

FAST FACTS



Numerous studies link carotenoids – yellow, orange, red and green pigments in fruits and vegetables – reduced risks of cancer and heart disease. Carotenoids are also associated with enhanced immunity and tissue protection. Beta-carotene is perhaps the most famous of the carotenoids, and is the sole carotenoid in many nutritional supplements. However, it is just one of a ‘family’ of about 600 carotenoids that exist in nature. Fruits and vegetables are our richest food-source of carotenoids containing as many as 50-60 different family members. Science is now showing that other carotenoids have important health benefits that are not related to beta-carotene, and taking beta-carotene alone may actually inhibit the absorption of these beneficial carotenoids. Only GNLD’s Carotenoid Complex is a wholefood supplement, containing carotenoid extracts from seven different fruits and vegetables providing a broad spectrum of carotenoids as found in nature.

Carotenoid Complex

Why Carotenoid Phytonutrients?

- Research links diets abundant in carotenoid-rich fruits and vegetables with reduced risk of developing cancer, heart disease, and age-related degenerative diseases of the eyes and nervous system.¹
- Carotenoids help boost immunity, helping the body to defend itself against illness and disease.¹
- Carotenoids promote health in ways distinct from those provided by other dietary factors.²



Why GNLD Carotenoid Complex?

- **Broad spectrum, carotenoid supplementation.** More than just beta-carotene, Carotenoid Complex provides a wide variety of carotenoid ‘family members’ as they naturally occur in the human food chain in fruits and vegetables. Research continues to show that individual carotenoids play different and specific roles as part of the body’s complex defence system against illness and disease.
- **Wholefood ingredients.** GNLD’s exclusive blend of carotenoid-rich extracts and concentrates is derived from whole tomatoes, carrots, spinach, red capsicum, strawberries, apricots and peaches.
- **15 powerful carotenoid family members.** GNLD’s unique formula has been tested and shown to deliver alpha-, beta-, cis-beta-, gamma-, and zeta-carotene, lycopene, cis-lycopene, lutein, zeaxanthin, alpha- and beta-cryptoxanthin, violaxanthin, canthaxanthin, capsanthin, and cryptocapsin.
- **Exclusive Nutrimax Process.** Advanced technology yields a 98% extraction efficiency. Also includes low-temperature processing and oxygen-free encapsulation to guarantee high potency of lipid-soluble carotenoid nutrients.
- **Natural base of pure olive oil.** Part of the human food chain, olive oil promotes ingredient stability and helps optimise carotenoid absorption.
- **Contains pure lecithin from soybeans.** Lecithin helps maximise stability of carotenoid nutrients and aids their dispersion during digestion.
- **Convenient serving.** Each capsule provides the phytonutrient value of an optimal serving of a wide variety of carotenoid-rich fruits and vegetables – just one more way to help you meet the recommended dietary intake of 5 – 9 servings of fruits and vegetables every day.

CAROTENOID COMPLEX IS USDA TESTED!

United States Department of Agriculture (USDA) scientists conducted clinical research studies on Carotenoid Complex, GNLD's exclusive broad-spectrum carotenoid supplement from whole foods, and published their findings in peer-reviewed scientific journals. The USDA studies showed that Carotenoid Complex:

- Reduced blood lipid oxidation, an event that may contribute to atherosclerosis, the arterial blockage that can lead to heart disease and strokes.³
- Prevented the oxidation of cellular lipids, whereas supplementation with beta-carotene alone did not. Oxidation contributes to the development of cancer and other diseases.⁴
- Dramatically enhanced the immune response of white blood cells – “natural killer” cells and lymphocytes – over responses obtained at baseline and with beta-carotene supplementation alone.⁵

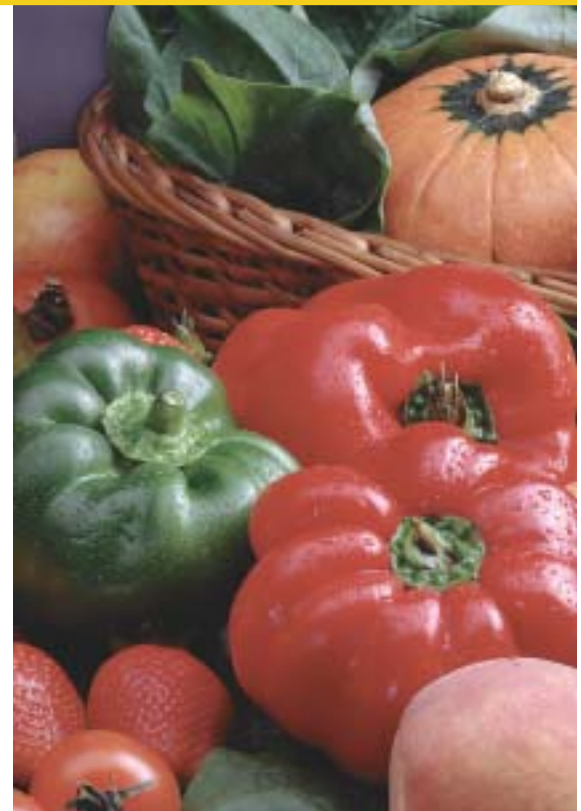
The GNLD Challenge:

Deliver wholefood-sourced carotenoids, as Nature intended

GNLD's Carotenoid Complex is superior to its market competitors. We are so confident that our product is without peer that we dare the competition to brave the “GNLD Carotenoid Complex Challenge.” For a carotenoid supplement to be equivalent to GNLD's Carotenoid Complex, it must meet the following criteria:

	GNLD Carotenoid Complex	Competitors Products
Broad spectrum carotenoid supplement , including alpha-, beta-, gamma-, and zeta-carotene, also lycopene, lutein, cryptoxanthin, zeaxanthin and other carotenoids.	✓	?
Wholefood-sourced carotenoids. Exclusive blend of extracts and concentrates from tomatoes, carrots, spinach, red capsicum, strawberries, apricots, and peaches.	✓	?
Potency guaranteed. Our exclusive NutriMax Process uses low-temperature processing and oxygen-free encapsulation to protect ingredients against oxidation.	✓	?
Pure olive oil base enhances carotenoid absorption. Concentrates active ingredients at least five times their natural potency.	✓	?
Lecithin from soybeans helps maximise carotenoid stability and digestive dispersion.	✓	?
Proven effective by independent USDA research.	✓	✗

Please remember to always read the label.



INTERNATIONAL

For more information please contact your local GNLD Distributor

www.gnld.com.au

Carotenoid Complex 6/04

www.gnld.co.nz

Code 741

References and suggested further reading

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3. Lin, Y., Burri, B.J., Neidlinger, T.R. and Clifford, A.J. Effect of Low Dietary Carotene Intake on Oxidative Susceptibility in Women. FASEB J. 10:A478, 1996.
4. Dixon, Z.R., Shie, F.S., Warden, B.A. and Burri, B.J. Effect of Low Carotene Diet on Malondialdehyde (MDA) Concentration. FASEB J. 10:A240, 1996.
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