



ARE YOU STARVING FOR NUTRIENTS?

Energy. Alertness. Wellbeing. Nutrients play a vital role in how healthy we look and feel every day. This is why optimal nutrition supplements are more essential now than ever before.

Changes in the way our foods are grown, harvested, ripened and sold mean that we simply are not getting the nutrients even our parents – let alone our grandparents – did from their foods.

The lack of nutrients in today's fruits and vegetables can be traced in part to a loss of soil quality. Driven by profit and an attitude of "bigger-better-faster-more," corporate farms no longer make soil maintenance a priority. Instead of plowing mineral-rich natural substances like kelp, manure and compost back into the soil to help build healthy plants naturally, corporate farms use three elements – nitrogen, phosphorous and potassium – to force growth. This results in plants that grow big quickly, look acceptable, but are deficient in dozens of nutrients needed by humans to sustain optimal health.

The modern agricultural practice of loading soil with artificial fertilizers and pesticides creates an environment where the mycorrhizal fungi cannot survive, which interferes with the ability of plants to extract all the nutrients they need from the soil.

In order to keep crops fresher longer so they can be transported long distances, many are harvested early, before they develop their full nutritional content. Tomatoes are a good example. Because they bruise easily, tomatoes are harvested green, while they are still firm. To turn them red, the harvested tomatoes are gassed with ethylene. In nature, as a tomato ripens on the vine, it develops an abundance of the red phytonutrient lycopene, which gives it a beautiful color. Artificially ripened tomatoes, by contrast, develop almost no lycopene. Many of our fruits are artificially ripened, including bananas, strawberries, citrus fruits and mangoes, dramatically reducing their nutritional value – not to mention their flavor.

While the quantity of nutrients available to us through our diet has decreased over the past 50 years, our requirements for these nutrients has increased.

Exposure to environmental pollutants puts enormous stress on the human body. Fumes from motor vehicles and industrial plants, volatile organic compounds in our indoor environment, mercury leakage from dental fillings, and artificial additives in our foods are just a few of the sources of pollution we are forced to contend with.

Refined flour and sugar increases our body's demand for B vitamins. Oral contraceptives can interfere with the absorption of folic acid and increase our need for vitamin B6, riboflavin and zinc. Cigarette smoking uses up vast amounts of vitamin C that the body needs for immune health.

The link between vitamin and mineral deficiency and disease is now firmly established. We know, for instance, that anemia is directly related to iron deficiency. A lack of zinc has been linked with increased susceptibility to infections, such as colds and flu. Chromium deficiency can lead to blood sugar problems and insulin resistance. A lack of calcium increases the risk for osteoporosis.

- **More than 70%** of Americans do not consume the minimum recommended daily intake of essential nutrients.
- **51%** of American women don't get enough calcium to support bone health.
- **30 million** Americans are deficient in vitamin B6, which can result in fatigue and depression.
- **25%** of the chromium needed daily is all the average American consumes, making us more susceptible to insulin resistance and type 2 diabetes.

These statistics reinforce what we might already feel instinctively – that our bodies crave extra nutrition to keep up with the stresses and demands of modern living. We can take action to protect our health with daily nutritional supplements.

BODY WISE®
Optimal Nutrition Since 1989