

Supplementing Your Health

why you need it.



Over 90% of Americans are deficient in some vitamin or mineral, yet more than 33% of the population is obese.

The “Balanced” Diet

Everyone knows that a healthy diet and regular, adequate physical activity are major factors in the promoting and maintaining of good health. Without these regular factors, we increase our risk for raised blood pressure, elevated blood glucose, abnormal blood lipids, overweight/obesity, and major chronic diseases such as cardiovascular diseases, cancer, and diabetes. Yet, knowing this information, we still find ourselves to be an overfed and undernourished society because today’s modern diet fails to provide enough of the nutrients we need. Too high in fat, sugar, sodium and saturated fat, our bodies are without enough vitamins, minerals or fiber to meet our daily nutritional needs. Worldwide, the adoption of this diet has been accompanied by a major increase in coronary heart disease, stroke, various cancers, diabetes and other chronic diseases and as many as a third of the population does not meet their physical and intellectual potential because of vitamin and mineral deficiencies.¹

While poor dietary choices are partially to blame, malnutrition goes from bad to worse with our food supply’s inability to deliver enough of the key nutrients required for optimum health due to soil depletion and modern growing techniques which diminish the mineral content of our foods. For example, USDA tests showed spinach in 1948 contained 158 milligrams of iron per 100 grams. By 1965 the figure had fallen to 27 milligrams, and according to the USDA National Nutrient Database, the iron content of raw spinach today is currently 2.71 milligrams per 100 grams.² The nutrient content of food is then further reduced during processing, transport and storage. Refining processes can remove 70 to 75 percent of the minerals from our grains. Cooking food reduces its nutritional value even more by leaching 20 to 50 percent of vitamins, enzymes, amino acids, and destroying the minerals. That doesn’t leave much to fuel your body, does it?

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While supplements are not a replacement for food, they can give the less-than-stellar diet that extra edge by helping overcome the negative effects of poor eating habits. Supplementing with high-quality vitamins and chelated minerals, like WIN’s **Phyto-Vite®**, can help replace the vital nutrients your body needs to function at its best.

Stressing the Important

In addition to the changes in the average diet, we’ve also seen an increase in stress factors across multiple aspects of our daily lives. The physical impacts from the demands of life are often some of the most frequent complaints in medical offices. Stressed and fatigued, whether it be from work, school or family, the quick fix often comes in the form of prescription medicines. Sadly, while we may

feel relief for a brief period of time, what we don’t realize is that the answers we usually turn to only help start the exhaustion cycle again. The use of oral contraceptives, heavy exercise, alcohol consumption, certain

drugs, pregnancy and lactation, and other activities in today’s busy lifestyles actually increase the level of stress on the body. While the convenience of modern technology may be helpful, increased electromagnetic fields (e.g. microwaves, cellular phones, computers, etc.) can also weaken the immune system. The fact is our bodies do not make enough antioxidants to combat the damaging effects of today’s world, making it essential to supply the body with the extra support it needs to meet challenges we all face.

Supplementing with antioxidants gives your body the ammunition it needs to fight back against free radicals, repair damaged cells and tissues, help decrease the risk of chronic diseases, increase immune function and reduce infection. We’ve all felt the rigors of stress compromise our bodily function and deplete vital nutrients,

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now why not break the cycle and overcome lifestyle stress by focusing on the source?

Look at the Facts

The simplest and most effective way to increase nutrient intake and reduce health care costs is through supplementation. This fact is strongly supported by multiple scientific research studies. By objectively viewing statistics we can more easily see trends and how simple lifestyle changes like exercising and consuming supplements can set us on a path to total wellness.

The Bad News

- Obesity has reached epidemic proportions globally, with approximately 1.6 billion adults and at least 20 million children under the age of 5 being overweight.³
- Chronic diseases, such as heart disease, stroke, cancer, chronic respiratory diseases and diabetes, are by far the leading cause of mortality in the world, representing 60% of all deaths.⁴
- Last year, \$2.1 trillion was spent in the U.S. on medical care, or 16.5% of the gross national product. Of these trillions, 95 cents of every dollar was spent to treat disease after it had already occurred. At least 75% of these costs were spent on treating chronic diseases, such as heart disease and diabetes, which are preventable or even reversible by changing diet and lifestyle.⁵

The Good News

- The Dietary Supplement Education Alliance (DSEA) released updated research stating the use of calcium with vitamin D, folic acid, omega-3 essential fatty acids (EFAs), and lutein with zeaxanthin by select population groups could save more than \$24 billion in health care costs.⁶
- In 1999, it was estimated that a calcium supplement alone could keep more than 100,000 people out of the hospital and save \$2.6 billion in medical expenses annually.⁷ More recent

data now shows that an estimated \$16.1 billion could be saved with appropriate use of calcium with vitamin D by older adults for five years, resulting in an avoidance of approximately 776,000 hospitalizations and in-home care stays linked to hip fractures alone.⁸

- If taken long enough, magnesium supplements could cut the number of colon and rectal cancer cases in women in half.⁹
- The INTERHEART study, published in September 2004 in *The Lancet*, followed 30,000 men and women on six continents and found that changing lifestyle could prevent at least 90% of all heart disease.
- One study resulted in a 42% lower risk of death from heart disease and a 35% lower risk of death from any cause with supplementation of 500 mg Vitamin C daily.¹⁰

Upon examining the facts, the question is no longer “Why supplement?” but rather “How can you afford not to?” Supplements can help increase overall fitness and well-being, correct nutrient deficiencies, improve the quality of your life, protect against premature aging, support the immune system and reduce your risk of disease. If you care about your health, then supplementing is a must! ■

References

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WHAT NUTRIENTS DO YOU NEED?

16 Vitamins

Vitamins are essential for normal growth and development. They also have diverse biochemical functions, including function as hormones, antioxidants, and mediators of cell signaling and regulators of cell and tissue growth and differentiation.

3 Fatty Acids

In the body, essential fatty acids are primarily used to produce hormone-like substances that regulate a wide range of functions, including blood pressure, blood clotting, blood lipid levels, the immune response, and the inflammation response to injury infection. Fatty acids play an important role in the life and death of

cardiac cells because they are essential fuels for mechanical and electrical activities of the heart.

72 Major and Trace Minerals

Minerals in our body serve two functions, one being that they are the building blocks, and secondly they are regulators of our body's processes.

18 Amino Acids

Amino acids are the basic structural building units of proteins, but also have non-protein roles as metabolic intermediates, meaning they are used to synthesize other molecules.