

NUTRI-SPEC



THROUGH
SPECIFIC NUTRITION

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THE NUTRI-SPEC LETTER

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From:
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Dear Doctor,

It's the only genuine, honest-to-goodness anti-aging nutrition regimen anywhere,

AND YOU ARE THE ONLY DOCTOR FROM WHOM YOUR PATIENTS CAN GET IT.

In the several months we have been discussing your Diphasic Nutrition Plan, our repeated references to "The Fountain of Youth" have been only half in jest. You see, this Plan is the real thing,

A POWERFUL DEFENSE AGAINST BOTH CATABOLIC & ANABOLIC AGING PROCESSES.

You have the Plan that will always delay, often stop, and even actually reverse (depending on the age of your patient), both the **pathological hyperplasia** and the **pathological disintegration** that manifest due to the two phases of aging. Now that you understand the principle of pumping up your patients' vital reserves with an anti-anabolic booster in the morning, and an anti-catabolic booster in the evening, it is time to give you ...

THE MOST POWERFUL COMBINATIONS OF ADAPTOGENS EVER FORMULATED.

Meet your 2 new top guns ...

GO POWER

&

OXY POWER

GO POWER is your Diphasic A.M. supplement (to be used in conjunction with OXYGENIC A+ and COMPLEX P); OXY POWER is your Diphasic P.M. supplement (which your patients will take with their OXYGENIC D+ and COMPLEX S).

No products, available anywhere at any price, can come close to matching the power these formulations give you to ...

BOOST YOUR PATIENTS' ADAPTATIVE CAPACITY.

With these 2 supplements working in balance with one another, along with the other components of your Diphasic Nutrition Plan,

**YOU ARE BUILDING AROUND EACH PATIENT
AN IMPREGNABLE FORTRESS
IN DEFENSE AGAINST PATHOLOGICAL AGING.**

Check out these ingredients:

*Diphasic A.M.:

Carnosine, a powerful antioxidant hydroxyl scavenger, which protects against oxidative free radical damage from peroxidation, and against toxic carbonyl groups associated with aging.

Carnitine, which facilitates fat burning metabolism, decreases anaerobic glycolysis, and lowers cholesterol and triglycerides.

Betaine, a liver de-toxicant, which increases SAM in the liver, and decreases homocysteine in the blood.

Chondroitin sulfate, an antioxidant protecting against oxidative free radical damage, while supplying raw materials for joint strengthening and lubrication.

Acetyl-l-Carnitine, the antioxidant most effective at protecting the brain from neurotoxins, fuels the heart, and inhibits insulin resistance.

Alpha Lipoic Acid, a powerful antioxidant in both fat and water soluble media, and active both intra and extra cellularly.

Coenzyme Q-10, more than a powerful antioxidant, it is essential to mitochondrial electron transport for cellular energy production.

*Diphasic P.M.:

Tocotrienols (from palm), featuring, delta-tocotrienol, with the highest antioxidant activity and free radical scavenging capacity of the tocotrienol isomers.

Mixed Tocopherols, with the highest available concentration of gamma-tocopherol, a far more potent antioxidant than ordinary Vitamin E.

Alpha Lipoic Acid, a powerful antioxidant in both fat and water soluble media, and active both intra and extra cellularly.

Coenzyme Q-10, more than a powerful antioxidant, it is essential to mitochondrial electron transport for cellular energy production.

When I look over these two lists of ingredients, I feel like the proverbial kid in a candy store. These are the goodies that scientific research has shown conclusively to have a major impact on enhancing and preserving normal human metabolism. You are probably somewhat familiar with each of these nutrients, since each has had its day of popularity as a heavily hyped health food industry wonder cure.

For many of these amazing nutrients the popularity faded as quickly as it came. Why would that be? If the scientific literature supports their substantial metabolic and protective effects, why would the health food crowd begin to lose interest after just a few years?

The answer is simple. The health food industry mentality does not allow for these powerful metabolic boosters to be used with nutritional specificity. Add to the somewhat ineffective nonspecific use of these supplements that most of them are quite expensive, and you can see why the average health food store shopper, having experienced no miracle with the extravagantly priced disappointment, can be easily distracted by the next “latest and greatest” health food industry promotion.

Now, using these nutrients with specificity, you can give each of your patients a tremendous boost in personal power in response to the stressors of life. Two uniquely synergistic combinations of adaptogens, your GO POWER DIPHASIC A.M. and your OXY POWER DIPHASIC P.M. become critical components of your Diphasic Nutrition Plan. They will be your patients' champions in the war against aging.

Furthermore, you can support your patients' own natural surge of anti-aging forces each morning and night, at hundreds of dollars less per year than their cost of trying to duplicate the nutrients in these products at the health food store (while swallowing only two products instead of eight). Nowhere but from you can your patients get this kind of boost to their vital reserves at a price they are able to afford.

You may have some clinical experience attempting to use these glamorous nutrients on your own patients. Certainly, you have had patients come to you that have purchased them on their own. You probably read much of the promotional literature and, as a NUTRI-SPEC practitioner, didn't know where these supplements fit into the whole scheme of things. You wanted to give your patients every possible advantage, but did not know how to use these nutrients with specificity. Your patients also have probably hounded you with pleas that you endorse their use of these nutrients. You didn't quite know how to respond since the only information you have had available to you was the same health food industry hype that was available to your patients.

What we are going to give you in the next several months of this Letter is the complete story on these nutrients. You will learn exactly how and why and to what extent each will increase the adaptative capacity of your patients.

If you carefully check the labels of your NUTRI-SPEC products, you will find that several of these nutrients are already included for their specific effect on particular metabolic imbalances. From this day on, however, you can offer the youth-preserving benefits of these nutrients to all your patients as part of your Diphasic Nutrition Plan. These products are guaranteed to be the most powerful antioxidants available anywhere, and the most effective metabolic boosters available anywhere.

Now, as part of your Diphasic Nutrition Plan, they will give your patients all the benefits promised by the scientific literature, and do so within the context of pumping up the amplitude of their Diphasic Metabolic Cycle.

Before we begin our detailed nutrient-by-nutrient account of the findings from the scientific literature supporting the benefits of these products, let us briefly mention some qualitative considerations. First,

consider the tocotrienols. As you may be aware, tocotrienols are referred to in the promotional literature as part of the Vitamin E family or Vitamin E Complex. The tocotrienols are very definitely a first cousin to the tocopherols of the Vitamin E family. The molecular structure of tocotrienols and tocopherols is very similar, but different enough to give tocotrienols even more powerful and diverse antioxidant activity than the various forms of Vitamin E.

But the thing you need to be most aware of regarding the tocotrienols in your OXY POWER is that they are derived from palm. The few nutrition companies who are promoting a tocotrienol product are using a vastly inferior source. They are deriving their tocotrienols from rice bran. The reason this is a problem is because the tocotrienols from rice bran are almost totally lacking in the delta fraction of tocotrienols, which is by far the most biologically active antioxidant of the tocotrienol family.

So, the situation is this – all the research done on the tremendous benefits of tocotrienols is done with tocotrienols derived from palm, which are very high in delta tocotrienol, while the pill peddlers are trying to sell you a tocotrienol product derived from rice bran, which is (obviously) cheaper in price, but gives you only a small portion of the benefits demonstrated in the scientific literature. With OXY POWER you not only have one of the few products available anywhere to use palm tocotrienols, but you have those tocotrienols combined to yield the synergistic effects of tocotrienols accompanied by the other antioxidants. Again,

**THIS IS GUARANTEED TO BE THE MOST
POWERFUL ANTIOXIDANT PRODUCT AVAILABLE ANYWHERE.**

Another qualitative consideration concerns the alpha lipoic acid that you see as an ingredient in both your Diphasic A.M. and Diphasic P.M. products. Alpha lipoic acid is available as a nutrient in both water soluble and fat soluble forms. Both forms are truly amazing in their biological effect, yet there are certain aspects of the effects of alpha lipoic acid which derive primarily from the fat soluble form. With your Diphasic Nutrition Plan you are getting alpha lipoic acid in both the water soluble (Diphasic A.M.) and in fat soluble (Diphasic P.M.) forms. Probably at least 90% of the alpha lipoic products available to you are in the water soluble form only. Only with NUTRI-SPEC can you be sure to be getting all the beneficial effects of alpha lipoic acid.

These one-of-a-kind formulations are a dream come true for those of us who are serious about clinical nutrition. Every single patient you see age 32 or older is a candidate for your Diphasic Nutrition Plan. You can give a tremendous amount of nutrition for the money spent, delivering

the benefits from nutritional supplementation that everyone has always hoped for, but was never able to get.

In last month's Letter you were given a very nice one page summary of your Diphasic Nutrition Plan as a handout for your patients, to accompany their supplementation and the dietary recommendations as per the protocol given you two months ago. Now add to that protocol your two amazing new products, DIPHASIC A.M. AND DIPHASIC P.M. This Plan is a wonderful opportunity for you to help people as you have always wanted to help them, while generating a substantial (and well deserved) increase in income. Start making it happen today.

Sincerely,

Guy Schenker, D.C.