

# **NUTRI-SPEC**



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SPECIFIC NUTRITION

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## **THE NUTRI-SPEC LETTER**

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From:  
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### **TOO ATTRACTIVE TO BE TRUE?**

- or -

### **TOO TRUE TO BE ATTRACTIVE?**

Dear Doctor,

### **FOOLS' GOLD or PURE GOLD?**

In this Letter you will learn why, and how to communicate to your patients the difference between hype and substance --- between sizzle and steak --- between fantasy and fantastic ....

It is essential that you educate your patients to the sad truth highlighted in last month's Letter --- that the nutrition supplement industry is probably ....

### **THE MOST DISHONEST INDUSTRY IN THE WORLD.**

But you must not convey that message to your patients in a way that makes them feel like fools for being snookered by the Nature Cure propaganda machine. ----- Praise your patients! Enthusiastically grant that they are among the few willing to devote time, thought, and money to maximizing their health.

But then go on to explain that they have been victimized by that most dishonest industry --- one that preys upon their hopes and fears, giving them unrealistic and unscientific promises that they find ....

### **SO EASY TO BELIEVE ....**

simply because ....

### **THEY WANT TO BELIEVE.**

Explain to your patients that the charlatans are taking their money and giving them nothing but false hope in return.

In this Letter we will continue to highlight the PURE GOLD in your Treasure Chest of NUTRI-SPEC supplements --- the extraordinary value built in to your NUTRI-SPEC supplements that even you may not be aware of. It is time you fully appreciate just how uniquely precious are the rare, metabolically active nutrients in the products you offer.

Consider the title at the top of this Letter ....

It casts a spotlight on one fundamental difference between health food store supplements and your NUTRI-SPEC Treasures. Explain to your patients that the health food megadoses and remedies and all the promises associated with them are very definitely too attractive to be true. The deceitful gimmick of the Nature Cure propaganda machine is to take a tiny, almost clinically insignificant piece of the truth --- and then pump up that little fragment of truth into a grotesque misrepresentation of reality.

Are turmeric and cinnamon “good for inflammation”? Yes. Are they good to take as a supplement “for inflammation”? Absolutely not. The anti-inflammatory effects of turmeric and cinnamon are miniscule in terms of clinical significance. They do show anti-inflammatory effects in carefully controlled laboratory systems using tissue cultures, when the focus is on one narrow range of inflammatory processes. “Benefits”? No. When applied to human pathophysiology --- people would need to take a truckload of each to get any anti-inflammatory effects --- and that limited benefit would be restricted to only a few of the multitude of inflammatory pathophysiologies.

### **TURMERIC AND CINNAMON ARE A FRAUD.**

“Too true to be attractive?” Unless you educate them, your patients are too “swept off their feet” by enticing promises to notice the science distinguishing gold from glitter. ----- Every one of your NUTRI-SPEC supplements is based on clinically relevant scientific studies. Every nutrient in every supplement is an ....

### **ACTIVATOR ....**

of one or more metabolic pathways. Every nutrient has been shown to improve in one or more ways ---- as anti-inflammatory, antioxidant, anti-reductant,

anti-catabolic, anti-anabolic, pro-energetic ---- the ability to maintain Metabolic Balance, and to preserve Vital Reserves throughout **a strong, long life.**

It is kind of funny to contemplate that many of your most metabolically active supplements have at one time or another actually enjoyed the spotlight as a health food store ....

### **FLAVOR OF THE MONTH.**

But even the most amazing supplements such as your lipoic acid, acetyl-l-carnitine or Taurine, can only enjoy Flavor of the Month status for a short while. Why? --- Because --- taken in a large dose over a short period of time, these supplements do not create anything that people perceive as a “miracle.”

Swallowing a large dose of co-enzyme Q10 does not make all fibromyalgia pain disappear, does not “increase energy” in any noticeable way (by the definition of “energy” equating that term to the feeling of drinking an extra large Starbucks coffee), does not calm anxiety significantly --- does not give “relief” of the myriad of (largely self-inflicted) symptoms your patients suffer. Taking even these potentially miracle-generating supplements as isolated “Natural Cures” achieves nothing --- other than leaving the poor health food industry victim frantically seeking the next over-hyped Flavor of the Month.

But you, with NUTRI-SPEC --- in offering these incredible, scientifically documented supporters of ....

### **“LIVE STRONGER LONGER” ....**

deliver these Metabolic Activators in physiological quantities over the course of weeks, months --- and a lifetime --- which research shows is exactly the way they are most effectively absorbed, assimilated, and utilized.

So yes --- educate your patients. And a great way to do that is building upon the foundational premises presented in your Activator brochure. Learn to play up the qualitative aspects of your NUTRI-SPEC supplements --- in that they all are built upon the concept of metabolic activity --- offering a powerful effect on the body, not merely an impressive looking label.

Learn to poke fun at the bag of supplements your new patient brings to you for review.

### **DO NOT POKE FUN AT THE PATIENT ----**

but make a game of highlighting the damaging effects of the supplements health food hype that has snookered the patient into wasting money on.

To illustrate --- in last month's Letter we highlighted the macromineral magnesium. You learned that 90% of all magnesium supplements are either magnesium citrate or magnesium oxide --- which are actually damaging. You also learned that magnesium supplements that are labeled as "magnesium amino acid chelate" are really mostly magnesium oxide or citrate, with just a tiny bit of the chelate added. Need we repeat that the health food industry is the most dishonest industry in the world?

--- So --- when I am reviewing a new patient's bag of health food goodies, I will pick up a supplement and find magnesium oxide on the label --- give the patient a brief explanation of how magnesium oxide actually inhibits the absorption of magnesium and many other minerals, while at the same time pushing the body chemistry so far Alkaline that it can actually exacerbate many symptoms such as pain, muscle cramps, and fatigue --- then, with a theatrical flair, make a behind-the-back pass of that supplement bottle into the trash can.

Next, I will pick up a supplement loaded with megadoses of B vitamins --- give a brief explanation of how they can cause fatigue and anxiety (--- the exact opposite of the supplement charlatan's hype) --- then, with great finesse, make a hook shot of that bottle into the waste basket. Typically, the patient's eyes grow as big as health food vitamin C wafers as their mouth drops open in utter disbelief. --- But my point is made.

----- After that, I go into a brief explanation of the quality of magnesium when it is combined with a proper anion or chelate --- and explain that the form of magnesium as determined by what it is combined with is far more important than the magnesium per se. I further explain that every form of magnesium has a somewhat different metabolic effect, and will have a different effect on symptoms. I will highlight that truth by explaining that there are conditions such as fibromyalgia, arthritis, and fatigue that are in some people improved by magnesium chloride, yet in some people are made worse by magnesium chloride. --- And --- that the same people whose fibromyalgia, arthritis, and fatigue are made worse by magnesium chloride will be made better by magnesium aspartate. ----- Patients begin to "get it" --- but at the same time they feel both betrayed by the health food industry, and lost as to what to do now.

--- Of course, the 'what to do now' is to follow through with your expert guidance on how to ....

### **LIVE STRONGER LONGER.**

Last month featured magnesium. --- Let's go on to another nutrient that highlights the pure gold in your NUTRI-SPEC Treasure Chest ----- Vitamin B1.

In your NUTRI-SPEC supplements, Vitamin B1 as thiamine pyrophosphate now becomes Vitamin B1 as ....

### **BENFOTIAMINE ----- A Blessing In Disguise ....**

NUTRI-SPEC has always emphasized that we give you all the vitamins, minerals, and trace minerals in their most biologically active forms. That includes providing you with the B vitamins in their coenzyme form, instead of the B vitamin precursors supplied by ordinary supplements. Notable among those B vitamins in coenzyme form is thiamine pyrophosphate.

To our knowledge, there is only one other supplement supplier that offers vitamin B1 in the form of thiamine pyrophosphate instead of the more common thiamine hydrochloride or thiamine mononitrate. ----- Imagine our shock, our dismay (panic!) when we learned that thiamine pyrophosphate is no longer available --- not available anywhere --- not available anywhere in the world!! Clearly, with only NUTRI-SPEC and one other company using this source material, it just is not economical to produce.

Here is the story, and the reason why our loss of thiamine pyrophosphate can be considered a blessing in disguise ....

We are now “forced” (happily!) to add benfotiamine in its place. Thiamine pyrophosphate was so biologically active because it so well served the major function of vitamin B1 --- as a precursor to benfotiamine derivatives. Fortunately for NUTRI-SPEC, and for you and for your patients --- at the same time thiamine pyrophosphate was no longer available, benfotiamine became available in a high quality form at a reasonable price. So, as you reexamine the label of Activator and our other supplements that contain vitamin B1, you will find thiamine mononitrate instead of thiamine pyrophosphate --- but, you will also find benfotiamine in significant quantities.

Benfotiamine is shown in the Literature to be a very effective facilitator of thiamine cocarboxylase absorption from the gut, as well as assimilation through cellular membranes, and it facilitates the action of thiamine cocarboxylase. It is more bioavailable than other forms of thiamine, and provides higher levels of thiamine in brain, liver, kidney, and muscle.

[The maximum absorbable dose of vitamin B1 in any of its common forms is 4 mg. When people supplement with 1 mg of vitamin B1, they generally absorb almost all of it; when supplementing with 2 mg they get most of it; when supplementing with 3 mg they absorb barely more than 2 mg; when they supplement with 10, 50, or even 100 mg of vitamin B1, the most they can possibly absorb is something less than 4 mg. ----- What does that say about all the silly health food stores selling B complex garbage with as many as 50 to 100 mg of vitamin B1?]

Benfotiamine supplementation increases intracellular levels of thiamine diphosphate, a cofactor of transketolase. Benfotiamine has been particularly studied in laboratory models of diabetes --- and it has shown beneficial results in diabetic neuropathy, retinopathy, and nephropathy.

Benfotiamine also shows promise in geriatric patients with cognitive decline. It has even been studied in association with Alzheimer's disease, showing long-term cognitive impairment.

Thiamine forms an important part of the diet because of its role in energy metabolism. The protective effects of thiamine against diabetic vascular complications are well-documented, and are a feature of benfotiamine.

Benfotiamine facilitates the action of thiamine diphosphate, a cofactor for the enzyme transketolase. The activation of transketolase enzyme moves the precursors of advanced glycation end products (AGEs) towards the pentose phosphate pathway in the liver, thereby reducing the production of AGEs and their associated catabolic oxidative damage. Of course, AGEs are the major source of damage and accelerated aging in diabetics, but they contribute to premature aging in nearly all your patients --- particularly those who overconsume sugar.

The reduction of AGEs from benfotiamine subsequently decreases metabolic stress, which benefits vascular complications seen in diabetes. The many effects of benfotiamine on the AGE-dependent pathway is well-established.

Several studies have shown that benfotiamine also modulates pathways other than AGE, such as the arachidonic acid pathway. The arachidonic acid pathway we can also call the omega 6 fatty acid pathway, or more appropriately in NUTRI-SPEC terms, as the inflammatory prostaglandin pathway. What this means is that benfotiamine protects against the oxidative (Dysaerobic) free radical damage from consuming polyunsaturated vegetable oils (HOHUM PUFAs --- heated, oxidized, hydrogenated and otherwise unmetabolizable polyunsaturated fatty acids).

Benfotiamine also helps control other major inflammatory metabolites, including NF-k-Beta, protein kinase B, mitogen activated protein kinases, and vascular endothelial growth factor receptor 2 (VEGF2) signaling pathways.

In summary --- benfotiamine is a major part of your NUTRI-SPEC arsenal to protect your patients from ImmunoNeuroEndocrine Stress and INFLAM-AGING.

Biological activity = absorption + assimilation + utilization in maintaining Metabolic Balance & controlling ImmunoNeuroEndocrine Stress. ----- Save your patients from FOOL'S GOLD as you educate them on PURE GOLD.