

NUTRI-SPEC



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THE NUTRI-SPEC LETTER

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From:
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Dear Doctor,

ALL THAT GLITTERS IS NOT GOLD.

--- and ---

“GLITTER” IS IN THE EYE OF THE BEHOLDER.

These timeless words of wisdom apply directly to you --- and how you serve your patients with NUTRI-SPEC

Your patients are attracted to glitter like bugs to a dark night lamppost. They swarm their local health food store. They buzz about the Nature Cure Peddler’s Flavor of the Month. Truly, they are

BLINDED BY THE LIGHT.

Your patients have such a hunger for all things “natural,” and a desperate need to be “cured” of all their (largely self-inflicted) maladies --- they are easily enticed by the

FALSE FRUIT OF THE FAIRY TREE.

What are the irresistible temptations your patients find in the propaganda of the Alternative Medicine Witch Doctors and the health food industry hype? There is

- the glitter of megadoses. Your typical patient is easily victimized by the illogical notion that “more is better.” There is no better example than the megadoses of vitamins, minerals, and trace minerals as False Fruit on

which they waste their money --- needing to believe they are investing in super health. Little do your patients realize that only a tiny fraction of megadoses are absorbed, and of what is absorbed, very little is assimilated into tissues --- and even more critical is that what is assimilated

**IS CERTAIN TO EXACERBATE WHATEVER
METABOLIC IMBALANCES THE PATIENT HAS.**

----- Give megadoses of calcium to a man with a Sympathetic Imbalance or a Ketogenic Imbalance --- and watch him suffer erectile dysfunction, hypertension, insomnia, and “stress.” --- Do you get it? Your patients are being tempted by glittering sure garbage --- offer them pure gold instead.

- the glitter of herbal remedies. Despite your patients’ need to believe, most herbs do absolutely nothing. And those that do affect body chemistry do so as drugs. Your patients are blinded to the obvious truth that a drug is no less a drug if it happens to occur somewhere in nature, rather than being a “chemical” derived from pharmaceutical research. ----- Try this --- ask your patient with anxiety or depression if she would take the chemical drug hexahydroxyl dimethyl naphthodianthrone? She will immediately say, “No of course not. I wouldn’t take a “chemical” drug.” Then, inform your patient that that is the very drug she is taking when she swallows her “all natural herb,” St. John’s wort. --- Your patients are blinded to the truth --- wasting their time and their hope on sure garbage. Offer them pure gold as an alternative.
- the glitter of “life extension” supplements. There are a broad array of these that have come and gone as Flavors of the Month over the decades. Don’t alienate your patients by telling them the obvious truth --- that they are being childishly irrational in seeking such a miracle --- hoping swallowing a pill will extend their length and quality of life --- while they continue to follow the eating plan and subject themselves to the other environmental stressors that are causing their premature aging. Your patients are putting their trust in pure garbage --- when you can offer them real, objective value --- the means to

LIVE STRONGER LONGER

by determining their individualized plan to achieve Metabolic Balance and to pump up Vital Reserves.

- the glitter of symptom relief ----- “This (supplement) is supposed to be good for (symptom).” --- “That (supplement) is supposed to be good for (symptom).” ----- It never ceases to amaze me how people can invest their time and hope in one false promise that fails miserably, yet proceed with undaunted enthusiasm to be tempted by the next promise of “relief.”

**THERE IS NO RELIEF WITHOUT FINDING AND CORRECTING
THE CAUSE OF THE SYMPTOM.**

Your patients will not fully appreciate that until you tell them. Meanwhile, they are lost in their search through the sure garbage heap --- all the while they could be benefiting from the pure gold you offer.

Sure garbage or pure gold? ----- Let us talk about quality --- the

AMAZING TREASURE CHEST OF GOLD

you have to offer your patients.

Let us change our perspective from the broad belief in mythology that afflicts your patients to the specific quality of individual nutrients in the health food store supplements vs. what you offer with NUTRI-SPEC. Putting aside the question of megadoses vs. physiological doses we have already touched upon above --- let us consider the qualitative aspects of your NUTRI-SPEC formulations --- the quality --- pure gold --- that is absolutely not available in health food store garbage.

Have you looked recently at your Activator brochure? All your patients should be reading that, as it gives an introduction to this idea of the quality you offer vs. the trash they are wasting their money on elsewhere. By quality we mean the bioavailability of each individual nutrient, as well as the power of that nutrient to activate critical metabolic pathways. Your Activator brochure touches on the difference between B vitamins in their active coenzyme form vs. B vitamin precursors. It also touches on the extraordinary forms of mineral and trace mineral nutrients offered in Activator, vs. the cheap junk offered by name brand supplement companies.

To illustrate --- let us pick out just one nutrient --- how about the mineral magnesium? What form of magnesium are your patients getting in their garbage supplements? I would estimate at least 90% of the magnesium they are getting from the health food store is in the form of either magnesium oxide or magnesium citrate = JUNK!

----- There are two considerations with respect to mineral supplements. First, is that your patients believe that magnesium is magnesium is magnesium --- when in actuality the anion or chelate to which the magnesium is bound often has as much or more metabolic activity as the magnesium ion itself. Magnesium Chloride (that you have in your NUTRI-SPEC treasure chest) has an entirely different metabolic effect than magnesium oxide or citrate.

But even more fundamental than the metabolic activity of the magnesium supplement is the absorption of the magnesium and its ion or chelate. In all

studies done on magnesium absorption, magnesium oxide and magnesium citrate are at the very bottom of the list in terms of percentage absorbed. Part of this is because the citrate, and particularly the oxide, so alkalize the stomach and upper GI tract that the alkalinity actually interferes with mineral absorption.

To explain = many minerals (including magnesium, calcium, copper, iron, selenium, and others) can only be absorbed in an acid medium. That means there is a very narrow window of opportunity for these mineral nutrients to be absorbed, and that window exists very high in the jejunum --- just beneath the duodenum, where the small intestine is most acidic (not having been alkalized by the secretions of the pancreas, the gall bladder and the jejunum). For their limited absorption, plus their inhibiting the absorption of other minerals and trace minerals, magnesium oxide and citrate are cheap trash.

Now consider the pure gold you give your patients with your NUTRI-SPEC supplements. And keep in mind that the higher price of the magnesium gold you offer your patients is not an expense, it is actually less costly --- in that you are delivering a much higher percentage of magnesium absorbed --- and all of that absorbed is being assimilated and utilized in critical metabolic pathways.

Peek into your NUTRI-SPEC Treasure Chest and what glittering gold magnesium will you find? In addition to your Magnesium Chloride electrolyte, you see brilliantly shining ---

Magnesium as

- | | |
|-------------|-------------|
| - orotate | - glycinate |
| - aspartate | - maleate |
| - gluconate | - taurinate |

Every one of these ions or chelates is efficiently absorbed. Every one of them is effectively assimilated and utilized in the tissues. Every one of them has its own particular metabolic effect --- in other words, a direct effect on one or more NUTRI-SPEC Metabolic Imbalances. That is not only the gold you offer your patients, but the specificity as well.

Sure garbage vs. pure gold? ----- Consider this sad truth. The nutrition supplement industry is probably

THE MOST DISHONEST INDUSTRY IN THE WORLD.

Not only does that industry get away with ridiculous false claims that lead people astray and snooker them out of their money --- but even the labeling of the garbage they peddle cannot be trusted. In other words, you have sure

garbage covering up sure garbage. To illustrate what I am talking about here let's look further at magnesium

As the health food industry victims (your patients) become more aware of the superiority of chelated forms of magnesium over the citrate and oxide forms, the charlatans of the industry do what they can to take advantage of that awareness. So now, you will see "magnesium glycinate" (one of the forms of magnesium NUTRI-SPEC has used extensively for years and years) appearing more and more as window dressing on cheap supplement labels.

BUT THAT MAGNESIUM "GLYCINATE" IS A FRAUD.

Most of what is called magnesium glycinate as a source material is actually more than 2/3 magnesium oxide. But for reasons I cannot explain, the product can legally be labeled as magnesium glycinate just because it does contain some glycinate --- even as all the while the anti-absorption and anti-metabolic oxide still dominates the product.

Are you beginning to get it? Now, you need to help your patients get it --- the difference between sure garbage and pure gold. Your Activator brochure is a good place to start. All your patients should read it, and you and your staff should take a minute just to reinforce the big idea. ----- Then --- when your patients understand that you do indeed offer something extraordinary, something specifically individualized for their needs, and certainly something far superior to the nature cure peddlers --- yes then, you set them up with

THE ULTIMATE GOLDEN TREASURE

--- their individualized Diphasic Nutrition Plan.

Do you see the unmatched quality --- the pure gold --- automatically built in to your NUTRI-SPEC offering of Metabolic Therapy? You need not even do NUTRI-SPEC testing of any kind to enrich your patients with the Treasure Chest of glittering gold goodies you make available --- gold that shines true and pure relative to the false gold of your competition --- the Alternative Medicine Witch Doctors, the nature cure peddlers, and even the well-meaning proprietor of your local health food store.

EFFORTLESSLY --- with no testing, nothing more than a complete history --- you can restore Metabolic Balance and pump up Vital Reserves in all your patients --- regardless of their age, and regardless of whatever pathologies torment them. You and you alone can enrich their lives with unmatched quality.

Initiate each patient's Metabolic Therapy with the BALANCING PROCEDURE. (The instructions for you to print out and hand your patients

are on your NUTRI-SPEC website.) With the BALANCING PROCEDURE alone (backed up by Activator and Immuno-Synbiotic), you will control all the TRIGGERS that light up your patients' dualistic symptoms --- defense against the environmental triggers that activate their personal pathophysiologies.

- Inflammatory pain?
- Fibromyalgia pain?
- Tension pain?
- Cramping pain?
- Vertigo?
- Itching/allergies?
- Constipation/diarrhea?
- Insomnia/somnolence?
- Depression/anxiety?
- High/low cholesterol?

--- ALL these signs of ImmunoNeuroEndocrine Stress are benefitted by the ideal individualized blend of Oxy Tonic, Electro Tonic, and Oxy D+ as each patient discovers through the BALANCING PROCEDURE.

Add in a bit of Diphasic AM and Diphasic PM, plus whatever other Diphasic Nutrition Plan considerations derive from the patients' age and medical history --- and you will have empowered your patients to

LIVE STRONGER LONGER.

Pure gold.