all take Reliv daily. "Staying healthy also saves us a lot of money," she says. "We rarely have to see a doctor."

Getting Back Quality of Life

Since she was 16, **Julie Pfannenstiel** has suffered from an autoimmune disease that attacks her muscles. Julie tried a variety of supplements and alternative treatments, but nothing helped. She eventually needed help to walk and get dressed and her speech was deteriorating. She was also in a lot of pain.

After starting on Reliv, Julie noticed the feeling in her hands was returning and her speech had improved. By the third month, she was a new woman. "I felt good for the first time in 17 years and started sleeping at night. I also went on to lose 40 pounds! Reliv has given me a quality of life that doctors said I would never have. And my kids have their mom back."





with Dr. Pfeifer



Q Why do people need to supplement?

a People are so busy and often don't have time to eat a perfectly balanced diet. Even if they did, other factors come into play that affect nutrition.

In his book *UltraMind Solution*, Dr. Mark Hyman illustrates the need for nutritional supplementation. He writes that if people eat wild, fresh, organic, local, non-genetically modified food grown in virgin mineral and nutrient-rich soils that has not been transported across vast distances and stored for months before being eaten... and people work and live outside, breathe only fresh, unpolluted air, drink only pure clean water, sleep nine hours a night, move their bodies every day, and are free from chronic stressors and exposure to environmental toxins, then perhaps they might not need supplements. Since almost no one can live in that idealistic world, supplementation is critical.

Q It seems the medical community is increasingly using supplementation for treatment and prevention. Why is that?

a Doctors are beginning to understand that an investment in quality nutrition will have a far greater outcome on healthcare costs than using the money on disease treatment.

More and more researchers are discovering the tremendous healing properties of natural compounds. These scientific studies are helping doctors understand how many natural therapies work to promote health or treat disease. Most doctors who study nutrition are encouraging patients to supplement their diets with extra doses of vitamins A, B1, B2, B3, B6, B12, C, D, E, K, carotenoids, biotin, choline, inositol, magnesium, phosphorus, trace minerals, and omega 3 fatty acids. All of these are contained in the ideal dosing range in the Reliv product line.

Nutritional supplements also are catching more doctors' attention because many have clinical studies to support their effectiveness. For example, Reliv's GlucAffect® is proven to help lower blood sugar and aid with weight loss. FibRestore® and Reliv Now® also have studies supporting their effectiveness. And CardioSentials® is clinically proven to improve cholesterol levels. These are credible scientific studies that offer patients alternative approaches to good health.

For example, as a family practice doctor who asks people to work on "lifestyle changes" for six months before we consider a medication for high cholesterol, I know how difficult it is to get a big percentage drop in cholesterol.

A functional food fits in nicely with the American Heart Association's suggestions to incorporate phytochemicals and soy as part of the lifestyle effort. The University of Scranton study showed convincing evidence of a profound 16 percent decrease

in LDL cholesterol and 2 percent increase in good HDL cholesterol in patients using CardioSentials®. This translates to a 30 percent reduction in the risk of a cardiac event. To any doctor, that is a big shift and enough to encourage the patient to keep up the good work. This would imply a 32 percent reduction in diabetes risk as well.

Q Why do Reliv products stand above other supplements available today?

a Reliv nutritional products go beyond minimum Recommended Dietary Allowances to follow more recent scientific Dietary Reference Intake guidelines that result in products with an optimum amount and range of nutrients that enable the body to function at its highest possible level. These nutrients are carefully chosen to work synergistically to be the most effective. And Reliv goes to great lengths to ensure purity and quality of every ingredient and the final products that go into consumers' kitchens.

Stephen Pfeifer, MD, is a board-certified family practitioner and a member of the American Medical Association, American Academy of Family Physicians, Indiana Medical Association and Marion County Medical Society. He is also a member of the Reliv Scientific Advisory Board.