

FAST FACTS



Nature's 'master antioxidant' and an essential nutrient, vitamin E supports overall health and vitality. Research links high vitamin E levels with a multitude of health benefits, including strengthened immunity; enhanced cardiovascular health; and healthy growth, development and protection of various organs and tissues, including the brain and nervous system, and skin. Some vitamin E supplements contain synthetic vitamin E, sourced from petroleum products. Others contain only one of the eight members of the vitamin E family, known as alpha-tocopherol. GNLd's Vitamin E with Lecithin and Wheatgerm oil is water-miscible, with lecithin for maximum absorption. And because it is sourced from the wholefood ingredients that Nature intended for us to consume, such as cold-pressed wheat germ oil, GNLd's Vitamin E offers all eight members of the vitamin E family: a key feature that science is showing to be essential to maximise the health benefits vitamin E can offer!

Vitamin E with Lecithin & wheat germ

Why Vitamin E?

As an **antioxidant**, vitamin E protects cell membranes from free radical attack, thus preventing damage to cellular lipids, proteins, and DNA.

As an **essential nutrient**, it is required to promote and maintain good health.

Supplementation at 200-800 IU daily may dramatically enhance the health of your cardiovascular system.

Vitamin E may **help boost immunity**.

Here's what just **some** of the latest research has to say about vitamin E:

- A study on people with diabetes showed vitamin E may help to improve circulation.¹
- Vitamin E may help lower risk of asthma and allergies when consumed as part of a healthy diet.²
- People who had high levels of vitamin E in their blood were half as likely to suffer from strokes and had enhanced memory recall.^{3,4}
- High levels of vitamin E in the blood enhance the health of the lungs and prostate.^{5,6}
- Vitamin E supplements containing only alpha-tocopherol, not all eight members of the vitamin E family, may be harmful because it displaces the other seven vitamin E family members from the body.⁷

Why GNLd Vitamin E?

- **Features the entire vitamin E family from wholefood sources.** GNLd's Vitamin E with Lecithin and Wheatgerm oil provides the entire vitamin E family of tocopherols and tocotrienols – not just alpha-tocopherol – in balanced ratios that occur in natural wholefoods.
- **A foundation of pure wheat germ oil.** Cold-pressed, unrefined wheat germ oil is the product base.
- **High-potency.** Delivers 275 IU alpha-tocopherol plus 50 mg of non-alpha tocopherol family members.
- **Water-miscible for improved absorption.** GNLd's water-miscible formulation quickly disperses into small particles that are easily absorbed.
- **Soft-gel capsules dissolve quickly.**

Numerous studies link wholefood-sourced vitamin E, rich in all eight members of the vitamin E family, to reduced risks for cancer and heart disease, enhanced immunity and tissue protection.





The GNLD Vitamin E Challenge:

Deliver all eight members of the vitamin E family from wholefood-sourced ingredients, as Nature intended

GNLD's Vitamin E with Lecithin and Wheat germ oil 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 Vitamin E Challenge." For a vitamin E supplement to be equivalent to GNLD's Vitamin E, it must meet the following criteria:

	GNLD Vitamin E	Competitors Products
Broad spectrum vitamin E supplement , containing alpha-, beta-, gamma-, and delta-tocopherol and respective tocotrienols (all eight members of the vitamin E family).	✓	?
Wholefood-sourced. Exclusive blend of vitamin E nutrients from unrefined, cold-pressed wheat germ oil and high-potency soybean extract.	✓	?
Free from synthetic ingredients. Does not contain vitamin E derived from petrochemicals.	✓	?
Potency guaranteed. Cold processing and state-of-the-art lipid extraction techniques maximise freshness and potency.	✓	?
Potent, all-natural alpha-tocopherol concentrate provides 275 IU of quality vitamin E in every capsule and in a form cells can easily absorb and utilise.	✓	?
Lecithin from soybeans helps maximise vitamin E stability and digestive dispersion.	✓	?
Water-miscible for improved digestion by allowing the pure wheat germ oil carrier to break down into small particles that are easily absorbed.	✓	?



INTERNATIONAL

For more information please contact your local GNLD Distributor

www.gnld.com.au
Vitamin E 6/04

www.gnld.co.nz
Code 765



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www.dsaa.asn.au



www.dsanz.co.nz



References and suggested further reading

- ¹ *Journal of the American College of Cardiology* 2000; 36:94-102.
- ² *The Lancet* 2000;356:1573-1574.
- ³ Annual meeting of the American Academy of Neurology, April 20, 1999.
- ⁴ *American Journal of Epidemiology* 1999;150:37-44.
- ⁵ *Journal of the National Cancer Institute* 1999;91:1738-1743.
- ⁶ *Journal of the National Cancer Institute* 1998;90:414-415, 440-446.
- ⁷ *Journal of the National Cancer Institute* 2000;92:44-49.