



Reliv Stands Up for Quality, Safety and Optimal Nutrition

Nutritional supplements were recently in the news, but unfortunately it wasn't a flattering portrayal. A magazine pinpointed certain ingredients that could be dangerous. It also claimed many supplements

were "contaminated" and that the FDA has not inspected supplement factories in China. Other articles have commented about the levels of nutrients in supplements: Some claim they're too high to be safe; others claim the potency levels in the product are lower than what is stated.

I'd like to address where Reliv stands in the nutrition arena that sets us apart. Let's start with our manufacturing. Because we own our state-of-the-art manufacturing facility, we are able to ensure product purity and potency in every can. We maintain tight quality control start to finish.

Reliv products contain only guaranteed quality ingredients that come from the most reputable suppliers. When ingredients come to our facility, they are quarantined and undergo rigorous testing before they are used. They are tested again at each step in the manufacturing process.

Another Reliv difference is that we strive for optimal nutrition in our products beyond minimum daily requirements. Optimal nutrition includes standards developed by researchers who have shown that higher levels of key nutrients are essential to good health. We select these nutrients to work synergistically to be the most effective. In fact, many of our products have clinical studies supporting their effectiveness.

Backed by strong science and unwavering ethical standards, you can feel confident in Reliv products — now and in the future.

To Your Health,

Dr. Carl W. Hastings
Reliv Vice Chairman and Chief Scientific Officer



A Collective Call for Higher Vitamin Intake

In 2002, the *Journal of the American Medical Association* (JAMA) began advising all adults to take multivitamins to help prevent such common chronic illnesses as cancer, heart disease and osteoporosis.

"Most people do not consume an optimal amount of all vitamins by diet alone. It appears prudent for all adults to take vitamin supplements," according to the JAMA statement. "Recent evidence has shown that suboptimal levels of vitamins, even well above those causing deficiency syndromes, are risk factors for chronic diseases such as cardiovascular disease, cancer and osteoporosis. A large proportion of the general population is apparently at increased risk for this reason."

JAMA's recommendation that all adults take multivitamins underscores the growing concern that the recommended amounts for many vitamins are set too low.

Get the 411 on RDI



Your local Independent Reliv Distributor is:

RDI, or Reference Daily Intake, is a set of nutrient reference values that show adequate intakes for healthy people. The RDI has replaced the Recommended Dietary Allowance (RDA) in the United States and the Recommended Nutrient Intake (RNI) in Canada.

Experts Weigh In

Many researchers think the RDI, which generally recommends higher nutrient amounts than the old RDA, is still too low and doesn't reflect current research. For example, the Independent Vitamin Safety Review Panel (IVSRP), which includes physicians, academics and researchers, says: "Government-sponsored nutrient recommendations, such as the US RDA/RDI, are not keeping pace with recent progress in nutrition research. While current official recommendations for vitamin A, iron, calcium, and some other nutrients are generally adequate, the public has been asked to consume far too little of many other key nutrients. Inadequate intake, and inadequate standards to judge intake, have resulted in widespread nutrient inadequacy, chronic disease and an undernourished but overweight population."

Citing physician reports and clinical studies, the IVSRP continues: "Clinical and sub-clinical nutrient deficiencies are among the main causes of our society's greatest healthcare problems. Cancer, cardiovascular disease, mental illness, and other diseases are caused or aggravated by poor nutrient intake. The good news is that scientific evidence shows that adequately high consumption of nutrients helps prevent these diseases. Raising the RDA/RDI will save lives and improve health."

Setting a New Standard

The IVSRP called for a new standard called an Optimum Health Requirement, which recommends increases in daily intake of certain nutrients, particularly the B vitamins, vitamins C, D and E, and the minerals magnesium, chromium, selenium and zinc.

"In the past, over-conservative government-sponsored standards have encouraged dietary complacency," the Panel says. For adequate vitamin and mineral intake, a healthy diet along with the intelligent use of nutritional supplements, is "more than just a good idea; it is essential."

Vitamin E is a prime example. The Food and Nutrition Board of the Institute of Medicine has established an upper intake level of vitamin E much higher than the current RDI. So what are the benefits of a higher vitamin E intake? Vitamin E functions as a powerful antioxidant and has been shown to aid in anti-inflammatory processes, inhibition of platelet aggregation and immune enhancement.

Physicians are paying attention. Did you know that 72 percent of physicians personally use dietary supplements? Obviously, supplementing with high-quality nutrition based on the latest science is an ideal prescription for health.

Nutrition Made Simple

Reliv products are formulated to give you optimal amounts of key nutrients. Together with proper diet and exercise, supplementing with Reliv provides the ideal support for an active, healthy lifestyle.

Sources:

For a complete list of references for this issue, please view the special addendum posted on the *Science & Health Today* web page, www.reliv.com >> The Products >> articles & research >> Science & Health Today.