

THERE ARE TRILLIONS OF REASONS WHY YOU SHOULD SUPPLEMENT

Your body contains trillions of cells. Billions of new cells are created every day. Each cell is like a high-performance engine. It needs high-quality raw materials (nutrients) to function properly. The quantity and quality of nutrients you ingest affects every system in your body: cardiovascular and digestive, muscular and skeletal, lymphatic and endocrine, reproductive, urinary, and even your nervous system. In other words, how you look, feel, and perform is directly affected by your daily nutrient intake.

YOUR BODY CAN'T MANUFACTURE ALL THE NUTRIENTS IT NEEDS ON ITS OWN

Scientists define a vitamin as a compound essential for life. And since your body cannot manufacture most of these vitamins on its own, they can come only from the food you eat and the supplements you take every day. Over the long term, proper nutrition impacts every aspect of your health—from its ability to maintain health to its role in preventing nutrition-related diseases such as heart disease and diabetes.

Proper nutrition and a healthy lifestyle can prevent many major diseases 60–90% of the time

Every day you make choices that will either improve your health or harm it. Studies show that if you don't eat right, get to a healthy weight, exercise regularly, and supplement your diet with proper nutrients, you increase your risk of developing certain diseases such as heart disease, cancer, and type 2 diabetes. Good health is a choice, which means that disease (in many cases) also is a choice.

Heart Disease: #1 killer in the U.S.

Every minute of every hour of every day, someone dies from a heart attack. According to the American Heart Association, **80% of all heart disease in women is preventable** with proper nutrition and healthy lifestyle choices.

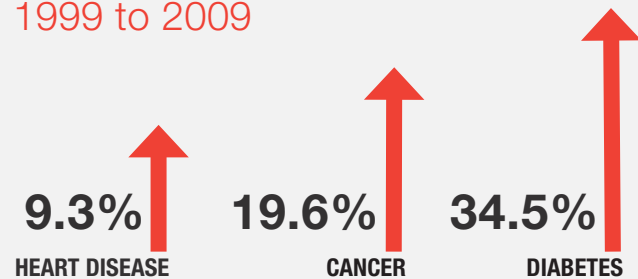
Cancer: #2 killer in the U.S.

Approximately one of every two adults will be diagnosed with cancer sometime during their life. The American Cancer Society reports that **60% of all cancer-related deaths can be prevented** by improving lifestyle choices—being physically active, losing weight, stopping smoking, and getting proper nutrition.

Diabetes: The illness multiplier

Diabetes contributes to more than 230,000 deaths every year. Plus, if you have diabetes, you are two to four times more likely to have a heart attack or stroke and 10 times more likely to have a limb amputated; also, diabetes is the number one cause of kidney failure and blindness. A recent study published in the *Archives of Internal Medicine* suggests that **90% of all type 2 diabetes is preventable** with proper nutrition, achieving a healthy weight, and engaging in other healthy lifestyle behaviors.

Change in prevalence of cancer, heart disease, and diabetes from 1999 to 2009



Source: Department of Health & Human Services, *Health, U.S., 2010*

Change in % of U.S. adults who have been diagnosed with heart disease, cancer, or diabetes

Overfed and undernourished

OUR S.A.D. DIET IS A BIG, FAT PROBLEM

The Standard American Diet (S.A.D.) is causing a plethora of health challenges. Believe it or not, the United States ranks 37th in longevity behind countries such as Cuba, Chile, Costa Rica, and Greece, even with all of the medical technology and pharmaceutical innovations available today. A major consequence of our S.A.D. is the obesity epidemic, which affects even our children! In fact, the American Academy of Pediatrics issued a statement recently that suggests, unless current trends reverse, **one-third of all children born today can expect a shorter life than their parents** due to type 2 diabetes.

Our superbusy lifestyles drive us to make **compromises of convenience** with regard to what we eat, when we eat, and how much we eat. And many products that are marketed as “healthy” foods are filled with sugar, fat, and artificial ingredients.

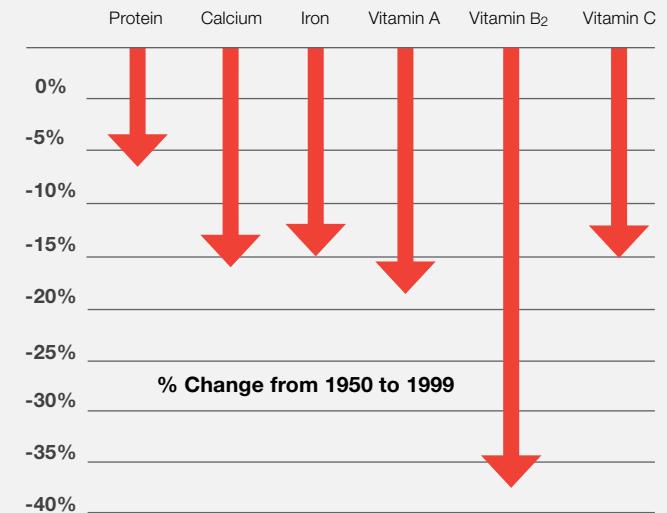
- Our foods are fast and our metabolisms are slow
- Our drinks are soft and our arteries are hard
- Our nerves are fried, and so is the junk we put into our bodies

Fast food sales have increased nearly 2,000% over the past 30 years. One-third of our total calories come from fast food, which is lacking in good nutrition. Not only does high-fat, high-carbohydrate fast food deliver a lot of calories, but the latest research shows that it also may result in acute inflammation. And consuming these high-fat, high-calorie fast food meals regularly may lead to chronic inflammation, which may put you at risk for many diseases linked to inflammation, including **heart disease, diabetes, arthritis, certain cancers, and Alzheimer's disease.**

EATING RIGHT ISN'T AS EASY AS IT SEEMS

98% of Americans do not eat the recommended seven to nine servings of fruits and vegetables each day. What might surprise you even more is that, even when you try to do the right thing, the nutritional value of our produce isn't what it used to be. In fact, a **2004 study of 43 crops showed a decline in the nutrient content of up to 38% over the past 50 years.**

Decline in nutrient content of crops from 1950 to 1999



Source: Davis D, Epp M, Riordan H. *Changes in USDA food composition data for 43 garden crops, 1950-1999.*

Journal of American College of Nutrition Vol. 23(6); 2004: 669-682.

90% of Americans fall short in getting essential nutrients in our diets

The proven benefits of nutritional supplementation

The good news is that the very latest research suggests you can positively influence your health every day through the lifestyle changes you make and through the quality of your nutritional intake.

RECENT GROUNDBREAKING LANDMARK STUDY CORRELATES LONG-TERM SUPPLEMENT USE WITH BETTER OVERALL HEALTH

A recent groundbreaking study of people who took a wide range of high-quality nutritional supplements for 20 years or more showed dramatic benefits compared to those who took just a multivitamin or no supplement at all. These long-term supplement users **were 73% less likely to have diabetes, 39% less likely to have high blood pressure**, and were nearly four times more likely to describe their health as “very good” or “excellent” compared to nonusers. In other words, consuming a wide variety of high-quality supplements is associated with better health and reduced risk for heart disease, stroke, diabetes, and more.

COUNTLESS STUDIES CAN'T ALL BE WRONG

Many of the world’s leading experts in medicine, biochemistry, and nutrition believe nutritional supplementation positively affects overall health. Doctors from Harvard, Stanford, and Yale, and researchers from the American Heart Association, the American Medical Association, and the American Cancer Society can’t all be wrong. If you want to improve your health, be sure to get some of the most important nutrients your body and your brain need to function optimally: a multivitamin, vitamin D, calcium, B vitamins, vitamin C, omega-3 fatty acids, antioxidants, and probiotics.



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UP TO
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DECLINE IN THE NUTRIENT CONTENT OF CROPS, ACCORDING TO A 2004 REPORT



2,000%
INCREASE IN FAST FOOD SALES OVER THE PAST 30 YEARS

Starting today, make an investment in yourself

Proper nutrition and a healthy lifestyle can help prevent health issues in the future.

When buying a brand of supplements:

- Look for clinical studies on the ingredients or products
- Look for natural ingredients on the label—avoid artificial sweeteners, flavors, and preservatives
- Look for a company that focuses on safety and quality
- Look for an unconditional money-back guarantee



WHY THE PROVEN BENEFITS OF NUTRITIONAL SUPPLEMENTATION ARE SO IMPORTANT TODAY.

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