

WHAT ARE YOU TAKING DOCTRINE

I'm about to blow the doors off your perception of multivitamins. What I found out may **shock** you.

In fact, this document may be the **most significant** health-related information you read this year. The content is surprising, controversial and educational, but it's only the tip of the iceberg.

I want to open your eyes to a reality you may not be aware of – the reality that **multivitamins may not provide the benefit you expect or your body needs.**

I recommend you **read this doctrine a few times** to totally digest the info. I encourage you to share it with family and friends, conduct your own research and discuss your feelings about the vitamins you currently take.

During these conversations, ask yourself tons of questions, too, like ...

- **Why do I take this brand?**
- **Do I know the primary benefits?**
- **Am I taking these for specific health benefits?**
- **Have I read the label?**
- **Have I compared the label of my brand with other brands?**
- **Do I know the purpose of all the ingredients listed on the label?**
- **Am I aware of any synthetic ingredients?**
- **Does it include ingredients not listed on the label and what are they?**
- **Do I know what I should be looking for when selecting a vitamin?**
- **Have I discussed my multivitamin of choice with my family physician?**

- **Do I notice a difference in how I feel as a result of taking my multivitamin?**
- **Should I continue taking my current multivitamin or explore healthier alternatives?**
- **Who should I trust when researching vitamins?**

These are important questions to answer before you continue taking your multivitamin. And I am confident you will learn how to make **better decisions** about what you put into your body and why after reading this Doctrine.

Too many of us take Brand X because, in all honesty, we don't spend the time to **read labels** and **learn about alternatives**. Arming yourself with knowledge is one way to a healthier and happier life.

So read this Doctrine **NOW!** Your health depends on it!

We're programmed to do what we're told – whether it's good for us or not

Raise your hand if you've heard this one before:

“If so-and-so told you to jump off a bridge, would you do it?”

The question often comes up during conversations where poor choices could lead to less than desirable outcomes.

The message is simple: *Do you always do what someone tells you to even if it isn't good for you?* While the answer is usually *no*, we often say *yes* if the messenger is a perceived authority figure.

So what the heck does this have to do with multivitamins? Everything!!!

Here's the first shocker: Multivitamin manufacturers **may not** have your overall health at the top of their priority list.

But since they are considered authorities, you listen and follow their “expert” advice, right?

Manufacturing multivitamins is big business, and the #1 priority is profits. Big-name brands drive profits by selling millions of bottles of a **low-cost** product

created at an **even lower** cost. And by lower costs I mean fast production and cheap ingredients.

What you don't know is sometimes those cheap ingredients include **synthetics, fillers or preservatives** rather than ones that are all-natural and purposeful.

Ask yourself this: **Do I know about all the ingredients that are NOT natural in my multivitamin?**

If you do, congratulations, you're a label reader! And it probably means you **don't purchase ANY** of the name-brand multivitamins.

How do I know that?

Hardcore label readers are health-minded and rarely buy products that are not all-natural. **None** of the leading multi brands **are all-natural** because **all** contain ingredients that have nothing to do with health benefits.

How natural is your multivitamin? Read the label NOW

Unfortunately, **very few people** select vitamins based on ingredients. If you haven't read the label of your multivitamin in a while, grab a bottle **right now** and take a look.

The top of the label includes a list of vitamins and nutrients. That's the good stuff. But what about the fillers; the not-so-good stuff? Look at the bottom of the label and you'll see a list of additional ingredients.

Does the ingredient ***caffeine*** appear?

If you take multivitamins at night, this may be the reason why you don't sleep well.

How about ***Titanium dioxide coloring?***

It's a synthetic also used as a coloring for paint and sunscreen.

Do you see ***Blue No.2*** or ***Yellow No.6?***

Any time you see a number after a color, it means that specific dye does not occur in nature and it's synthetic.

Sucrose?

It's a code word for sugar, and it's there to make vitamins taste better.

Sulfur Dioxide?

It's a chemical compound used in multivitamins as a preservative. It occurs in nature as a gas, and it's one of the compounds found in acid rain.

Pretty darn scary, huh?

Do you think putting these ingredients in your body day after day and year after year is good for you?

If you have some free time and want to better understand the ingredients in your multivitamin, go to www.wikipedia.com, enter an ingredient in the search box and click "Go."

There's no doubt in my mind you will be floored by what you read.

A vitamin's purpose is to **supply nutrients you're body doesn't get** through daily food ingestion.

Let's repeat that again: ... **nutrients** – *not fillers, preservatives and synthetics* – your body doesn't get through daily food ingestion.

Since most of us don't have access to every all-natural food source in the universe, we depend on multivitamins to help fill the gap. So doesn't it make sense to get supplements from the **most natural means**?

Here's some biotech lingo you need to know about

Ingredients aren't the only concern. The **bioavailability** – or what's absorbed vs. what's wasted – is important, too.

If your multivitamin isn't manufactured in a way that quickly sends ingredients into your bloodstream, it **doesn't matter** what vitamins are listed on the label.

They simply won't make it into your body beyond your stomach. If the nutrients can't be broken down and absorbed into your bloodstream, they become waste and are expelled from the body.

You are literally flushing your money down the toilet!

When you take multivitamins with limited bioavailability, **you're not getting what you paid for**. And here's the kicker: There is no way to determine a multivitamin's bioavailability by reading a label.

How does that make you feel?

**They want us to be
lemmings going over a cliff**

Major brand vitamins are manufactured and marketed with one goal in mind: Keep you coming back for more to **drive sales and profits**.

It's a no-brainer that making money is important to every business. But we **want to believe and trust** that multivitamin manufacturers have our best interests in mind when they encourage us to buy their stuff.

For better or worse, though, **we are a nation of followers** – the proverbial lemmings going over the cliff.

It's easy to understand why.

We are bombarded with advertising messages constantly. It's no wonder we're conditioned to believe what we hear in the media.

Just because the TV talking heads spout messages intended to influence you, **doesn't mean you have to listen!** If big pharma encourages you to try their brand, do what I do:

Read the @!#\$%&* label first!

At this point, you may be thinking, *But if my doctor tells me to take vitamins, then vitamins must be good for me, right?*

He or she is a trusted authority, so you should take vitamins if so instructed, right?

Or maybe you're thinking, *The ad for Brand X says it's perfect for someone my age – and all my friends are using them, so they must be good, right?*

Do me a favor and ask yourself these questions: If the leading vitamin manufacturer tells you to buy their product (or jump off a bridge, for that matter), would you do it? Would you still do it if there was an even **better, healthier alternative**?

Is all of this starting to make sense?

It boils down to this: If you only see ads for a few options, that's all you're going to base your decision on ... unless you shop smart, **compare labels** and **understand** what you're buying.

Go Google crazy and see for yourself – I'm telling you the truth

There's a smidge of a chance you're still a little skeptical. That's normal. Especially since you've been told for years that taking vitamins is a good thing.

However, I gotta admit, I wish you were as **skeptical about the ingredients** in your multivitamin, too!

One of the great benefits of the Internet is we have so much information at our fingertips. **I encourage you** to take a break from this Doctrine and do a few online searches at www.google.com. Once you're at the website, type these searches to see what you uncover:

- Are multivitamins good or bad
- What's in multivitamins
- Are vitamins safe

These are just suggestions. Feel free to explore on your own – **I encourage it!** You'll make **better** buying decisions when you have **more** facts.

After you're done searching, you may be surprised **you haven't heard** about some of the studies. These reports and investigations are always available through the research sponsor, but they don't always make it to the evening news.

Instead of waiting for the information to come to you, go to where the information is. One area of the Internet gaining powerful watchdog status is **blogs**.

The word blog is short for “**web log**,” and blogs provide anyone and everyone a chance to comment on anything and everything. Again, I encourage you to seek blogs that **focus on nutrition and health** because many of your questions are often answered in these forums.

To get you started in the blog world, here are a few sites to peek at:

- http://momtothescreamingmasses.typepad.com/the_elf_diet/2008/03/holy-vitamins-b.html
- <http://www.kwtx.com/medicaldirectory/headlines/16779461.html>
- <http://www.marksdailyapple.com/choosing-best-multivitamin-supplement/>

As you become familiar with blogs, you’ll learn how powerful they are in helping you **find answers** to commonly asked questions.

You’ll also discover **you’re not alone** when it comes to what you don’t know! It’s comforting to know millions of people are searching for answers, too.

Get and stay healthy by eating the right food – it’s easier than you think

Hippocrates, the father of modern medicine, delivered a timeless message that’s direct, profound and, unfortunately, often neglected in modern times:

Let food be thy medicine and medicine be thy food.

He didn’t say, “Let fillers, synthetics and preservatives be thy path to healthy living”! But, in a sense, isn’t that what multivitamin manufacturers are saying?

If you want to be healthier, the message is clear: Put **all-natural ingredients** into your body and your body will **get what it needs**.

Hippocrates couldn’t have made it any simpler. However, we live in an age where convenience drives our eating habits, and we end up eating processed foods that are not healthy.

While food provides fuel – whether it be a burger or a salad – not all foods give us the vitamins and nutrients we need to build strong bones, improve heart health, reduce cholesterol ... The list goes on.

What you need to do – **if you care about your health** – is learn more about foods that are **all-natural and good** for your body. Taking shortcuts by buying only what you see on TV doesn't guarantee the best results.

My crystal ball shows you have many pills in your future

Another trend that **fascinates and scares** me is our ever-growing dependency on the “drug du jour” mentality as a solution to our health problems.

Overweight? Take this drug.

High blood pressure? Take this drug.

Diabetes? Take this drug.

Low sex drive? Take this drug.

It's the same message over and over: Just take this little ol' pill and you'll be fine.

But do these drugs treat the source or just the symptoms? Are they solving the problem or just making it bearable?

How did we become a population of pill-poppers? It's simple: We eat crap. Even worse? We know it! Today's dinner comes in a bag or box loaded with preservatives, synthetics and fillers. It sure is convenient, but it sure ain't healthy.

Instead of promoting wellness we're conditioned to fight illness. Many of today's drugs exist for one purpose and one purpose only: Combat the onset of conditions **brought on by the foods we eat**. It's a never-ending cycle that feeds the need for more “treatment” in the form of little ol' pills.

Wouldn't life be better if we had more energy, were active, stayed fit, slept better and felt wonderful every day? **The food and vitamins you eat affect all of these desires tremendously.**

Isn't it time you did something for YOU?

So we're back to the question, "*If someone told you to jump of a bridge, would you do it?*"

Your new answer: It depends on who's telling me and the bridge I'm being asked to jump from. Know your bridge, darn it!!!

If you're ready for a positive change, start learning more about **all-natural** foods and supplements that can improve your health.

To determine if **you're ready for change**, ask yourself these questions. Would I enjoy:

- having more energy throughout the day regardless of workload?
- feeling less stressed and more productive throughout the day?
- an overall feeling of well being?
- the benefits of a clearer mind?
- a healthier and happier lifestyle?
- the benefits of a good night's sleep?

What if there was one product – a 100% all-natural product – that provided these benefits and more, would you be interested in learning more?

What if there was a trusted advisor whose story inspired you to change your life and create a path of healthy living?

What if that product and trusted advisor represented a company more concerned about your health than its wealth?

If you're interested in learning more, there is much more to learn. Promise yourself **RIGHT NOW** to be more involved when it comes to understanding your options.

Read more. Listen more. Learn more.

Let's fight the good fight together. Our long-term health depends on it!

A handwritten signature in black ink on a light background. The signature is written in a cursive style and reads "Joe Blumenstein".