



GNLD MILESTONES: TECHNICAL ACHIEVEMENTS AND INDUSTRY FIRSTS

Since its beginnings in 1958, GNLD has been committed to product excellence and innovation. Over the years, this “GNLD Difference” has resulted in the creation of hundreds of leading-edge products. The following list of GNLD technical achievements and industry firsts is by no means comprehensive; it is meant to convey only the major milestones by which we measure the sure and steady progress that has made GNLD a trusted and respected name worldwide.

1958 - 1963

- With Tre-en-en® as its base, Formula IV®, the original four-factor food supplement is the company's first product.
- Pioneering protein supplements.
- Unique protein instantizing process.
- Biodegradable personal care cleaners.



1964 - 1968

- Liqui-Vite® (formerly Neo-Jr.), a four-factor liquid food supplement.
- Vitamin E in skin care products.
- Protogard Process for better protein utilization.
- Protein supplements delivering all 22 amino acids involved in human nutrition.
- Environmentally-sound, concentrated laundry detergents.

1969 - 1973

- Lipotropic Adjunct to support a healthy cardiovascular system.
- Digestive enzymes for natural support of optimal digestion.
- Natural Formulas, GNLD's research and quality control laboratory and manufacturing plant, is built.
- Neo-Plex Concentrate for the benefits of whole citrus extracts.
- Super-concentrated biodegradable cleaners.

1974 - 1978

- Dr. Arthur Furst joins the company; the Scientific Advisory Board is established.
- Proteins sweetened with fructose provide the glycemid edge.
- Amino acid-chelated minerals.
- Significant expansion of laboratory and manufacturing capabilities (new microbiology lab, stricter quality control, etc.)

1979 - 1983

- Threshold-controlled supplementation, a GNLD exclusive!
- Daily Vitality Packs (formerly Uni-Pak systems) — comprehensive and convenient supplementation.

1984 - 1988

- Aloe Vera Plus™ revolutionizes Aloe Vera supplementation.
- Dr. Arthur Furst's broad-spectrum antioxidant Betagard® (formerly Toxgard).
- Salmon Oil omega-III fatty acids establish a new benchmark for product purity.
- Dr. Fred Hooper, Mr. John Miller, Dr. Laszlo Somogyi, and Dr. Gordon Newell join as scientific advisors.
- Acidophilus Complex features Targeted Delivery Technology for two-piece hard-gel capsules, a whole new concept in acidophilus supplementation.
- 1987 Texas A&M studies show Tre-en-en® Grain Concentrates support growth, development, and efficient nutrient utilization.
- Computer link is established between GNLD and the National Library of Medicine.





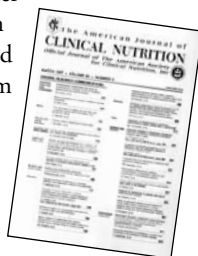
1989 - 1993

- Herbal Alternatives provide a 5X concentration of herbs from traditional Chinese formulations.
- Carotenoid Complex™ is the first and only supplement to provide the full carotenoid profile of an optimal serving of fruits and vegetables.
- GNLD becomes the only direct selling company ever invited to present its findings (a Carotenoid Complex study) to the New York Academy of Sciences.
- Dr. Arianna Carughi and Dr. David Shepherd join the Scientific Advisory Board.
- GNLD's Nutriance® Vitamin E Therapy provides clinical-intensity skin care.

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1994 - 1998

- Vita-Gard™ brings chewable antioxidant vitamins, minerals, and phytonutrients to children. Naturally flavored and sweetened.
- Carotenoid Complex studies conducted by U.S. Department of Agriculture and university scientists are published in the *American Journal of Clinical Nutrition* and other journals, showing that Carotenoid Complex can boost blood carotenoid levels and immunity, and protect LDL cholesterol and cellular lipids from oxidation.
- Flavonoid Complex™, the first whole-food flavonoid supplement, offers leading-edge, water-soluble antioxidant protection from fruits, vegetables, and green tea.
- Cruciferous Plus™ provides *vital* phytonutrients from cruciferous vegetables to support healthy cell growth and renewal, especially in tissues of the breast and prostate.
- Studies conducted at an independent scientific laboratory using stringent National Cancer Institute protocols show that Flavonoid Complex and Cruciferous Plus can inhibit the growth of human cancer cells in test tubes.
- "Gel-Gard" Enteric Protection System results in the highest potency supplement of beneficial microflora, Acidophilus Plus.



1999 - Present

- Nutriance® breakthrough skin care technology (with ACR, Vitamins E, C, A, green tea and echinacea), is proven to reduce fine lines and wrinkles by up to 28% in just 28 days.
- Human clinical studies prove Nutriance Renewing Antioxidant Treatment boosts antioxidant activity by 90%, protecting skin against free radicals and UV damages.
- SAB and Global Science Network (GSN) experts introduce cutting-edge GR² Control weight loss program proven to help the body achieve and maintain a healthy weight, helping to reduce the risk of diabetes, heart disease, and osteoarthritis.
- GR² Control® is clinically tested and proven to deliver the power of Glycemic Response Control, which maximizes fat burning, minimizes fat storage, and re-educates the body toward lifelong healthier eating habits.
- GR² Control® GR²eat bar contains a perfect balance of protein, carbohydrates, and fat needed to nourish your body and keep your blood sugar and insulin levels stable.
- GNLD introduces the most complete carotenoid supplement on the market! Every capsule of new Carotenoid Complex delivers the naturally-occurring power of an optimal serving of fruits and vegetables, including 15 different carotenoids. Each bottle contains the carotenoid equivalent of 250 pounds of the raw fruits and vegetables it's made from.
- 8x the antioxidant power of the original formula! The new Carotenoid Complex uses entirely lipid-extracted carotenoid concentrates in a base of pure olive oil for maximum benefit. One Carotenoid Complex capsule provides the antioxidant power of 800 IU of vitamin E or 400 mg of vitamin C!



GR² CONTROL

The Science of Successful Weight Loss

