

NUTRI-SPEC



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THE NUTRI-SPEC LETTER

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From:

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FLAVOR OF THE MONTH

Dear Doctor,

It was not The Flavor of the Month --- a supplement analogous to your ice cream shop monthly special.

Nor was it The Flavor of the Year, nor even The Flavor of the Decade. It wasn't "Cookie Dough Crunch" vs. "Mint Chocolate Chip" vs. "Peach Passion". --- No, it was not merely one more ice cream flavor in an endless stream of monthly promotions. ----- Rather --- continuing our ice cream shop analogy --- despite its appearing to be just another flavor of the same old same old --- it was not ice cream at all, but (if you can imagine) "Alternative Treat".

For NUTRI-SPEC practitioners it was (--- and for both Alternative Doctors, and even for the Health Food Industry, it should have been)

THE FLAVOR OF THE CENTURY.

It was, way back in the 1980s, the first supplement (outside our formulated products for correcting specific Metabolic Imbalances) that we were absolutely compelled to offer NUTRI-SPEC doctors. Yes, over 30 years ago it was a "must have" nutrient --- wielding power over nearly every NUTRI-SPEC Fundamental Balance System.

30 years ago, and still to this day, this nutrient, which is a critical supplement in your arsenal of NUTRI-SPEC weapons to

**SAVE YOUR PATIENTS FROM
IMMUNONEUROENDOCRINE STRESS**

can be considered perhaps

THE KING OF ADAPTOGENS.

Truly --- what nutrient can you give your patients that will give you victory in the battles against:

1. Cardiovascular Disease
2. Immune System failure
3. Multiple Chemical Sensitivities
4. high triglycerides and cholesterol
5. premature aging of structural and functional proteins
6. nearly every inflammatory condition imaginable
7. Excess Nitric Oxide
8. Chronic Fatigue
9. Fibromyalgia
10. Dementia

Yes indeed (actually read, rather than skim over this list of 10 pathologies ---- read & think --- as you envision your many patients and family members who suffer from these 10 expressions of INE Stress.) --- with one single nutrient you have amazing power over

INFLAM- AGING.

Can you guess what is this amazing supplement --- your NUTRI-SPEC FLAVOR OF THE CENTURY?

The ice cream shop Flavor of the Month is an effective gimmick. Even though it's a lot of hype about nothing really special, it does capture the attention of customers --- thus capturing their dollars. Hype --- but effective.

Now, imagine the analogous circumstance in Alternative Health Care --- your professional domain. --- Do you appreciate that you are dedicated to a field of endeavor offering ...

**LESS SUBSTANCE THAN
BASKIN-ROBBINS or
BEN & JERRY'S???**

At least your local ice cream shop is honest --- marketing its goodies based on competition for your taste buds, and with full disclosure of ingredients. The same cannot be said for the endless parade of

ALTERNATIVE HEALTH CARE FLAVORS OF THE MONTH.

SHAMELESSLY --- your profession marches in lock step with the unscrupulous Health Food Industry. “Cures” for disease are promoted by misrepresenting medical research. “Remedies” are peddled with false promises based on falsification of research data. “Health-” and “longevity-enhancing” supplements make headline news --- only by cleverly using non-sequiturs.

Yes Doctor, you offer your patients a hand in helping them win the game of life --- but you are competing for their attention on a playground dominated by liars, cheats and thieves. Their power is so pervasive that most of your patients have been captivated --- and snookered. You yourself may on occasion be seduced by their siren song.

Here, just off the top of my head, are a few of the Flavors of the Month from the past few decades. Both the Health Food Industry Witch Doctors and the Alternative Medicine Men have used these to capture the faith and the \$\$\$\$\$ of their dedicated believers (many of whom are your patients)

- Vitamin C for colds (or for the Symptom of the Month)
- Zinc for the prostate
- Vitamin E for the heart (or for the Symptom of the Month)
- Calcium for Osteoporosis
- B vitamins for “energy”; B vitamins for “stress”
- B6 for fluid retention; B6 for carpal tunnel
- B5 for “the adrenals”
- Iodine (Kelp) for the thyroid
- Oat Bran for lower cholesterol
- Red Yeast Rice for lower cholesterol
- Linoleic Acid = “Essential” for the Symptom of the Month
- Carnitine for weight loss
- Malic Acid for Fibromyalgia
- Phenylalanine for arthritic pain
- Melatonin for insomnia
- Black Cohosh, Red Raspberry & other herbal drugs for “female problems”
- Fish Oil = for every imaginable Symptom of the Month
- Resveratrol = for every imaginable Symptom of the Month
- “Essential Oils” = for every imaginable Symptom of the Month
- Turmeric, Cinnamon & a huge display of Spice Rack Remedies for “Inflammation”

**THE PARADE IS
A CHARADE.**

Not only is this long list of monthly Flavors useless --- but nearly every item is not only an ineffective waste of money, but is actually counter-productive. That is to say, almost every one of them causes an unintended consequence by adversely affecting one Metabolic Balance System or another.

Now consider your two lists --- your list on page 3 of all the symptoms and conditions the Witch Doctor remedies claim to cure --- and the page 2 list of ten severe expressions of INLFAM-AGING that the medical literature has long shown in peer-reviewed studies to benefit from your FLAVOR OF THE CENTURY. Pick any item from that list of Medicine Man “cures” and stand it up against any of the 10 severely life-altering pathologies. Even using the most cleverly contrived non-sequiturs of the Health Food Industry, you cannot come up with any reasonable support that the pill peddler Flavors of the Month will even put a dent in any of the ten monsters that are devouring your patients.

At best --- each of your dubious darlings of the delusional doctors in the alternative field put a miniscule dent in the mechanisms of ImmunoNeuro-Endocrine Stress. Expressed another way

- Will Turmeric stop, let alone reverse, premature aging of structural and functional proteins? --- No.
- Will Fish Oil (EPA & DHA Omega 3 fatty acids) control the inflammation of excess Nitric Oxide? --- Absolutely not --- EPA and DHA actually exacerbate the inflammatory mechanism of inducible Nitric Oxide Synthetase.
- Will Resveratrol energize your patients suffering from Chronic Fatigue? --- Nope. --- Zero benefit.
- Will Cinnamon slow the absolutely frightening progression of Dementia? --- Of course not. Cinnamon is not even in the game.

Yet, as early as the 1980s, there was irrefutable evidence that your NUTRI-SPEC Flavor of the Century could stop all those pathologies in their tracks, and even vanquish them entirely.

By the late 1980s there were already many studies in the medical literature (and these, unlike research promoting your health food remedies, were not done on cell cultures, but rather were legitimate animal models and even human studies) showing benefits for your amazing **ADAPTOGEN** --- when acting alone --- in protecting against all aspects of cardiovascular disease. Irrefutable studies in the 1980s --- have expanded over the last 30 years to dozens of studies showing protection against heart attacks, stroke, high blood lipids, high blood pressure and atherosclerosis. Fish Oil simply cannot compete.

In the 1980s there were already studies showing a startling impact of the supplement on liver function --- controlling cholesterol and triglyceride production, energy production, fat deposition, glucose and glycogen utilization, efficient bile excretion, conjugation of hormones, fatty liver disease, Insulin Resistance (Metabolic Syndrome) and detoxification. 30 years later there is unequivocal evidence that this is probably the number one **ADAPTOGEN** in terms of liver function.

By the 1980s there were already studies showing the protective effects of this amazing supplement on protecting the brain and preserving cognitive ability. Specifically, it prevents Parkinson's, oxidative damage to the brain, and excitotoxic damage to the brain. Can Resveratrol match that? Certainly not. And now today there are many, many more studies defining the mechanism by which your one powerful supplement can protect the brain from INFLAM-AGING and all its sequelae such as Dementia, Depression and Insomnia.

Immune system failure? --- Already in the 1980s the anti-inflammatory effects of this one powerful **ADAPTOGEN** were evident. In the decades since, many mechanisms have been identified by which your Flavor of the Century is anti-inflammatory by controlling immune responses raging out of control. In particular, your supplement will control excess production of the pro-inflammatory cytokine TNF- α . It is particularly beneficial at controlling inflammation in those who are overweight --- especially in your tubby tummy patients --- those who are in a state of Insulin Resistance and on their way to Metabolic Syndrome.

--- Your patients are throwing money away at the health food store, or worse --- giving it to Alternative Medicine Men for Spice Rack Remedies purported to control "inflammation". Yet, the specific nature of that "Inflammation" is never defined. Nor is there any support in the literature for any significant anti-inflammatory benefit from any of these herbal drugs. All those wasted dollars should be spent productively in your office, even if you put patients on nothing more than your one unmatched anti-inflammatory --- an **ADAPTOGEN** with so many studies supporting its benefits that even a hundred years of research on a hundred different herbal drugs would not produce one one hundredth as much evidence of benefit as your Flavor of the Century.

Have you guessed it? What is this

SUPER SUPPLEMENT

that nearly all your patients desperately need? What is your NUTRI-SPEC Flavor of the Century that I am quite certain you are underutilizing? It is none other than

TAURINE.

Consider this list of protective benefits you offer with Taurine supplementation on just the cardiovascular system alone (--- ignoring for the moment the benefits for the liver, the brain, Immune System Th1/Th2 balance, anti-aging)

- Taurine decreases hypertension
- Taurine decreases platelet aggregation
- Taurine improves impairment of intimal thickening
- Taurine protects against and actually reduces arteriosclerosis
- Taurine improves vascular reactivity
- Taurine decreases oxidative stress in the vasculature
- Taurine decreases inflammation in the vasculature
- Taurine improves myocardial functional capacity
- Taurine improves myocardial oxygen consumption
- Taurine improves heart electrical activity
- Taurine reduces calcium and fatty plaquing in the arteries
- Taurine reverses the blood pressure-increasing effects of angiotensin II.
- Taurine controls Sympathetic (catecholamine) stress as a cause of high blood pressure.
- Taurine is a physiological calcium channel blocker.
- Taurine prevents cardiac arrhythmias
- Taurine reduces excess vaso-constriction
- Taurine decreases the incidence of strokes
- Taurine lowers cholesterol
- Taurine possesses anti-thrombotic properties
- Taurine prevents angina

The one good from all the Health Food Industry hype is that it has educated a high percentage of your patients on the significance of “inflammation” leading to INFLAM-AGING. That is perfectly honest and beneficial. But the dishonesty is in the silly remedies they are peddling to control this “inflammation”, without ever objectively defining it, nor the benefits they are promising.

So --- your role is to take your patients who already “get it” and give them the truth and the whole truth. All this essential information from decades of peer-reviewed literature on Taurine is condensed into one write-up in the Articles section of your NUTRI-SPEC website. In the section called “Extraordinary Nutrients” you will find the write-up on Taurine. --- What do you do with it? Print it out!!! --- Give it to all your patients as you tell them, “This is what the health food pill peddlers try to make you believe you’re getting when they sell you their herbal drugs and other remedies. Yet what they offer is nothing compared to what the medical literature shows you get from a Taurine supplement.