

Children and Nutritional Supplements

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Thanks to For♦Mor International's advance thinking and product design, we can now properly focus on the future of this nation—the health and welfare of our children and grandchildren. For♦Mor did this by creating a delicious tasting, chewable vitamin and mineral formula, as well as a much needed, equally delicious tasting, fruit and vegetable formula for adults as well as children.

I know for a fact there are some adults who for one reason or another, cannot, or will not, swallow pills or capsules. This is a difficult situation for these people, but ultimately will lead to a deficiency disease. With the addition of these two products you can now offer an alternative to those people in your down-lines who just would not, or could not, swallow tablets or capsules. Certainly the pleasant tasting chewable vitamin/mineral and fruit and vegetable nutrients, along with Super C, offer them a happy and beneficial alternative to satisfy their nutritional needs.

Then there are those children who refuse to eat or take anything by mouth (without a fight) that does not look good, smell good, or taste good to them. For♦Mor International has once again stepped to the forefront and developed these two new products to create an important alternative for this group of people, yet these two formulas, along with Super-C, will fulfill the basic nutritional needs for adults as well as the children. What makes these products so important?

The best way to answer that question is to point out some facts we have discussed before, but certainly bears repeating. At present, there is a disturbing trend occurring in this country toward obesity; 54 percent of all adults are heavier than is considered healthy. The percentage of overweight Americans has increased by about one-third in the last twenty years and more hefty adults are on the way. More than **25 percent** of today's children are overweight. Let me quote from an

article in Pediatrics, July, 1998 issue:

“Doctors have increasing evidence that **heart disease** takes root in early childhood.” Autopsies of young children killed in accidents have revealed their arteries already clogging with fat, and the risk of heart disease in young children is **actually on the rise**. As a parent or grandparent, this kind of information should frighten the wits out of you.

Here is more on the subject of what's happening to our children. In a recently published study, researchers from Stanford University found that excess weight, high blood pressure, fat-rich diets and other indicators tended to be more common among African Americans and Mexican Americans than among whites, and showed up earlier in life than researchers generally believed. Many Mexican American and African American children as young as 9 are already beginning to acquire risk factors for heart disease in later life, according to a new analysis of health data on more than 7,000 U.S. residents ages 6 to 24. “These findings highlight the need for information about heart disease prevention to be made available sooner, maybe as early as kindergarten,” said Marilyn Winkleby, an epidemiologist at the Stanford Center for Disease Prevention. The researchers analyzed six different heart disease risk factors: the proportion of fat in the diet, body weight, blood pressure, cigarette smoking, diabetes, and blood cholesterol.

This study points out that some parents are not watching their children's dietary and nutritional supplementation as closely as they should. I know that none of us would want to feel responsible for a child having a heart attack at a young age simply because of the way parents are choosing to feed their children. How in the world has this happened to our children and grandchildren? Simply stated, it's from the “junk food” we allow our children to eat. The candy, cookies, ice cream, carbonated drinks, fried foods, such as hamburgers and French fries, to

mention just a few.

Consider that childhood leukemia has risen by a whopping **27 percent** over the last ten years. Nutritionists have identified one of the main causes for this elevation of childhood leukemia as **hot dogs!** Part of the blame for the significant rise in childhood brain cancers and brain tumors has been directed toward the artificial sweeteners which are added to the various carbonated soft drinks that children abuse.

Do we as parents and grandparents need to pay more attention to the health needs of our children **before** they develop a health problem – of course we do. But how do we do this? Simple. By education and training. We potty train our children, why not nutrition training for a healthier, happier, life style—educating our children to realize the value in learning about good nutrition for the **prevention** of disease. Teach them early in life the value of taking their chewable vitamin and mineral tablets, the fruit and vegetable formula, along with their Super-C everyday, while committing to a regular exercise program. Carefully read the labels on these two fine products and observe how power packed with essential nutrients they truly are for the children as well as for adults who have difficulty swallowing tablets or capsules. Take the time to explain to the children that it is well established that **85 percent** of our soils are depleted of the essential minerals, which means that if it is not in the soil, the needed minerals will not be in our foods, thus subjecting us to disease. Teach them that “junk foods” rob them of their essential B vitamins which are so necessary for mental and physical energy, vitality, and good complexion of the skin. Train them correctly as children and they will learn soon enough they are just not as susceptible to contagious diseases as are the other children in their age group. Start them early, train them early on the value and benefits of good nutrition and every member of the family will be the winner.