



SAN DIEGO

CONVENTION S P E A K E R S



Donald E. Pickett
Founder,
Neo-Life Company

Leadership is a very important element in our lives. As a successful leader, you can give meaning and direction to the lives of others. With the goal of being a leader, we are challenged to do the best we can... to become what we are capable of being. This is a fine and admirable goal, though it is sometimes difficult to attain.

"You may become discouraged at times, in the pursuit of this goal. You may think of a thousand reasons why you should give up. Just remember that when you're on the grow, you're going to have growing pains. Stand by your commitment to succeed in your own business. Be willing to hang in there! Because your dreams can become realities. No matter what those dreams may be, Neo-Life can make them possible."



Dr. Emanuel Cheraskin
Author, *The Vitamin C Connection*

Dr. Cheraskin urged Neo-Life Distributors to "invest serious time in developing a thorough knowledge of the many ways to increase resistance to disease, malnutri-

tion, and toxic elements in our environment through the use of nutritional supplements."

His educated opinion is that people such as you—our Neo-Life Distributor—"will become the health care professionals of the future. As a Distributor, you are in the unique position of being able to promote healthful products that can help people build their own strong, natural defenses using relatively simple techniques. You can help to change people's abilities to exist in our environment—and it's an important task in the overall concept of health care. This is your challenge!"



Dr. Arthur Furst
Senior Member,
S. A. B.

Dr. Furst began his Convention address by elaborating on the formulations of *Active 40+* and *Betagard*. (Information on these two new Neo-Life products was provided in last month's issue.)

He went on to address the issue of "fly-by-night" companies who make misleading claims about the products they offer. "I have often been asked, 'why don't we sell this product if it's supposed to be so great?' The truth is, you shouldn't rely upon just the company's statements about what they sell. Get the name of their scientists or medical advisors. Look up the names in *Who's Who* to find out if they're recognized authorities. Or contact the Council for Responsible Nutrition (CRN) to determine their credibility. In short, *do your homework*. It's important that your people know that the information

you share with them about Neo-Life products is scientifically accurate and reliable."

That's the Neo-Life difference!



Greg Pickett
President, Neo-Life
Company
with Panel of
Doctors

Greg Pickett led this panel discussion of Neo-Life products and the many ways they can contribute to overall health. Presenting a wide range of questions to this distinguished group, Greg directed them to provide answers about how various products can help to increase resistance to disease and infection.

Each of the panel members cited actual physical conditions that can be effectively treated through the use of Neo-Life products. We learned what those products are, and important technical information about their effects on the human system.

It was agreed that the medical community in general does not provide enough schooling on the subject of nutrition. Dr. Fred Hooper pointed out that, at one time, medicine was primarily the study of nutrition, but, like most other things, medicine has gone through cycles. After the discovery of antibiotics, medicine became a science of treating bacterial diseases. And now, of course, it is becoming popular to specialize in mechanics (i.e., the artificial heart) or surgery.

But *nutrition* is the most primary, most critical element of health care. "By determining and correcting dietary continued on page 8