

# Are nutrition supplements necessary?

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I wonder how many times you have heard this objection. "Oh, we don't need to take extra vitamins and minerals, we eat good nutritious food all the time." Or, "My doctor says we get all the vitamins and minerals we need from our diet and supplements are a waste of money." This is the time to point out that achieving a good diet is no longer as simple as it sounds. Eating the right foods no longer ensures us of proper health because of toxins contaminating the earth's food supply. The typical American diet of the past few decades has increasingly included more processed and contaminated foods than ever before. At the same time, Americans now suffer from more degenerative diseases than ever before in our history. There must be a reason for this.

The 1988 Surgeon General's Report on Nutrition and Health acknowledged, "what we eat may affect our risk for several of the leading causes of death for Americans, notably, the degenerative diseases such as Atherosclerosis, coronary heart disease, strokes, diabetes, and some types of cancer. These disorders, together, now account for more than two-thirds of all deaths in the United States." That is quite an acknowledgement for the Surgeon General's office to make. I bring this to your attention because it is my belief that the more you know about this subject, the more of a blessing you're going to be to the people with whom you speak. The average American family is simply unaware of the health consequences of an improper diet. This is just part of the blessing nutritional supplements can bring to the people you contact. Armed with this kind of information is just the first reason why you are going to be so beneficial to the general public. The second reason is For♦Mor International and the quality of products we have to

offer to an ailing society.

It is important to know that for decades, the Food and Drug Administration (FDA) and other government agencies have allowed the multi-billion-dollar food industry to grow and process its products with hundreds of questionably safe chemicals such as pesticides, industrial pollutants, dyes, stabilizers, and preservatives, as well as antibiotics, hormones, and other drugs given to animals. Many experts now believe that lifetime ingestion of these chemicals can play a major role in causing cancer, neurotoxicity (destruction of nerve tissue by toxic substances), birth defects, decreased immune function, food allergies, and chemical sensitivity. It is indeed a sad state of affairs when we have come to accept increasing levels of chronic disease as normal to our society, despite overwhelming evidence to the contrary that the majority of these diseases are preventable.

Former Surgeon General C. Everett Koop stated in his 1988 Report on Nutrition and Health, that "dietary imbalances" are the leading preventable contributors to premature death in the United States, and Dr. Koop strongly recommended that an increased educational program in nutrition and lifestyle medication be given to enhance our chances for survival. If one takes Dr. Koop's thought one step further, one can clearly see that if we implemented such a program in our lives before the fact, our chances of living a happy, disease-free life are greatly enhanced. This is why nutritional supplements are now, and will be even more necessary as time goes on. The more you understand the depth of the nutritional problem in these United States, the more helpful and beneficial you will become to the people with whom you come in contact.

Dr. Koop's remarks are clearly confirmed by a similar report from The Centers for Disease Control, which

states that 54 percent of heart disease, 37 percent of cancer, (this number has now been increased to 40 percent in 1997), 50 percent of cerebrovascular disease, and 49 percent of Atherosclerosis (hardening of the arteries) is preventable through lifestyle changes. To compound this problem, now comes the information in 1998, that 54 percent of all adults are heavier than what 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 because more than 25 percent of today's children are overweight. The researchers point out that obesity increases the risk of diabetes, cancer, heart disease and other chronic disorders. Some studies have shown an increase of up to 60 percent in the risk of death from all causes for obese people. With this type of knowledge at your fingertips, consider what kind of blessing nutritional supplements can be to your customers, both now and in the future.

Lives can be saved, salvaged, or completely reversed by nutritional supplements, and probably on a daily basis.

It does not require a doctor to advise your fellow man that they must eat a good breakfast and reduce their intake of fried foods and red meat. They have to watch their calories by eliminating the fast food establishments, candy, doughnuts, pies, cakes, ice cream, white bread, refined sugar, and the like. A doctor is not required to offer advice regarding the benefits of a regular exercise program, or eating more fresh vegetables on a daily basis. Lifestyle changes would include a better food selection, eliminating many foods and drinks now being used on a daily basis, a watchful eye on the enemy of overconsumption, and of course, regular sleep habits.

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Now no one wants you to suddenly become a doctor, or to give medical advice about a particular condition or disease--besides, this is against the law. But what you can do is share some of this information to help them realize they must take charge of their own health care needs. You can become of invaluable assistance to help guide these families toward their necessary lifestyle changes, including nutritional, dietary, and supplemental needs. After all, the American Medical Association has clearly stated both publicly, and in print, that it is not into wellness, nor the maintenance of your health. Maintenance of your health is strictly *your* concern. Can you visualize the important role you and nutritional supplements play in today's society? Are nutritional supplements necessary? You bet they are!

"How in the world do I interest people on the benefits of nutritional products?" I believe this is a question all distributors of For♦Mor products address on a daily basis. The first thing is that everyone you speak to wants to be well, they just don't know how to accomplish it on their own. If they could have, they would have. When you speak to someone about their health, remember, nutrition is not so much about *curing* an illness, as it is about *prevention* of disease. Most people just do not realize what an important role nutrition can play in health and disease. The reason most people are confused is because there is an abundance of *misinformation* on the subject of food and nutrition. You will encounter people who will say to you, "My doctor said as long as I eat a good diet, I do not need vitamins and minerals." I'm willing to bet he did not spell out what a "good diet" represents. Some physicians may provide a list of general categories of food and indicate that if you eat some of these everyday, you can't help but be healthy. If indeed the American diet provides us with everything we need, I wonder how

they account for the astounding increase in the chronic degenerative diseases that plague our population?

Let's take a look at six points that suggest it is *totally impossible* for the American people to receive adequate nutrition from our diet alone.

1. It is well documented that 85 percent of American soils on which food is grown produces crops which are nutritionally inferior due to an ongoing mineral depletion.

2. The increasing use of toxic insecticides on crops which leave harmful residues in and on the food we eat. Additionally, the use of these insecticides further harm the soil by killing necessary microorganisms and earthworms.

3. The increasing tendency to pick and ship produce before it is ripened to lessen spoilage.

4. The continuously increasing tendency toward processing and chemicalizing our food with dyes, waxes, detergents, emulsifiers, bleaches, and so on.

5. The use of vitamin-free sugar for as much as one-fourth of the daily average caloric intake.

6. The use of many chemical additives such as artificial fats, which may be toxic and many of which replace essential food elements.

This information should help you overcome any objections to taking nutrients on a regular basis. But let's say, for the sake of argument, that a person was getting all the vitamins in their daily diet. A nutritional deficiency could still occur. There are many conditions and circumstances which can cause a person either to lose vitamins, or to need more than the normal day's requirement. Any difficulty with the digestive track which impairs our ability to absorb vitamins can result in a deficiency--diarrhea, colitis, liver or gallbladder trouble, or any more disorders. Pregnancy and lactation increase the mother's need for vitamins, as does hyperthyroidism, excessive physical activity, infections, and so on.

Antibiotics, sulfa drugs, industrial poisons, inhalation of toxic substances, such as lead from polluted air, insecticide residues, and so forth, all cause the destruction of vitamins. Stress and emotional disturbances, especially when they are protracted or severe, can cause extremely serious nutritional difficulties.

You have probably heard people object that vitamins and minerals do not work for them. Most of the people who make these statements are sincere in their beliefs, but they are willing to listen to what you have to say. Permit me to provide you with some ammunition to overcome these objections. Perhaps better stated, let me help you to educate these sincere, but unfortunately, poorly informed people. Once the body tissues become deficient, it may be necessary to take many times the usual amounts of vitamins, or minerals, (depending upon the circumstance), to make up for the deficiency. This may require as much as 2, 3, or even 5 times the maintenance amounts adequate for people who have not suffered from any previous lack. This is what they have not understood, but also, probably have never been told.

In other words, during the time of deficiency, until they begin to feel some positive results, there are three principles of nutritional supplementation to apply. It should be complete, intensive, and persistent. Once this period has passed, recommend they reduce their intake to a more "standardized" amount, but continue to be complete and persistent in these amounts on a daily basis. No half-way measures will succeed. Vitamins, minerals, proteins, fats, and trace minerals are forever related like links in a chain, when one is considering the way the body uses them. It is useless to strengthen only one, or several of these links. All must be equally strong, or the chain will fail.