

VITAMIN SUPREME A Complete Vitamin Complex

Avena Originals is excited to introduce our Vitamin Supreme—another Michael O'Brien formula—a Complete Vitamin Complex—into our dynamic line of products. Years of unrelenting requests by our members have clearly demonstrated the need for a vitamin supplement that can easily and conveniently help you and your family meet your daily nutritional needs, while addressing potential deficiencies.

WHY SUPPLEMENT?

Funny how in the twenty-first century, we have bigger houses-but smaller families, more conveniences-but less time, more degrees-but less sense, more knowledge-but less judgement, more experts-but less solutions, and more medicine-but less wellness! In fact, we spend more money on healthcare and research than ever before, we are taking more drugs than ever before, and are sicker than ever before. According to the World Health Organization, North Americans are some of the unhealthiest people in the world!

Astonishingly, science and medical professionals suggest that today's parents may be the first generation in history where parents will outlive their children. Why? While there is a health food store in almost every small town, the rates of disease (cancer, heart disease, stroke, diabetes, etc.) keep increasing, proving that almost no one is totally nourished today. Commercial agriculture, through the use of petroleum-derived pesticides, synthetic herbicides, chemical fertilizers, hybridization, genetic modification, irradiation, the injection of growth hormones and antibiotics into livestock—undeniably comes at a price.

OUR SOILS AND FOOD ARE DANGEROUSLY DEFICIENT

Due to years of depletion, our soils around the world are sick! According to a report published by the Earth Summit on the nutrient content of soils around the world, held in June 1992, their findings revealed depletion as follows:

Australia	55%	Asia	76%
Europe	72%	South America	76%
Africa	74%	North America	85%

In April 2002, the Medicine Today Journal reported that iron in spinach dropped by 60 percent in the last 50 years, broccoli and carrots lost 75 percent of their magnesium, and watercress lost 93 percent of its copper. Unfortunately, minerals are not the only nutrients missing due to conventional farming. Evidence suggests that the vitamin content of fruits, vegetables and grains have also seriously declined over the past 50 years. In 1999, nutritionist Alex Jack started to compare nutrient values in the Department of Agriculture handbook to those published in 1975. He found that cauliflower had 40 percent less vitamin C than it did in 1975. Then in March 2001, working with nutrient tables from 1963, Alex discovered the vitamin C content of peppers had plummeted from 128 milligrams to 89 milligrams. The pro-vitamin A in apples had dropped from 90 to 53 milligrams, broccoli and collard greens had lost 50 percent of their total pro-vitamin A content.

Back in 1900, wheat was 90 percent protein—sadly, that number has dropped to a mere 9 percent. Today, you would have to eat 10 slices of bread to get the same amount of nutrients formerly available in one slice. In 1948, 100 grams of spinach contained 158 milligrams of iron—by 1965 that number dropped to 27 milligrams—and in 1973, the number plummeted to just 2.2 milligrams. Today, the level is so low that it is

not suspected to exceed 1 milligram. Yet another study, documenting the historical decline in mineral content of fruits and vegetables between 1930 and 1987 revealed that modern potatoes have 40 percent less potassium in them than potatoes grown 50 years ago, and tomatoes contain 90 percent less copper. In terms of fruit, the same study found that apples contain two-thirds less iron than previously—same with oranges and apricots.

Repeatedly, researchers discovered the same alarming trend, and that is that foods are less nutritious today than they once were. Even organically grown produce (although vastly superior to commercial produce) is not as nutritious as it was 100 years ago. For nearly a century, we have been mining our soils, without replacing a full range of minerals. Stimulated by NPK fertilizers (nitrogen, phosphorous and potassium), plants will grow, but are seriously deficient in vital trace elements—in their absence, these plants take up heavy metals such as aluminum, lead and mercury from the soil.

SUPPLEMENTATION MAKES GOOD SENSE

So if our soils are deficient, our food is deficient... then so are we! In 1936, US Senate Document #264 stated “We can’t eat enough fruits and vegetables to supply our bodies with the nutrients we require for perfect health, because our stomachs aren’t big enough to hold them. Food is stretching our stomachs!” Now that’s a statement! In that same document, printed in 1936—that’s 70 years ago!—the US Senate stated that “99 percent of the American people are deficient in minerals, and a marked deficiency in any one of the more important minerals actually results in disease.” Consequently, they recommended that the diets of farm animals and people be supplemented. And since that time, the only real change is that the problem has worsened—today’s soils (including organic) are lacking essential nutrients, and that is reason for concern.

Sick soils lead to sick people! Dr. Linus Pauling, Ph.D., winner of 2 Nobel Prizes stated “You can trace every sickness, every disease, and every ailment to a mineral deficiency.” Today, researchers estimate that the average person in North America is suffering from over 14 mineral deficiencies. Clearly, vitamin and mineral supplementation make good sense in today’s world. Recently, the Journal of the American Medical Association unexpectedly reversed its long-standing position, and declared that doctors should now recommend that all patients, even healthy ones, routinely take vitamin and mineral supplements.

Additionally, an alarming new study published in the Journal of Food Composition and Analysis confirms that Americans are getting nearly one-third of their calories from junk foods: soft drinks, sweets, alcoholic beverages, and salty snacks. Clearly, we are a nation of people that are all together overfed and malnourished. Yet people keep turning to foods void of any nutritional value because they taste good. According to a recent national survey, over half of all Americans do not drink a glass of juice, eat one serving of vegetables, or consume a piece of fruit daily. And only 40 percent eat 3 to 5 servings of vegetables daily. Only 20 percent eat the recommended 2 to 4 servings of fruit each day.

But did you know that food cravings and overeating are caused by deficiencies and imbalances within the body? Weight gain and the habit of overeating are directly related to eating de-mineralized foods. Poor elimination and a sluggish colon (your body hanging on to toxins and wastes that should normally be removed through proper elimination channels), slows down all systems, including weight loss programs.

THOSE MOST AFFECTED BY VITAMIN DEFICIENCIES

According to Linda Page, N.D., Ph.D., “Even though their minute size and amounts in the body, vitamins are absolutely necessary for growth, vitality, resistance to disease, and health aging. It is impossible to

sustain life without them. Even small deficiencies can endanger the whole body.” For those not eating properly, vitamin and mineral supplements are essential to maintain basic levels of health.

People most affected by vitamin deficiencies include:

- Women with excessive menstrual bleeding who may need iron supplements.
- Pregnant or nursing women who may need extra nutrients during pregnancy.
- The elderly, many of whom do not even get two-thirds of the RDA for magnesium, iron, vitamin A or C. (Note: The elderly take more than 50 percent of all medication prescriptions in the U.S. Since 90 out of the 100 most prescribed drugs interfere with normal nutrient metabolism, it is a sad fact that many older people don't absorb much of the nutrition they eat.)
- Everyone on medications, which interfere with nutrient absorption, digestion or metabolism.
- People on weight loss diets, or extremely low caloric intake.
- People at risk for heart and circulatory blockages, and those at risk for osteoporosis.
- People who have recently had surgery, or suffer from serious injuries, wounds or burns.
- People with periodontal disease.
- Vegetarians (especially those who cook their foods), who may not receive enough calcium, iron, zinc or vitamin B₁₂.

REASONS TO SUPPLEMENT

- overuse and misuse of antibiotics
- deficient soils and crop nutrient loss
- fast foods/poor food choices
- genetically modified foods
- daily stress and fast-paced lifestyles
- pesticides and herbicide use
- decreased immunity
- food-storage extenders, preservatives, etc.
- overcooking and microwave cooking
- environmental stress, EMF pollution, etc.
- food irradiation, pesticides, and herbicides
- enzyme depletion, poor digestion & elimination
- medications or surgeries affecting absorption
- because you care about your quality of life!

WHAT MAKES OUR VITAMIN SUPREME FORMULA ORIGINAL?

Quite simply, it's a complete Vitamin Complex with high-quality ingredients, balanced with the necessary minerals and enzymes to ensure absorption. In addition, the calcium to magnesium ratio is balanced with 3.8 parts magnesium to 1 part calcium.

This may come as a surprise to many, but did you know that your body cannot absorb vitamins without minerals, and you need protein to absorb minerals, but without enzymes, your body cannot utilize proteins? So when we look to supplement with this understanding, knowing that we need the essential building blocks (vitamins, minerals and proteins), we quickly respect and appreciate the role enzymes play. Unfortunately, most who supplement in today's world are starting at the wrong end of the spectrum with vitamins and minerals... first and foremost, we need enzymes! And, as usual, in order for your body to absorb a multi-vitamin formula, it must be balanced!

Plus, many nutritional supplements on the market contain toxic ingredients—for example, soft-gel capsules often contain hydrogenated oils as fillers. Some of the vitamin companies are adding artificial colors (chemicals extracted from coal tar), synthetic sweeteners (aspartame), corn starch, dextrose, sodium benzoate, polyethylene, glycol, and a host of dangerous, toxic, disease-promoting ingredients into their supplements. This is why an increasing number of respected health professionals are encouraging their patients to search for reputable nutritional companies, and to invest in good quality supplements.

Each year, Americans spend in excess of 7 billion dollars on multi-vitamin formulas—even mainstream supermarkets carry shelves full of pills, powders and tablets. Once more, the key is absorption! Colon therapists report commonly seeing undigested tablets passing through during colonic irrigations—proving that not all supplements (especially those in tablet form), are being utilized by the body. Really, when it comes to cost and saving money—the most expensive supplements are those that don't work!

DOES THIS FORMULA REPLACE THE NEED FOR ENZYMES AND MINERAL SUPPLEMENTS?

No, this is a vitamin complex. Minerals are in this complex to complete the balance, and to ensure absorption. The proprietary enzyme blend (amylase, protease, maltase, lipase and cellulase) are in the formula to ensure that the carriers are also in the correct form for absorption—without enzymes, nothing works. phyto-nutrients help make all the vitamin and minerals work in our bodies. Taking Vitamin Supreme with your daily servings of Toco—loaded with phyto-nutrients, anti-oxidants, and amino acids (the building blocks to protein)—would be dynamic!

Because the proprietary enzyme blend is in this formula specifically to ensure proper breakdown of the Electrically Available[®] vitamin matrix, it is essential to continue daily supplementation with Avena's N-Zymes. Through mineral soil depletion, natural enzymes are steadily being eliminated from our food supply. Since plants must obtain their minerals from the soil, and studies have repeatedly shown that plants will gradually sacrifice their own enzymes to micronize minerals so they can live when grown in mineral-deficient soil. So right from the start, the vast majority of today's plants are lacking essential enzymes. Enzymes are the spark of life, and without them, you could not digest or absorb your food, talk, walk or even breathe.

And in terms of minerals, ninety-five percent of the activities carried out by our bodies are run by minerals—our biochemistry is mineral-dependant. So our 'Real at Last' Minerals, which have an electric synergistic compatibility so that our bodies can recognize them as food, are essential to good health. Strategically, we are fearfully and wonderfully made! One-a-day tablets cannot possibly meet all our needs.

NIACIN FLUSHING—YET ANOTHER BENEFICIAL CLEANSE

While there are many detoxification programs on the market, few of them acknowledge the fact that numerous toxins are stored in hard-to-reach fatty tissues. Niacin in large quantities expands blood vessels up to two to three times their size, including the capillaries. This expansion helps both for delivering more nutrients to the hard to reach extremities of the body, as well as eliminating toxins stored in these hard-to-reach tissues. Large amounts of niacin can also be used to combat high blood pressure as well as lower high cholesterol levels (LDL cholesterol by 10-25%, and triglyceride levels by 20-50%, and HDL—the good cholesterol—is increased by 15-35%). This cleanse is suggested for anyone who wants to receive the positive effects of a niacin flush. For example, athletes and body builders to help eliminate lactic acid more effectively.

To achieve this flushing effect, simply take 6 to 10 capsules of Avena's Vitamin Supreme on an empty stomach with a full glass of water. Your body will show elimination of toxins through the niacin flush by harmless and short-lived sensations—ranging from a mildly pleasant warm flush, to tingling, to extreme skin flushing resembling a sun burn, itching, gastric disturbances, and lowering of blood pressure. However, the body will only experience these sensations or "niacin flushing" effects if the body is deficient in niacin. Unless you want to experience the niacin flush, we recommend that you start with 2 capsules of the Vitamin Supreme, taken twice daily with meals, gradually working your way up to the daily recommended amount, which is 4 capsules taken twice daily with meals.

So if you're looking for a vitamin complex, be assured that Avena's Vitamin Supreme is complete, balanced, and perhaps the only multi-vitamin formula on the market with an enzyme enhancement system directed at optimal assimilation and utilization!

SOON TO BE AVAILABLE THROUGH AVENA ORIGINALS...

“Green For Life” – Victoria Boutenko’s long-awaited book!

Have you tried the recipes for Green Smoothies from the previous Raw-4-Life section? If not, you’re missing out!!! For a limited time, Avena will carry this latest best-seller in raw food books, which is all about greens and green smoothies—loaded with exciting information about one of the “missing links” to most diets! Victoria approaches human nutrition from a totally new angle, comparing the human diet to the diet of chimpanzees. A fascinating read, written in clear style, illustrated with anecdotes, diagrams, pictures, and many more recipes. **Only \$16.95 CDN!**

Raw-4-Life Recipes

Blueberry Mylkshake

by Charlene Wieler (aka KiWiGiRl)

Cool, smooth and creamy - this recipe is easy to make, and so tasty! A DELICIOUS milkshake, without the dairy—perfect for a hot summer’s day! This recipe serves four, so invite your friends over for a raw treat. They’ll be amazed!! ENJOY. ☺

First, make your almond mylk by combining the following ingredients in a blender:

1 cup raw almonds (soaked for a minimum of 8 hours, then rinsed well)

4 cups water

4 large pitted dates

1/2 tsp. Frontiers Alcohol-free vanilla extract or 1" piece vanilla bean

Blend on high until the almonds and dates are blended as finely as possible. Strain through a nut milk bag, cheesecloth or fine strainer.

Once strained, pour the almond mylk (minus the pulp) back into your blender and add:

4 to 5 frozen ripe bananas

2 cups frozen blueberries

Depending on the strength of your blender, you might have to break up the frozen bananas, adding only a few pieces at a time. Blend until smooth and serve immediately. Left over almond mylk should be stored in the refrigerator in a glass container, and will keep for up to four days.

Delicious Variations:

- ☞ replace the 2 cups frozen blueberries with 2 cups frozen strawberries, or your favorite frozen fruit.
- ☞ once blended, add 2 to 4 Tbsp. of Toco and blend till well mixed, or stir the Toco into your glass.
- ☞ add 2 to 4 Tbsp. cacao nibs before adding the frozen bananas (or other frozen fruit) for an amazingly fruity, yet chocolaty milkshake! My favorite is cacao, blueberry, and banana.

GOT NUT-MILK?

Make nut milks with ease... Enjoy delicious milkshakes—without the dairy!

This re-useable nut-milk bag makes creamy nut and seed milks, juices wheat grass, fruits & vegetables, and sprouts nuts & seeds too! **COMPLETE WITH RECIPES...Only \$12 CDN.**

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