

# DAILY ANTIOXIDANTS

**FOOD COMPOUND VITAMIN**

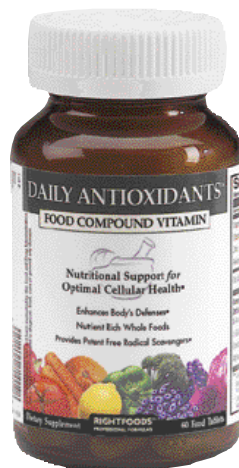
*Vitamin, Mineral & Herbal Formula*



Enhances Body's Defenses

Nutrient Rich Whole Foods

Provides Potent Free Radical Scavengers



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*Product Rationale  
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# RIGHTFOODS™ DAILY ANTIOXIDANTS

## Rationale

The fundamental reasons and logical basis used to formulate RIGHTFOODS™ Daily Antioxidants.

**To Maximize Nutrient Utilization by Providing A Complete Active Range™ of Foods In A Broad Spectrum Formula.**

**No Nutrient Works Without The Benefit Of Food.**

The latest research indicates that Food Compounds in food are needed to deliver nutrients to the cells. When these factors naturally occur you have the most efficient delivery mechanism. Food is the most effective method of nutrient delivery.

**RIGHTFOODS™ Provides The Foods That Make The Vitamins And Minerals Work.**

Recent science has proven that food is the key to nutrient delivery and utilization. Cutting edge scientific research on optimum health maintenance and preventative care indicates the undeniable importance of food. The broadest spectrum of Food Compounds from food, and the factors found in food, such as pigments, the enzymes and protein chaperones, are the most direct path to Optimal Health.

**A Broad Range Of Supplemental Components.**

The human body needs a broad spectrum of nutrients to maintain optimal health. Eating to stay healthy is not as easy as it seems. A study in the July 16, 1999, issue of *Science* reports that people living in the United States and other industrialized nations often fail to obtain recommended daily minimums of essential nutrients. This is despite the fact that meals contain a nearly endless variety of food.

Research reveals an enhanced physiological response is obtained from moderate amounts of a broad spectrum of foods and food compounds. This broad spectrum of moderate supplemental and nutritive components provides greater health benefits than large amounts of one isolated supplement fraction or the isolated active constituents of a plant.

**Daily Antioxidants™** is designed to nutritionally support the body's defensive system against damaging free radicals.

The body is continuously exposed to damaging molecules called free radicals. Free radicals are a result of environmental factors, such as pollution, household chemicals, pesticides, and are created by normal metabolic reactions in the body. Substances that have the ability to protect the body from free radicals are called antioxidants.

Antioxidants have the unique ability to neutralize free radical molecules and create stable molecules that do not cause damage. Although the body has natural defenses and antioxidant stores to ward off free radicals, they are both constantly overworked and often require strengthening and replenishing, respectively. Without ample amounts of antioxidants, the body is more susceptible to developing health conditions that are linked to free radical damage.

RightFoods™ **Daily Antioxidants™** is an advanced combination of the potent antioxidant nutrients: Selenium, Zinc, Vitamins C, and E, Alpha Lipoic Acid, N-Acetyl Cysteine, L-Glutathione, and CoEnzyme Q10. Each nutrient is skillfully combined with a nourishing whole food extract. RightFoods™

whole food extracts are naturally rich in vitamins, minerals, and a multitude of beneficial food compounds. Current research has revealed food compounds to be potent antioxidants and detoxifiers that have an essential role in maintaining the health of bodily tissues and cells. It has been proven, a diet comprised mostly of fruits, vegetables, and whole grains, is an essential element to achieve and maintain good health. These are the foods rich in antioxidant food compounds. Since the average American diet lacks enough servings per day of these foods, it is important to choose an antioxidant formula that provides a Complete Active Range™ of protective food compounds from a variety of whole foods.

## VITAMINS

**Vitamin C:** Primary role is collagen production. Also critical to functioning of the immune and nervous systems, and adrenal function. Vitamin C provides powerful antioxidant protection, promotes wound healing and red blood cell formation. Vitamin C plays a role in both protein and calcium metabolism. As we age the sex glands develop a greater need for the Vitamin C complex and will draw it from other tissues, leaving those tissues vulnerable.

**Bioflavonoids:** “Nature’s biological response modifiers”. Bioflavonoids have the ability to modify the body’s reaction to allergens, viruses and carcinogens. Important for strengthening capillaries and veins. Bioflavonoids function as powerful antioxidants. Research has shown flavonoids to be anti-inflammatory, liver protective, anti-tumor, antimicrobial, antioxidant, antiviral, supportive to the immune system, and strengthening to the entire cardiovascular system. Bioflavonoids also have an estrogenic effect. Bioflavonoids may help reduce the heavy bleeding which often accompanies menopause. Regular use of bioflavonoids and bioflavonoid rich herbs helps with many of the symptoms of menopause: Vaginal lubrication, minimizing hot flashes, strengthening the bladder and providing cardiovascular support.

**Vitamin E:** Primary function is that of a cellular antioxidant. Vitamin E is important to immune function. Vitamin E assists in the utilization of estrogen stores in adrenal and adipose tissue.

## MINERALS

If all the available forms of minerals were absorbed with equal efficiency, we could eat soil as the most direct source of nutrients. This soil source doesn’t work because the minerals in the soil are in what is known as an “inorganic” form. Minerals are classified as organic only when they have been incorporated into living cells.

Most inorganic minerals are positively charged. The intestinal wall has a negative charge. The conflict between these charges causes the vast majority of minerals ingested in the inorganic form to be lost. Only a small percentage of inorganic minerals can be transformed within the body, into the organic form and delivered to the blood stream. For example, it is now generally accepted that only a small portion of iron, approximately 5 - 10%, is transformed and assimilated when it is ingested in the inorganic form. The rest has potential to be stored and create problems within the body.

### Amino Acid Chelates

Since most forms of inorganic minerals are positively charged, the need arose to develop an organic mineral delivery system that is negatively charged. Amino acid chelates are an organic form which combines minerals with amino acids. This chelation process increases mineral assimilation by as much as 300%.

Some forms of minerals, such as citrates and gluconates, form weak organic complexes that rapidly ionize in the body. Evidence presently available indicates that these complexes do not significantly increase the utilization of minerals. In fact, a published study on intravenous (direct delivery to the blood) calcium gluconate delivery revealed no increase in utilization.\* The organic structure that is best suited for mineral chelation is

amino acids.

### **Amino Acid Chelate Utilization**

It is theorized that Amino Acid Chelates enhance the body's ability to utilize the attached minerals through their affinity for other amino acids. These amino acids combine to form the Protein Chaperones™ that are necessary for the delivery of the mineral.

### **Amino Acid Chelate Safety**

Another important aspect of the Amino Acid Chelate delivery system is the effect the amino acids have on the mineral ion. Inorganic minerals, when ionized, have the potential to fly around the body causing damage much like free radicals. When these inorganic minerals are attached to amino acids they are calmed and become safe.

\*The American Journal Of Medicine, Evaluation of Intravenous calcium as Therapy for Osteoporosis Volume 55; pg. 14, (1973).

**Zinc:** Functions in many enzyme systems and body functions. Important to immune function, wound healing, sexual function, sensory function and skin health.

**Selenium:** Primary function is as a component of the vital antioxidant enzyme glutathione peroxidase that works with Vitamin E to prevent free radical damage to cells. Selenium is important for hormone balance.

## **SUPERIOR FOODS**

### ***Hydrilla verticillata***

A fresh water rooted algae, especially rich in calcium, with abundant trace minerals, polysaccharides, amino acids, micro and macro nutrients. It has antioxidant and detoxifying activity.

### ***Barley Grass (Horidium vulgare)***

A highly nutritious green food naturally rich in Chlorophyll, Beta-Carotene, magnesium, iron, SOD, B-Complex, calcium, sulfur, trace minerals and amino acids.

## **TONIC WHOLE HERB EXTRACTS**

“Whole plant extracts, artfully and scientifically prepared, provide the most complete range of the plant's chemistry and synergy and therefore exercise the most holistic influence on the physiology.”  
*Naturopathic Handbook of Herbal Formulas*, Herbal Research Publications, Inc., Ayer, MA., pg. 14 (1996).

### **Extracts**

In most cases using extracts is the best means of herbal delivery. If the herb is not extracted the active constituents can be locked within the cell walls. The more concentrated the extract the more active constituents are available for delivery. For example, 8:1 means eight pounds of whole herb are extracted and concentrated to equal one pound of whole herb extract. In this case the value of the extract is at least eight times greater than the value of the non-extracted herb. Using these potent whole herb extracts is important for maximum efficacy of the herbs. Extraction creates a huge advantage.

### **Whole Plant**

Our herbal extracts are created with an understanding of the advantages of the whole plant verses an isolated fraction of the plant. Research indicates that the whole plant extract, when compared to the isolated fraction, delivers superior results. This whole plant advantage is due to the synergistic effect of the thousands of phyto-

nutrients contained in the plant.

The delivery mechanism of whole herbs with their synergistic phyto-nutrients intact creates the same advantage as the delivery of whole food nutrients.

Whole plant extracts are safer than isolated fractions of plants. Examination of the US Pharmacopeia reveals that isolated fractions of plants are often the basis for therapeutic drugs, many of which exhibit side effects. With few exceptions, whole herb extracts do not exhibit these side effects.

### **Ginger Root** (*Zingiber officinale*)

Traditionally known as the delivery herb, Ginger enhances the effectiveness of other herbs and increases nutrient bioavailability. Research indicates Ginger is a digestive aid rich in proteolytic enzyme activity that increases bile production. Ginger is a powerful antioxidant with adaptogenic properties.

### **Turmeric Root** (*Curcuma longa*)

A powerful liver protector and antioxidant, Turmeric is shown to have anti-inflammatory action. It supports the cardiovascular system, including the lowering of cholesterol and the inhibition of platelet aggregation. Turmeric is a carminative for the digestive system. Research indicates it acts as a cardiogenic and has anti-tumor activity as well as an adaptogen with adrenal supportive properties. It enhances beneficial microflora in the intestinal tract.

### **Rosemary Leaf** (*Rosemarinus officinalis*)

Rosemary provides several important properties to this formula. Shakespeare gave Rosemary the name “herb of remembrance”. Research has identified at least six constituents in Rosemary, that support memory by helping to prevent the breakdown of acetylcholine. Acetylcholine is important to memory functions and the proper synapse of neurons facilitating cellular communication. Diminished levels of acetylcholine have been linked to Alzheimers disease and dementia.

### **Milk Thistle Seed** (*Silybum marianum, Carduus marianum*)

Traditionally used as a liver tonic and antihepatotoxic, it supports gall bladder and bile flow and is indicated as useful for regeneration of liver tissue. The whole plant is grown as vegetable in Europe.

### **Grape Seed Extract**

Grape seed extract is an important source of health supportive food factor including the phenolic compounds, flavonols, flavonoids and especially the proanthocyanins. Proanthocyanins support intracellular levels of Vitamin C, decrease capillary permeability, act as powerful antioxidants and function as free radical scavengers. Proanthocyanins help protect collagen which is responsible for maintaining the integrity of the skin, blood vessels, ligaments, tendons and cartilage.

## **ADVANCED ANTIOXIDANT FACTORS**

RightFoods™ has carefully selected what many health care professionals believe to be the four most important protectors against free radicals: Alpha Lipoic Acid, N-Acetyl Cysteine, L-Glutathione, and Coenzyme Q10. Although these four nutrients are present in the body, supplementing them is important because they are constantly being utilized, and their levels decline as we age.

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|--------------------------|---|
| <b>L-Glutathione</b>     | Often called the “master” antioxidant, it is readily found in the interior of our cells, where it protects our body’s genetic material (DNA) from free radicals. Without optimal levels of L-Glutathione cellular damage may occur. |
| <b>Alpha Lipoic Acid</b> | Considered the second most important protector due to its unique solubility in  |

the body. Our cells and tissues are composed of two different environments, either watery, like blood, or fatty like cell membranes. Most other antioxidants are soluble in only one of these environments. Alpha Lipoic Acid is soluble in both, allowing it to protect all health systems of the body. Alpha Lipoic Acid helps stimulate the body's production of L- Glutathione.

**N-Acetyl-L Cysteine** An amino acid that is required for the body to produce L-Glutathione. More important, N-Acetyl-L Cysteine is a strong detoxifier and is known to help stimulate the activity of toxin-eliminating enzymes in the body. The body's ability to remove toxins efficiently is important for maintaining cellular health.

**Coenzyme Q10** Has been shown to exhibit protective and supportive properties, particularly of the cardiovascular system.

### **Complete Active Range™ Whole Food Extracts**

Provides the necessary food factors to maximize nutrient utilization. No nutrient works without the presence of food. These are the foods that assist the utilization of all the vitamins and minerals in this formula.

There are seven different classes of food compounds, each differentiated by the compounds organic structure. Research has shown a diet that includes foods from all seven classes is vital to achieve optimal health because each food compound class exhibits unique health-promoting activities in the body. In fact, several studies have validated the importance of incorporating a broad range of foods rich in compounds from each class to reduce the risk of numerous age-related health conditions. Based on this knowledge RightFoods selected a variety of whole foods rich in food compounds from each class. RightFoods refers to this comprehensive blend of whole foods as the Complete Active Range™. The Complete Active Range™ is achieved by combining at least 26 nourishing whole foods to provide a complete spectrum of food compounds and other food factors necessary for nutrient utilization.

### ***The Foods That Make The Vitamins Work***

#### **Complete Active Range™ Food Compounds:**

Terpenes (Carotenoids<sup>\*\*</sup>: Carrot 3:1), (Limonoids: Orange 3:1, Lemon 3:1), (Saponins: Alfalfa 3:1), (Lycopene: Tomato Extract 4:1); Phenols (Betanin: Beet 3:1), (Anthocyanins: Cranberry 25:1, Wild Blueberry 7:1), (Flavonoids: Citrus 3:1, Acerola 4:1, Rose Hips 4:1), (Isoflavones: Kudzu 10:1); Amines (Chlorophyll: Hydrilla 50:1), (Enzymes: Green Papaya 3:1); Polysaccharides (Rice Bran 3:1, Shiitake 3:1), (Pectin: Apple 3:1); Organosulfurs (Indoles: Cabbage 3:1), (Sulforaphanes: Broccoli 5:1), (Isothiocyanates: Kale 3:1), (Thiosulfonates: Onion 3:1); Lipids (Omega-3: Flax 3:1), (Sterols: Pumpkin Seed 4:1), (Isoprenoids: Spinach 3:1); Organic Acids (Ellagic Acid: Black Currant 3:1), (Coumaric Acid: Green Pepper 5:1).

<sup>\*\*</sup>Carotenoids including Lutein, Zeaxanthin, Cryptoxanthin, Alpha-Carotene, and Lycopene.

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