

Everyone knows the importance of good nutrition and a safe environment.

However, so many products today make so many claims that you need to exercise your mind before you make the right choices for your body, your home, and your family.

The GNLD Difference: YOU DECIDE!

“Scientifically Proven”? Don’t Be So Sure!

Plenty of nutritional supplement companies claim to have the science to support their products. But many times, a closer look reveals that the term “science” is used very loosely these days.

GNLD has understood the importance of science since the very beginning—50 years ago. GNLD’s Scientific Advisory Board is composed of world-renowned experts in their fields, and these scientists sit at the core of a worldwide network of leading scientists and research facilities, all dedicated to delivering the finest, safest, most effective products the world has to offer. The commitment and diligence of this highly respected global team gives GNLD a wealth of knowledge, insight, and opportunities that no competitors can match.

One of the many superior products this esteemed board has developed is GNLD’s immune-boosting Carotenoid Complex™. Introduced in 1992, Carotenoid Complex was developed to address almost two decades of scientific research that showed people who eat more fruits and vegetables live longer, healthier lives. After a decade of intense research and technological developments, GNLD created a second generation Daily Carotenoid Complex™ that is more complete and potent than before.

Daily Carotenoid Complex is the first carotenoid supplement that has been scientifically shown by government researchers to strengthen the immune

system and minimize risk for disease. Multiple studies *by independent and government researchers* have demonstrated that Daily Carotenoid Complex significantly boosts immune function and provides powerful protection against oxidation damage in the body. (See www.carotenoidcomplex.com for more details.)

Recent news stories have focused on Airborne®, an over-the-counter supplement used to prevent colds. While the product itself—a combination of vitamins and herbs in an effervescent tablet—may be an excellent product, some of the company’s claims and advertisements have been found to be misleading.

The Center for Science in the Public Interest, a non-profit advocacy group, joined a lawsuit against Airborne®, stating that the company’s claims that the product can cure the common cold were misleading, and that the reputed science backing the product is deceptive. “You can say your product prevents or cures the common cold if you have data to support that,” said Ronald Turner, Professor of Pediatrics and Associate Dean for Clinical Research at the University of Virginia School of Medicine. “What happened with Airborne is that they made the claim, but had no data.”

According to an ABC news report, Airborne claimed that a double-blind, placebo-controlled study was conducted with care and professionalism by GNG Pharmaceutical Services, a company supposedly specializing in clinical trial

management. Investigators found, however, that GNG is actually a two-man operation created solely for the creation of the Airborne study. There was no clinic; there were no scientists; and there were no doctors. Even the claim by one of the involved men to have a degree from Indiana University—or any other university—is in question.

While admitting to no wrong-doing, Airborne has settled the case for 23.3 million dollars, which will be refunded to customers who purchased the product with the understanding that it would fend off or cure their colds. As you can see, such deception is serious business.

This can be seen as a cautionary tale to nutritional supplement companies and consumers, alike. If you make a claim, you need the science to back it up; and if you claim to have the science, it must be valid science—not two guys with neither medical nor scientific education.

When GNLD and GNLD Distributors say products are backed by Science, it’s a statement that really means something. True science must include research, development, and actual clinical testing. You can choose products whose misleading “scientific” claims result in major legal disputes, or you can choose products whose real scientific claims are based on decades of active participation by world-renowned scientists: *You Decide!*