

# FAST FACTS



Australian Product Shown

All health and disease begin at the cellular level. Paramount to maintaining both short- and long-term health, and slowing the ageing process, is optimal cellular nutrition: providing the cell with the nutrients it needs and removing waste products, allowing it to continue its specialised tasks. Formula IV Plus is a multi-factor wholefood supplement designed not only to provide a broad spectrum of essential vitamins and minerals, but just as importantly, to provide the essential lipids and sterols needed by the cell to assimilate (take in) these nutrients and excrete waste products. Science has been supporting the benefits of these essential phyto-lipids and sterols since the 1940s. Since GNLD introduced Formula IV in 1958, thousands of people around the world have achieved tremendous health benefits. Formula IV Plus is a new generation of wholefood supplementation designed to optimise cellular nutrition.

## Formula IV Plus - *Nutritional assurance at the cellular level*

### Why you need Formula IV Plus

Essential lipids and sterols are fundamental to cellular nutrition. Unfortunately, these essential nutrients are stripped from many foods so that they can be preserved for longer periods of time. Compounding this, food processing can replace these "good" oils with the "bad" hydrogenated fats. These bad fats further compromise cellular health and have been implicated in a wide range of chronic, degenerative diseases. Further to this, many supermarket foods are also devoid of a large range of vitamins and minerals, the very nutrients needed by the body to digest and utilise the food and maintain proper health of every one of your body's 73-odd trillion cells.

A huge 675 mg of essential phyto-lipids & sterols per serve! Formula IV Plus replaces what these foods lack. The first being the essential lipids for optimum cell structure and function. Tre-en-en Grain Concentrates provides the unique combination of phyto-lipid and sterol extracts from whole-wheat berry, rice bran and soybeans. These lipids and sterols play unique roles in the process of nutrition at the cellular level. The more efficient these processes are, the greater your energy and vitality.



### Broad spectrum of essential vitamins and minerals

Formula IV and Formula IV Plus provide the foundation of our Cellular Energy Program. With their unique Tre-en-en Grain Concentrates, these two products provide the essential lipids and sterols that fortify the cell membrane allowing the cell to better utilise nutrients and remove waste products. Compared to Formula IV, Formula IV Plus:

#### **Contains one and a half times the Tre-en-en Grain Concentrate content of Formula IV**

Formula IV Plus has been fortified with additional Tre-en-en Grain Concentrates in recognition of the importance of the essential phyto-lipids and sterols in supporting optimal cellular nutrition

#### **Fortified with additional trace minerals**

Formula IV and Formula IV Plus both contain a broad spectrum of minerals. Over that found in Formula IV, Formula IV Plus is fortified with zinc, molybdenum, selenium and chromium: important trace elements that are at risk of being deficient in many peoples' diets due to losses that occur during food processing techniques and their importance at maintaining their health.

#### **Iron free**

Previously iron was a major problem for people when they didn't get enough from their diet, leading to the development of iron-deficient anaemia. Now, with iron being added to a wide range of foods, too much iron is becoming a major health concern. In light of this, Formula IV Plus has been formulated to be iron free.

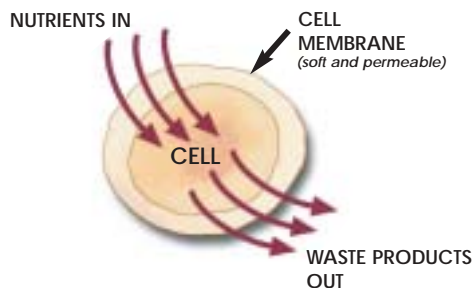
*Vitamins may only be of assistance where dietary intake is inadequate. Always read the label.*

## Essential Lipids & Sterols - Essential for good health

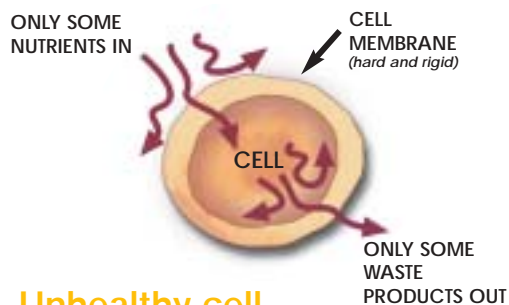
Your body is made up of over 73 trillion cells. Surrounding each cell is a 'skin' or 'wall' known as the cell membrane. This cell membrane allows essential nutrients into the cell and lets the waste products out.

But for this process to occur, the cell membrane itself must get specific nutrients that keep it supple and permeable.

Formula IV Plus provides the essential lipids and sterols that help cells remain soft and permeable so they can do their job properly.



**Healthy Cell**



**Unhealthy cell**

## What the Science says about Phyto-lipids and Sterols

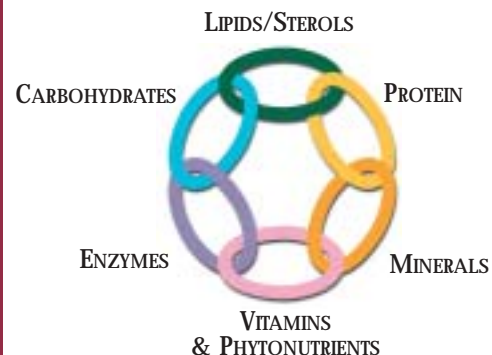
- Phytosterols may offer protection from the most common cancers in Western societies, such as colon, breast, and prostate cancer. Possible mechanisms of protection include the beneficial effects of phytosterols on membrane structure of the cell, inhibition or destruction of tumour growth, and regulation of the immune system and cholesterol levels in the blood.  
*Awad & Fink, J Nutrition 2000 Sep;130(9):2127-2130.*
- Phytosterols have been shown to exhibit anti-inflammatory, anti-neoplastic, anti-pyretic and immune-modulating activity.  
*Boucic & Lamprecht, Altern Med Rev 1999 Jun;4(3):170-77.*
- By selectively activating or inhibiting certain aspects of the immune response, phytosterols can effectively regulate and control the overactive immune response seen in rheumatoid arthritis and other autoimmune diseases.  
*Boucic, The Arthritis Trust 1998;Summer:3-6.*
- A phytosterol blend given to marathon runners showed improved maintenance of normal haematologic parameters, normalisation of cortisol: DHEA ratios, and a decreased inflammatory response.  
*Boucic et al, Int J Immunopharmacol 1996;18:693-700.*

## The GNLD Challenge:

**NO** other supplement on the market today can compare to this natural combination of whole food nutrients.

	Formula IV Plus	MOST Other Supplements
Based on "Nature's Blueprint": ie. What nature intended from food	✓	✗ - No
Made only from natural, whole food sources	✓	✗ - No
NO synthetic ingredients	✓	✗ - Usually synthetic
1. Contains essential lipids & sterols	✓ - Tre-en-en®	✗ - No
2. Contains multi-vitamins	✓ - All natural	✓ - Mainly synthetic
3. Contains multi-minerals	✓	✓
4. Contains proteins	✓ - All natural	Depending on type of supplement
Combination of all four nutritional factors (1-4)	✓	✗ - No
A 'balance' of ingredients - as found in Nature	✓	✗ - No
Backed by a qualified Scientific Advisory Board	✓	✗ - Rarely
Money-back guarantee	✓	✗ - Unlikely!

## Chain of Life



Our body cells require a whole range of nutrients for them to carry out the various functions required of them. These different nutrients can be likened to a "Chain of Life", each nutrient group forming one essential link within the chain. If one group of nutrients is not provided in adequate amounts, it becomes the "weak link" and the whole chain of life can break - leading to illness and disease.

If you are starving your cells of the essential nutrients they need for optimal function your chances of developing lifestyle diseases, such as heart disease, diabetes, or even cancer later in life can be greatly increased. So, although much of the food we eat today is still very good for us and provides many of the nutrients we need, it has lost some of the nutrients that are essential to achieving optimal health. Formula IV Plus helps fill the gaps!



**INTERNATIONAL**

For more information please contact your local GNLD Distributor

[www.gnld.com.au](http://www.gnld.com.au)  
Formula IV Plus 6/04

[www.gnld.co.nz](http://www.gnld.co.nz)  
Code 746



Member of the Direct Selling Association  
in Australia and New Zealand  
[www.dsaa.asn.au](http://www.dsaa.asn.au) [www.dsan.z.co.nz](http://www.dsan.z.co.nz)