

Journal of HEALTH & LONGEVITY



Introducing the Latest Health Breakthroughs in Longevity Science

Volume 3, Issue 7

Editor's Note:

The information presented in this newsletter is changing the way doctors and health professionals view the aging and disease processes of the human body. Researchers worldwide are coming to grips with the fact that mainstream medicine as practiced today has given us some great gifts, but also has some significant problems.

Instead of going to the hospital to get well, many will die from what they get after they are admitted. Your doctor prescribes you a medicine designed to help your condition, but to your dismay, the pill comes with a list of side effects a mile long. Even worse yet, the elderly are overtreated, and overmedicated by the very medical system we have come to depend on for wanting to live a longer healthier life. Yes, we now live longer, but is the quality of life worth living? Is anyone really looking forward to growing old?

Our intention is not to criticize mainstream medicine or the well-meaning doctors found around the world today. Instead, we are making this vitally important information available to you because we feel that it is to your benefit to understand that your health is your most valuable asset. We also feel the information presented will help to catapult your body's ability to heal itself and keep your body and mind operating at your maximum, peak ability far into the future regardless of your current age!

IS IT POSSIBLE TO FIGHT OFF EVERY SIGN OF AGING including fatigue, arthritis, skin complaints, high cholesterol muscle pain, poor digestion, mental fuzziness and blocked arteries?

Before you say "YES OR NO" consider A Paradox in Disease Theory and The Confession of Louis Pasteur

Mainstream infectious disease medicine practiced today is based on the "germ theory" as put forward by Louis Pasteur (1822-1895). His theory viewed the body as a sterile machine that will operate properly unless a foreign substance is introduced. Therefore, it is thought that when specific microbes enter the body, they produce a specific disease. In an attempt to correct the imbalance, antibiotics and other medicines are used to destroy these organisms. No microbes, no disease. It was believed that health is restored only if there are no germs present that might cause disease.

In contrast, the famous French physiologist, Claude Bernard (1813-1878) focused on the importance of the body's internal environment. In contra-

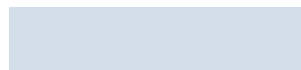
dition to the then current doctrine of Pasteur, he taught that microbes (e.g., bacteria, viruses) could not produce disease unless the body's internal environment was unbalanced and susceptible for the development of disease. Bernard's theory was that the whole must be sick before any germ can make us ill.

Renowned microbiologist, René Debous agreed with this basic principle, saying, "Most microbial diseases are caused by organisms present in the body of a normal individual. They become the cause of disease when a disturbance arises which upsets the equilibrium of the body." Debous, like Bernard, thought it is not the presence of bacteria or viruses that cause disease; it is the imbalance of the body's *continued...*

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YOUR NEWSLETTER ENCLOSED.

normal functions that fails to hold the microbes in check. Even today, more and more doctors and researchers know that microbes are always present. Some of these are harmless and others have harmful potential. Some of these microbes are absolutely necessary to allow the body to function properly; they are only able to cause disease if the body is in a weakened or upset state. Although some microbes with harmful potential can cause disease in even the healthiest persons if a significant dose of the microbe is contacted, those with strong immune function may completely resist infectious manifestations or develop only mild infectious symptoms.

Furthermore, an improperly balanced bodily environment may lead to a compromised immune system and more serious disease. Degenerative diseases that lead to chronic failure of body tissues or organ systems result largely from an unstable condition of the internal environment. Once the body is in a weakened state, the tissues can be secondarily affected by disease-causing microbes. Interestingly enough, even Pasteur himself condemned his own theory on his death bed saying: *“Bernard is right. The microbe is nothing. The environment is all important.”*

The Free Radical Theory

“We know that most degenerative diseases are linked to free radical damage”

– James F. Balch, M.D.

Even more importantly, in 1954, Dr. Denham Harman described his free radical theory of aging and disease. He said, *“A single common process, modifiable by genetic and environmental factors was responsible for aging and death of all living things.”* He also went on to say, *“Aging is caused by free radical reactions which may be caused by the environment, from disease and intrinsic reactions within the aging process.”* At that time, Dr. Harman's work was, for the most part, ignored by the entrenched medical establishment. They were still convinced that disease must come from outside of man as represented by Louis Pasteur's germ theory.

However, many of today's medical minds are slowly changing. Many scientists, doctors and researchers working

on the cutting edge of this new technology now agree that the free radical theory as described by Dr. Harman represents one of the most important discoveries in modern medicine. It represents a clear view into the aging and disease process of the body which is allowing doctors and researchers to make great strides in helping us live a longer, healthier life.

The Dangerous World of Free Radicals

Think of them as internal terrorists roaming your body, looking for cells to destroy, depriving tissues of blood flow, preventing the removal of plaque and fats from your system. They're unstable oxygen molecules that come with every breath you take and, like terrorists, they can be hard to find and even harder to destroy.

Free radicals damage the body's DNA (the body's genetic code) by injuring or breaking the chemical bonds between the DNA molecules. As more damage builds up in the DNA strands, the DNA-coded messages begin to be improperly translated and cellular function goes awry. It doesn't help that oxidation is caused by everything from the air you breathe to the foods you eat to environmental chemicals that can't be controlled. A body in the grip of free radical damage is susceptible to a host of life-threatening diseases and premature aging.

Ever since Pasteur proposed the germ theory of disease, the race has been on to find and conquer dangerous organisms that invade the body. As little as thirty years ago, it was thought that living cells did not harbor reactive oxygen species. The idea was that free radicals were so unselective and unstable, they couldn't exist in a living system.

Today, scientists agree that aerobically respiring (alive) cells produce two kinds of radicals, the good—which need to be nourished—and the bad, that can cause irreparable destruction. The trouble is that the body can't fight the bad when it's compromised by any number of outside contaminants. Your body has antioxidant enzymes such as superoxide dismutase, catalase and glutathione

peroxidase that moderate the harmful effects of free radicals. But when bombarded by environmental sources of free radicals such as smoke, alcohol, air pollution, etc., these natural enzymes are not enough to defend against the continuous onslaught of natural and environmental free radicals.

And if that's not enough, here is what Dr. James Balch, M.D. has to say about our oxygen supply, *“Oxygen is the source of our “life-energy,” but there is a problem. We aren't getting enough of it. The oxygen-producing forests are being destroyed. Modern industrial technology is polluting the air, further depleting the Earth's oxygen supply. In the past few hundred years, the oxygen content of our atmosphere has decreased by almost 50 percent.”*

It is common medical knowledge that most diseases will not thrive in an oxygen-rich environment. That has been proven in the case of cancer. If there is enough oxygen in the cells, cancer and other degenerative diseases cannot exist.

Free Radicals and Aging

“As antibiotics in the last fifty years of the twentieth century helped cure many infectious diseases, so antioxidants will affect a cure of many supposedly incurable diseases in the twenty first century and slow the aging process dramatically”

– James F. Balch, M.D.

Research by biogerontologists indicates that aging takes place because of destructive cellular changes brought on by free radicals. Professor Rajindar Sohal of the Department of Sciences at Southern Methodist University in Dallas concluded, following the examination of recent free radical studies, *“There is enough evidence to give good credence to the free radical theory of aging.”*

You Are a Lot More Than What You Eat!

Eating a balanced, low-fat diet rich in natural substances that fight free radicals may be enough for people in isolated areas where the air is pure and there are no chemicals in the water. But most people live in populated areas full of

every kind of pollutant. Thus, the challenge is to find the right combination of antioxidants that will inactivate free radicals.

The National Institute on Aging, among others, supports and funds research on oxidative damage to cells and how increased damage accelerates aging. According to Denham Harman, Professor Emeritus of Medicine at the University of Nebraska Medical Center and the originator of the free radical theory of aging, it is possible that as humans age, the energy generating function of their mitochondria (tiny organelles within the cell that produce the majority of the energy in the body) also declines.

Harman says there is a growing consensus within the biogerontology community that aging results from deleterious cellular changes produced by free radical reactions that happen during cell respiration and thus, damage the mitochondria. Granted, we live approximately 27 years longer than we did in 1900, but while major advances have been made in the area of preventing premature death, there is still the challenge of preventing debilitating conditions that can take the joy and value out of living to seven or more decades.

Note: *Please continue reading, because you will soon discover, if you use the information in this newsletter, there are many wonderful, exciting benefits to be gained by slowing the aging process. Besides looking and feeling your best, you'll save a tremendous amount of time and money by keeping yourself away from the doctors and hospitals as much as possible.*

Initial research showed vitamins E and C demonstrated remarkable protection against free radicals, and we certainly recommend you use them religiously. But they are simply not enough! Heart disease and stroke killed 875,922 people in the United States in 2000. According to figures provided by the Statistical Research and Applications Branch, your probability of developing cancer (all races, both sexes, ages 0 to 95) is a startling 43.26%! With figures like these, it would seem that we are losing our battle with the internal terrorists.

Meet the Free Radical Killers . . . the Curcuminoids!

To fight a strong enemy, you need an even stronger weapon, and one has been at hand for over a thousand years. In ancient times, it was used as a dye and spice as well as a medicine. Its use in Chinese medicine dates back to the 7th century. It is listed as a medicinal plant in an Assyrian herbal codex dating 600 BC and was one of the herbs mentioned by the first century Greek herbalist-physician, Dioscorides. You probably have a bottle or tin of it on your spice rack. In fact, you may have used some to add a little zing to your food lately without realizing you were helping to protect your cells in the process!

You know it as turmeric (or, as we will refer to it in this article, curcumin), far beyond its piquant flavor and brilliant yellow color. The real force in curcumin is in the beneficial phenolic compounds known as curcuminoids. There are three curcuminoids that scientists have identified: curcumin, demethoxycurcumin and bisdemethoxycurcumin.

Besides these highly valuable phenolic compounds, turmeric also contains a very potent antioxidant peptide identified as turmerin. In at least one experiment, this incredible little peptide has been shown to exhibit more antioxidant fire power than the curcuminoids. These components of turmeric have been concentrated into a powerful, **unified** extract containing no less than 95% of the active medicinal components. Think of them as your all-powerful compounds that deactivate marauding free radicals like an internal, never-resting police force.

Antioxidant Functions of Curcuminoids

“Turmeric and its active constituents, the curcuminoids, have antioxidant properties that effectively inhibit free radical damage in both in vitro and in vivo conditions.”

– Vladimir Badmaev, M.D., Ph.D.

Curcuminoids have been scientifically proven to perform the following several antioxidative functions:

- *Anti-inflammatory action*
- *Antimutagenic*
- *Antithrombotic action*
- *Hepatoprotective action*
- *Antimicrobial action*
- *Antiviral action and*
- *Antiparasitic action*

In 1995, curcuminoids were defined as a strong bioprotectant agent by researchers Vladimir Badmaev, M.D., Ph.D., and Muhammed Majeed, Ph.D. As you shall see, curcuminoids are true bioprotectants in every sense of the word. Curcuminoids not only stop the progress of free radicals; they can actually prevent them from occurring in the first place. While all curcuminoids are antioxidants, a standardized unified extract is the strongest, most concentrated free radical destroyer. Add other ingredients proven to work synergistically with curcumin extract and you have the most powerful bioprotectant you can buy. We'll get to that **“synergistic bioprotectant”** in a minute. First, you need to know about the most important antioxidant properties found in curcuminoids:

Anticancer Benefits of Curcumin

“The anticarcinogenic activity of turmeric extract and curcuminoids may be in part explained by their well-researched ability to prevent genetic mutation, or mutagenesis.”

– Vladimir Badmaev, M.D., Ph.D.

Curcumin is a powerful antioxidant that effectively prevents precancerous changes within DNA and may prove to interfere with enzymes needed during cancer promotion. Since curcumin reduces inflammation by increasing production of natural cortisone produced by the adrenal glands, it may also inhibit cancer formation in the colon. Recent animal studies showed a significant decrease in tumor growth with the long-term administration of curcumin. Moreover, clinical studies have shown that curcumin-based ointments were very effective in helping to treat the side effects of skin cancer.

Curcumin was also tested in patients with oral cancer. Some of the patients responded with dramatic improvement within days, while others reacted gradually to the treatment. When curcumin was given to a group of chronic smokers, it significantly reduced the urinary excretion of tobacco mutagens by approximately 40%. It also enhanced the enzymatic effect in detoxifying cigarette smoke, mutagens and carcinogens.

In laboratory studies, curcumin exhibited strong antifungal characteristics by inhibiting the production of aflatoxins. Aflatoxins are produced by mold growing on certain foods, especially soy beans. Aflatoxins are potent biological agents causing damage to the liver which could lead to liver cancer.

Curcumin is especially useful in the prevention and treatment of colorectal cancer. Working in the same manner as nonsteroidal anti-inflammatory drugs (NSAID's), curcumin suppresses two genes necessary for both the start and spread of colorectal cancer.

Moreover, ongoing research at the renowned Sloan-Kettering Cancer Research Center has shown the successful use of curcuminoids in the treatment of precancerous leukoplakia. Their experiments indicated that turmeric-derived phenolics also have anticancer effects in preventing and treating gastrointestinal and lung malignancies.

Lowering Cholesterol

“Curcuminoids have the ability to neutralize some of the free radical activity that is believed to be responsible for much of the cardiovascular disease present in society today.”

– M. Majeed, Ph.D.

According to the International Journal of Vitamin Nutritional Research, curcumin reduces cholesterol by interfering with intestinal cholesterol uptake, increasing the conversion of cholesterol into bile acids and increasing the excretion of bile acids. When 500 mg per day of curcumin was given to ten volunteers, there was a 29% increase in beneficial HDL cholesterol after only seven days. Furthermore, giving 500 milligrams of curcumin daily to healthy humans also significantly lowered the

levels of blood lipid peroxides, i.e. free radicals. Curcumin is also significantly safer than FDA approved cholesterol-lowering drugs, which can potentially cause liver function abnormalities and muscle inflammation. (More on this further in this article.)

In 1997, the Journal of Molecular Cell Biochemistry reported that curcumin has demonstrated in vivo, the ability to decrease total cholesterol and LDL cholesterol levels in serum and to increase the beneficial HDL cholesterol. Fats and lipids are particularly susceptible to oxidation, which results in the formation of peroxide free radicals. Curcumin strongly inhibits this reaction, and also hinders the buildup of cholesterol plaques in the arteries.

Curcumin fights atherosclerosis by deactivating platelet-activating factor (PAF). PAF seals leaks in blood vessels, in part, by stimulating fibrous tissue production. This tissue can serve as a platform where cholesterol can accumulate into plaques. As well as helping prevent atherosclerosis in diabetics, curcumin also helps stop the loss of protein through the kidneys.

Curcumin helps to relax blood vessels and lower blood pressure, lessening the risk of heart attack in those undergoing steroid treatment. It also reduces the amount of tissue damage suffered during an attack.

Cutting Alzheimer's Disease Risk

An additional risk of elevated cholesterol levels is the association between Alzheimer's Disease (AD) and high cholesterol. A study at the University of Kuopio in Finland published in 2001 revealed that participants in an extensive health study conducted over a number of years were twice as likely to develop AD if they showed evidence of high cholesterol levels in middle age. Thus, by increasing the good cholesterol and decreasing the bad, as curcumin has been shown to do, greater protection against AD occurs, as well as against stroke and heart disease.

Here's another exciting link between curcumin and AD prevention: When researchers studied the mortality and disease patterns of people over 65

in India, they discovered that AD strikes only 1% of the over-65 population there vs. 10% of Americans. This led to research as to why India has the lowest incidence of AD in the world.

A recent study done at the University of California, Los Angeles (UCLA) seems to have found the answer. It was discovered that the use of curry spices (including turmeric) in much of Indian food benefits more than just the palate. Sally Frautschy, study co-author and associate professor of medicine and neurology at UCLA says, *“The study [suggests] that there may be a dietary factor in the Indian diet...one such substance may be curcumin.”* Frautschy goes on to say, *“We believe curcumin will do three important things: trigger clearance of amyloid (a plaque-like substance that chokes brain cells) already present; reverse oxidative damage contributing to memory loss [and] reduce toxic substances associated with chronic inflammation.”* (Research in rats has shown that a daily low dose of curcumin slashed deposits of brain plaque by 50%.) *“We suspect that curcumin is enhancing the inflammatory clearance of the toxic amyloid, while blunting chronic inflammation,”* says Frautschy.

Curcumin Has Long Been Known as an Anti-Inflammatory

It works by naturally promoting healthy levels of histamine and cortisone. Studies have revealed that curcumin is as effective as either cortisone or the anti-inflammatory drug phenylbutazone in fighting acute inflammation. An added benefit is that, in contrast to the potential toxicity of phenylbutazone and cortisone, curcumin is virtually without side effects.

In a double-blind clinical trial involving patients with rheumatoid arthritis, a mere 300 mg a day of curcumin provided just as much relief as 1,200 mg a day of phenylbutazone. Improvements were noted in joint swelling, morning stiffness and walking time. The results of this trial and other studies reinforce evidence that curcumin is a major benefit in the treatment of painful inflammation flare-ups of rheumatoid arthritis.

Finally, a recent study on curcuminoids done at the Sloan-Kettering Cancer Research Center revealed that curcuminoids operate by shutting off the enzyme cyclooxygenase type II (COX2) at the gene level. COX2 is responsible for manufacturing the inflammatory prostaglandins in the body.

By now, you might be as amazed to learn about the amazing potential of curcuminoids as we were. This isn't fiction—it holds up under the close scrutiny of hundreds of studies and trials worldwide. What we've described here is just the tip of the iceberg. Curcumin's amazing powers are just beginning to get public attention. All of the research and clinical trials seemed to prove what ancient medicine has known for centuries: curcumin may be a major defense and treatment for everything from small wounds to life-threatening chronic degenerative disease.

What's the Next Step?

Let's face it, free radicals just won't go away. Even if you never ate anything you didn't grow yourself, or moved to the Australian outback, free radicals would find you. Or, you could eat curry morning, noon and night for the rest of your life in an effort to get enough curcumin to ward off disease.

During the course of our research for this newsletter, we reviewed and compared many of the different curcumin supplements that are available on the market today. We narrowed down the field to what we feel is the very best, highest quality and most effective curcumin supplement found on the face of the planet. Its name is **PAIN & BRAIN™ Rescue Formula**, and is manufactured by a small company out of northern Arizona called **NaturMed, Inc.**

Why do we feel their product is superior to all the rest? Well, first of all, a supplement is no better than the ingredients that go into it. And **PAIN & BRAIN™** contains the most powerful unified Curcumin extract found anywhere. Moreover, **PAIN & BRAIN™** comes in a large 180-count bottle, not a small 60-count like most other brands. Furthermore, **PAIN & BRAIN™** is made with capsules that don't contain any

toxic animal by-products. They are 100% vegetarian. And even more importantly, this powerful unified curcumin extract is combined with other synergistic ingredients which puts **PAIN & BRAIN™** into a class all by itself, a new incredibly powerful class of supplements called *“Bioprotectants.”*

A True Bioprotectant

Remember the *“synergistic bioprotectant?”* How curcumin became even more dynamic when delivered as a standardized extract and combined with other ingredients? “Bio” is from the Greek word bios, meaning life or a living organism. A true bioprotectant, then, is one that “protects” the life around it—in our application, the entire human body. That's **PAIN & BRAIN™**.

After reading this article, you may decide to surf the net or check at your local health supplement store to find curcumin. If so, you won't have any trouble locating dozens of curcumin formulas, all promoted as being the best, the most effective, the most potent, etc. What makes **PAIN & BRAIN™** different from anything you are likely to come across is its proprietary formula:

Curcumin 95%-1350 mg Daily Dose

First of all, each daily dose of **PAIN & BRAIN™** consists of a powerful 1350 mgs of pure curcumin. The formula contains a minimum of 95% turmeric in the form of curcumin. Recent studies revealed that curcumin demonstrated the ability to not only scavenge and neutralize harmful existing free radicals, but to prevent their formation in the first place. **Important Note: You would need to consume 100 grams a day—that's about 3 ounces—of raw turmeric to get a therapeutic dose of Curcumin equal to the daily dose found in the remarkable Pain & Brain™ formula.**

Boswellia Serrata 65%-600 mg Daily Dose

Boswellia serrata is a medium-sized, branching tree that secretes an aromatic gum resin. In ancient times,

resins of this type were literally worth their weight in gold because of their healing properties. In fact two of the three priceless gifts presented to the infant Jesus by the Wise Men were such resins - frankincense, which is boswellia serrata, and myrrh. The other was gold!

Today, the primary use of boswellia serrata in medicine is as an anti-arthritic and anti-inflammatory agent. Boswellia serrata is the first herbal remedy to have documented clinical evidence of its usefulness in the treatment of rheumatoid arthritis, osteoarthritis, low back pain, soft tissue rheumatism and myositis symptoms.

This is good news because the traditional, anti-inflammatory drugs (NSAID's like ibuprofen, naproxen sodium and salicylic acid) can irritate the gastrointestinal tract and are not suitable for long-term use. (There have been no adverse side effects associated with boswellia serrata.) In one clinical trial involving a mixed group of 175 rheumatoid arthritis patients aged five through 75, 97% reported moderate to excellent improvement. The treatment helped reduce pain, swollen joints and morning stiffness; grip strength and physical performance also improved. Treatment length was 3-4 weeks. Again, none of the patients complained of any undesirable side effects. Boswellic acid has also been tested for use as an Alzheimer's preventative and as a treatment for bronchial asthma.

Ashwagandha Extract - 450 mg Daily Dose

Ashwagandha is often called “Indian ginseng” because it has many of the same amazing properties such as enhancing mental acuity and motor coordination. However, ashwagandha has a number of select activities of its own. So many, in fact, that it has been classified as a true “adaptogen.” It has been used in many parts of the world to treat eczema, psoriasis and external ulcers, as well as stomach problems and different respiratory ailments. Research on ashwagandha has been centered on its impact on organs and glands that have been compromised as a result of too much stress. Components of ashwagandha strengthen the cerebral

cortex, the adrenals, the hypothalamus, the heart and the liver. This action would be of particular importance to people who suffer from energy-draining health problems such as chronic fatigue syndrome and fibromyalgia.

Ashwagandha enables biological systems to withstand greater amounts of mental, emotional and physical stress due to its interaction with certain areas of the brain, the spinal cord and the central nervous system. Trial subjects who suffered from anxiety neurosis or reactive depression reported feeling relaxation and well-being, yet still being alert. In addition, no untold side effects have been observed in trial subjects who took ashwagandha for an extended time. Based on the research already done, it seems that this exceptional adaptogen would be the ideal, all-natural alternative to tricyclic antidepressants and selective serotonin reuptake inhibitors (SSRI's) – all of which carry a laundry list of contraindications and the possibility of serious side effects.

Guggul Extract - 150 mg Daily Dose

PAIN & BRAIN™ also contains guggul. As far back as 1000 BC, Ayurvedic medicine identified “coating and obstruction of channels” as being the cause of many diseases. In modern terminology, this is fatty streaks in the blood vessels – or bad cholesterol. To counteract this condition, ancient practitioners prescribed an amber-like resin from the bark of the commiphora mukul tree. Its common name is gum guggul. In the 1960's, research began on gum guggul for its potential in the treatment of elevated blood cholesterol. Research work was continued through the 1980's at the Central Drug Institute in India. Although these studies focused on a number of complicated properties and activities of gum guggul as an extract solid, the bottom line was that results strongly indicated gum guggul may reduce the risk of cardiovascular disease by inhibition of platelet aggregation.

As a result of these studies, the first clinically tested gum guggul product was produced. The original standardized extract of commiphora mukul contains Z and E guggulsterones.

In more than two dozen clinical trials, guggul has demonstrated its incredible lipid-lowering properties. It lowers total serum cholesterol and plasma triglycerides, reduces LDL cholesterol and, at the same time, increases good HDL cholesterol. When results of four clinical studies utilizing standardized gum guggul were pooled, it was shown that, on average, 70% of the patients enrolled lowered both their total cholesterol and triglycerides and that HDL increases ranged from 20-36%. Imagine the one-two punch of curcumin and guggul in knocking the fat out of clogged arteries!

Another important feature of guggul is its ability to accelerate the chemical burning away of stored fat by converting it into more physical energy. This is accomplished by elevating the body's “fat thermostat” a few degrees. (This is not the same thing as raising body temperature.) The result is slightly accelerated thyroid functions, which means an increase in the body's overall metabolic rate.

A major advantage of guggul is the relative lack of negative side effects. Anyone who has taken traditional cholesterol-lowering prescription drugs knows the potential for real problems. The “statin” medications (Atorvastatin, Simvastatin, etc.) can cause side effects such as liver function abnormalities, muscle inflammation, bloating and other gastrointestinal disturbances. Other medications produce constipation, abdominal discomfort, bleeding tendencies, headaches and poor absorption of fat soluble vitamins. Conversely, the clinical trials on guggul showed that it was well tolerated by the participants, regardless of age, gender and overall health.

Bioperine® - 15 mg Daily Dose

The fifth ingredient in PAIN & BRAIN™ is 5 mg of Bioperine®, which is the standardized extract from the fruits of black pepper plants (piper nigrum). Bioperine® is remarkable in that it acts as a metabolic “paddle wheel,” selectively providing a more efficient mode of nutrient transportation into the blood. Bioperine® enhances

the activity of curcumin 2000%! Bioperine® is the only source of piperine to obtain patented status for its ability to increase the bioavailability of nutritional compounds, and the only source of piperine to undergo clinical studies in the U.S. to substantiate its safety and efficacy for nutritional use.

In our opinion, this combination of powerful, remarkable ingredients puts PAIN & BRAIN™ head and shoulders above the competition. Furthermore, we asked the makers if they could supply us with any anecdotal evidence as to the efficacy of their product. We fully understand that this kind of evidence won't stand up to scientific scrutiny. We do believe, however, it is valuable information for people like you who are interested in possibly using this wonderful product to increase your health and help ward off the constant onslaught of free radicals. With that in mind, here are just a few of those success stories provided to us by the manufacturer.

Notes From Users of Pain & Brain™

“Prior to taking ‘Pain & Brain’, my mind felt cloudy & fuzzy-I had to pre-think my actions when driving. After three weeks of taking ‘Pain & Brain’, my energy level was much higher and my mind was clearer. At age 84-that’s welcome! Now I feel more normal and in control.” - N.C. Pat, NC

“I become interested in Pain & Brain for its internal cleansing from free radicals. I've used the ingredients in Pain & Brain singly, and compounding those ingredients into one formulation looks very promising, but was very impressed by the positive immediate result within the first week of use. The pain and stiffness from osteoarthritis in my fingers was gone and by the second week the muscle joint and shoulder pains on my left side were relieved. Bless you in your continued research and world-wide search for better healing compounds.”

- P. S. Lebanon, OR

“I want you to know that I have tried just about everything to relieve the aching muscles in my legs, and finally I received your advertisement for Pain & Brain. I purchased your product and was pleas-

antly surprised after just one week my legs stopped aching and my feet feel warm all the time. Thank you and I will never be without Pain & Brain.”

- R. H. Barrington, NJ

“I have suffered from parasites since 1980; I have taken many herbals and even a prescription over the years. Nothing helped until I started taking Pain & Brain two months ago. Thank you so much for your product.”

- J. B. Carpentersville, IL

“Pain & Brain has dropped my cholesterol 30 points. My blood pressure has dropped to 120/60. I may be able to completely get off blood pressure medication. Also it has completely relieved my constipation. I have not had a bowel movement in 4 months without the help of milk of magnesia. Pain & Brain is wonderful. It has helped me more than I can say. Thanks!”

- P. C. Water Valley, MS

“Pain & Brain gave me more energy, regulated bowel movements, helped relax my body and took stress away. The capsules have a very good energy quality about them. They are “light” and easy to take. Thanks for a great product!”

- K. W. Arkeny, IA

“Since starting Pain & Brain, I have noticed an increase in energy. I have also had recent surgery and feel minimal rebound effects. My usual allergies are less frequent and shorter in duration. I am satisfied with the positive effects of the product.”

- S. T. Fort Scott, KS

“Pain & Brain” is everything your company claimed! I have way more energy! I'm detoxified to the point that I no longer crave sweets and junk food. I breathe easier, my blood pressure is excellent. I've only been taking Pain & Brain for one month and look at the results. I sleep much easier now! I feel clean inside! Pain & Brain will save many lives and is a vital key to longevity-good job!”

- Jeff Henderson, Fruita, CO

“In about 3 weeks my arthritis in my right shoulder eased off. This has given me pain for years, and my doctors have been unable to help. What a relief. I still have some pain, but at least I'm able to exercise some now. Thank you!”

- E. S. Lawton, OK

“I have had an immune system disorder since childhood and diagnosed in 1986. I am 47 years old. I have suffered over the years with pain, fatigue, vision problems. I have been taking the Pain & Brain product for over 1 month now and noticed almost immediate improvement in symptoms. I have used many products, herbs, vitamins over the years, but never encountered the kind of results I have with Pain & Brain. I would highly recommend it to anyone as a “must” supplement. Thank you for Pain & Brain. It performs as advertised with the results promised and more!”

- L. H. Equality, AL

“I am 70 years of age and work full time. I need to be mentally alert for my job; and when you are in excruciating pain, it is especially hard to concentrate. When I received your brochure describing Pain & Brain, I immediately ordered it and found that the combination in the pills worked even better than the separate pills I had been taking. If you continue to make them, I will probably take them for the rest of my life.”

- Bernice Arnold, Addison, IL

I will never again underestimate the power of herbs. I most definitely credit your product to clearer skin and increased energy. I can't tell you how much I appreciate these God-given herbs to reverse years of toxic build up. I am so glad I ordered your six-month supply because I am sure I will be on your product for the rest of my life.”

- Franklin Berry

“I have used many different supplements during many years (30) and they have proved to be helpful, but Pain & Brain has proven to be exceptional, especially because I suffer from fibromyalgia. Being very knowledgeable about natural and alternative medicine, I tried everything because regular medicine is at a loss to effectively treat fibromyalgia. Pain & Brain has been a true godsend in alleviating my sufferings and things slowly getting better which is a great improvement over constant deterioration. I don't understand how it works to help fibro but the truth is I don't care. It works and I thank you from the bottom of my heart.”

- J.C.L.

You Can Fight the Free Radical War and Win

How much is peace of mind worth?

One thing is certain: you can't escape the free radical terrorists. If you eat and breathe, you are exposing every cell in your body to pollutants, carcinogens and other damaging elements ready to wage war on your system. Once disease has taken hold, how much better off are you trying to fight it with potent, dangerous drugs that might do more harm than good? The answer is to stop free radicals in their tracks NOW.

With PAIN & BRAIN™, you have an army at your disposal, ready to fight the free radical war - and win - by preventing their formation and neutralizing those that already exist! Nearly 200 scientific papers have clearly documented what curcuminoids can do. They are totally unique phytonutrients that go a generation beyond basic antioxidants. PAIN & BRAIN™, in turn, with its curcumin plus the other synergistic ingredients is a generation beyond any other curcumin formula. This unique combination of ingredients has been researched and shown to be helpful for the following:

- Pain Relief
- Protect Brain Function
- Help Detoxify the Body
- Anti-Inflammatory
- Lower Cholesterol
- Arthritis
- Support Cardiovascular Health
- Menstrual Complaints
- Skin Conditions
- Weight Loss

How to Get PAIN & BRAIN™

As far as curcumin supplements go, we give PAIN & BRAIN™ our highest recommendation. It is 100% natural, very effective and easy to take. Because the product is so new, you won't be able to find PAIN & BRAIN™ Ayurvedic Curcumin Supplement in any store. At this time, you can only get it through NaturMed's exclusive distributor, the Institute for Vibrant Living™. They are selling a one-month's supply (180 V-caps™) for \$39.95, plus \$7.95 shipping.**

Important Note: We fully recognize that consumer testimonials do not equate to scientific proof of a product's effectiveness. However, we do feel it is valid information for people to have when evaluating whether they want to consider using a product. Moreover, the accounts appearing here are for informational purposes and are not to be construed that every individual will receive those exact same benefits as reported.

The product may cost a little more than other curcumin products, but you're not going to be able to run over to Wal-Mart and get an Ayurvedic Curcumin Supplement that will end up doing any favors for your health.

When you consider all the health benefits that are packed into one PAIN & BRAIN™ bottle, we think \$39.95 is a very fair price to pay. And we believe you will feel the same way once you try the product. You can order a 3-month supply for just \$119.85 plus \$7.95 shipping** and get 1 bottle FREE. That's a total savings of \$39.95! The company that makes PAIN & BRAIN™ is a small research-based company that really cares about their customers. They are one company you will feel good about supporting in their effort to spread the word about the remarkable power of curcumin.

Save \$127 or even \$367 and Maximize Your Results!

Although PAIN & BRAIN™ starts working right away to clean and protect every cell in your body, the benefits will keep building up over time. The best way to maximize your results is to get on a regular daily regimen of PAIN & BRAIN™ and stick with it. And don't forget, free radicals have been doing their damage 24 hours a day 7 days a week for as long as you've been alive. We suggest you put a stop to their destruction and make a commitment to make this product part of your daily health program. After reading all the evidence, that's what all our staff for the *Journal of Health & Longevity* has done. We literally don't want to be caught without this wonderful, life-changing product.

That is also why we can confidently recommend you take full advantage of the large savings you get if you order a 6-month supply of this remarkable antiaging product. You will not only save \$40.70 off the regular price when you order the six-month supply, you will

also get two months of PAIN & BRAIN™ absolutely FREE—that's 8 months in all—plus FREE shipping and handling**. That's a savings of over \$128.00. You pay only \$199.00 for what we think is the best health insurance you'll ever buy.

For the very best deal, to maximize your savings and your results, order a 12-month supply for just \$299, get 4 bottles FREE, (save \$159.80), FREE shipping**, plus a gift certificate good for \$20 towards a future purchase. That's a total savings of \$368.15!

To order PAIN & BRAIN™ call 1-800-218-1379. Visa, Mastercard, and Discover are accepted. Or you can send a check or money order to: **Institute for Vibrant Living™, P.O. Box 3840, Camp Verde AZ 86322-3840.** (AZ residents add 8.35% sales tax.) Please refer to the SAVINGS CODE found on the front of your newsletter. For online ordering 24 hrs a day go to: www.IVLProducts.com

100% Money Back Guarantee

It is also important to remember that you can try PAIN & BRAIN™ completely risk-free for 60 days. If PAIN & BRAIN™ doesn't live up to your expectations for any reason, you can return it to the company within 60 days for a full refund. The company that manufactures this remarkable, health-boosting product really cares that you are totally happy and confident with your purchase and wants you to know that you can be assured that great care has gone into the making of this incredible formulation. They do all this so you can buy PAIN & BRAIN™ with 100% confidence.

One Final Note

"When taken on a regular basis, unified curcuminoids can accomplish miraculous things that will leave the human body feeling dynamic and looking terrific."

—Vladimir Badmaev, M.D., Ph.D.

True peace of mind comes from knowing you have done everything in your power to ensure a long and vibrant life. If you could get that kind of protection from a single source, wouldn't you take it? The ingredients in PAIN & BRAIN™ have been scientifically proven and can dramatically boost your health like you never thought possible. Because of its exclusive formulation of five of the most important and effective phytonutrients, you can reap all of the benefits with none of the risk.

Wouldn't you rather be proactive regarding your health, instead of just waiting for the next medical problem to come along? Do you want to grow old before your time and spend years limping around complaining or worse simply because you didn't take action against what many doctors now believe are avoidable degenerative diseases?

We could have gone on for another 10 pages about the extraordinary properties of curcumin and the other ingredients that make up PAIN & BRAIN™, but if what you've read already hasn't convinced you, how about this: we're giving you the opportunity to take action by taking charge of your own health. The free radicals are going to just keep on coming. Don't you be one of their casualties.

So, if you want to say good bye to any one of the dozens of so-called hopeless problems doctors can't solve. If you want to unlock and release years of aging, stiffness and joint pain. If you want to free yourself from the threat of Alzheimer's and actually boost your brain power instead. If you want to cleanse your vital organs and arteries and supercharge your entire body from head to toe. If you want to destroy free radicals faster than they can destroy you. If you want to look and feel your absolute best, then you owe it to yourself and your loved ones to use the powerful information presented to you in this report.

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This product is not intended to diagnose, treat, cure, or prevent any disease. This information has not been evaluated by the Food and Drug Administration.

*Curcumin should not be taken by anyone who has biliary tract obstruction or is taking anticoagulants, as curcumin stimulates bile secretion and acts as a blood thinner.

** (Please call for shipping rates outside of Continental U.S.)