

# NUTRI-SPEC



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## THE NUTRI-SPEC LETTER

**Volume 27 Number 11**

From:

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November, 2016

## **ZERO**

Dear Doctor,

Of all the numbers in the world, which has the greatest magnitude? A million is a big number, but a billion is even bigger, and a trillion is bigger still. No matter the magnitude of any number you come up with, there is always one bigger. OK --- so you say, "How about "infinity"?" Yes, infinity covers it in terms of the scope of magnitude, but the concept of infinity is somewhat otherworldly. So, within the concept of living in our world, which number has the greatest magnitude --- a magnitude whose essence cannot be exceeded by any other number or any other concept? --- That number is zero.

### **UNQUALIFIED, UNEQUIVOCAL AND ABSOLUTE --- ZERO.**

And how does the concept of zero relate to your practice of NUTRI-SPEC? One very obvious way is in the three Immuno-Synbiotic products that you are (or certainly should be if you truly care to serve your patients maximally) giving all your patients. To truly appreciate the uniqueness of your three Immuno-Synbiotic products you must understand that anything else your patients can buy anywhere --- from another doctor, from their health food store, from Walmart --- is ZERO compared to what you offer them.

Let us explain ...

Are you familiar with the United States Pharmacopeia (USP)? USP testing methods and USP standards set the criteria for pharmaceuticals. If a drug cannot be subjected to USP methods and meet USP standards, it simply cannot be approved and marketed --- and this applies to both prescription and over the counter pharmaceuticals. There are methods the USP employs and standards that must be met that have to do with the dissolution qualities of

tablets and capsules. There are also methods and standards that define the degree to which pharmaceutical products are damaged by upper GI secretions. There are USP methods that set the standards for shelf life of pharmaceuticals. There are USP methods that set standards for how much of a product is absorbed from the gut and/or assimilated.

Let us focus now on the USP methods used to test the survival rate of probiotics as they travel through the stomach, duodenum, and upper jejunum, with exposure to stomach acid, bile and other upper GI secretions. There is a particular USP method that challenges probiotics (or any supplement or drug for that matter) for 20 minutes at conditions that approximate the “most harsh” that can be encountered in the human upper GI tract. When exposed to those conditions, guess how much probiotic in a capsule (as sold by your local health food store) survives?

**ZERO.**

Regardless of what kind of capsule, regardless of what combination of probiotic critters, regardless of how many critters are packed into the capsule --- if that probiotic comes in a capsule, being subjected to the USP method delivers exactly zero live critters.

**ZERO.**

Under those most harsh conditions to be encountered in the human gut, that USP method has been used to test one protective means of encapsulating probiotics (which is very rarely used because the pill makers refuse to spend money on quality). That protective technology (which your patients will not likely find in their health food store products) improves the yield of live critters significantly. --- Instead of zero, 19% will survive a particularly harsh upper GI environment. By comparison, the extraordinary technology you are offering your patients with your three Immuno-Synbiotic products yields a survival rate of 38% --- putting your products in a class by themselves.

There is another USP method that subjects the pharmaceutical (or probiotic) to what USP designates as the “least harsh” upper GI environment. Under those conditions: an encapsulated health food store (or Walmart) quality probiotic gives a measly 10% survival rate; the somewhat effective protective technology yields a 45% survival rate; while your NUTRI-SPEC Immuno-Synbiotic technology yields a 71% survival rate.

REAL WORLD UPPER GI CONDITIONS as defined by the USP fall somewhere between the two extreme USP methods. So, under what is defined by USP as real world conditions --- that you find in your typical patient --- the Walmart and health food store quality probiotics lose more than 96% of their critters. This is where we came up with the figure in your Immuno-Synbiotic

brochure (that you should be giving all your patients) of only 4% survival in the junk they are buying from anyone but you. And while their pathetic trash probiotic products give your unsuspecting patients only that insignificant ( --- less than 4%!!!) viable critters, your NUTRI-SPEC products yield more than 60% --- no comparison whatsoever.

And keep in mind --- that 4% versus 60% is measuring the critters that are still alive when the product is swallowed. Since only freshly made supplements are USP tested, the comparison does not take into account the losses that occur long before the patient swallows the product --- during shelf life. Imagine your patient trotting home from the health food store with a heavily hyped probiotic from a big name health food industry pill maker. If it has been more than 10 weeks since that capsule was made, the number of critters still alive might be only a tiny fraction of what is claimed on the label. And it is only 4% of that tiny fraction (which then would be something less than a mere 1% of the label claim) that will actually find its way deep into the person's tummy.

The nice thing about the delayed release technology of your Immuno-Synbiotic products is that the coating serves two purposes. It gives you the delayed release you want that bypasses the assault from stomach acid and bile, but it also protects the product from deterioration on the shelf, yielding a longer shelf life. ----- In last month's Letter we discussed the very "expensive" strain of *L. rhamnosus* (the Queen of probiotics) you are offering with your IS Immune Power. We explained that we need to import it all the way from Italy. It comes from a company named Probiotical (in Novara, Italy) --- and --- it is the strain of *L. rhamnosus* used in the scientific studies published in the literature --- highlighting the benefits of the Queen in

- a) supporting the Th1 capacity of the immune system, and
- b) controlling any excess inflammation associated with Prostaglandins such as PGD2 (produced by activated Mast Cells and revealed by a RED response on your Dermographics Test).

Why is the *L. rhamnosus* from Probiotical so much more effective than any of the commercially available strains? Part of its superiority is in the selection of the strain itself --- there are significant differences in the immunomodulatory effects of certain strains within the same species of some probiotics (and that applies to the King, *L. Reuteri*, as well). But what truly makes the Queen worthy of her status among the royal elite is that Probiotical actually microencapsulates the *L. rhamnosus* as part of its culturing process. So, when the Queen enters your IS Immune Power she already carries her own personal royal garb before she enters the secure chamber of your Immuno-Synbiotic protective coat.

Meanwhile, if you look at the junk probiotics your patients have been stuck with up until now, you will see very clearly that ...

### **THE EMPEROR HAS NO CLOTHES.**

The pretense and self-delusion ubiquitous in the health food industry and its customers (victims) is nowhere more clearly apparent than in its reliance on wishful thinking as it peddles zero value probiotics. --- Yes, you can easily imagine the "health food" stores where your patients shop as analogous to ...

### **THAT VACUOUS EMPEROR --- AS THEY DELUDE THEMSELVES ...**

placing blind faith in the unscrupulous supplement industry. --- And picture your poor patients so devoted to their faith in all things "natural" that they, too, are ...

### **DELUING THEMSELVES,**

over their desperate need to believe in their health food store Emperor.

Truly --- The Emperors (your local health food stores), while well-meaning, possesses zero substance. The entirety of their offering is nothing more than mythology. Your Immuno-Synbiotics brochure will help you bring your patients back to the world of objective, scientific reality. They need not fear being one of the faces in the crowd to let go of cherished myths. Their eyes can finally distinguish the zero-clad Emperor from the royal robes of ...

### **THE KING & QUEEN ---**

L. reuteri and L. rhamnosus.

The Emperor, parading about his store, cheerfully proclaiming health-related edicts to his subjects (your patients) illustrates perfectly the reason why you are a NUTRI-SPEC practitioner. While the smiling Emperor satisfies the need of his followers to believe in what we might call ...

### **THE "PSEUDO NATURAL" ---**

you offer ...

### **THE SCIENCE OF NATURAL LAW.**

The Emperor keeps his people in the shadows of mythology; you brighten your patients' lives with truth.

Your naked Emperor has been duped into believing yet another fantasy from classical mythology. So, he also pronounces edicts with dictatorial authority regarding the benefit of a fabulously profitable health food industry fraud ---

### **YOGURT.**

Yogurt is a myth so universally acclaimed that your patients need not even go to their Emperor's health food store to buy it --- unless, of course they want "the really good stuff".

How many live critters are in yogurt by the time your patients eat it? In most cases ...

### **ZERO.**

What can we say about the mythological benefits of yogurt? They are ...

### **LESS THAN ZERO.**

Yes, yogurt is not only a case of "no clothes", it is the Emperor's body covered with a pox. --- Yogurt has done its victims more harm than good. How? Just take a look ...

1. [Not related to our topic of Immuno-Synbiotics --- but --- most yogurts are made from skim milk --- which has been implicated as a causative factor in obesity, insulin resistance, and cardiovascular disease --- (obviously) just the opposite of what the saturated fat phobia (accepted by the ignorant Emperor) has been promoting for decades.]
2. For the same reason that probiotic supplements generally offer pretty close to zero live critters, yogurt falls victim to the same hazards.

First, the culturing of the (deadly skim) milk is done long before your unsuspecting patient slurps the stuff down --- which means the critters used in the culture are long dead. If there are a few stragglers surviving, they are generally annihilated in your patient's upper GI tract.

3. The critters used in the yogurt cultures (and Kiefer and all the rest of those fashionable fermented products) are generally not those of the natural human biome. *L. acidophilus* is almost always part of the culture, and as you know, is not part of a healthy microbiota. So even if any of the critters in yogurt do survive, they are of dubious value, and potentially do harm.

4. If there are no critters left in yogurt, then what remains? Stop and think why yogurt is theoretically good. --- It is made by dumping bacteria into (deadly skim) milk, and allowing the bacteria to devour the milk sugar, lactose. The bacteria thrive and multiply, and you eat the stuff, thus (the theory goes) getting the benefits of probiotic supplementation. When the critter eats the lactose, what is formed as a waste product? Lactic acid. ---So --- when your patients eat the yogurt, all they are getting is milk stripped of its nutrients and loaded with a metabolic poison, lactic acid, formed as a waste product of bacterial metabolism.

When explaining this to patients, I make the presentation more graphic by explaining that all they are eating is bacterial excrement --- or ...

### **“BACTERIA POOP”.**

How toxic is bacteria poop? Our bodies have a very elaborate metabolic pathway designed to eliminate the lactic acid that we produce naturally when muscles are worked hard ( --- the Cori Cycle). Lactic acid is nasty stuff that is not only a metabolic poison directly, but also disrupts Acid/Alkaline Balance. --- Yogurt is yucky. Yogurt is zero.

The poor Emperor. --- He needs so desperately to believe in his fancy trappings. And consider your poor patients --- who so desperately need an Emperor to adore. --- Please, do enrich them with truth, while at the same time you enrich your practice. Give your patients a scientific alternative to the Emperor. Give them the King and Queen --- L. reuteri and L. rhamnosus.

Their health food stores give your patients nothing but a big zero. You must give your families IMMUNO-SYMBIOTIC. (Think families, not just individual patients --- with each family member served by your selected specific immune-balancing supplement.) --- Serve families!

\*\* THANKSGIVING SPECIAL: For the month of November you will be given **2 FREE** out of every dozen you order of:

- IS Immune X-Flam, IS Immune Restore, IS Immune Power
- Oxygenic D+
- Electro Tonic
- Phos Drops
- Formula EI
- Glutamine

\*\* You have never been given such a HUGE special. Call NUTRI-SPEC today!