

CRUCIFEROUS PLUS

Current statistics indicate that cancer strikes a quarter out of all families. Breast and prostate cancers have the highest incidence rates of all. One in eight women will develop breast- and one in six men will develop prostate cancer in their lifetimes. However, we are not helpless. Cruciferous Plus is the latest of the trio of phyto nutrients complementing Carotenoid- and Flavonoid Complex, giving protection to our cells in different, but complementary ways. Carotenoids protect the fatty and Flavonoids the watery portions of the cells of oxidative damage. Phyto nutrients from cruciferous vegetables protect the cell as a whole from the destructive action of carcinogens. It is found in cabbage, broccoli, brussels sprouts, kale, cauliflower, radish, black and brown mustard and watercress. These are not popular vegetables eaten daily by the majority of the population. One tablet supplies the nutrition of one helping of cruciferous vegetables, an easier way of eating broccoli or cabbage!

Two decades of research and more than 200 studies have shown that diets rich in these vegetables protect our cells' vulnerable genetic material against the damaging effects of cancerous activity, including the cancers we fear most, breast, uterine-lining, lung, digestive tract and prostate cancers. Researchers at the John Hopkins School of Medicine in Baltimore found that a substance in cruciferous vegetables, Isothiocyanate, containing sulphoraphane, a phytochemical, stimulates the action of protective Phase II enzymes, which helps the body against tumour growth. They claim that it may be the one most potent protective agent against cancer discovered to date.

Indole Carbinols, a substance in cruciferous, appear to alter the biological pathway in which oestrogen is converted from good to bad forms. Oestrogen can trigger growth of tumours in oestrogen sensitive sites, such as the breast. Women with breast cancer seem to have higher levels of oestrogen than normal. Cruciferous helps control the amount of oestrogen circulating in the bloodstream and so protects against the effect of cancer.

Scientists do not yet fully understand how cruciferous and other fruit and vegetables prevent cancer, but it is likely that they stimulate enzymes that detoxify cancer-causing agents and flush them from the body, neutralise toxins and prevent chemicals from becoming active carcinogens and block interaction of carcinogens with cell DNA. In addition to reducing cancer risks, research shows that compounds in cruciferous vegetables may help lower cholesterol, regulate the immune system and positively influence metabolism.

The "Plus" is other health promoting phyto nutrients, including limonene from oranges, chalcones from liquorice root and isoflavones from soybeans. Research has shown that these three "pluses" also protect cells from reactions that may lead to breast and prostate cancer.

GNLD's Scientific Advisory Board (SAB) participates in the leading edge of global health and nutrition research. They aggressively translate science into real health benefits. They spent 5 years researching the health benefits of cruciferous vegetables and looked for the raw materials that would provide the ideal amount of active phyto nutrients found in an optimal serving of cruciferous vegetables. They added three other health-protecting phyto nutrients from plant extracts, offering us the broadest spectrum of these nutrients with the strongest biological activity available.