

FLAVONOID COMPLEX™

Powerful Antioxidant Protection: Flavonoids Against Disease and Ageing

Since 1958, GNLD has been dedicated to developing breakthrough nutritional formulas based in nature and backed by science. Now, GNLD is proud to introduce our exclusive new Flavonoid Complex™, the first and only supplement that offers the nutritional protective benefits of flavonoids as they are found in whole, natural foods.

The GNLD Difference in a Flavonoid Supplement

Made entirely from whole food ingredients. Flavonoid Complex™ is made from whole cranberries, kale, green tea (with caffeine removed), beets, elderberries, raspberries, blueberries, red and black grapes, oranges, lemons, and grapefruit. Natural vitamin C is added to enhance absorption and protect potency.

Broad-spectrum flavonoid supplementation. Research shows that flavonoids are important for protection against the diseases associated with ageing. Flavonoid Complex™ provides laboratory-specified amounts of flavonoids from each of the important flavonoid groups, exactly as they occur in whole fruits and vegetables.

The only flavonoid supplement with ellagic acid. Closely related to the flavonoid family, ellagic acid is found in nuts and berries (particularly cranberries and raspberries) and has been shown to have strong cancer protective action.

Natural. Contains no artificial colours, flavours, preservatives, or sweeteners.

Each tablet of Flavonoid Complex™ provides the full water-soluble antioxidant profile of an optimal serving of the most flavonoid-rich fruits and vegetables.

SCIENTISTS STUDY FLAVONOIDS

Apr 18, 1997

SAN DIEGO - AP: So what's so great about spinach, anyway? Maybe it's the flavonoids. For years, food gurus have preached the merits of not just spinach but all sorts of fruits and vegetables. Indeed, it is one piece of dietary advice that all the experts seem to agree on. Around the world, people who get lots of these foods seem healthier. Why, though, is less clear. A single piece of fruit contains thousands of nutrients, and picking apart their effects is daunting, especially since the combination may be more important than any single ingredient.

Nevertheless, scientists are trying to learn exactly what these nutrients do inside cells that may be good -or possibly even bad. "Finally, we are getting to the point of taking diet and nutrition to the molecular level in the prevention of cancer," said Dr. Henry Thompson of the AMC Cancer Research Centre in Denver.

Thompson, for instance, studies what happens inside cells to explain why animals on low-cal diets have less cancer. Others are examining the microscopic effects of many other compounds, such as vitamins, natural oestrogen blockers and such esoteric items as phenethyl

isothiocyanate, a broccoli ingredient that might ward off lung cancer. One that impresses them the most is a class called flavonoids. "They do everything but clean the kitchen," quipped one scientist wandering among the presentations on the subject Wednesday at a meeting of the American Association for Cancer Research. Researchers are looking at the effects of flavonoids on some of the body's most basic processes. They are finding intriguing evidence that they may ward off cancer by interrupting cell division.

At the University of Kansas, Dr. Jill Pelling is studying the effects of a flavonoid called apigenin. This nutrient is part of many vegetables and fruits but is especially abundant in apples and onions. Anybody who eats a healthy diet takes in about a milligram of it a day.

Pelling examined the effects on apigenin on cells and found it temporarily stops them part way through the process of dividing. This may help prevent cancer, because it gives cells a chance to fix genetic errors that creep in when their DNA is copied. This pause during division "is a natural defence mechanism that all cells have. Apigenin just promotes that," Pelling said.

Another report, by Dr. Henry Ciolino of the National Cancer Institute, found an entirely different benefit of flavonoids. He looked at quercetin, the most common flavonoid in the diet, and found that it deactivates cancer-causing substances. In the test tube, he exposed cells to dimethylbenzanthracene, a chemical used to induce breast cancer in experiments. The chemical does its damage only when it is broken down inside cells, and Ciolino found that quercetin prevents this from happening.

Flavonoids have other powers, too. Indeed, they are probably best known as powerful antioxidants, substances that offset the damaging effects of oxygen in the body. Some think this makes flavonoids good for the heart, too, because they may prevent damage to the blood vessels. Red wine is a particularly good source of flavonoids, and some have even suggested this might explain the French paradox, the puzzle of why the French get away with eating so much fat and still have a low risk of heart disease.

"We still have a lot of work to do to understand how flavonoids work," said Dr. Elaine Jacobson of the University of Kentucky. "But what we know underscores the old dietary advice: Eat two to four servings of fruit and three to five servings of vegetables every day."

PURPLE GRAPE JUICE MAY HELP PREVENT HEART ATTACKS

Mar 18, 1997

ANAHEIM, Calif. (Reuters) - Purple grape juice contains "flavonoids" similar to those found in red wine that may help prevent heart attacks, a U.S. researcher said Tuesday.

Flavonoids are found in many foods and beverages including orange and grapefruit juices but some are better than others at reducing platelet activity that can contribute to heart disease, Dr. John Folts of the University of Wisconsin Medical School told an American College of Cardiology conference.

"That's not to say orange and grapefruit juices don't contain flavonoids -- they do -- and both juices are good for you for a number of reasons. However, our findings suggest specific flavonoids in purple grape juice and red wine have stronger antiplatelet and, quite possibly, antioxidant properties than those in orange and grapefruit juices."

Platelets are small blood particles that play a major role in blood clotting and can worsen clogged arteries. In a study supported by a juice manufacturer, Folts said he measured platelet activity in humans, monkeys and dogs before and after they drank the three juices. All three reduced the activity but purple grape juice had a stronger effect, he said.

"Daily consumption of grape juice may reduce the incidence of coronary artery disease and acute platelet thrombus formation," Folts said. "Grape juice may be a better source of grape flavonoids than red wine for those who should not drink alcoholic beverages."

Folts said his colleagues some years ago thought he was "crazy as a loon" when he and others suggested aspirin could be a heart attack fighter. Aspirin is now an established way to combat coronary artery disease and "I see the aspirin story repeating itself all over again with flavonoids," he said.