



As I See It

By Donald E. Pickett

Since its beginning in 1958, Neo-Life has been unique, its products superior and its marketing plan innovative. In short, Neo-Life has become the standard for others to meet. It follows, therefore, that Neo-Life has also become the most imitated.

Why? I like to think we're imitated out of our respect for nature and our "What's Right" philosophy of doing business.

Like Dr. Roger Williams, we believe the story of nutrition is still unfolding. The final chapter of that story has not yet been written. It is a story that is constantly being rewritten and updated as man's understanding of eternal truths become clearer. It is a story and a subject that has fascinated me for most of my adult life.

I am forever grateful for having a questioning and inquiring mind. I have always been in awe of the complexity and perfection of the creation of our world and the amazing and intricate workings of nature. As a result, my approach to all problems of health and nutrition has been: "How did God or nature plan or intend that it should work? Will what I have in mind be compatible with nature? Will what I have in mind fit nature's plan of balance and completeness? Is it scientifically sound and technically feasible?"

It has been my observation over the years that most dietary supplements have been designed following a very narrow and somewhat arrogant view. This view holds that all nutritional truths were established and documented some 25 years ago and that only a limited number of nutrients are really "essential." Consequently, most products offered are primarily vitamin and mineral formulations. These limited, "look-alike" basic formulas generally have some exotic fad items added to them, and a story or sales pitch is then built around these "unique" additives.

Years ago, all dietary supplements contained a base of alfalfa, watercress and parsley. Some ingenious manufacturers went so far as to claim secret ways to impart "life forces" to the products, naturally making them "superior." Today, the latest fad seems to be the inclusion of small amounts of therapeutic herbs in many straight vitamin and mineral supplements. Herbs are taken because it's claimed they possess medicinal properties. This being the case, one has to question the rationale of including small amounts of medicine

(herbs) in our daily food. (I consider dietary supplements to be a form of concentrated food.) Is this practice really so much different than the questionable practice of adding antibiotics to animal and poultry feed on a daily basis? Do we really know the long-term effects? Isn't this daily use quite different from the occasional use of herbs as a laxative or purgative, or in treating specific ailments?

Neo-Life's ongoing research program is designed to constantly test and evaluate all Neo-Life products in light of the newest information available and our broadened understanding of established truths. This attitude of questioning and testing, under the supervision of experts in specific fields, has resulted in many nutritional "firsts" for Neo-Life. (See pages 3 and 4 for a comprehensive list of Neo-Life "firsts.") Our nutritional breakthroughs have put Neo-Life years ahead in the dietary supplement field.

Understanding that we are not what we eat, but rather what we digest, absorb, circulate, assimilate and eliminate, has enabled Neo-Life to develop formulation and manufacturing techniques that have completely altered the concepts of dietary supplementation. This let us go beyond the "shotgun" or chance approach to supplementation and offer assured assimilation products that offer new vistas and values to dietary supplementation.

When reviewing all of Neo-Life's breakthroughs or "firsts," it should be recognized that a deep debt of gratitude is owed to many outstanding men who worked with us in making a reality of what started out as just a concept or idea. We are grateful to **Dr. Earl Freshman** for the work he did in developing the Tre-en-en grain concentrates which made possible "years ahead" products and produced fantastic results for literally hundreds of thousands of Neo-Life users over the years.

We thank **Dr. William Hose** for his outstanding work in bringing to fruition a natural vitamin C. While I might have conceived the idea and triggered the thinking, it was certainly his expertise that made a natural vitamin C tablet a reality.

Of course, we thank **Dr. Arthur Furst**, whose list of accomplishments can fill an entire page in *Who's Who in Science*. As a member of Neo-Life's Scientific Advisory Board, his dedication and expertise has assured Neo-Life a high degree of profes-

To **Dr. Kenneth Hirsch, M.D.**, for the part he played in the cellular research to develop threshold control and Uni-Pak products, we'll be forever grateful. (See page 10 for Dr. Hirsch's Uni-Pak test results.)

And in addition to these gentlemen, we look forward with great anticipation to working closely with a new member of our staff, **Dr. Fred Hooper**, who brings to Neo-Life tremendous credentials and professional experience in the field of nutrition, backed by a long career in teaching and research. We know Neo-Life Distributors and Neo-Life customers will benefit in the years to come from the professionalism, dedication and devotion these men bring, helping to write further chapters in the exciting story of nutrition.

At our April convention in Orlando, Florida, we know that everyone who attends will be thrilled when we unveil the latest results of Neo-Life's ongoing research and product development efforts. The phrase "Tomorrow's products today" is certainly a reality, and we know you'll agree when you see Neo-Life's addition to its impressive list of industry "firsts." For those of you who do attend, you'll be glad you did; for those who do not, you'll be sorry you didn't. See you in Orlando where we'll all view our exciting new life in the 80's. □

Important notice

The February *Counselor* contained an insert order form for Neo-Life's personalized pens. Our printer used an outdated order form which contained incorrect pricing information. Please note the correct pen prices listed below:

No. of Pens	Price Ea.	Total
150	32¢	\$ 48.00
250	26¢	65.00
500	25¢	125.00
1000	23¢	230.00

(California residents add 6% sales tax.)

If you ordered pens using the incorrect order form from the February *Counselor*, your order will be returned to you by the manufacturer. Simply reorder using the prices listed above. We sincerely regret any inconvenience this may have caused. Current prices for Neo-Life's personalized pens will remain the same through December 31, 1980. Thank you for your understanding. □

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