



INTERNATIONAL

NEWS YOU CAN USE

It All Starts With Your Cells!



A sterol-ized diet is a healthy diet!

Phytosterols have been featured in several recent scientific studies focusing on the correlation between phytosterols and cancer prevention. Dr. Awad and Dr. Fink from the State University of New York at Buffalo have conducted extensive research in this area. They propose that one of the greatest potential benefits these sterols offer is their ability to protect against cellular damage. These noted researchers correlate the amount of phytosterols consumed in the diet with the incidence of the most common forms of cancer in the Western world: colon cancer, prostate cancer, and breast cancer. In contrast, Drs. Awad and Fink show that the cancer rate is considerably lower in Asian societies—where consumption of phytosterols is much higher! The researchers theorize that phytosterols inhibit cell division, stimulate tumor cell death, and modify some of the hormones that play a part in tumor growth.²

Where have all the sterols gone?

The average daily consumption of phytosterols in the Western diet is between 160 and 360 mg—significantly less than the typical Asian consumption of 350 to 400 mg per day.³ One of the reasons for this disparity is the manner in which foods here are commonly processed. The richest source of phytosterols are whole grains, including wheat, rice, and soybeans. But these critical nutrients are routinely stripped from whole grains during processing to avoid spoilage.

Everyone wants to feel better. A quick walk past a bookstore or magazine rack tells you right away how badly people want to look and feel healthier.

While there is much sound nutritional advice out there, many “experts” seem to skip the first step: Good nutrition begins at the cellular level! Each of your cells is like a miniature body. Every cell must be able to take in nutrients and eliminate waste products efficiently, just like your body as a whole. Important nutrients known as phytolipids and phytosterols make cell membranes more pliable, allowing better absorption of nutrients and better elimination of waste. So, when their surrounding membranes are healthy and flexible, your cells work more efficiently—and you feel more energized and experience better overall health.

Love Those Lipids!

Plant-based fats, called phytolipids, play a critical role in heart health and overall cellular efficiency. Of course, GNLD understood this 47 years ago, when we first used lipids to create our Tre-en-en Grain Concentrates. Still, it's no wonder the awareness of the importance of lipids and sterols has grown significantly as research continues in this field. Phytolipids contribute to regulating a wide range of cellular functions, from the amount of inflammation occurring inside cells and the regulation of heart muscle contraction to maintaining free blood flow without excessive clotting and key immune system responses.¹ Lipids—gotta love 'em!

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Unfortunately, a longer shelf life means a seriously depleted nutrient value!

GNLD has what you need!

Consuming an optimal amount of phytolipids and phytosterols every day can be a challenge. Here's the good news:

Tre-en-en® Grain Concentrates can bridge the gap between what your body gets and what it really needs. Tre-en-en feeds your body's cells the whole-grain lipids and sterols they need with an exclusive whole-food blend of wheat, rice, and soy. For a healthier more complete nutritional pro-

file, Tre-en-en puts back into your diet what modern food processing takes out. So enjoy the many health benefits science is proving again and again—from more energized cells to disease prevention—with the power of Tre-en-en.

References:

1. "Alteration of Polyunsaturated Fatty Acid Status and Metabolism in Health and Disease," Zamaria N. *Reproductive Nutritional Development* 2004 May-Jun;44(3):273-82
2. "Phytosterols as Anticancer Dietary Components: Evidence and Mechanism of Action" Atif B. Awad and Carol S. Fink, www.nutrition.org
3. The Heart Foundation's Nutrition and Metabolism Advisory Committee; *Plant Sterols and Stanols* www.nevdgp.org.au/geninf/heart_f/sterols2.htm (2001)

Recover Quicker With Sterols!



Do you suffer from the effects of excessive physical stress? Whether you exercise regularly or have a physically demanding job, the effects of physical activity can slow you down. A study conducted by Dr. Patrick Bouic showed that marathon runners can recover more quickly—without the acute inflammation associated with excessive physical stress—when given a sterol-enriched supplement. In addition to demonstrating quicker recovery times, the athletes taking the sterol supplement had immune systems that were less compromised post-exercise than those of the athletes not taking the supplement.¹

With so much new research proving the benefits of lipids and sterols, it is no surprise that Tre-en-en Grain Concentrates are becoming a regular part of today's healthy diet.

Reference:

1. Ostlund, Richard E Jr. Phytosterols in Human Nutrition; Division of Endocrinology, Diabetes, and Metabolism, Department of Internal Medicine, Washington University, St. Louis, Missouri in *Annual Review of Nutrition* Vol.22 533-549 July