

# Technical Notes by Dr. Arthur Furst

A frequent question raised in regard to food storage is a concern about preservatives, especially preservatives in the NEST product line. Let's take a moment to discuss the age-old art of preserving food, and why it's been a subject of interest for so many years.

Everyone knows that fresh fruits and vegetables spoil soon after they are harvested. That's because nature keeps the enzymes working, and although these foods are not still on trees or vines, they continue to ripen and mature. Shortly after being picked, however, they start to soften, spoil, and rot. That is the reason preservatives are necessary and have been used for centuries. The question is not *why* preservatives should be used, but rather *which* preservatives will be used. Unlike supplements, storage foods *must* be preserved. It's just a matter of finding the best preservative—one that's closest to nature. It's a small sacrifice to make for the security of having food to eat in an emergency.

As a member of the Neo-Life Scientific Advisory Board, I know the care Neo-Life takes in packing NEST, and I'd like to

reassure you about the ways we ensure long storage life.

There are any number of compounds which can be used to preserve foods. Neo-Life uses the very best and safest agents possible in its NEST foods. (See Sales Manual, page F-2, for listing.) Let me explain: citrates and citric acid come from citrus fruits. There is no substitute for these; sulfites and bisulfites are very rapidly metabolized by the body. In fact, sulfites are essential for many metabolic functions. One of the functions of the liver is to detoxify foreign materials in the body by converting them to sulfates, and excrete them as sulfates.

BHA (used in preserving NEST products) is on the Food and Drug list and recognized as **safe**. It has been *extensively tested* by government and commercial laboratories.

Above all, it must be noted that the preservatives found in NEST foods are present in **very** small amounts. These values are measured in parts per million! It may interest you that the analytical balances used by chemists cannot measure the amount of

preservatives present in any one NEST package! The preservative is too minute. In most cases, washing or soaking foods will remove preservatives. (Neo-Life's **Green** cleaner is excellent for washing fresh fruits and vegetables to remove processing residue.)

In summary, preservatives are a fact of life—they must be used! The ancient methods of using massive amounts of sugar or brine (salt) no longer meets today's requirements. Preservatives are present in NEST in only minute amounts, and they are easily metabolized and inactivated by the body. They do **not** accumulate!

As new ideas and methods for preserving foods are developed, Neo-Life's *Scientific Advisory Board* will examine them carefully to ensure they meet our standards. You can rest assured that Neo-Life uses only the safest preservatives, the most natural, and only in the minimal amounts *required by law*. □

## Successful Selling (continued)

licious when prepared, and that you can save money on your food budget. Just come and bring your appetite."

"John/Mary, can I ask a favor of you? I would like your opinion on dehydrated foods. I am going to have (or I am having) a special tasting of these foods at my house on \_\_\_\_\_ at \_\_\_\_ o'clock. I would really like to have your opinion."

"John/Mary, I know you are concerned about the world situation and the possibility of something happening to our food supply. Because I am concerned, too, I'm having a special dehydrated food tasting for a few of my concerned friends. I would like to invite you."

### How to conduct the NEST Home Show

*Identify yourself* and the Neo-Life Company. Be sure to let everyone know the Neo-Life Company has been filling needs since 1958. (This should not take longer than five minutes.)

*Have a drawing* to win a free can of NEST product. Have guests put their name, address and phone number on a card. You then hold a drawing for the winner, and at the same time you've gathered the address of everyone present for follow-up calls and sales.

*Introduce and show* the NEST slide/tape program: *NEST—Food for the Future* (#986).

*Let guests taste* the prepared NEST foods. This should take 15 to 20 minutes, depending on the number of people.

*Point out* all the advantages of NEST:

- Delicious.
- Convenient.
- Saves money: less throwaway; prepare only what is needed; eat tomorrow at today's prices. Fewer trips to the supermarket; save on car, gas and time. No energy costs in storing food.
- A must to have because a natural disaster can hit home anytime—or what if the breadwinner cannot work?

*Ask your guests* how many days supply of food they have on hand now. Are they prepared if the supermarkets supply of food were suddenly cut off?

*Explain* Neo-Life's scientifically and nutritionally sound food program; the three-ring concept. See *Sales Manual*, pages F-1 through F-8, or the *Food Storage Difference* brochure (#736).

*Ask guests to buy*. Pass out order forms and have them mark the items they want.

*After all sales are completed, congratulate them and ask* who would like to have a NEST Home Show and tasting in their home. To give the guest a reason to book a show for you, it is wise to offer an incentive, such as 5% of all sales applied to purchasing a Neo-Life product of their choice. A \$1,000 show would yield the hostess \$50 in retail products.

*Ask for potential Distributors*. Example:

"We are looking for people who would like to earn \$10 to \$15 per hour part-time giving NEST Home Shows. Do any of you know of someone who might be interested?"

You will usually find many people at the Home Show who are interested. Take their name and number and make an appointment to call on them the following day—or as soon as possible. Mark it on your *Neo-Life Success Calendar* (#940). The *Neo-Life Success Calendar* is a great way to organize your time and appointments.

Conducting NEST Home Show tastings is the fastest way to increase your retail sales and profit, and the fastest way to recruit and train your new Distributors. Start NOW!!! Book your first show and grow. □