
AVENA'S INDIVIDUAL CULTURED ENZYMES

ENZYMES—the Key to Life! Every living thing depends on enzymes. Enzymes are especially valuable in producing the energy required to run our bodies, and are essential for digestion. They help our bodies break down the foods we eat so that the nutrients can be utilized. When we have eaten cooked or processed food (which destroys most enzymes) our bodies actually sacrifice their own metabolic enzymes to digest that food. Our bodies contain a limited amount of “enzyme potential”—our ‘enzyme bank’ for metabolic ability, which has to last us a lifetime. To maintain our optimum enzyme potential for metabolism etc., we really only have two choices when it comes to digestion:

- Eat only foods high in natural enzymes, such as fresh raw fruits, vegetables, nut, seeds and berries, or
- Use supplemental plant-based enzymes to offset those lost in cooking or processing.

Avena's **N-Zymes** are plant-based, multiple, full-spectrum, high-potency, high activity level cultured Enzymes—active in a wide pH-range. Designed to assist the body in the assimilation and utilization of food nutrients, they should be taken with meals to replace the naturally-occurring enzymes lost during cooking and processing. They perform many different jobs including biological reactions in the body, without themselves being changed or destroyed. Unlike vitamins and minerals, enzymes are used over and over again by the body until completely utilized. Because they are the kick-starters for the chemical reactions involved in breathing, growth, reproduction, blood coagulation, regenerating, healing, combating disease, and every action and reaction that goes on in our bodies, it is vitally important for us to also take Avena N-Zymes on an empty stomach in between meals. You might say that if your body was a construction site, N-Zymes would be the Prime Contractors, ensuring that the ‘workers’ (friendly bacteria) and the building materials (vitamins, minerals, amino acids) are utilized in order for the job to be completed.

One of the first, or most obvious signs of an enzyme deficiency is poor or disturbed digestion, including excess gas, indigestion, heartburn, diarrhea and constipation, premature skin wrinkles, joint stiffness, gray hair, or a decrease in or a general lack of energy—these should not be accepted as ‘signs of aging’ as we are often lead to believe!

Avena's **GASTRIC N-Zymes** are multiple plant-based cultured Enzymes minus the protease, providing high potency enzymes and herbals to assist our bodies in healing gastric conditions, or sensitive stomachs as a preparation towards being able to utilize Avena's full spectrum multi N-Zymes. Gastric N-Zymes are intended to be taken with meals to replace naturally occurring enzymes lost during processing and cooking.

Consider Enzyme Therapy with Avena's Individual Cultured Enzymes:

Amylase is excellent for ingestion between meals when amylase deficiencies may be detected. Amylase enzymes break down carbohydrates (such as grains, bread, potatoes, noodles, pasta), and may be beneficial in cases of asthma, hay fever, air-borne allergies, joint immobility, insect bites, & poison oak/ivy, skin eruptions, acne, rashes, histamine reactions, mood swings, PMS, depression, fatigue, hot flashes, writer's cramps, neck and shoulder aches, and sinus conditions. Amylase will also help ease muscle soreness and pain following exercise.

Protease is intended for ingestion between meals when protein deficiencies may be detected. Protease digests protein (such as meats, fish, eggs) breaking it down into smaller units called amino acids. Not only protein from food, but also organisms composed of protein such as the protective coating on certain viruses or tumours, and toxins from dead bacteria, etc, found at any sites of injury or inflammation. Protease may be beneficial in cases of infection, fever, lowered immune response, hypoglycemia, PMS, osteoporosis, candida, high blood pressure, constipation, insomnia, hearing loss, gingivitis, colds/flu's, back problems, and acute traumatic injuries. Protease helps purify the blood.

Lipase is excellent for ingestion between meals to break down lipids and neutral fats (triglycerides) into glycerol and fatty acids. Lipase is important for cell permeability. Before Lipase can digest fat, bile (an emulsifier or degreaser) must break down the fat into smaller units. People who are low in HCl cannot make adequate bile for this complete process. As these are inter-related, lipase and protease deficiencies also contribute to low HCl.

Lipase is beneficial in chronic inflammatory conditions, lymphatic swelling, joint pain with swelling, or acne. Excellent results are experienced when used in weight management programs. Lipase deficiencies may show up as psoriasis, gallstones, cystitis (bladder infection), heart problems, incontinence, diarrhea, etc.

Faulty fat digestion in the digestive tract because of poor lipase activity is often a factor in cardiovascular diseases, such as the cholesterol that is similar to fat which can clog arteries. The fat in animal and fowl tissue contains lipase, as do some plants such as avocados and coconuts. However modern butter, for example, lacks the lipase of unpasteurized butter. In fact, fat in human obesity and in fatty tumors contain less lipase than does normal fatty tissue! When fats are eaten along with their associated enzymes the arteries and heart do not suffer.

Cellulase increases intestinal absorption of nutrients and is intended for ingestion between meals. It digests soluble fiber that is eventually converted to glucose. *It is the only enzyme that our bodies cannot produce*, therefore it must be obtained from food sources (all raw fruits, veggies, whole grains), or from plant-based enzyme supplements. It may be beneficial in cases of food allergies, toxicity, chemical blockage, mental fog, metal taste in mouth, liver swelling/pain, drug withdrawal, inability to digest raw foods and nuts, a yeast overgrowth from sugar intolerance (helps digest yeast-fungi), and pain syndromes. Cellulase helps to digest certain neurotoxins in the colon that would cause facial pain or facial paralysis (Bell's palsy). Cellulase transports nutrients into our cells while transporting toxins (including heavy metals) out of our cells.

According to the Surgeon General's report on nutrition and health, **8 out of 10 leading causes of death** in the USA are diet related! This fact points to the 'average' diet as the *reason* for our high rate of degenerative diseases. Wild animals are incapable of 'firing' foods (cooking is the biggest difference between their food and ours), and they are virtually free of diseases such as Cancer, AIDS, Diabetes, etc. However, when kept in captivity and fed a diet of 'fired', preserved foods, they surprisingly develop the same disease conditions as humans! Realizing this gives us the knowledge to reverse our dis-ease conditions by improving our daily dietary habits.

So, let's look at the differences between 'fired-foods' and living raw foods. Upon cooking, proteins, fats, and fibre, though still present are seriously altered. Some vitamins and minerals may be replaced by fortification during processing stages. But what about the naturally-occurring enzyme factors naturally found in all foods *before* cooking, processing, or preservation? Research has proven that heating at temperatures above 118 degrees destroys virtually all naturally-occurring enzymes in food! And as society continues to suffer the effects of an enzyme-deficient diet, we see it is **too costly to our health and quality of life to ignore the negative effects of 'dead' food**.

Enzymes power all physical movement, regulate organ function, generate the immune system, and help to digest our food. Even thinking and breathing depend on enzymes! Without the required enzymes in our food to sustain dietary integrity, our body is forced to continually sacrifice its "enzyme bank". Continual robbing of our metabolic enzymes for digestion purposes sacrifices the integrity of our immune system— This is clearly shown by our high rate of immune-related diseases (Dr. Kutchacoff, "*The Effects of Food Cooking on the Blood Formulas of Man*"). Without proper assimilation and utilization of nutrients in the gastric stomach area, the result is poorly digested, or worse, undigested foods moving into the colon, putrefying while creating extremely toxic by-products on the long trip to excretion.

Life-giving enzymes within food (or introduced as a supplement at the beginning of your meal) have the ability to begin, and even complete the digestion of food adequately—well before the body would be required to draw upon its own bank of enzymes. However, in the absence of enzymes, any remaining undigested material bypasses the uptake sites (villi) in our small intestines, collecting in the colon. Enzymes called from the pancreas by the pituitary gland are soon exhausted, leaving undigested foods to bacterial toxic breakdown and putrefaction—producing toxic by-products! These toxic by-products are then re-absorbed by the body, creating an even greater strain on an already overtaxed system (referred to as intestinal toxemia, which is associated with aging, degeneration and disease). Our livers, when working well, remove many of these harmful toxins, only to empty them directly back into the intestine! Toxins not handled by the liver get released for general circulation throughout the body.

Proteins are the building blocks for the body and are necessary for the transport of vitamins and minerals to the bloodstream, and are required in order for the body to make hormones and enzymes. A weakened pancreas fails to deliver the necessary proteins to the needed areas, contributing to degeneration. Without utilizable forms of protein, our bodies must use raw materials from our inner sources (catabolism) in order to function.

An extensive study by Dr. Henry Pottenger revealed that 'enzyme potential' is passed in genetic structure from one generation to the next. Groups of cats fed only raw enzyme-rich foods passed their abilities for high potential levels of enzymes to their younger generations. While groups fed only cooked enzyme-void foods rapidly deteriorated and passed their deterioration **into the genetic structure of their offspring**. Quite clearly, adequate levels of enzymes are essential in order for our bodies to utilize proteins, vitamins, and minerals. Enzymes truly are the **KEY** to life!

Assist your body by eating more fresh, raw and living foods, preferably in season and hopefully grown locally; buying foods with a “fresh” smell (as in tomatoes); trying to buy organically grown foods, buying the “whole” fruit or vegetable instead of cut food where enzymatic changes have been initiated. When cutting your food at home for serving, slice it on a slant or angle to help preserve its electrical viability. Supplement your meals with Avena’s multi N-Zymes. Consider enzyme therapy using Avena’s Individual Cultured Enzymes in between meals on an empty stomach along with multi N-Zymes when the need is indicated.

For vibrant health—Avena’s full-spectrum Cultured Enzymes—active in acid or alkaline conditions!



DID YOU KNOW???

AVENA’S PRODUCTS ARE COSTING YOU LESS!!!

Every active member should have received this very important newsletter entitled “OUR MEMBERS HAVE AN EXCITING FUTURE WITH AVENA ORIGINALS!”. In that June newsletter, we announced that we were required to increase the purchase price of most of our products effective July 1, 2006. However, with our new ‘Personal Rebate Program’, you are entitled to receive a rebate at the end of the month (10% of the available rebates of every product you purchased when you have placed a qualifying order of just \$39.95 the previous month). Upon reviewing the cost-comparison sheet included with our June newsletter, you will see that you are actually paying LESS THAN EVER BEFORE for almost every Avena product! So in reality—we had a “PRICE DECREASE”! That’s right – YOUR NET PRICE is NOW LOWER than EVER!!!

So get EXCITED — spread the GOOD NEWS — ENJOY some of the most effective lifestyle products ever... NATURE – NOTHING ADDED – NOTHING TAKEN AWAY!

Raw-4-Life Recipes

October 2006

Goji Meets Waldorf

by Lauri Germain, Avena Member — Edmonton, AB

Serves: 1– 2

- ¼ cup Avena’s goji berries, soaked in ½ cup spring water
- ¼ cup raw walnuts, coarsely chopped, soaked in ½ cup spring water with a pinch of Celtic sea salt
- ½ cup diced celery
- ½ cup green seedless grapes, halved
- ½ cup diced apple with skin on (Golden Delicious, or any apple you prefer to eat raw)
- 1 Tbsp. fresh squeezed lemon juice
- 1 Tbsp. liquid raw honey
- 1 Tbsp. Avena’s hemp oil
- several small Romaine lettuce leaves
- pinch of Avena’s Celtic sea salt
- one or two walnut halves for garnish

Overnight, or several hours in advance: soak the goji berries and walnuts in two separate bowls at room temperature, then drain (make sure you drink the soak water from the gojis!). Combine goji berries, walnuts, celery, grapes and apple in a medium-size mixing bowl. Drizzle next 3 ingredients over and toss to coat. Arrange lettuce leaves on a serving plat and top with combined mixture. Sprinkle with a pinch of Celtic sea salt (for delicious sweet-salty flavour), and garnish with walnut halves. Serve immediately – best at room temperature.

Avena Originals

RAW CHOCOLATE & GOJI BERRY

UPCOMING LAUNCH PARTIES

FEATURING LIVE DEMOS!

SAMPLE — Avena's Exotic Raw Super Foods
LEARN — Basic Raw Food Preparation Techniques

OCTOBER 17 — Prince George, BC

HSN Wellness Centre, 1209 – 5 Ave. – 7:15 pm

Presented by: Theresa-Maria Fournier

For more information contact: Theresa-Maria @ (250) 564-4760 – Admission: FREE

OCTOBER 19 — Red Deer, AB

Holiday Inn 67th, 6500 - 67 St. – 7:15 pm

Presented by: Martin & Charlene Wieler, Health Consultants & Raw Food Chefs

For more information contact: Charlene @ (403) 314-2351 – Admission: \$5.00

NOVEMBER 2 — Calgary, AB

Holiday Inn Airport, 1250 McKinnon Dr. N.E. – 7:15 pm

Presented by: Martin & Charlene Wieler, Health Consultants & Raw Food Chefs

For more information contact: Charlene @ (403) 314-2351 – Admission: \$5.00

NOVEMBER 21 — Edmonton, AB

Best Western (Cedar Park Inn), 5116 Gateway Blvd. – 7:15 pm

Presented by: Martin & Charlene Wieler, Health Consultants & Raw Food Chefs

For more information contact: Gloria @ (780) 962-0084 – Admission \$5.00

Interested in hosting an Avena Raw Super Foods Launch Party in your local community?

Contact Charlene at 1-800-207-2239 or via email charlene@avenaoriginals.ca
for more information, and to hear how Avena Originals will help!

TASTE and EXPERIENCE the ENERGY of AVENA'S Exotic 100% Raw SUPER FOODS!

AVENA ORIGINALS

RAW CHOCOLATE & GOJI BERRY

RECIPE CHALLENGE

The Avena Originals Raw Chocolate & Goji Berry Recipe Challenge is your opportunity to discover your hidden talents in raw and living foods preparation! Create brand-new delicious raw delights, or convert some of your family favorites to living foods with Avena's Raw Cacao Nibs and Goji Berries. Enter our raw recipe contest for your chance to win sixty exciting prizes!!! A fabulous opportunity to equip your kitchen with many top-of-the line appliances, making your raw food preparation a breeze! **WE'VE EXTENDED THE DEADLINE!!! So don't wait any longer... start "uncooking" today!**

Sixty (60) Prizes To Be Won!!!

Thirty (30) Qualifiers will each win their choice of:

- one (1) 16 oz. package of Avena's Raw Pristine Cacao Nibs, or
- one (1) 12 oz. package of Avena's Raw Pristine Goji Berries

Nine (9) Semi-Finalists will be gifted with:

- an autographed copy of Ron Garner's latest book "Conscious Health" — just released! (previous titles "After The Doctors... What Can You Do?" and "The 4 Keys to a Long Life")

Three (3) Finalists will each receive:

- a Champion Juicer, Heavy-Duty Commercial Model
- a complete set of the Boutenko "Raw Family" books, including:
 - one (1) book Green For Life, by Victoria Boutenko
 - one (1) book 12 Steps to Raw Food, by Victoria Boutenko
 - one (1) book Eating Without Heating recipe book by Sergei and Valya Boutenko
 - one (1) book The Raw Family, A True Story of Awakening, by the Boutenko Family
- one (1) book "Rainbow Green Live-Food Cuisine" by Dr. Gabriel Cousens

One (1) Grand Prize winner will receive:

- an Excalibur 9-Tray Food Dehydrator, complete with 26 hour timer, 9 teflex sheets and 10 year warranty (your choice of colour)
- one (1) DVD "Rainbow Green Live-Food Cuisine" by Dr. Gabriel Cousens
- one (1) DVD "Greens Can Save Your Life" by Victoria Boutenko
- one (1) book "Spiritual Nutrition" by Dr. Gabriel Cousens (his newest release!)
- one (1) book "Conscious Eating" by Dr. Gabriel Cousens
- one (1) book "Depression Free For Life" by Dr. Gabriel Cousens

As an additional bonus, recipes published in an Avena Originals Newsletter during our Raw Chocolate and Goji Berry Recipe Challenge will receive their choice of one 16 oz. package of Avena's Raw Cacao Nibs, or one 12 oz. package Raw Goji Berries!

- More EXCITING PRIZES are STILL TO COME, and will be announced in future newsletters and online! Stay connected via www.avenaoriginals.com/rawrecipechallenge

Contest Close Date: January 31, 2007

Categories:

1. Raw Chocolate
2. Raw Goji Berries
3. Raw Chocolate & Goji Berries Combined

How To Enter:

- Submit your recipe entries online at www.avenaoriginals.com/rawrecipechallenge or via email to Charlene our Raw Foods Lifestyle Specialist at charlene@avenaoriginals.ca or members without internet access may postal mail their entries to Avena Originals, #20, 6200 – 67A St., Red Deer, AB, T4P 3E8.
- Entries must be received on or before Wednesday, January 31, 2007.
- All entries must include the following to be eligible to participate or win:
 - a photo of your gorgeous raw creation,
 - your name, address, telephone number & email address-if available,
 - the name of your dish (be creative with this... it plays a big part!),
 - your complete recipe, including: ingredient list, exact measurements or weights, complete preparation instructions, serving size, and equipment used.
- Please be sure to also indicate your preference of FREE super foods (Cacao or Goji Berries), in the event that your recipe is selected as one of our semi-finalists, or printed in one of our monthly newsletters during the contest.

Contest Rules & Regulations:

- Contest open to all members of Avena Originals with active memberships.
- Staff of Avena Originals are ineligible to participate.
- Participants must have purchased their Raw Chocolate and Goji Berries from Avena Originals in order to participate, or be eligible to win.
- Recipes must be original, and not a duplication of someone else's work. So be creative!
- Submit as many entries as you like (however, each of your entries must be unique from any other entries you submitted).
- All recipe ingredients must be 100% raw, using only live plant foods.
- No soy, artificial sweeteners, yeast, grains, maple syrup or animal products permitted. For complete details, including a list of ingredients to avoid, go to our website.
- Avena Originals reserves the right to edit, publish, promote and otherwise use recipe entries and photos without further permission or notice.
- Failure to comply with contest rules may result in a contestant's disqualification.
- All entries are subject to verification prior to awarding of prizes.

Contest Details:

- Recipes are posted online as received, complete with photo submitted with entry.
- **QUALIFIERS:**
 - Thirty (30) Qualifiers will be selected by Avena staff — ten (10) in each of the three (3) categories. Recipes will be judged based on taste, texture, overall level of creativity, originality, presentation of recipe in photo, availability of ingredients used, etc.
 - Qualifying recipes will be announced online on Monday, February 5, 2007, 11:30 am M.S.T.

NOTE: Semi-finalist and finalist voting will be interactive, and will take place online via Avena's website! Anyone with internet access and a valid email address will be able to vote. Online voting will not be restricted to Avena members, so please invite your family, friends, co-workers, friends in online bulletin boards, or acquaintances in online raw communities to join our contest by submitting their vote for their favorite raw recipe! Even if you do not have a recipe entered, the online voting portion of our contest is an awesome way to introduce your family, friends and co-workers to Avena Originals!

- **SEMI-FINALISTS:**
 - Online interactive voting for our semi-finalist round will begin on Monday, February 5, 2007 at 11:30 am M.S.T., and ends Monday, February 19, 2007 at 9:00 am M.S.T.
 - Based on results from the online votes, entries will be narrowed down to nine (9) Semi-Finalists — three (3) in each of the three (3) categories.
- **FINALISTS:**
 - Online interactive voting for our finalist round will begin on Monday, February 19, 2007 at 11:30 am M.S.T., and ends Monday, March 5, 2007 at 9:00 am M.S.T.
 - Based on results from the online votes, entries will be narrowed down to three (3) Finalists — one (1) in each of the three (3) categories.
- **GRAND PRIZE WINNER:**
 - Our Grand Prize Winner will be selected through an anonymous, prestigious live food education centre by their certified live food instructors.
 - Each of the three (3) finalist recipes will be prepared and individually graded.
 - Avena's Raw Chocolate and Goji Berry Grand Prize Winner will be contacted on Monday, March 12, 2007 via telephone by the President of Avena Originals.
 - Once contacted, our Grand Prize Winner will be announced online, and published in our April 2006 newsletter!

Distribution of Prizes:

- Prizes will be distributed at the conclusion of our contest once our Grand Prize Winner has been contacted and announced.

For Complete & Up-To-The-Minute Contest Details:

Be sure to check out our website often for details — including voting specifics, many more exciting grand prize announcements, etc. **Stay connected at www.avenaoriginals.com/rawrecipechallenge**

A Special Thanks to Our Corporate Sponsors:

Avena Originals would like to extend our sincere gratitude, and thank our corporate sponsors for being a part of our Raw Chocolate and Goji Berry Recipe Challenge! Our Raw Foods Lifestyle Specialist was very selective in her choice of sponsors—we're proud to have you join us!!! Your contributions and participation are valued and much appreciated!

Corporate Sponsors:

Excalibur Products, manufacture of the Excalibur Dehydrators

Contribution: an Excalibur 9-Tray Food Dehydrator, complete with 26 hour timer, 9 teflex sheets and 10 year warranty!

Valued at: \$399.35 USD

Website: www.excaliburdehydrator.com

Telephone: 1-800-875-4254 or (916) 381-4254

Namaste Publishing Inc., Canadian Publisher of Conscious Health

Ron Garner, Author of Conscious Health

Contribution: Nine (9) autographed books "Conscious Health" — just released!!!

(previous titles: After the Doctors... What Can You Do?" and "The 4 Keys to a Long Life")

Valued at: \$27.95 CDN or \$24.95 USD each

Website: www.namastepublishing.com

Telephone: (604) 224-3179

The Boutenko Family (also known as "The Raw Family")

Contribution: three (3) books "Green For Life", three (3) books "12 Steps to Raw Food", three (3) books "Eating Without Heating", three (3) books "The Raw Family: A True Story of Awakening", one (1) DVD "Greens Can Save Your Life"

Package valued at: \$171.35 USD

Website: www.rawfamily.com

Telephone: (541) 488-8865

The Tree of Life Rejuvenation Centre and The Tree of Life Foundation

Contribution: one (1) DVD "Rainbow Green Live-Food Cuisine" by Dr. Gabriel Cousens, three (3) books, "Rainbow Green Live-Food Cuisine" by Dr. Gabriel Cousens, one (1) book "Spiritual Nutrition" by Dr. Gabriel Cousens (his newest release!), one (1) book "Conscious Eating" by Dr. Gabriel Cousens, one (1) book "Depression Free for Life" by Dr. Gabriel Cousens

Package valued at: \$351.95 USD

Website: www.treeoflife.nu

Telephone: 1-866-394-2520

Plastaket Manufacturing Co., manufacturer of Champion Juicers

Contribution: three (3) Champion Juicers, Heavy-Duty Commercial Model

Valued at: \$259.00 USD each

Website: www.championjuicer.com

Telephone: 1-866-935-8423