

SIMPLIFY  
*the  
Everyday*  
**AMD**  
HEALTH CARE SOLUTIONS



*Non-Pharmacologic  
&  
Alternative  
Formulary*

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## ***The Health Benefits of Nussentials' Products***

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## Gerontolical Benefits

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Pharmaceuticals are either going to affect their liver or kidneys. These products have no side effects and do are not dependent on a at persons' renal profile.

As you know, 60% of elderly persons have some level of renal damage and medication management is difficult. But with our nutraceuticals it is not something you have to worry about.

## ***What is Stabilized Rice Bran?***

Rice is the most consumed food on earth. Yet, 65% of the real nutrition of rice is locked away in the rice bran, which is the outer layer or husk of the kernel. Until recently this bran was routinely thrown away as an unused food resource because rice bran contains a lipase enzyme (an enzyme that breaks down fats) that causes rancidity within hours of milling, making it unfit for human consumption.

Thanks to a breakthrough in advanced extrusion technology, which 'stabilizes' this enzyme, rice bran now has a shelf life of up to three years, making it available as a highly nutritious food for humans. How nutritious? According to a report published by the Alternative Medicine magazine, stabilized rice bran (SRB) seems to be one of the most potent and accessible sources of a complex mix of phytonutrients and antioxidants with 28 times the antioxidant value of blueberries.

While SRB provides potent and meaningful nutrition to your body by providing an incredibly potent mix of naturally occurring vitamins, minerals, antioxidants and phytonutrients, not all rice bran is the same.

It's important to note that Nussentials SRB is *dextrinized*. Much of the SRB being offered by other companies is simply the basic form of SRB. While it is still loaded with nutrition, basic SRB has an after effect commonly referred to as "rice bran rasp". Just after taking it, people notice a somewhat uncomfortable raspiness in the throat even when consumed with a liquid. Furthermore, 'regular' SRB is not as bioavailable as 'premium' SRB and in some cases has been known to adversely affect people with allergies to bran.

Nussentials uses only a premium dextrinized SRB, or DSRB, which goes through additional processing making it hypoallergenic, more digestible and much more bioavailable to the body, with the added benefit of being lighter and sweeter.

DSRB begins as regular SRB that is then treated with an all-natural plant enzyme that pre-digests the bran making it more easily digestible in the human body, which means the micronutrients are more readily bioavailable. So, while both 'premium' DSRB and 'regular' SRB go through the digestive system in approximately the same 8 hours, the predigested DSRB is going to be more thoroughly utilized. The dextrinizing process also allows the germ (meat of the shell) portion of the rice kernel to remain in DSRB, but not in regular SRB. This added portion may contain other micronutrients that further assist in creating optimum health in the body.

MORE is 100% dextrinized stabilized rice bran.

## ***Nussentials and Your Health***

There's a great deal of interest these days in health, wellness and anti-aging. Leading the movement are the baby boomers who are now looking for natural alternatives beyond pharmaceutical drugs to feel well, look good and slow down the effects of aging. Images and advertisements extolling the virtues of healthcare 'supplements' are found everywhere in today's media. However, not all supplements are the same, and not all have evidence based wellness benefits. In addition, many people don't understand what role dietary supplements play in anti-aging and overall health and wellness. In the United States, most people will mention vitamins when they talk of dietary supplements. However, while vitamins are important, supplements have moved way beyond simple vitamins into that of complex nutraceuticals.

**Nutraceuticals** refer to extracts of foods and plants that have a proven medicinal effect on health. A nutraceutical implies that the extract or food has a physiological benefit or provides protection against a chronic disease. Since the Dietary Supplement Health and Education Act (DSHEA) was written, the industry of Nutraceuticals has emerged based on high quality, standardized, efficacious, non-toxic, food and plant components that are proven to have pharmacological health benefits as validated by medical and scientific research. Nutraceuticals are not the same as supplements though some supplements may be nutraceuticals.

The Nutraceutical Industry has become a highly respected industry. Nussentials is a cutting edge entrepreneurial company with a focus in advanced nutrition that believes that an ounce of prevention is worth a pound of cure. A recent report by the Commonwealth fund, "Quality of Health Care in the United States" looked at the state of healthcare in our nation and showed serious gaps in healthcare, particularly in preventive care. It has been proposed that nutraceuticals are on the forefront of preventive healthcare. We are proud to say that Nussentials is leading the way in this health paradigm shift, giving consumers better choices for wellness, and is helping to promote lifestyle changes that will promote a lifetime of wellness!

## **Diabetes**

Products: **MORE** and **LESS**

The active ingredients in **MORE** and **LESS** have been shown to help regulate fasting **glucose** levels, improve glucose utilization, enhance insulin production, regulate fasting serum glucose, and increase insulin receptor sites.

- **MORE** has more than 100 different and very potent antioxidants and phytonutrients, which both help control blood sugar levels.
- **MORE** may help promote normal blood sugar levels since it contains the right type of fiber which can slow the rate of sugar absorption into the bloodstream. This reduces the level of insulin required to process carbohydrates at any given time.
- While **MORE** and **LESS** are not cures for diabetes, clinical trials have shown that when combined with a low carbohydrate, high protein and high fiber diet as well as regular exercise, the stabilized rice bran in **MORE** and **LESS** helps normalize blood sugar levels in diabetics. This could potentially help to eventually reduce the daily dose of medications, such as oral hypoglycemic agents and insulin.

### ***Health benefits of the ingredients in MORE and LESS and their role in the management of diabetes:***

#### **B-Complex Vitamins**

- Regulate fasting serum glucose.
- Improve glucose utilization.
- Non-starchy polysaccharides improve the immune function and increase insulin release from the pancreas.
- Increase insulin receptor sites.
- Regulate fasting serum glucose.
- Improve peripheral neuropathy.

#### **Gamma Oryzanol**

- Enhances immune complex, activates beta-cells and increases insulin production.
- Neuroregulatory effect. Gamma Oryzanol is a powerful phytonutrient and antioxidant which is present only in rice bran products. It improves blood circulation in the extremities and together with pyridoxine (Vit B6) and riboflavin (Vit B2) it helps with diabetic neuropathy.

## **Protein**

- Helps to regulate fasting glucose levels, improves glucose utilization and improves energy.
- Helps to activate pancreatic beta-cells and enhances insulin production for improved cellular glucose uptake.
- Whey protein does not have isoflavones, which may have negative hormonal effects.
- Whey protein is a complete protein, containing bioactive ingredients, such as immunoglobulins and lactoferrin, both of which help to support the immune system.
- Whey protein has a faster absorption rate and is high in branched-chain amino acids, which is why athletes prefer whey.
- Whey is active in repairing and rebuilding muscles after a workout or strenuous athletic event.
- Whey protein isolate, on a gram for gram basis, delivers more **essential amino acids** without the fat or cholesterol than any other protein.

## **Water soluble, non-starchy Polysaccharides**

- Improve immune function.
- Improve insulin synthesis.

## **Fiber**

- Regulates fasting serum glucose levels and improves glucose utilization by producing a high viscosity in the gut resulting in the slow absorption and release of glucose circulation preventing glucose spiking.

## **Antioxidants**

- Antioxidants protect your body from the destructive effects of cellular aging due to the oxidization process. The body's cells are continuously created and destroyed through oxidation. Free radicals are molecules that are an injurious byproduct of oxidation. When they react with certain chemicals within your body, free radicals can interfere with normal cell function and seriously damage cells. Antioxidants remove free radicals and inhibit other oxidation reactions.
- Help prevent diabetic complications such as retinopathy, cardiomyopathy and nephropathy.
- Help reduce glycosylated hemoglobin levels (A1C) by minimizing lipid peroxidation in the erythrocyte membrane.

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## **Cardiovascular Health**

Products: **MORE** and **Cardio**

The active ingredients in **MORE** and **Cardio** have been shown to reduce triglycerides, elevate High Density Lipoproteins (HDL, good) cholesterol, reduce serum and Low Density Lipoproteins (LDL, bad) cholesterol, reduce overall lipid levels, regulate blood pressure and inhibit platelet aggregation.

- **MORE** and **Cardio** have more than 100 different and very potent antioxidants and phytonutrients, which help to maintain normal lipid levels, thus significantly reducing the risk of cardiovascular disease.
- **MORE** and **Cardio** should be used in conjunction with a low-fat, high fiber diet to support normal blood cholesterol levels. The high quality fiber in **MORE**, together with tocopherols, tocotrienols, gamma oryzanol, phytosterols, and inositol synergistically help to promote a healthy cardiovascular system.
- The active ingredients in **Cardio** have been shown to be beneficial in the prevention and treatment of heart disease due to the ability to improve energy production in cells, inhibit blood clot formation, and due to the powerful antioxidant activities of all three ingredients, is essential in the nutritional management for people with a variety of heart diseases, including cardiac failure.

### **Health Benefits of the ingredients in MORE and Cardio and their role in the management of cardiovascular disease:**

#### **Tocotrienols**

- Have a hypolipidemic (decrease fats) effect.
- Inhibit HMGCoA reductase, which is the key enzyme in biosynthesis of cholesterol.

#### **Tocopherols**

- Inhibits LDL cholesterol oxidation.
- Exhibits antioxidant activity.

#### **Gamma oryzanol**

- Inhibits platelet aggregation.
- Inhibits aortic fatty streak formation.
- Provides a hypolipidemic effect by lowering serum cholesterol.
- Reduces triglycerides.
- Elevates HDL cholesterol (good).

- Has an anti-inflammatory effect.
- Exhibits antioxidant activity.
- Inhibits ACAT (acyl-coenzymeA:acyl transferase) which esterifies cholesterol for storage within the cell or lipoproteins, thus facilitating cholesterol clearance, increasing HDL cholesterol, lowering VLDL synthesis and impairing intestinal absorption of cholesterol.

## **Fiber**

- Provides a hypolipidemic effect by lowering serum cholesterol.

## **Fatty Acids**

- Omega-3 fatty acids reduce serum cholesterol and LDL cholesterol.
- Omega-3 fatty acids elevate HDL cholesterol.
- Omega-3 fatty acids reduce overall lipid levels.

## **Phytosterols**

- Provide a hypolipidemic effect by reducing serum cholesterol levels.
- Improve immune function.

## **Polyphenols**

- Provide a hypolipidemic effect by reducing serum cholesterol levels.
- Exhibit an antioxidant effect.
- Provide an anti-inflammatory effect.
- Regulate blood pressure.

## **Antioxidants**

- Inhibit LDL cholesterol.
- Elevate immune function.
- Control lipid peroxidation at the cellular level.

## **Coenzyme Q10**

- Lowers systolic blood pressure
- Improves cellular bioenergetics
- Causes a vasodilator effect
- Inhibits LDL oxidation,
- Helps the heart pump more efficiently
- Inhibits the progression of atherosclerosis
- Decreases proinflammatory cytokines
- Decreases blood viscosity

## **Pomegranate extract**

- Powerful antioxidant containing polyphenols, tannins and anthocyanins
- Favorable effects on cardiovascular disease including atherosclerosis

- Helps clear fatty plaques deposited in blood vessels
- Improves cardiac blood flow
- Decreases carotid artery thickness
- Reduces risk factors for heart disease
- Lowers levels of cholesterol
- Lowers systolic blood pressure

## **Testimonial –**

*I am so amazed at the LESS, MORE and CARDIO products. I had my cholesterol checked the middle of December and the doctor wanted to put me on Zocor. Instead, I told him that I wanted to try a "Food Supplement" for a while. Last week I had the blood work done again after completing my first one month supply of LESS, MORE and CARDIO (and making no other life style changes). The nurse from my doctor's office just called with the results. My total cholesterol went down 38 points of which 27 were LDL!!!! The nurse continued, "Doctor says that is very good and for you to continue on the Zocor." She was very surprised when I informed her that I was not on Zocor but taking the Stabilized Rice Bran Food Supplement. Oh yes, I have also lost 18 pounds and the only side effect is an increase in energy. Praise the Lord. I am out of state right now but can hardly wait to get home and to tell my doctor about Stabilized Rice Bran.*

— Anna Belle T., California

*I have a 25 year history of high cholesterol and triglyceride problems. The desired ratio of total cholesterol to HDL is < 4.5/1. At the age of 42 my beginning ratio was in excess of 10.0/1 and doctors told me I would have a heart attack —the only question was when it would occur. I was immediately placed on prescription drugs to help control my cholesterol levels. Over the years I've been on most of the medications as they've become available. In all the years, and with all the newest and greatest prescription drugs I've used the best result I ever obtained was a 7.5/1 ratio.*

*In December 2007 I was introduced to Nussentials and after hearing about their products I sort of decided – "what the heck, it couldn't hurt and might actually help" – and began adding MORE, LESS and CARDIO to my diet along with the medications. After 4.5 months my ratio was 5.7/1 and my weight dropped 12 pounds! No other changes to my diet had been made during that period. After continuing with the MORE, LESS and CARDIO for 1.5 years my ratio is now 4.3/1, my triglycerides have dropped from the mid 400's to 189 and my weight dropped 23 pounds, which is close to my optimum body weight. To my mind, these results in 1.5 years are better than 22 years of medications.*

*Thank you Nussentials for saving my life!*

B. Beckman, Tulare, CA

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## **Cancer**

Product: ***MORE and Qi***

The active ingredients in ***MORE*** have been shown to help prevent colon and large bowel cancer and have an anti-carcinogenic effect in cancer of several other organs.

- ***MORE*** has more than 100 different and very potent antioxidants and phytonutrients which can help to support proper immune function.
- ***MORE*** may help in the prevention of cancer.

### ***Health Benefits of the ingredients in MORE and their role in the prevention of cancer:***

#### **Ferulic Acid, Gamma-Oryzanol**

- Has an anti-mutagenic and anti-carcinogenic effect.

#### **Inositol, IP6**

- Anti-carcinogenic effect in cancer of several organs.

#### **Fiber**

- Helps to prevent colon and large bowel cancer.

#### **Tocotrienols**

- Have an anti-carcinogenic effect on cancer of the mammary and large intestine.

#### **Antioxidants**

- Prevent colon and large bowel cancer.

#### **Phytosterols**

- Have an anti-carcinogenic effect.
- Protect against most cancers, such as colon, breast and prostate cancer.

#### **Lipoprotein fraction**

- Capable of inducing apoptosis (cell suicide) of cultured human endometrial adenocarcinoma cells.
- Inhibits cell proliferation.

- Helps to suppress cancer progression.

## **Polysaccharides**

- Improve immune function.

## **Polyphenols**

- Acts in chemoprevention.

## **Studies:**

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- betasitosterol in patients with benign prostatic hyperplasia. *Lancet* 345:1529-1532.
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## ***Immune Function***

Products: ***MORE***

The active ingredients in MORE and LESS have been shown to improve immune function and increase natural killer cell activity.

- ***MORE*** unique phytonutrients can support a healthy immune system.
- ***MORE*** may help prevent diseases by increasing the immune response.

### ***Health Benefits of about the ingredients in MORE and their role in supporting the immune system:***

#### **Phytosterols (beta sitosterol) and phytosterol glucosides**

- Have an immunomodulatory effect.
- Stimulate human peripheral blood lymphocyte proliferation.
- Increase natural killer cell activity.
- Target specific T-helper lymphocytes
- Improve T-lymphocyte activity
- Enhance immune system

#### **Water-soluble non-starchy polysaccharides**

- Stimulate cell wall cytokine production.
- Elevate the anti-inflammatory cascade.
- Improve immune function.

#### **Omega-3 Fatty Acids**

- Powerful modulator of the immune system by synthesizing **eicosanoids** in the body.

#### **Tocotrienols**

- Provide antioxidant support.
- Improve immune function by interfering with the cell's cytosol.

## **Ferulic Acid and other polyphenols**

- Elevate liver microsomal detoxification enzymes.
- Inhibit the microsomal carcinogen metabolizing enzymes.
- Protect the liver from toxicity.

## **Studies:**

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## ***Liver Health***

Products: ***MORE***

The active ingredient in ***MORE*** has been shown to improve liver cell regeneration, support liver detoxification, protect the liver from toxicity and liver cells from damage.

- ***MORE's*** unique blend of phytonutrients provides nutritional support for the liver.
- ***MORE's*** may help in cell regeneration and detoxification of the liver.
- ***MORE's*** nutrient content of certain B vitamins, including vitamin B1, niacin, and panthothenic acid together with antioxidants provides excellent liver nutrition.

### ***Health Benefits of about the ingredients in MORE and the role in supporting liver health:***

#### **Inositol, Inositol hexaphosphate and phytates**

- Control liver cirrhosis.
- Improve liver cell regeneration.
- Support effective liver detoxification.

#### **B-complex vitamins**

- Help to improve liver cirrhosis.
- Support liver detoxification.

#### **Tocotrienols, gamma**

- Control liver cirrhosis.
- Help in effective liver detoxification.

#### **Oryzanol, phosphatidyl choline, antioxidants**

- Protect against liver damage.
- Antioxidants enzymes prevent lipid peroxidation.

- Antioxidants help protect the liver cells from damage.
- Antioxidants help protect the liver from toxicity.

## **Studies:**

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## ***Gastrointestinal Health***

Product: ***MORE***

The active ingredients in ***MORE*** have been shown to improve gastrointestinal health and to help decrease the symptoms of a myriad of GI problems, including Crohn's Disease, Irritable Bowel Diseases (IBS), and irritable bowel syndromes.

- ***MORE's*** unique blend of insoluble fiber and antioxidants support bowel regularity.
- ***MORE*** may improve gastrointestinal health.
- ***MORE*** may help in alleviating occasional constipation.

### ***Health Benefits of about the ingredients in MORE and their role in supporting a healthy bowel:***

#### **Fiber**

- Adds to the bulk of the diet by assisting in the transit of food in the gastrointestinal (GI) tract.
- Holds water, softens stools and allows for easy excretion.
- Is known to help bowel moments
- Helps cleanse the GI tract
- May relieve the symptoms of IBS

#### **Inositolhexaphosphate and phytates**

- Help to manage kidney and gallbladder stones.
- Prevents hypercalcuria.

- Promote gastrointestinal and colon health.

## **Gamma Oryzanol**

- Has an anti-ulcerative action on gastric lesions.

## **Antioxidants**

- Provide exceptional additional defense and increase the immune system's ability to resist invasive pathogens associated with gastrointestinal disorders

## **Testimonial for Gastrointestinal Health –**

*I have had Crohns disease most of my life. It is an inflammatory bowel disease. Doctors don't know what causes Crohns disease but it is usually an abnormal immune response to your body's harmless bacteria. The symptoms however are not harmless. It causes debilitating, pain, abdominal swelling, severe diarrhea, anemia, malnutrition, skin problems, fatigue, fevers and other problems. You also have a high risk of bowel cancer and have to have colonoscopies often, for me, every two years. The medications for this disease have horrible side effects as well. All, in all, it is pretty devastating and there is no cure. I went on a combination of the MORE and LESS as I had read scientific studies about how stabilized rice bran is a gentle fiber and nutrient dense food. My goal was to build up myself nutritionally while not upsetting my GI health. I started feeling great after being on the combination for about 3 months. I was having NO GI symptoms. After being on the products for 6 months, it was time for my bi-yearly colonoscopy. To both my doctor's and my surprise (well shock actually) the colonoscopy showed that I was disease free. No sign at all of the Crohns disease. I no longer have this disease. The only thing different I was doing was taking these products. I've never felt better in my life and 18 months latter, I am still disease and symptom free.*

—Jackie V., Maryland

### **Studies:**

1. Evans, M.A., Shrouts, E.P. Intestinal fuels: Glutamine, short-chain fatty acids, and dietary fiber. J Am Diet Assoc. 1992 Oct;92(10):1239-1246, 1249.
2. Folino, M., McIntyre A., Young, G.P. Dietary fibers differ in their effects on large bowel epithelial proliferation and fecal fermentation-dependent events in rats. J Nutr. 1995 Jun;125(6):1521-8.
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## **Weight Loss**

Product: **LESS**

The active ingredients in **LESS** have been shown to nutritionally optimize health and energy and provide the foundation of a healthy weight management program by preserving lean muscle tissue while promoting fat loss.

- The unique soluble and insoluble fiber ratio in **LESS** can support healthy weight loss.
- The unique CHO:PRO (Carbohydrate:Protein) ratio in **LESS** supports healthy weight loss as part of a healthy diet.
- The adequate protein supply in **LESS** helps to preserve lean body tissue while promoting fat loss.
- The unique soluble and insoluble fiber ratio in **LESS** helps to reduce hunger.

### ***Health Benefits of the ingredients in LESS and their role in supporting weight loss:***

#### **Fiber**

- Provides prolonged satiety (fullness).
- Curbs hunger.

#### **Omega-3, Omega-6 fatty acids**

- Provide sustained energy.

**CHO:PRO ratio (Whey Protein)**

- Helps to provide sufficient energy.
- Helps to preserve lean body tissue.
- A diet high in protein helps to burn fat.
- Helps to curb appetite.
- Protein provides prolonged satiety.
- Blocks fat storage
- Is a complete protein
- Contains bioactive ingredients, such as immunoglobulins and lactoferrin
- Supports the immune system

**Testimonial –**

*I am a 67 year old male. I have been using Nussentials products for approximately 4 months now. In February I weighed 218 lbs. I currently am down to 191 lbs., with 6 more to go before I am down to my recommended weight. This has been accomplished by using the LESS product along with a regular workout routine and food portion control.*

*—Don W., Florida*

*I have been using the MORE, LESS, and RUN products for a little over six months and the chronic pain in my left shoulder is gone. My hunger level and appetite decreased significantly and I lost over 15 pounds in two months! One of my friends has lost 50 pounds in just 4 months! Also, I am experiencing more mental alertness and, therefore, am much more productive each day. And, I am sleeping better, too! When someone introduces the rice bran products to their daily diet, they are giving their body an opportunity to heal itself, providing many direct benefits without any side effects.*

*— Charlie M., Jr., Texas*

### **Studies:**

1. Slavin, J. Dietary fiber: Mechanisms or magic on disease prevention? In: Nutrition Today 2004.
2. Pasman, W.J., Saris, W.H.M., Wauters, M.A.J., Westerterp- Plantenga, M.S. (1997). Effect of One Week of Fibre Supplementation on Hunger and Satiety and Energy Intake. *Appetite*, 29:77-87.
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## ***Joint Health***

Products: ***RUN*** and ***RESTORE***

The active ingredients in ***RUN*** have been shown to have an **anti-arthritic** effect, provide an anti-inflammatory response, improve the absorption of calcium, reduce pain and inflammation.

The active ingredients in ***RESTORE*** have been shown to maintain synovial fluid, lubricate joints, restore the cushioning of the joints, form and repair cartilage, and are used clinically to treat joint pain.

- ***RUN*** is a unique formula which may support joint health and enhanced flexibility.
- ***RUN*** has anti-inflammatory properties and may help to reduce pain.
- ***RUN*** may aid in the regeneration and maintenance of healthy cartilage.
- ***RESTORE*** is a unique formula which has joint lubricating properties and may support joint health.
- ***RESTORE*** has anti-inflammatory properties and may help to reduce pain.

### ***Health Benefits of the ingredients in RUN and RESTORE and their role in joint health:***

**Phytosterols**

- Beta-sitosterol and its glucosides have an anti-arthritis effect.
- Act as a potent **cox-2 inhibitor**.

## **Gamma Oryzanol**

- Exhibits antioxidant activity.
- Provides an anti-inflammatory response.

## **Tocotrienols**

- Inhibit prostaglandin synthetase activity resulting in an anti-inflammatory response.

## **Tocopherols**

- Provide antioxidant support.

## **Magnesium and trace minerals**

- Improve the absorption of calcium.

## **Glucosamine**

- Helps to build elastic cartilage.
- Maintains a cushioning fluid around the joints.
- Helps with tissue repair.

## **Chondroitin Sulfate**

- Responsible for resiliency of cartilage

## **Methylsulphonylmethane (MSM)**

- Supports collagen synthesis.
- Reduces pain.
- Reduces inflammation.
- Maintains the synovial fluid and lubricates joints.

## **Grape Seed Extract**

- Acts as a potent antioxidant, helping to prevent free radical damage to the joints.
- Has an anti-inflammatory effect.

## **Yucca**

- Has an anti-inflammatory effect.
- Relieves joint pain.
- Improves joint function and mobility.

## **Boswellin**

- Acts a potent Cox-2 inhibitor.
- Suppresses the production of pro-inflammatory cytokines.

## Curcumin

- Acts as a Cox-2 inhibitor.
- Reduces the release of arachidonic acid.
- Reduces the production of pro-inflammatory cytokines.

## Ashwagandha

- Acts as a Cox-2 inhibitor.
- Inhibits several enzymes and tumor necrosis factor. These enzymes would otherwise dissolve the collagen, hyaluronic acid and elastin that are crucial for proper functioning of the joint cushion.

## Ginger root powder

- Acts as a powerful antioxidant.
- Has anti-inflammatory properties.

## Hyaluronic acid (HA)

- Component of articular cartilage
- Responsible for the resilience of cartilage
- Contributes to tissue hydrodynamics
- Used to treat osteoarthritis of the knee.
- Supplements the viscosity of the joint fluid (thereby lubricating the joint, cushioning the joint, and producing an analgesic (pain reducing) effect)

## Testimonial -

*I have suffered **chronic back pain** and flare-ups of intense pain for 30 years. I used to wake up several times a night and have to change positions because of pain. A year and a half ago a MRI showed I had a herniated disk and **arthritis** in my lower back. I also have **arthritis in both hips**.*

*Shortly after I received my order of RESTORE and started taking it, I had an appointment with my chiropractor, and he commented that my back was more flexible than it had been in a long time. Later that evening I noticed that I wasn't feeling the pain that had been my constant companion.*

*On the fifth day I awoke with **no back pain**. Only someone with chronic back pain would understand the joy and gratitude I feel just being able to get out of bed without that pain!*

*I have tried capsule formulations of HA before and have taken a prescription anti-inflammatory for 4 years and never had results like this. I am also taking RUN.*

*I am amazed at the dramatic results after just a few weeks of taking both RESTORE and RUN. You will never be able to pry those bottles away from me! Thank you **Nussentials!***

— **Edie E.**

*I was diagnosed with arthritis when I was in high school, and have been on various medications continuously since then.*

*For the last 5 years I have been taking several Aleve® every single day. If I didn't, I would experience moderate to severe pain in my back, knees, and other joints.*

*I have been taking Nussentials Run for several months, and about 2 months ago I quit taking Aleve. Last month I got a thank you card from my liver and kidneys.*

— **Tim J**

*Mom is 75 yrs. old and has had several complaints over the last few years about joint pain and her hands being stiff and painful. She would never take anything unless her doctor prescribed it. Somehow I convinced her to try the RUN. After only one week, her complaints about hand pain stopped. After two weeks she never mentioned any more joint pain. After one month I over heard her tell one of her girlfriends that she needed the RUN and how much it helped her.*

*Mom lives in a small community in Iowa and doesn't like to try new things, so this is huge. My mother seldom talks about aches and pains now and I feel like this is the biggest gift that I ever gave her.*

— **Diane G., RN**

*I have had osteoarthritis for many years and have been borderline rheumatoid arthritic for a couple of years. Pain has been a constant companion of mine for a long while. The last year or so, my knees have hurt terribly when I climb stairs. So much so that I would hesitate at the bottom of a set of stairs and brace myself mentally for the pain I would encounter at each step. I thought it was just something I had to live with. A friend told me about this new product "RUN!", a Nussentials product. I didn't want to disappoint my friend, so I took the capsules as directed on the bottle. After about a week, there was no*

*pain in my knees. It's amazing. I ran out and the pain returned, I don't run out anymore. Mom didn't raise a fool, as they say.*

*Thank you Nussentials for this wonderful product and to my dear friend who told me about RUN!*

— Willie S., Texas

## **Studies:**

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## ***Skin Health***

Products: ***RESTORE*** and ***RESTORE for SKIN***

The active ingredients in ***RESTORE*** have been shown to be beneficial in significantly reducing the signs of aging in the skin. Research shows that our body's natural production of Hyaluronic acid (HA), an active ingredient in *Restore*, decreases dramatically after the age of 30, leading to rapid aging and deterioration. Adding HA back into the body has been shown to significantly reduce the signs of aging. HA retains water, absorbing more than 1,000 times its weight. This helps to attract and maintain water within the extracellular space, hydrating the skin. HA is also involved with the transport of essential nutrients to the skin's cells, providing volume and helping to contribute to the skin's overall youthful appearance

***Health Benefits of about the ingredients in RESTORE for SKIN and their role in skin health:***

## **Safflower seed oil (carthamus tinctorius)**

- This oil acts as a lubricant on the skin surface, which will give the skin a soft, smooth appearance as well as being a conditioning agent.
- One of the main ingredients is linoleic acid, an excellent essential fatty acid. It is lowest in saturated fats of all fats and oils.

## **Olive fruit oil (olea europaea)**

- Used in facial care products for skin conditioning and moisturizer
- Used in many expensive European products as an emulsifying agent to assist other ingredients to remain in suspension improving their conditioning qualities.

## **Sweet almond oil**

- Easily absorbed
- Leaves the skin soft and satiny smooth
- Non-greasy
- Used to condition the skin and give it a more, youthful appearance while nourishing the skin.

## **Grape seed oil**

- Powerful antioxidant that protects the skin from premature aging & helps fight acne
- Helps protect from sun damage
- Very light and is an excellent skin moisturizing
- High in antioxidants
- Contains vitamins E, C & D
- Found in many cosmetics, creams and lotions and suitable for all types of skin.

## **Cetearyl alcohol/cetyl alcohol**

- These two fatty alcohols are used as emulsifying agents to keep all the ingredients from separating as well as to increase the thickness and to stabilize foam.

## **Aloe leaf extract**

- This ingredient is used to enhance the appearance of dry or damaged skin by reducing flaking and restoring suppleness. It also has fungicidal, anti-microbial and anti-viral benefits.

## **Hyaluronic acid (HA)**

- Naturally, occurring molecule in all living organisms - including the human body
- In youth HA is abundant throughout the body, but is found in larger concentrations in certain areas such as the skin, the eyes, and our joints. HA provides and is involved in tissue repair, including healing the skin after sun exposure.
- HA locks in moisture, promoting a youthful appearance. It also helps deliver nutrients to and carry toxins from the cells that do have a blood supply.

- HA hydrates the skin, allowing it to appear smoother & more radiant. Clinical studies have shown that it also helps wounds heal quickly and can reduce the appearance of old and new scars.
- HA may also help in promoting stronger hair and nails

## **Laureth-4**

- Used as a moisturizing agent and emulsifier as well as having cleansing properties.

## **Sweet orange peel**

- Used to rejuvenate the skin with the action of alpha hydroxy acids (AHA) as well as to stimulate the lymphatic system
- Potent skin-conditioning agent

## **Tea tree oil**

- Has restorative and medicinal properties and can heal and repair the skin, even from acne
- Has anti-bacterial, antiseptic and fungicidal properties
- One of the key uses in cosmetics is its ability to penetrate the skin and assist other ingredients to produce positive results

## **Ylang ylang flower oil**

- Used to help dry skin problems as an essential oil as well as balancing skin oil production.

## **Lemon peel oil**

- An essential oil that act as a natural astringent (shrinks or constricts tissue), antiseptic and anti-bacterial, which is benefit to people with acne
- Balances cellular fluids and increases circulation, which may reduce cellulite.
- Skin detoxifier for blemishes and will brighten dull skin and reduce inflammation.

## **Geranium maculatum oil**

- Has some very positive effects on the skin by increasing circulation and invigorating the skin as well as having a general cleansing action.
- Balances the skin, making it invaluable for those with combination skin, dry or oily skin
- Improves the elasticity of the skin and calms irritated skin, clearing acne, boosting circulation and helping to heal bruises, burns, cuts and eczema.

## **Grapefruit peel oil**

- Has anti-bacterial, anti-inflammatory, anti-septic, detoxifying and skin-toning properties
- Has been used to treat acne, oily skin and cellulite
- Has restorative and stimulating properties

## **Spearmint leaf oil**

- Has the ability to assist other oils and make their moisturizing effects more, effective.

## **Lavender oil**

- Very effective in assisting the skin to heal itself, stimulates new cell growth, reduces inflammation and balances the production of skin oils as well as fighting acne and other skin disorders
- May be used to treat sunburn, chapped hands and skin, and as a flying insect repellent

## **Testimonial for Skin Health-**

*Ever since the 4th grade, I have been blessed to inherit my dad's side of "skin".....acne, oily, uneven tone...completely uncontrollable in every aspect! I started going to the dermatologist in 5th grade, and tried out every type of medicated lotion, cream, pill, which either did not work, or I built up a tolerance after 2 weeks of using. Most of the harsh chemicals in the medications ended up scaring my cheeks and chin, and one even bleached out the pigment in my eye-lid.*

*Honestly, I was very hesitant to try Restore for Skin when it was first introduced at the Family Reunion in Delray in August of 2009. I started using the Restore for skin after that weekend, using 3 "pumps" at night which covered my entire face and neck. I guess I just assumed that the only thing that would ever help with my uncontrollable skin would have to be some kind of prescription from a doctor. Also, having oily skin, I was not sure if adding anything other than an alcohol or lotion based substance would even work.*

*The wonderful and different thing about this product is that although it has a oil texture, it never clogged up my skin or caused any breakout. It smells amazingly clean, and when I wake up in the morning, my skin is extremely soft-which is great,*

*especially being from upstate NY in the cold, dry, winter months. I also have 2 distinct dog bite scars on my face that I have had since the age of 7 and 9. Instead of applying straight vitamin E every night which was too thick and oily, Restore for Skin has proved amazing results, smoothening the scars' appearances and making them less noticeable.*

*More recently, about 3 weeks ago, I had a reaction to a latex shower cap when getting my hair dyed at the salon. I broke out in an irritating rash all around my hair line and behind my ears-which became raw from the itching. I decided, "hey why not," and decided to use the Restore for Skin all around the redness. In less than 4 days, my skin had returned to its normal color, itching and stopped, and my skin (especially behind my ears) had healed!*

*Basically-I have had extremely sensitive, oily, and uncontrollable skin my entire life, and I'm only 24. I have tried everything to help my skin, and Restore for Skin has reduced my redness, scars, and moisturized my face in the 4 months that I have been using it. I can finally can stop the search for a skin product that makes it possible to not have to wear concealer or make-up any more! This product is not only targeted at reducing noticeable wrinkles-but is also amazing for younger adults in their battle to have clean, clear, and soft skin! Highly recommended to anyone, at any age!*

—Beth G.,

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## ***Anti-Aging***

Product: **Qi**

The active ingredients in **Qi** have been shown to be beneficial in helping increase energy and stamina, enhancing memory/mood/sexual function, and preventing muscle weakness and bone loss. **Qi** also helps support disease resistance and cardiac health.

### ***Health Benefits of the ingredients Qi and their role in anti-aging and health support:***

#### **Resveratrol**

- Helps with the anti-aging process
- Helps reduce your risk of certain types of cancer
- Helps to enhance memory.

#### **Maqui berry**

- Highest antioxidant value of any known berry in the entire world
- Has anti-inflammatory properties
- Helps reduce allergic reactions
- May help protect against neurological diseases

## **Mangosteen**

- Helps increase energy
- Improve mood
- Boost immune system
- Increases longevity
- May have cardiac health benefits

## **Pomegranate Extract**

- Improves cardiac and prostate health
- Has been shown to help reduce atherosclerosis and plaque formation.
- Support healthy prostate function
- Antibacterial effects against dental plaque
- Inhibits viral infections

## **Acai berry**

- Boosts the immune system
- Has cardiac health benefits

## **Hyaluronic Acid (HA)**

- Helps minimize the effects of many ailments that are traditionally associated with aging
- Helps increase joint lubrication, which minimizes pain and joint damage
- Helps you look years younger by reducing fine lines and wrinkles in the skin.

## **Goji berry**

- One of the most effective Longevity and Superfoods on the planet
- Helps to produce more Human Growth Hormone.
- May protect against age related vision problems such as glaucoma and macular degeneration.
- Potential benefits against cardiovascular and inflammatory diseases
- Potential neuroprotective properties
- Supports immune system
- Reduces risks of certain types of cancers due to antioxidant properties

## **Lychee Fruit**

- Reduces risks of certain types of cancers due to antioxidant
- High in vitamin C
- High in heart-healthy polyphenols
- Helps with digestion
- Has cold symptom relief properties

## **Vitamin D**

- Helps prevent bone loss and muscle weakness

## **L-Arginine and L-Citrulline**

- Together these help build muscle mass
- Help increase energy and stamina levels
- Help to improve sexual function
- Help dilate blood vessels by promoting the production of Nitric Oxide
- Help prevent heart disease and strokes

## **Beta Carotene**

- Helps slow the aging process
- Supports bone development
- Helps support function of the reproduction system.

## **Tyrosine**

- Helps to enhance mood and fight the effects of stress
- Helps protect against certain types of cancer development and cardiac disease
- Helps increase longevity
- Aids appetite suppression.

## **Testimonial for Anti-Aging**

*Most of my clients are women who need to take supplements of calcium and Vitamin D. Qi fulfills the requirement for Vitamin D in a delicious way. Moreover, the benefits of a liquid nutraceutical versus pills make Qi even more persuasive. Medical specialists are discovering more information constantly about the necessity of Vitamin D in helping the body to utilize the calcium efficiently. With all the other healthy and beneficial ingredients in Qi, this product should be a daily necessity for all people who need the addition of Vitamin D in their diet.*

**C. Lents, Boca Raton, FL**

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## Overall Health

Product: **MULTI and Qi**

**MULTI** is an all-natural liquid formula. Research has shown that micro-ionized particles; suspended in liquid form, are much more readily absorbed by the body thus offering a significantly higher level of positive health benefits when compared to capsules or pills. These micro-ionized particles of nutrients give Multi a much higher degree of bioavailability (high absorption into circulation) than synthetic vitamins and minerals that are not **chelated**. Multivitamins in capsule or pill form rarely provide the body with the level of nutrients that are shown on the label.

### Vitamins

- Essential to life.

- Contribute to optimal health by regulating the biochemical processes in your body that release energy from food.
- Considered micronutrients because your body needs them in small amounts.
- Essential for the proper functioning of your body.

## **Minerals**

- Depended on by every living cell for proper function
- Needed in your body for proper composition of body fluids, formation of blood and bone
- Maintains healthy nerve function
- Regulates of muscle tone and proper functioning of the heart muscles

## **Amino Acids**

- Building blocks that make up proteins (protein provides the structure for all living things)
- Every living organism is composed of protein.
- Protein substances make up muscles, ligaments, tendons, organs, glands, nails, hair and many body fluids
- The enzymes and hormones that regulate the body are also proteins
- The proteins that make up the human body are not obtained directly from the diet.

## **Herbs**

- Detoxify and cleanse the body.
- Allowing the body to purify itself.
- Realign the body's natural defenses.
- Balance the body and help the body to heal itself without any side effects.
- Assist the body naturally.

## **Studies:**

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## **Energy**

Product name: **Alert!**

The active ingredients in ALERT have been shown to be beneficial in helping boost energy, stamina and level of alertness. The active ingredients in ALERT have also been shown to relieve stress.

***Substantiated claims about the ingredients ALERT and their role in energy and alertness:***

## **Acai berry**

- High in fatty acids and antioxidants
- Contains amino acids, essential omegas and fiber

## **Aloe vera**

- Contains anthraquinones, which are strong laxatives and digestive stimulants to help cleanse the digestive tract.

## **Caffeine**

- Central nervous system stimulant has the effect of temporarily warding off drowsiness and restoring alertness.

## **D-Ribose**

- Naturally occurring anti-anxiety and stress relief ingredient
- It is needed by the body to produce ATP (adenosine triphosphate), which is the primary energy-carrying molecule.
- Leads to improved fitness and increases in energy, especially with people who have cardiovascular problems.

## **Green tea**

- Powerful antioxidant
- May prevent the oxidation of LDL cholesterol

## **Guarana extract**

- May help reduce the risk of heart attacks and strokes by breaking-down and preventing blood clots
- Increases mental alertness, stamina and endurance
- Helps fight fatigue
- Promote weight loss through thermogenic (heat related) properties
- Helps with memory retention
- Helps with physical endurance
- Used as an antibacterial
- Assists with weight loss
- A potent antioxidant.

## **Taurine**

- An amino acid,
- One of the most abundant free amino-acid-like compounds found in the heart, skeletal muscles and the nervous system
- Actions include detoxification, membrane stabilization and cardiac protection including positive effects on blood pressure, cholesterol levels, and the physical symptoms of congestive heart failure

## ***Theanine***

- Increases the overall level of the brain inhibitory transmitter GABA (A neurotransmitter and is also directly responsible for the regulation of muscle tone)
- Increases brain dopamine levels (dopamine has many functions in the brain, including important roles in cognition, working memory, and learning).

## ***Trehalose***

- Has properties to preserve tissue and protein
- May have some benefits in terms of aiding neurological degenerative diseases.

## ***Yerba mate***

- Used as a stimulant drink
- Eliminates fatigue
- Lowers blood pressure
- Improve diuresis
- Helps bladder function
- Enhance mental abilities
- Improves physical performance
- Improves digestion
- Regulates the appetite
- Increases endurance,
- Sustains energy levels
- Boosts the immune system
- Helps relieve allergy systems
- Relieves insomnia

## **Vitamin A**

- Plays an important role in vision, bone growth, reproduction, and cell division; keeps the eyes, skin and mucous membranes moist
- Regulates the immune system and helps white blood cells fight infections more effectively
- Has antioxidant properties that neutralize free radicals in the body that cause tissue and cellular damage.

## **Vitamin B<sub>1</sub> (Thiamine)**

- Essential for cardiovascular, muscular and nervous system function; while fueling the body by converting blood sugar into energy.
- Helpful in alcohol withdrawal

## **Vitamin B<sub>2</sub> (Riboflavin)**

- Necessary for growth and the production of red blood cells
- Works with other B Vitamins to process calories from carbohydrates, protein and fat
- Promotes healthy skin and good vision.

## **Vitamin B<sub>3</sub> (Niacin)**

- Helps to convert calories from protein, fat and carbohydrates into energy
- Aides the digestive system
- Promotes a normal appetite, and healthy skin and nerves.

## **Vitamin B<sub>5</sub> (Pantothenic acid)**

- It is essential for breaking down fats, proteins and carbohydrates for energy.

## **Vitamin B<sub>6</sub> (Pyridoxine)**

- Aids brain function and helps convert protein to energy.

## **Vitamin B<sub>9</sub> (Folic acid)**

- It is essential for the production and maintenance of new cells including red blood cells to prevent anemia.

## **Vitamin B<sub>12</sub> (Cobalamine)**

- Keep the central nervous system healthy
- Works with folic acid to produce healthy red blood cells
- Supplementation of Vitamin B12 can both prevent this type of incident dementia and may even help reverse it. One recent study showed that both low concentrations of Folate ( Vitamin B9) and Vitamin B12 were associated with twice the risk of developing Alzheimer's disease.

## **Vitamin C (ascorbic acid)**

- Helps the body absorb iron as well as heal wounds
- Prevents cell damage
- Strengthen the immune system
- Promotes healthy teeth and gums
- May be linked to disease prevention and delayed aging by destroying free radicals.

## **Vitamin D**

- Essential in bone and tooth formation and muscle and nerve function
- Aid in the prevention of osteoporosis.

### **Vitamin E**

- Contributes to a healthy circulatory system
- Aids in proper blood clotting
- Improves wound healing
- Acts as a powerful antioxidant.

### **Vitamin H (BIOTIN B<sub>7</sub>)**

- Helps break down amino acids and carbohydrates in the body and is necessary for the formation of fatty acids and glucose to fuel the body.
- Necessary for healthy cell growth, stabilizing blood sugar levels and the metabolism of fatty acids and amino acids
- Plays a part in the citric acid cycle to produce energy during aerobic respiration
- Enables the body to use the energy in food more efficiently.

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## Testimonial for Alert

*Wouldn't leave home without my ALERT. I'm 66 years old and have always had good stamina, but in recent years I noticed that I would tire much easier than my "younger years" Refused to admit that age had anything to do with it but decided to try a few "energy products" to see if they helped. All of them made me so jittery. My heart raced and forget sleeping! So I did not take anything for several years until I tried ALERT. What a difference it made in my stamina. I did not get tired at the end of the day and was back to my old self of going from 7 AM to 10 or so with full energy. Alert is how I start my day, everyday and if I know I am going to have an extremely busy night, I take another ounce about 3 PM. Love it, love it, love it.*

*Sallie R. Texas*

*My name is Arlene and about 4 years ago my 13 year old daughter was diagnosed with narcolepsy. She is on medication, and has been for years, but recently I started including your products ALERT and LESS, and I have noticed a real change in her. She is awake more during the day, even after cutting out her 2nd dose of medicine; we are getting more of her. With 2 doses of her prescribed stimulant she may stay awake while in school, but after school, riding the bus home and doing her homework, I have to stay on her to keep her awake. When school started this September, she was unable to receive her second dose, (I had to wait on her doctor's appointment) so I started giving her ALERT in the morning with 1 dose of her medicine, and there was a noticeable change, but the biggest change was when we started mixing the ALERT and the LESS, she stayed awake during school, and after school, she finished her homework, and watched her favorite shows until it was bed time. She is doing the normal things kids her age do, and that to me is a blessing. Thank you.*

*— Arlene G., Virginia*

*I am somewhat sensitive to red wine and "overindulged" at a birthday party. Needless to say I work up the next morning with quite a hangover and I was supposed to meet my girlfriends on a all day shopping trip. A fan of Alert already, I had some in my house. A friend had told me that they found Alert to be quite the Solution for a hangover so I tired it. I could not believe the results. In just 30 minutes I felt great and was able to have my "marathon" day.*

*Amy H, Maryland.*

## Glossary

**Phytonutrients**-Natural substances found in plants, and research is starting to show they can play an important role in fighting disease and keeping us healthy.

**Antioxidants**-A group of vitamins, minerals, and enzymes that help protect the cells of the body from damage due to free radicals. Free radicals are atoms or groups of atoms that can damage the cells, impairing the immune system and leading to infections and various degenerative diseases.

**Dextrinized**-The process of turning starch into low-molecular weight carbohydrates (sugar) using dry heat

**Nutraceuticals** -Food, or parts of food, that have proven medical or health benefits, including the prevention and treatment of disease.

**Glucose**- A monosaccharide (or simple sugar) which is a very important carbohydrate and is used by living cells as a source of energy.

**Essential amino acids**- Are those 8 amino acid proteins that are necessary for good health but cannot be synthesized by the body and so must be found in diet.

**Esterifies**- A chemical reaction in which two reactants form an ester as the reaction product. Esters are common in organic chemistry and biological materials, and often have a characteristic pleasant, fruity odor. This leads to their extensive use in the fragrance and flavor industry

**Eicosanoids**- Are prostaglandins, and other substances that have various roles in inflammation, fever, regulation of blood pressure, blood clotting, immune system modulation, control of reproductive processes and tissue growth, and regulation of the sleep/wake cycle.

**Anti-arthritis**- agents that are effective in treating inflammation of the joints

**Cox-2 inhibitor**- Is a form of Non-steroidal anti-inflammatory drug (NSAID) that directly targets COX-2, an enzyme responsible for inflammation and pain

