

Avena News

Avena Originals
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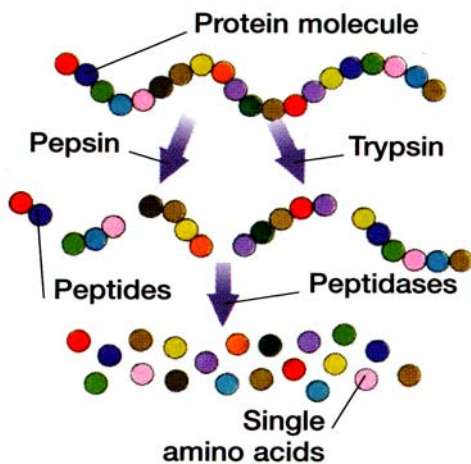
Tocotrienol Complex **A Powerful Hypoallergenic, Cholesterol-Lowering,** **Anti-Diabetic Whole Food Supplement**

Toco™ is a great tasting, superior whole-food supplement formulated to assure balanced nutrition. Mild and highly utilizable, this balanced formula provides a stable variety of essential nutrients necessary to properly fuel a healthy body. Toco™ provides highly concentrated antioxidant vitamins and pro-oxidant nutrients including Tocotrienols. Research on its base, organic rice bran, shows it lowers cholesterol (*Atherosclerosis* March 2002), stops cholesterol oxidation (that causes heart disease), improves the glucose levels in Type 1 and Type 2 diabetics, and inhibits leukemia, breast, colon, and liver cancer; counteracts stress in animals and also protects arteries in mice [*Biol Pharm Bull* 1998 Oct 21 (102) 1072-6]. The patent pending for this product shows over 109 different anti-oxidants present. Toco helps stimulate plasma and liver cholesterol conversion to additional bile acids rather than allowing cholesterol deposition or reabsorption in the body [*Cereal Chemistry* 2000 July-August: 77(4), 518-521] and helps bind bile acids. The ability of Toco™ to regulate glycosylated hemoglobin levels (which rises in the blood of diabetics when blood glucose levels have not been controlled and are abnormally elevated) makes it a really powerful food for those who have been labeled as 'diabetic'.

WHAT ARE TOCOTRIENOLS?

Tocotrienols are an exceptional natural source of Vitamin E found to be up to 6000 times more powerful than alpha Tocopherols. The term "Vitamin E" refers to a class of *fat-soluble antioxidants* consisting of both Tocotrienols and Tocopherols. They help protect DNA, also low-density lipoproteins and polyunsaturated fatty acids from free-induced oxidation. Recent studies in clinical nutrition have confirmed that vitamin E, long considered "a vitamin looking for disease" plays an essential role in maintaining the structure and function of the human nervous systems, as well as being a powerful antioxidant that prevents free radical damage and enhances the immune system. Antioxidants become incorporated in cell membranes to scavenge free radicals that would damage lipids and weaken the most basic cellular defensive line; in immune cells, it strengthens and provides the membranes surrounding the lysosomes. Antioxidant functions are not only associated with lower DNA damage, and lower tumor formation, but also anti-cancer activity. One double blind, cross-over study concluded that tocotrienol antioxidants help protect against Atherosclerosis since tissue injury from free radicals is the final pathway of damage in the diseased artery. Tocotrienols were shown to cause a decrease in thromboxane levels by 20 – 26% and a decrease in platelet aggregation (clumping of blood).

COMPLETE PROTEIN COMPLEX



Many disease conditions can be directly related to protein (amino acid) deficiency because of the lack of Protein or the lack of proper digestion of protein. Although the sources of protein in the average North American diet is the most difficult dietary constituent to digest, it is the most important nutritional factor to consider. Next to water, protein makes up most of the weight of our bodies. Proteins exist in every cell and are essential to life; they are also vital to processes, such as carrying vitamins and minerals to the cells (water is the transporter). They are the fuel that allows your liver to produce over 3000 different metabolic enzymes, hormones and glucose. The enzymes and hormones your liver produces, stimulates your entire endocrine system, all the way from your reproductive organs – right up to your pineal gland. Proteins are critical to the immune system and the key to maintaining proper blood glucose levels.

Not often can you find a complete digestible and utilizable whole-food supplement that provides your body with all 22 naturally-occurring essential and non-essential amino acids that are the building blocks our bodies use to make the specific proteins it needs. ***The value of a protein is determined by its amino-acid profile.*** You must understand that your body does not really want protein – it wants, and needs, all of the 22 amino acids found in

nature's whole foods. The importance of receiving a sufficient level of the all the amino acids, including the 'controlling' amino acid, high-quality lysine, cannot be stressed enough. We must have a constant supply of amino acids to build the proteins that create our body tissues and influence our body's weight, shape and tone, especially for bone, cartilage, and muscle. These individual amino acids are linked together into long chains called Polypeptides. With proper conversion, twenty-two amino acids are re-assembled by the body into the thousands of different proteins it requires.

The liver, our largest internal organ, is the main site of, and the regulator of, amino acid metabolism. Since the liver detoxifies our blood, it becomes the most abused organ in our body, with our exposure to toxins in this modern life-style. Also among the liver's vital functions are metabolizing essential fats (and thus, preventing their accumulation in the bloodstream), synthesizing necessary blood proteins, breaking down and eliminating toxic substances, and secreting bile. The liver converts nutrients into a usable form for cell use in other parts of the body—our cells depend on a healthy liver for its nutrients. There are eight (8) considered extremely important. If all eight (8) are present, in the same meal, it is considered a complete protein. When your body needs protein and you haven't provided it from the foods you eat, your body will steal proteins from connective tissue including the liver and from the muscle tissues in all parts of your body, especially your bowel. This process is called Internal Cannibalism. Your body cannot make body tissues such as muscles, skin, hair, lungs, heart, brain, hormones (the body's regulators and long distance chemical communication system, and enzymes (for digestion and all chemical reactions in the cell, without which life is impossible), and digestive acids (without which you would starve to death) from your food unless all 8 essential amino acids are present at the same time in the same meal.

Toco™ is the fuel for detoxifying and rebuilding the liver. When used on a regular basis, it helps to provide an increased level of protection against cellular damage. Together with its amino acids, it provides a dense nutrient-rich source of vitamins and minerals that help to support body organ functions. The naturally occurring glutamine amino acid in Toco™ helps with addictions and sugar cravings.

Tocotrienol Complex

Fortified with all 22 Amino Acids

1. ***Alanine –***
2. ***Arginine –***
3. ***Asparagine –***
4. ***Aspartic Acid –***
5. ***Cysteine – ****
6. ***Glutamine –***
7. ***Glutamic Acid –***
8. ***Glycine –***
9. ***Histidine –***
10. ***Valine - ****
11. ***Isoleucine – ****
12. ***Leucine – ****
13. ***Methionine – ****
14. ***Phenylalanine – ****
15. ***Proline –***
16. ***Serine –***
17. ***Threonine – ****
18. ***Tryptophan - ****
19. ***Tyrosine – ****
20. ***Lysine – ****
21. ***Hydroxylysine -***
22. ***Hydroxyproline -***

**** = Essential Amino Acids***

Essential means that your body cannot make them – you must get them from food!

RICH IN ESSENTIAL LIPIDS

Essential fatty acids are vital for dietary integrity. Lipids are stored in the body as energy reserves and in fact 80% of the brain is made up of lipids (your brain even needs cholesterol and sea salt!). The modern diet offers fats that have been processed and altered and thus unusable by the body. Toco™ supplies a full complex of the essential fatty acids necessary to maintain proper organ function, as well as helping revitalize the skin, hair, and cellular efficiency.

Research has shown tocotrienols are the most potent of all the lipid soluble antioxidants. Avena's Toco™ is a whole-food concentrate; there are no refined sugars, fillers, nor added substances. An excellent alternative to whey and soy.

Wow – What a Product – BUT DOES IT WORK?

“Dear Avena:

I am sorry it has taken so long to write a testimonial letter to you.

I began using Avena products in October of 1999. I have been an insulin-dependent diabetic for 37 years. After four weeks of taking your products, and changing my diet, I had to reduce my insulin intake by one-half. My doctor ran a lot of tests after I had been doing this for 3 months. He said it is remarkable. He in turn sent me to see my endocrinologist. She said, “No, it is not remarkable, it is astounding!” They are both encouraging me to continue doing what I am doing.

I now use quite a number of your products and I cannot recall having ever felt better. A friend with Lupus is having rather remarkable results as well.

Thank you Avena. Paul P. Victoria, BC”

“October 30, 2003 Avena Originals:

My name is E Anderson. I live in Edmonton, Alberta and am 74 years old. First, I want to thank God that I was made aware of Avena products when I was.

I had been a diabetic for over 20 years. Later, I developed high blood pressure and an enlarged prostate. In late Dec 2001, I began a bout with diarrhea that lasted for 5 months. It became so severe I had to wear diapers. I lost 60 lbs in that same 5 months. Energy dropped to almost nil.

A visit to Dr Ted on Feb 19, 2002, confirmed that I was very anemic. At the same time, blood tests proved that I had a massive amount of iron stored up in my blood—almost twice as much as the highest the doctor had ever seen before. Yet, I was not producing red blood cells. He suspected Multiple Myeloma, and ordered bone and marrow extractions. This was done on May 16, 2002.

I was convinced even before the diagnoses that I was in trouble, so on our 49th wedding anniversary we celebrated by going to Red Deer for an interview with Mel Tarry. He worked out a regime that I went on immediately. We came home with \$1,500 of Avena products, and began taking Herb Cocktail, Electric C, Super Food, Avena Minerals, Toco, and Colostrum, plus massive amounts of Avena N-Zymes and Friendly Flora

Bone and marrow extractions confirmed that I was afflicted with Multiple Myeloma. Is Multiple Myeloma serious? Our doctor said his last such patient lasted six months after diagnosis. A friend of my brother-in-law lasted three months after being diagnosed. A neighbour of ours lasted almost 18 months after his diagnosis. At the Cross Cancer Clinic, I was given a second opinion confirming I did indeed have Multiple Myeloma. I mentioned to the specialist that I had started on a herbal diet and experiencing positive results. He said, “I want you to understand you have Multiple Myeloma. You will always have Multiple Myeloma. You will die with Multiple Myeloma. There is no cure.”

What happened? After three weeks on Avena products, the diarrhea was gone! Within 3 months, I was off insulin! My blood pressure became like that of a teenager! My prostate improved and my energy level had greatly increased.

While driving one day, my left eye became itchy. I took off my prescription glasses to rub it and noticed I could read the odometer without my glasses! I had not been able to do that, with or without glasses, for several years. I mentioned this to my doctor, who six weeks earlier had said my right eye was ripe for cataract surgery. He examined my eyes again and said, “I don’t know what has happened, but if I sent you for surgery now they’d think I was crazy.”

During a recent medical checkup, I told the doctor I was gaining weight. He said, “People with Multiple Myeloma don’t gain weight.” I said, “I am hungry all the time.” He said, “That’s another good sign. as people with Multiple Myeloma have no appetite.” “And I have no pain,” I said. His answer was, “By now you should be suffering much pain from deterioration of the bones. And you’ve done it all without blood transfusions!”

How has Avena affected my energy? This past August, my 15-yr-old grandson Jesse and I made a 62km trip to Stony Plain and back to Edmonton on my quad-cycle. By myself on Sept 10, I did a 128.71km trip to Tofield and back to Edmonton. On 20th of Sept, I made an 85km trip to the Tempo service station on Highway 14 to deliver Avena information. This is the highpoint. On Oct 4, 2003, I rode my tricycle from Edmonton to Red deer, 141km, Edmonton at 6:45am and arriving at the Red Deer city limits at 8:20pm. Total time was 13 hours, 35 minutes, including rest time actual riding time was 9 hours, 8 minutes. The round trip totaled 260km. I suffered no stiffness nor any other ill effects from any of these rides. Thank you Avena, E Anderson”