



BIOCOMPATABILITY

At GNLD, assuring that our products are “biocompatible” is an important part of our product development process and is an important GNLD difference in product quality. The foods and supplements you consume should be compatible with the human body. The prefix *bio* means “life,” and the word *compatible* means “fits right.” Biocompatible substances, then, “fit right with life.”

Biocompatibility has never been a more important consideration for supplement users. As more and more people strive to age gracefully and seek ways to bolster health and vitality, the supplement industry has expanded enormously, with sales growing steadily and dramatically all over the world.

In such a dynamic market, designations such as “organic” or “natural” have been tossed around to the point that they have lost much of their meaning for consumers. Motor oil, for instance, is “organic” in one sense (that is, it is derived from living organisms), but it is not something we want to put into our bodies! More recently, “organic” has been defined as simply “carbon-containing,” and by that definition lots of dangerous substances are actually “organic” (poisons such as cyanide, solvents such as turpentine, fluorescent dyes, etc.)! So *Caveat emptor*: the “organic” designation can mean next to nothing in today’s marketplace.

Similarly, the word “natural” has lost its meaning. Some supplement manufacturers use materials which are “natural” but not biocompatible — pine bark, orange algae, pond scum, and other “natural” ingredients. These substances have *never* been a part of the human diet, so we have no way of knowing if they’re safe even for short-term consumption. The human body may not be equipped to properly process these substances. Asking if something is “natural” is not as important as asking “Is it biocompatible?”

At GNLD, extensive research and our commitment to nature’s “blueprint” sets us apart. We make biocompatibility of our products a top priority. Before we approve the use of any raw material, it must not only pass rigorous laboratory challenges for quality, purity, and function, but must pass our biocompatibility criteria as well. Is the substance normally part of the human food chain? Does it have a long history of safe use? Are there any unknown factors about its composition? Does it match up to nature’s “blueprint” for human nutrition? What happens if someone consumes this material every day, for 20 years, 50 years, or a lifetime?

It is this type of challenge that has kept GNLD products not only at the leading edge of science, but of technology as well. By committing ourselves to developing products based upon whole-food, human-food-chain raw materials, GNLD has pushed forward the frontiers of nutritional supplementation to become the world’s leader.

