



CAROTENOID COMPLEX



—YOUR NATURAL ARMOR
AGAINST DISEASE!

What Are Carotenoids and Why Do We Need Them?

Plants have a secret weapon to protect them from the sun's damaging rays—carotenoids! These colorful pigments are found in red, yellow, orange, and green foods from the garden. Research shows that when you eat carotenoid-rich fruits and vegetables, you receive the same antioxidant power!

Antioxidant phytonutrients support a strong immune system, normal cell growth, and long-



term health of the heart, lungs, and eyes. But less than 9% of us are getting the recommended optimal servings of fruits and vegetables each day!

Now you can get more power-packed carotenoids every day with GNL's Carotenoid Complex™. Exclusive to GNLD, every capsule of Carotenoid Complex delivers the naturally occurring power of an optimal serving of fruits and vegetables.

How many reasons do you need to make
**GNLD's CAROTENOID
COMPLEX**
a part of your daily routine?



1. More antioxidant power than vitamins E and C!
2. Hundreds of pounds of carotenoid power: Each bottle contains the carotenoid power of 250 pounds of raw fruits and vegetables!
3. Whole-food ingredients: Exclusive phytonutrient formula derived from whole tomatoes, carrots, spinach, red bell peppers, strawberries, apricots, and peaches!
4. Exclusive SAB-developed formula combines the latest scientific research with cutting-edge technology: Carotenoids protect the lipid-soluble areas in and around cells and body fluids, so the SAB developed lipid-soluble Carotenoid Complex to deliver maximum antioxidant protection!
5. Clinical proof: Carotenoid Complex was tested and proven bioavailable and effective in clinical studies by USDA researchers and university scientists!
6. International recognition: Research results presented at prestigious scientific conferences and published in peer-reviewed journals, including the *American Journal of Clinical Nutrition!*
7. Patented: Carotenoid Complex was issued patent number 2274235 by the British government.
8. Exclusive NutriMax Process: Low-temperature, oxygen-free encapsulation guarantees high potency, facilitates bioavailability, and guards against oxidation!
9. No artificial colors, flavors, preservatives, or sweeteners!
10. You're not getting optimal nutrition without it!





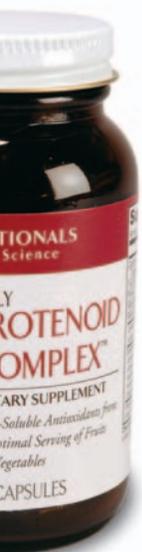
THE SCIENCE BEHIND THE SUPPLEMENT



Research shows that people who eat the most fruits and vegetables are healthier and less likely to contract life-threatening illnesses, including cancer.

Experts recommend consuming at least 6 mg of carotenoids daily, but it's estimated that most people actually take in only 1.5 mg per day. GNLD's Carotenoid Complex was developed to bridge the nutritional gap between what we should eat and what we do eat. Carotenoid Complex's unique formula matches the full carotenoid profile of an optimal serving of seven whole fruits and vegetables! GNLD's Carotenoid Complex was the only product selected by USDA researchers for use in human clinical trials, where it was shown to:

- Support healthy immune cells
- Contribute to the body's natural antioxidant activity in cellular lipids
- Support the body's response to oxidative stress
- Promote cardiovascular health and offer antioxidant protection from LDL (bad) cholesterol!



CAROTENOIDS: UNDERSTANDING & USING NATURE'S PROTECTION



Carotenoids have been known to play important roles in our health since it was first discovered early last century that the body can convert some of them to vitamin-A and protect us from vision loss. In the mid 1970's, the U.S. Department

of Health and Human Services began a scientific study known as the National Health and Nutrition Examination Survey (NHANES).¹ The early results of this study included one of the first connections between dietary carotenoids and health protection/disease prevention—one of the first indications of carotenoid power!

Scientific data published at that time—and repeatedly verified, refined, and revalidated over the next 30 years—showed an unequivocal connection between the amount of carotenoids in the diet and the probability of disease. The NHANES data showed that people who had the highest level of carotenoids in their diet also had the lowest incidence of disease and lived the longest.

Today it is well known that carotenoids are amongst Nature's strongest "protector nutrients." From Alpha carotene to Zeaxanthin, carotenoids protect the cells, tissues, and systems of the body in ways no other nutrients can. They are fundamental to our biochemistry and essential for maximum health and longevity. Three of the many critical roles carotenoids play include:

- Carotenoids defend our hearts by protecting elements in our blood from the oxidative attacks that can lead to plaque formation and, ultimately, arterial blockage.
- Carotenoids protect our cells by taking up defensive positions in cell membranes, protecting the cell and its inner most region: the nucleus and DNA.
- Carotenoids boost our immune capacity by acting as "immunogenic" boosters to the immune system, ultimately keeping us healthier day to day.

Low carotenoid intake leaves most of us exposed!

At the same time that scientific research is showing the critical importance of carotenoids to health and long life, it's also showing us that the vast majority doesn't get enough and are unknowingly—and unnecessarily—exposed to health-robbing events and diseases.

According to USDA food consumption statistics², about 75% of the population eats less than the minimum recommendation of five servings of fruits and vegetables each day, and less than 5% of men hit the target recommendation of nine a day, while less than 10% of women hit their target recommendation of seven a day.

Carotenoid Complex: Nature's plan delivers tested & proven benefits!

Based on more than ten years of research and seven years of development, GNLD's Carotenoid Complex provides the carotenoid power our bodies need to maximize our potential for health protection and disease prevention. Drawn entirely from Nature's arsenal of natural human food chain sources—



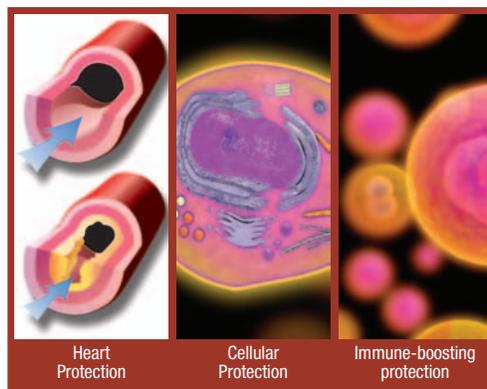
John Miller
SAB Member
Vice President of
Science and Technology,
GNLD International

carrots, tomatoes, spinach, red bell peppers, peaches, strawberries, and apricots— Carotenoid Complex delivers both the density and diversity of carotenoids our bodies need to thrive.

The result is a product of unsurpassed quality, natural goodness, and scientifically proven benefits.

Proven Bioavailability: Repeated human clinical testing proves Carotenoid Complex is easily and efficiently absorbed, delivering its phytonutrient power where your body needs it.

Proven Protection: Human clinical trials conducted by researchers from the USDA prove Carotenoid Complex delivers health protecting powers in three ways:



Heart protection: Carotenoid Complex was shown to protect the heart and cardiovascular system by reducing oxidation events in the blood that can lead to heart disease.³

Cellular protection: Carotenoid Complex was shown to protect the body's cells by reducing oxidative stress (one of the pathways to cancer) by 44%.⁴

Immune-boosting protection: Carotenoid Complex was shown to replace and boost immune capacity lost to carotenoid-deficient diets by as much as 37% in just 20 days.⁵

Are you prepared for a world of health challenges?

If you're not getting enough carotenoids in your diet, the answer is NO! Science has shown that inadequate intake of carotenoids exposes you unnecessarily to increased risk of heart disease, cancer, vision loss, the degenerative diseases of aging, and more. On top of that, it can compromise your immune system, adversely affecting its speed and effectiveness to mount an immune response, leading to increased susceptibility to infectious disease, both bacterial and viral.

As health challenges all around us continue to increase, make sure you and your loved ones are protected. From the health of your heart to the health of your cells, from fending off the common cold to tackling something as uncommon as "bird flu," carotenoids play a vital role.

Make sure you're getting all the carotenoids your body needs in all the forms Nature intended. Choose the right fruits and vegetables, and choose the world's first and only whole-food, human food chain carotenoid supplement: Carotenoid Complex.

References: 1. The First National Health and Nutrition Examination Survey (NHANES I 1971-1975) www.cdc.gov/nchs/about/major/nhanes

2. The National Health and Nutrition Examination Survey (NHANES 2003-2004) www.cdc.gov/nchs/about/major/nhanes

3. "Effects of a carotene-deficient diet on measure of oxidative susceptibility and superoxide dismutase activity in adult woman," Dixon, Z., B Burri, J Erdman, et al; *Free Radical Biology & Medicine*, Vol 17, Number 6, 537-544

4. "Effect of low carotene diet on malondialdehyde (MDA) concentration," Dixon, Z., B Burri, et. al; *Free Radical Biology & Medicine*, Vol 10, Number 3, page A240, April 1996

5. "Modulated mitogenic proliferative responsiveness of lymphocytes in whole-blood culture after a low-carotene diet and mixed-carotenoid supplementation in women," Kramer, T., B Burri, *American Journal of Clinical Nutrition*, 1997, Vol 65, 871-875



www.carotenoidcomplex.com