

NUTRI-SPEC



THROUGH
SPECIFIC NUTRITION

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THE NUTRI-SPEC LETTER

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From:
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Dear Doctor,

Do you appreciate how fortunate your patients are to have you for nutrition advice? Do **they** appreciate how fortunate they are? Do they know that ...

WITHOUT YOU, THEY WOULD BE LOST ...

in a mire of health food charlatans and pill peddlers robbing them blind in exchange for cheap garbage --- pills and potions that too often do more harm than good?

To educate your patients regarding the honest value-for-value exchange they have with you, and how you are enriching their lives like no other nutritionist can --- use your NUTRI-SPEC brochures:

“If You Are Wise Enough To Take Care Of Your Health ...” (all about Oxygenic B and the qualitatively unique benefits of all your NUTRI-SPEC products),

and,

“If You Want Your Children To Be All They Can Possibly Be” (all about how children’s nutrition needs are uniquely met by Mighty Mins).

Your other brochure, “The Secret of Good Nutrition,” explains the specialty of your service, while the Oxygenic B and Mighty Mins brochures highlight the extraordinary quality of your products.

So, now ...

**LET'S TALK ABOUT YOU,
AND THE PHENOMENAL SUPPLEMENTS YOU OFFER.**

In your last issue of this Letter we explained the value of magnesium stearate as an excipient in many of your NUTRI-SPEC products. In that discussion it was made clear to you that NUTRI-SPEC places the highest priority on using the absolute minimum quantity of excipients, as well as assuring that qualitatively the few excipients used are non-toxic, and in no way interfere with nutrient absorption. Truly, the judicious use of excipients is one of the most critical distinctions between your NUTRI-SPEC tablets and capsules and those routinely available throughout the natural food industry.

In any discussion of product quality, the most fundamental point of consideration must be the dissolution characteristics of the product. Obviously, it makes absolutely no difference what nutrients are in a product if that product does not dissolve in the GI tract in time for those nutrients to be absorbed. Most vitamins and minerals have a very narrow window of opportunity for absorption, consisting of a few feet in the upper jejunum. Clearly, if a tablet reaches that point of the intestine without completely disintegrating, the vitamins and minerals it contains will pass right on through, unabsorbed, and totally wasted. The tragically comical truth about most supplements is that they are totally worthless, regardless of what beneficial nutrients they may contain, simply because the tablets have such a substantial coating that the product does not dissolve nearly in time for nutrient absorption. When patients bring their favorite health food store supplements to me for evaluation, the first thing I look at is the list of excipients. Quite often I tell the patient, "To read the list of nutrients in these tablets is to waste as much of my time as you have wasted each time you have swallowed them. **You might as well pour this bottle down the toilet ---** since that is where it all ends up anyway."

At NUTRI-SPEC our only consideration is nutrient availability to your patients. That is why we use the thinnest vegetable protein glaze or gelatin that will hold our products together. You are thus assured ...

**THE BEST DISSOLUTION CHARACTERISTICS
IN THE INDUSTRY ---**

a promise we made to you 23 years ago and have stuck with ever since.

For most companies the primary consideration is shelf life. They want their product to look exactly the same after sitting on the health food store shelves or a doctor's office shelves for 3 years as it did the day it was made. To achieve that, of course, they have to encase the capsule or tablet in extremely stable excipients. The problem is that such a heavy coating precludes the dissolution of the product in time for its nutrients to do any good. Are pill makers and

nutrition distributors really so ignorant as to not know the essentials of product dissolution and nutrient absorption? Sadly, as we have revealed to you many times in many ways, the natural food industry is perhaps the dirtiest in the world; the manufacturers and distributors don't give a hoot about the efficacy of their products --- \$\$\$\$ is all that matters to them.

In contrast, you, as a NUTRI-SPEC practitioner, are offering your patients quality; you are offering your patients truth in clinical nutrition. Do understand, however, that to achieve maximum absorption of nutrients, we have to take a calculated risk in the manufacture of our tablets and capsules. In minimizing the coating for maximum absorption, we know that there is a chance of some discoloration of the products, especially when exposed to high temperatures (as, for instance, in a UPS truck, or in your patient's kitchen). The risk of discoloration in our products is compounded by our use of the most biologically active form of all the nutrients we provide. The problem here is that many of these nutrients attract moisture from the air, and of course, that "sponging" of moisture from the air is accelerated any time the temperature is elevated. So --- to assure that your patients are getting the full benefit of your amazing products always insist that they put their NUTRI-SPEC supplements in the refrigerator as soon as they get home.

There are excipients that NUTRI-SPEC refuses to use, even though they might give our products longer shelf life, or make them cheaper to supply. One is di-calcium phosphate, which inhibits absorption of mineral nutrients. Another example is microcrystalline cellulose, widely used in the nutrition and pharmaceutical industries. Ingested over a period of years, it can cause micro infarcts and thus tissue death throughout the body. Cellulose is indigestible, but in microcrystalline form the cellulose particles are so small they are passively absorbed into the blood. There is no way to metabolize or to eliminate the cellulose, so it accumulates in the body to the point it can block small blood vessels. Carrageenan is another common excipient that will cause tissue damage over time.

As you can see, when comparing other companies' supplements to NUTRI-SPEC, many of those products can be eliminated from consideration based on poor nutrient availability or toxic excipients --- before you even look at what nutrients might be offered. Now, let us take the next step and discuss what nutrients to be commonly found on labels are a sure tip-off that the product is cheap trash. We need to make you really understand the difference between NUTRI-SPEC products and some of the garbage that masquerades as professional supplementation.

In a qualitative comparison of your NUTRI-SPEC products with other "professional" supplements sold to doctors, there is more to consider beyond excipients and dissolution characteristics. Not only commonly used excipients, but even some nutrients, are widely used that interfere with the absorption of

nutrients. One extremely common example is magnesium in oxide form. Magnesium oxide is without a doubt the most common form of magnesium used in supplements. Is there a problem with magnesium oxide? --- Yes, a problem so huge that any product containing magnesium oxide should be immediately discarded.

You see, magnesium oxide causes an extremely alkaline condition in the upper GI tract. Why is that a problem? Many minerals and trace minerals, including magnesium, calcium, copper, manganese, and iron, need an extremely acid environment in which to be absorbed. Absorption of these minerals and trace minerals occurs very high in the jejunum for obvious reasons --- that is immediately below the acid stomach and before the alkalizing secretions of the bile duct take full effect. There is literally only a few feet of the upper jejunum where absorption of these minerals and trace minerals must occur --- now or never. When a product contains a substantial quantity of magnesium oxide, the acidification necessary for absorption of these mineral nutrients never occurs, and they are wasted. Why, then, do supplement suppliers use magnesium oxide? Simply --- it is cheap and stable. Do these nutrition companies not know the problems GI alkalization by magnesium oxide? Ask them. All I can tell you is that if you see magnesium oxide on a product, the peddler of that product is either ignorant or dishonest. In either case, you do not want to be dealing with that kind of company.

If you think you understand all the advantages and benefits of NUTRI-SPEC supplements as explained in the Oxy B brochure, then test yourself with this short quiz:

Question #1:

Thiamin pyrophosphate differs from common thiamine hydrochloride (vitamin B1) in that:

- a. It is the biologically active coenzyme form of vitamin B1.
- b. It demonstrates potent vitamin activity at much smaller doses.
- c. It is much more expensive.
- d. It is found in Oxygenic B and not in other "professional" vitamin-mineral-trace mineral products.
- e. All of the above.

Question #2:

Pyridoxal-5-phosphate differs from common pyridoxine hydrochloride (Vitamin B6) in that:

Question #3:

Zinc Methionate differs from zinc as amino acid chelate (or worse, as the toxic zinc picolinate) in that:

Question #4:

Chromium as polynicotinate differs from chromium as amino acid chelate in that:

Question #5:

Do you see that we could go through nearly the entire list of ingredients in Oxygenic B paraphrasing choices a,b,c,d and e in question #1, and, that the correct answer would always be “e, All of the above?”

Have you actually read the label of Oxygenic B? Have you ever challenged it in an ingredient-by-ingredient confrontation with other products that claim to offer a broad base of nutritional support?

NO CONTEST.

The big, big, big idea here is that the biological activity of the nutrients in your NUTRI-SPEC products is absolutely unmatched. So, when you see magnesium oxide, and you see B vitamin precursors instead of the active coenzyme form of B vitamins, and when you see minerals and trace minerals in forms that are either poorly absorbed or have limited biological activity, then why even look further at the junk you hold in your hand?

There is another problem with common trash supplements that is probably just as significant as the low bio-activity of the nutrients provided, and that has to do with the proportions between the various nutrients supplied. Suppose you see a label listing 6000% of the recommended daily allowance of this nutrient, and 1500% of the recommended daily allowance of that nutrient --- ultra mega doses of cheap vitamins, in no particular proportion to one another, and completely out of proportion with the amount of minerals and trace minerals supplied? That product is an absolute disaster as a multiple supplement. But remember, your patients have no way of knowing that more is not better. They look at a label in a health food store that features 50-100 milligrams of all the B vitamin precursors, while Oxy B offers just a few milligrams of the true B vitamins. Unless you educate your patients (with your Oxy B brochure) they will likely believe they can get more for their money at the health food store than from you.

To help your patients grasp this concept of quality over quantity, you can also inform them of the poor absorption of those mega doses of B vitamins. Every vitamin has an absorption curve, which is a graph of the percent of different size doses that the GI tract can absorb. As an example, consider Vitamin B1. The absolute maximum quantity of Vitamin B1 that a human being is capable of absorbing is 4 milligrams. Up to a little less than 2 milligrams almost 100% of the dose is absorbed. After 2 mg the absorption percentage drops off dramatically to the point where anything above 4 milligrams is not absorbed at all. So, ask your patient what she thinks of a company that would put more than 4 milligrams of Vitamin B1 in each dose of its product. Is that company ignorant of vitamin absorption basics? Or, is the company simply using cheap B vitamins as a lure to increase sales from an uninformed public? Either way, the company is as trashy as its product.

I ask questions like those above with my patients every day, and so should you. I have had patients come to me after reading the Oxy B brochure and say something like, "Boy, you sure don't think much of vitamin C do you?" Actually, I am just as much in favor of supplementing with vitamin C as I am with any other nutrient. What seems like a tirade against vitamin C made by the Oxy B brochure is simply a case of using vitamin C as an example to illustrate the problems with over-supplementing with any nutrient. We could have written just as many paragraphs about any of the B vitamins or any of the minerals or trace minerals illustrating the damaging effects of supplementing with too much of one nutrient in proportion to all the others.

So --- the point of this Letter, the point of your Oxy B brochure, the point of your Mighty Mins brochure, and the point you must make to your patients, is that no multiple anywhere delivers the quality of nutrition found in Oxy B and in Mighty Mins, and, that all NUTRI-SPEC tablets and capsules are just that thoughtfully created.

- **Absorption over shelf life ...**
- **Quality over quantity ...**
- **Ideal proportions over unbalance ...**

... that is what you guarantee your patients.

For health,

Guy R. Schenker, D.C.