

# A Powerhouse Supplement

## The first

First introduced in 1992, Carotenoid Complex™ defined and created a whole new market segment in food supplementation. It represented the result of more than 10 years of research and 7 years of development.

## So unique it's patented

Conceived in the chambers of GNLD's Scientific Advisory Board and developed in laboratories around the world, its exclusive formula and high-technology manufacturing techniques resulted in a product that is so unique it's patented. (UK 2,274,235)

## Still the best!

Though there are many carotenoid supplements on the market today, nothing compares to Carotenoid Complex. Derived completely from whole foods that are naturally part of the human food chain, Carotenoid Complex does not contain synthetics or derivatives from plant sources humans do not normally eat.

## Delivers "Nature's blueprint" for human carotenoid need.

Nature has a plan for carotenoids in human health, and only Carotenoid Complex delivers it. Unlike other products on the market that claim an overabundance of a single specific carotenoid, such as lutein or lycopene, Carotenoid Complex delivers them all, in the density, diversity, and balance nature intended. Carotenoid Complex is the most complete carotenoid supplement on the market!

## Clinically proven benefits

- **Carotenoid Complex is "bioavailable"!** Repeated clinical tests by GNLD scientists, as well as researchers from the United States Department of Agriculture (USDA) and several universities prove that when you take Carotenoid Complex, it enters your body quickly and efficiently.



"Carotenoid Complex is far superior to other products because it delivers a broad range of carotenoids from fruits and vegetables, it's highly bioavailable, and it's the only supplement that has been shown to enhance indicators of immune function!"

— Arianna Carughi, Ph.D., C.N.S.  
Nutritional Sciences, Stanford Fellow;  
Scientific Advisory Board

- **Carotenoid Complex can boost your immune system!** Human clinical trials conducted by researchers from the USDA, published in the *American Journal of Clinical Nutrition*, showed Carotenoid Complex can boost your immune system in two important ways:

- 1) Recover immune power lost to low carotenoid diets and boost immune system strength.
- 2) Boost immune system "policemen" for stronger daily defense.

(Kramer TR; Burri BJ. *Modulated mitogenic proliferative responsiveness of lymphocytes in whole-blood cultures after a low-carotene diet and mixed-carotenoid supplementation in women.* *American Journal of Clinical Nutrition*. Vol. 65(3): 871-875, Mar. 1997)



"Because Carotenoid Complex strengthens the immune function, it helps the body protect itself against cancer."

— Arthur Furst, Ph.D., D.A.T.S.  
Founding Member Emeritus,  
Scientific Advisory Board; WHO Consultant

- **Carotenoid Complex can protect your heart!** Human clinical trials conducted by USDA researchers proved Carotenoid Complex can protect your heart and cardiovascular system by reducing oxidative damage and decreasing oxidative susceptibility of LDL cholesterol.

(Dixon, ZR, Burri, BJ, Clifford, A, Frankel, EN, Schneeman, BO, Parks, E, Keim, NL, Barbieri, T, Wu, M, Fong, AKH, Kretsch, MJ, Sowell, AL, Erdman, JW. *Effects of a carotene-deficient diet on measures of oxidative susceptibility and superoxide dismutase activity in adult women.* *Free Radical Biology and Medicine*. Vol. 17 (6): 537-544, 1994.)

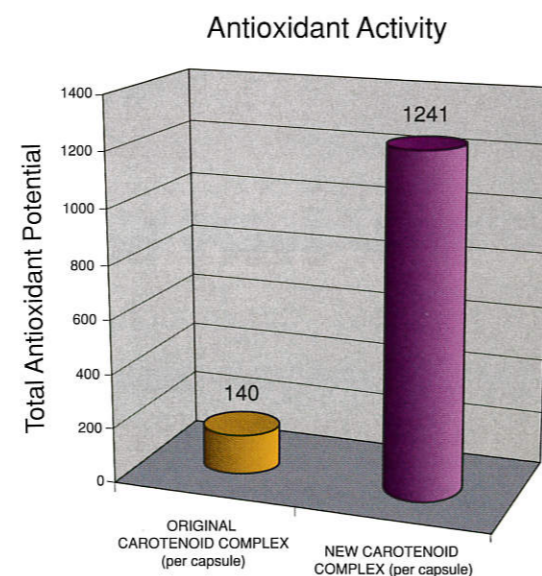
- **Carotenoid Complex can defend your cells!** Human clinical trials conducted by researchers from the USDA and University of Washington, Seattle, showed Carotenoid Complex can defend your cells against the biologic attacks of free radicals that can lead to cancer.

(Dixon, ZR, Shie, FS, Warden, BA and Burri, BJ. *Effect of Low Carotene Diet on Malondialdehyde (MDA) Concentration.* *FASEB J*. 10:A240, 1996.)

## Stronger than ever!

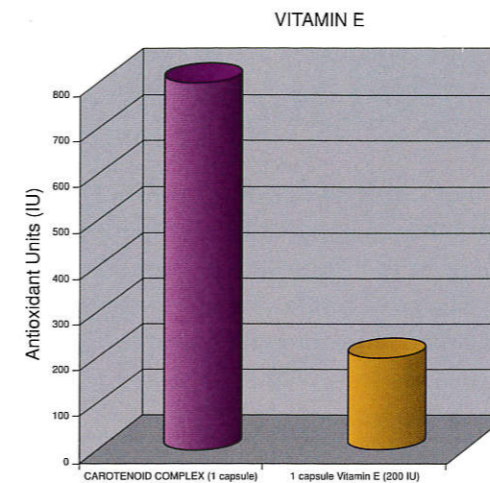
Since its introduction, Carotenoid Complex has been the strongest, whole-food carotenoid supplement on the market. Today's new version is stronger than ever before. *How strong is it?* To answer that question, we tested the antioxidant strength of the new Carotenoid Complex against the original and two other antioxidant powerhouses, vitamins C and E. Here are the amazing results:

1. **Eight times stronger than the original!** The original Carotenoid Complex was the strongest whole-food supplement on the market. The new one is EVEN stronger:

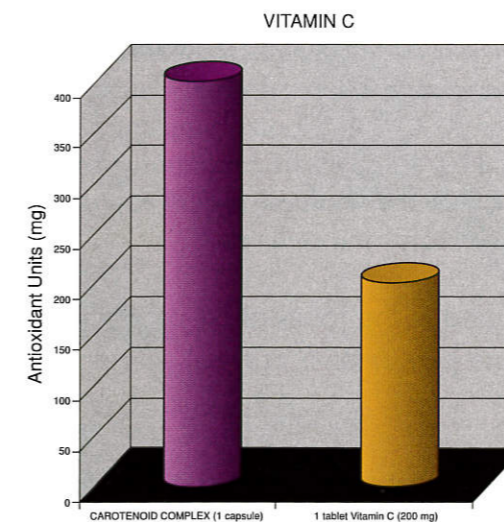


2. **Stronger than vitamins C and E!** Everyone knows that vitamins C and E are powerful health protectors. Each also plays unique and essential roles in the body that can not be replaced by carotenoids, or any other nutrient. You need an abundance of them every day. As a means of displaying the incredible antioxidant power of the new Carotenoid Complex, we compared the power of a single capsule against these established antioxidant powerhouses. Here's what we found:

- **One capsule** of Carotenoid Complex equals the antioxidant power of four 200 IU capsules of vitamin E.



- **One capsule** of Carotenoid Complex equals the antioxidant power of two 200 mg tablets of vitamin C.



## Hundreds of pounds of carotenoid power in every bottle!

When it comes to delivering pure carotenoid power, the new Carotenoid Complex puts hundreds of pounds in the palm of your hand. To deliver the total carotenoid power in a single bottle of the new Carotenoid Complex, you'd have to eat:

**250 pounds or more of the raw vegetables and fruits it's made from.** Research shows that your body absorbs only 5-10% of the carotenoids in raw vegetables and fruits.

**50 pounds or more of steamed vegetables and fruits Carotenoid Complex is made from.** Research shows food preparation affects carotenoid bioavailability. Steamed fruits and vegetables are best, increasing bioavailability to 30-50%.

**18 pounds or more of steamed and pureed fruits and vegetables (baby food).** Steamed and pureed fruits and vegetables have the best bioavailability, up to 70%, and are part of the method of raw material preparation utilized in Carotenoid Complex.



"One of the advantages of new Carotenoid Complex is that each capsule contains standardized extracts of a wide variety of carotenoid-rich fruits and vegetables, so it is possible to put guaranteed amounts of the different carotenoids on the label."

— David Shepherd, Ph.D.  
Microbial biochemist; Scientific Advisory Board;  
GNLD Director, Product Science and Technology, Europe/Africa

## If new Carotenoid Complex is so much stronger, how much do I need?

In terms of quantity, the need for carotenoids hasn't changed, so neither has our recommended dose. The purpose of Carotenoid Complex has always been to fill in the carotenoid gaps of the average person's diet. Though antioxidant protection is of key importance, carotenoids play other, tissue-specific, function-specific roles in the body. Thus, assuring both diversity and abundance in the diet is essential to good health.



"The advances in our Nutrimax extraction technology have allowed us to set a very high new standard for carotenoid diversity and protective power. Carotenoid Complex is now the strongest whole-food antioxidant supplement on the market."

— John Miller  
Scientific Advisory Board  
Vice President of Science, Technology & Marketing  
GNLD International

## Discover Life-Changing Results!



**'Carotenoid Complex is a life saver!'**

— Cheryl Waits

**'I can run in the cold and rain without getting sick!'**

— Melissa Vigil

**'I don't become ill when others around me do!'**

— Robert Crickmore