

Everyone knows the importance of good nutrition and the role supplementation plays in better health and wellness.

However, so many products today make so many claims that you need to exercise your mind before you make the right choices for your body.

The GNLD Difference: YOU DECIDE!

Hype vs. Science

Don't be fooled by the headlines. As the growing awareness of the importance of nutrition continues, we see and hear more and more headlines that shout out sensational news. But we need to take time to understand the complete story—not just the attention-getting phrases we hear.

Two examples of misleading headlines have recently materialized through online news reports and morning talk shows. One concerns weight-loss diets, and the other nutritional supplements. The first example is the recent report that, in a comparison of leading diet programs, Atkins fared best. The second example is the recent headline that questions, "Can Taking Vitamins Be Dangerous? A new study raises questions about taking antioxidant supplements." (Reported on the Today Show and www.todayshow.com.) Upon simple examination, both of these stories are fallible.

"Diet Study Tips Scale in Favor of Atkins Plan" (reported in Yahoo Health news, www.yahoo.com) is a story that proffers a scientific study conducted by researchers at Stanford University School of Medicine that concludes the Atkins diet was the most "successful" in a comparison of four popular diets.

While it is true that four diets, Atkins, LEARN, the Ornish diet, and the Zone, were compared in a lengthy study, further review of the study published in the *Journal of the American Medical Association* (JAMA, March 7, 2007, Vol.

297, No. 9) reveals critical results not mentioned in the popular re-caps that frequented the news. One key point is that the average weight-loss for the Atkins dieters was only *ten pounds in a year*. And of the four groups, the Atkins group led in terms of the average number of pounds lost during the first six months, but also gained back more weight in the second half of the study!

These two facts are critical pieces of information for anyone wanting to lose more than ten pounds, and everyone who wants to lose weight and *keep it off*. GNLD's commitment to quality products that are backed by science has never wavered. Nor has GNLD's commitment to providing correct, complete information to our Distributors. This conviction results in products like those that are part of the GR² Control weight loss program. The GR² Control weight loss program was carefully researched at every step of its development and is backed by the Scientific Advisory Board (SAB). The GR² Control program revolves around controlling glycemic response with a balance of protein, carbohydrates, and fats. The GR² Control program, based in science, can result in *long-term* success.

The second headline, which questions the safety of vitamin supplementation, is also incomplete and includes deceptive information. First, there is no "new study." This headline refers to a meta-analysis of 68 formerly published studies. Dr. Andrew Shao of the Council for Responsible

Nutrition (CRN) warns that misused meta-analysis methods can inappropriately confuse and alarm consumers. "While meta-analysis can be useful when the included studies are very similar in design and study population, this meta-analysis combined studies that differ vastly from each other in a number of important ways that compromise the results."

Dr. Shao explains that the studies evaluated included clinical trials that varied widely in terms of dosage, duration, study population, and nutrients tested. "Combining secondary prevention and primary prevention trials and then making conclusions for the entire population is an unsound scientific approach," added Dr. Shao. (www.crnusa.org)

"While it is exciting to see topics in the field of nutrition taking center stage, we must be careful not to assume that headlines or quick recaps on morning shows contain the whole story—they do not," cautions John Miller, SAB member and Vice President of Science and Technology. "GNLD is proud to provide sound, scientifically based product and health information to our Distributors. Whether it's product information or health updates, GNLD uses trusted scientific resources to provide the entire story—not just a sentence or two that will get your attention."

You can accept headlines and morning-show hype as your advice on nutrition, or you can rely on a company with 50 years of integrity to give you the details you need—You Decide.