

BETAGARD®

The Natural Beta Carotene Difference

Scientific research shows that people who consume diets rich in foods that contain beta carotene have a lower incidence of some forms of cancer than people who don't! This has prompted a surge of scientific investigation into a beta carotene link with cancer. More than 20 studies are currently researching beta carotene's potential to help prevent cancers of the lung, esophagus, colon and skin.

As more and more evidence accumulates, scientists are coming to a new conclusion: the family of natural food nutrients, known as "carotenoids" in general, and beta carotene in particular, may act as antioxidants, trapping and destroying "free radical" oxygen. This is an extremely unstable form of oxygen which can react inside a cell, altering the cell's DNA structure and changing the way the cell behaves. This change can start the process that results in cancer.

How Carotenoids May Protect Us

Initial research suggests that other carotenoids may provide protection that beta carotene alone can't provide. In one study, the carotenoid canthaxanthin was shown to protect cells against tumor formation better than beta carotene, which in itself was very good?

In another study, beta carotene and other carotenoids were both shown to exert a protective effect against tissue damage caused by U.V. light?

Who Needs Beta Carotene?

It's safe to say that just about everyone could benefit from extra beta carotene in their diet. In fact, both the National Cancer Institute and the American Cancer Society are urging people to increase the amount of beta carotene in their diets by eating more fruits and vegetables. Currently only 21% of Americans do this!

The Elderly: Greatest Need, Greatest Benefit

A recent scientific study showed that elderly people may derive significant benefits from daily supplementation with beta carotene, plus the other antioxidants vitamins E and B, zinc and selenium. Blood tests showed a reduction in oxidation activity after only three months of supplementation when compared to the non-supplemented group?

Betagard® Natural Beta Carotene and more...

Because research shows that people who eat diets rich in foods that contain beta carotene have a lower incidence of cancer, Neo-Life chose to use Nature's storehouse of beta carotene, carrots, as the source for Betagard. Unlike the many synthetic beta carotene products on the market, Betagard provides the complete family of carotenoids from a natural food source, carrots, just as nature intended.

Furthermore, Betagard offers even greater protection by providing additional nutrients that have been shown to help protect against cellular damage and promote tissue repair.

Vitamins E and C, also from natural plant sources, are included and act as antioxidants in the body.

The B-vitamins riboflavin, niacin and pyridoxine help to detoxify foreign substances ingested or inhaled.

Magnesium plays a role in detoxification and tissue repair.

Zinc plays an active role in the efficiency of the immune system and helps protect against the toxic effects of cadmium, one of the most toxic elements in our environment.

GTF Chromium is involved in supporting the immune system's response to infection.

Two of Nature's Best Sources Of Beta Carotene:

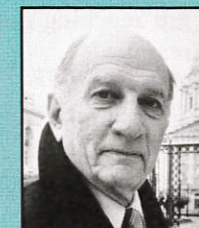
Carrots and...



... Betagard®

Natural beta carotene is the Neo-Life Difference in Betagard. Unlike synthetic beta carotene, which is simply a single, isolated nutrient, Betagard provides beta carotene just the way it occurs naturally in food, surrounded by its whole family of carotenoids. This is an important difference, because many scientists today believe that these carotenoids provide additional protective benefits beyond those of beta carotene alone.

Choose Nature's complete protection for your health... Betagard from Neo-Life.



Arthur Furst
Ph.D., Sc. D., D.A.T.S.

Betagard was developed exclusively for Neo-Life by Dr. Arthur Furst, Senior Member of the Neo-Life Scientific Advisory Board. As one of the world's leading authorities on toxicology, Dr. Furst has held advisory positions in both government health agencies and the World Health Organization.

This revolutionary product was formulated specifically to nutritionally support your body's natural ability to defend against the harmful effects of free radical oxygen and environmental toxins. This type of protection has become important for us all, but especially those living in highly polluted industrial and metropolitan areas.

- 1 Ziegler, RG: A review of epidemiologic evidence that carotenoids reduce the risk of cancer. *American Institute of Nutrition*. 0022-3166/89 -a9-1989.
- 2 Pung A, Rundhaug J, Yoshizawa C, et al: Beta carotene and canthaxanthin inhibit chemically-induced and physically-induced neoplastic transformation in 10T½ cells. *Carcinogenesis*. 9:15333-1539, 1988.
- 3 Kornhauser A, Wamer W, Giles A: Effect of dietary beta carotene on psoralen-induced phototoxicity. *Annals of New York Academy of Science*. 453:91-104, 1985.
- 4 Patterson, BH, Block G: Good choices and the cancer guidelines. *American Journal of Public Health*. 78:282-286, 1988.
- 5 Tolonen M, et al: Antioxidant Supplementation Decrease TBA Reactants in Serum of Elderly. *Biological Trace Element Research*. 17:221-228, 1988.

Always at your service,
your independent Neo-Life Distributor:

