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“Everything You Really Need To Know About Shaklee Vitalizer”

**A Companion Report To The Audio CD
Available Online At www.LandMarkStudyCD.com**

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Vitalizer

If there were one simple nutrition program that was proven to create the foundation for a longer, healthier life, would you use it? Welcome to the world of Vitalizer!

To fully understand what Vitalizer can mean to you, you need to start by learning about the 'Landmark' nutritional study. You see, up until recently, almost all studies of nutritional supplements were short term and were done with individual supplements.

Some of the studies showed positive benefits and some did not, leaving the general public confused and frustrated. But, no one had asked the question that everyone really wanted to know, namely "What are the benefits and risks of long term use of multiple supplements made by a reputable company?" Simply put, no one had asked whether a holistic approach to supplementation was beneficial.

Enter Dr. Gladys Block of UC Berkeley. Dr. Block is a world renowned nutritional epidemiologist who had always wanted to ask that question. Finally, she realized that Shaklee product users would be the perfect group to test.

Shaklee was known for product quality and integrity and they had been in business for over 50 years, so she could easily identify a population of long term supplement users. She randomly selected 300 Shaklee customers who had been using multiple supplements for over 20 years and compared them to matched population groups who had just been using a multivitamin (brands unknown) and who used no supplements at all.

The results were amazing. Not only did the Shaklee supplement users feel better than the other two groups, they were remarkably healthier as well. Both markers of disease risk and the incidence of major diseases were significantly lower in the Shaklee supplement group. And, no evidence of adverse effects of long term multi-

supplement use could be found.

So knowing that, wouldn't you want to be doing what those people were doing? There, is only one problem. The Shaklee group in the 'Landmark' study was **using a dozen or more supplements in a dozen or more bottles and taking their supplements two or three times a day.** Those supplements represented the cutting edge science of their day and were clearly beneficial, but science marches on. By using the latest in nutritional science and technology Shaklee was able to combine the nutrients providing those remarkable benefits into a single 'once a day' delivery system containing only six tablets.

So what is in Vitalizer? Each packet contains two **Vita-Lea**, Shaklee's multivitamin-multimineral product. It is perhaps the most comprehensive, best balanced, multi on the market. A multivitamin is an important part of your nutrition foundation because only 3% of Americans actually eat a balanced diet every day, and multivitamin supplementation has been shown to be beneficial in multiple clinical trials.

That is why the American Medical Association recommends that most Americans use a multivitamin supplement on a regular basis. And Shaklee's clinical studies have shown that **the nutrients in Vita-Lea get into the blood stream, Vita-Lea alone can slow bone loss in post-menopausal women and Vita-Lea alone can reduce the incidence of colds.**

Each Vitalizer packet also contains two tablets of **Caroto-E-Omega**, which provides all 6 naturally occurring carotenoids, all 8 naturally occurring forms of vitamin E and all 7 naturally occurring forms of omega-3 fatty acids.

What are carotenoids you might ask? They are the naturally occurring antioxidant phytonutrients found in all of those fresh fruits and vegetables that you are not eating. They are the nutrients that give fruits and vegetables their vibrant colors.

Carotenoids are thought to be important for eye health and to reduce the risk of many other diseases. And, **Shaklee's clinical studies have shown that the carotenoids are efficiently absorbed and get into your bloodstream.**

Vitamin E is perhaps one of the best known antioxidants. It reduces inflammation and destroys free radicals, which are thought to be risk factors for many degenerative diseases.

However, the vitamin E story illustrates **why it is so important to use all of the naturally occurring forms of these nutrients in balance, as Shaklee does.** Some studies with high doses of pure α -tocopherol (the most common form of vitamin E) have suggested that it may actually do more harm than good. Experts feel this is because high levels of α -tocopherol actually interfere with the absorption of other forms of vitamin E, and those other forms of vitamin E also provide important benefits.

If the term omega-3 fatty acids doesn't sound familiar, think 'fish oil'. **Omega-3 supplements** have become very popular because of clinical studies showing that they reduce inflammation and inflammatory diseases, reduce triglyceride levels in the blood and are important for heart health and mental health.

They've also become popular as we have learned that many of our favorite cold water fish are often contaminated with heavy metals, PCBs and pesticides. **Shaklee uses the highest purity, highest potency source of omega-3 fatty acids available and clinical studies have shown that those omega-3 fatty acids are absorbed from their product and get into the bloodstream.**

The third supplement is **Sustained Release B + C**. The latest scientific research shows that both B vitamins and vitamin C are most efficiently absorbed when they are released slowly over the entire length of the small intestine. So Shaklee developed a **new gel diffusion system** to accomplish that.

B vitamins are important for energy, vitality and proper mental functioning.

Vitamin C is an important antioxidant that has been shown to reduce the risk of cataract formation and to strengthen the immune system. **Shaklee's clinical studies show that the B vitamins in Shaklee's Sustained Release B + C are 8-198% better absorbed than if they were in a immediate release tablet. In addition, the vitamin C is retained in the bloodstream 6-8 fold better in the sustained release formulation.**

The final supplement in the Vitalizer packet is **Optiflora, Shaklee's probiotic product**. It provides the 'friendly' bacteria *Lactobacillus acidophilus* and *Bifidobacterium longum* which prevent "bad" bacteria and yeast from getting established in the intestine. These friendly bacteria strengthen your immune system and **prevent the formation of toxins in your intestine. Clinical studies show that 90% of these bacteria reach the intestine intact, compared to 5-15% for most competing products.**

That gives you a brief summary of what's in each Vitalizer packet, some of the benefits those nutrients provide and some of the clinical studies that show that they work.

But the most remarkable feature of Vitalizer is the **SMART (Shaklee Micronutrient Advanced Release Technology) delivery system**. The various nutrients in Vitalizer are best absorbed at different places, at different times and at different rates, so it would make no sense to rely on a single delivery system the way most companies do.

Shaklee utilizes four different delivery systems in its Vitalizer packet to make sure that every nutrient is optimally utilized by the body. They use **immediate release** for folic acid. This important B vitamin is trapped in the interior matrix of most multivitamin and B complex supplements, leading to sub-optimal absorption. Shaklee solved that problem by incorporating the

folic acid into the coating of the Vita-Lea and patented the process.

They use **delayed release** for the Caroto-E-Omega. These are all oil-soluble nutrients and the stomach is a water-based environment. Oil and water don't mix well and this can cause poor absorption for these nutrients and other problems such as fishy taste and breath with omega-3 supplements.

Shaklee utilizes a **pH sensitive coating** that doesn't release these nutrients until they reach the upper end of the small intestine. This is the perfect place to release them because this is where bile enters the intestine and solubilizes fats and fat soluble vitamins.

They use **sustained release** for the B + C supplement, which I have already described. Finally, they use **delayed release** for the Optiflora probiotic complex. They use a triple encapsulation process that protects these delicate bacteria from stomach acid and doesn't release them until it reaches the lower end of the small intestine, where they like to set up camp.

So that's Vitalizer in a nutshell. Why should you use it?

There are three main reasons:

1. **It is the only supplement program proven to create the foundation for a longer, healthier life.** It combines the major supplements used by people in the Landmark study into a single convenient package. Furthermore, it is based on 12 clinical studies, with two more submitted for publication.
2. **It is the only supplement program using a SMART delivery system to bio-optimize the delivery of every nutrient.** This delivery system is based on 12 patents, with two more pending.
3. **It is the most comprehensive and convenient supplement program**

available. It contains 80 nutrients with 20 proven health benefits in a convenient once a day packet.

About The Author

Dr. Chaney holds a B.S. in Chemistry from Duke University and a Ph.D. in Biochemistry from UCLA. Currently he's a professor in the Department of Biochemistry, Biophysics and the Department of Nutrition at the University of North Carolina where he teaches first year medical students and runs an active cancer research program.

Dr. Chaney has published over 95 papers in peer-reviewed scientific journals, plus 12 reviews and two chapters on nutrition for one of the leading biochemistry textbooks for medical students today. He's also been named "Teacher of the Year" several times by the first year medical students and currently holds a Medical Alumni Distinguished Teaching Professorship.

For more information on Dr. Chaney's health cd's visit www.LandmarkStudyCD.com or call 1.800.729.1725