

Exhibit A  
(Garden of Life product  
catalog)

## Clinical Studies

### Studies on Homeostatic Soil Organisms™ (HSOs™)



In 1993, three single-blind, placebo-controlled studies on HSOs™ were conducted at the Dispensario Medico, Partido de la Revolucion Democratica, a medical dispensary in Irapuato, Mexico. The researchers wanted to find out whether HSOs™ could help people with high cholesterol and leukemia. They also wanted to see if the HSOs™ made test subjects feel more energetic and improved memory and concentration.

\* High cholesterol: Seventy patients with blood cholesterol counts higher than 300 milligrams per deciliter were given HSOs™ or a placebo. Subjects given the HSOs™ saw their total blood cholesterol count drop by 25 percent or more; the placebo subjects showed no change.

\* Energy levels, memory and concentration: Seventy patients with no known pathologies were given HSOs™ or a placebo. Thirty-three of the 35 subjects given

HSOs™ reported feeling more energetic and vital. HGB (hemoglobin) levels and red blood cell counts increased moderately in 33 subjects. In the placebo group, no subjects reported an increase in energy or vitality levels. Only two subjects out of 33 (two subjects dropped out of the study) saw their HGB levels increase. In only one subject did the red blood cell count increase. Conspicuous increases in memory and concentration improved in 28 out of 35 test patients with only 1 improving in the placebo group.

\* Chronic Lymphocytic Leukemia stage II: Thirty-five subjects with chronic lymphocytic leukemia (CLL) were given HSOs™. The director of research reported that HSOs™ "attenuated the symptoms of approximately 80 percent of the treated patients." In 80 percent of the subjects, white blood cell counts improved.

#### Results from additional studies:

\* In a study conducted at Bio Inova Life Sciences Laboratories under the direction of Pierre Braquet, PhD. and Jean Michel Mencia-Juerta, PhD., researchers attempted to identify the anti-microbial properties of Primal Defense™ HSOs™. The HSOs™ were found to be effective in inhibiting various pathogenic microorganisms, including *Pseudomonas aeruginosa*, a disease-causing microorganism.

\* Another study conducted at Bio Inova Life Sciences Laboratories evaluated the effectiveness of Primal Defense™ HSOs™ on the immune system. In this study, researchers looked at natural killer (NK) cells and macrophage function. Natural killer cells roam the bloodstream looking for and destroying foreign-invader cells. Macrophages are large white blood cells that also serve the immune system by killing foreign invaders. In the study, Primal Defense™ HSOs™ were found to boost the immune system by enhancing the function of natural killer cells and macrophage function.

\* In another study at Bio Inova Life Sciences Laboratories, Primal Defense™ HSOs™ were examined with a view toward how they affect cancer cells. The HSOs™ were shown to inhibit the proliferation of cancer cells in the breast, liver and lung.

\* In another study at Bio Inova Life Sciences Laboratories, Primal Defense™ HSOs™ were shown to enhance the production of healthy cells in the colon which may positively effect those suffering from severe digestive disorders, and oxidative stress.

GoL/FTC 011350

**Exhibit B**  
**(Magazine ad)**

# Dirt & Health

*Asthma. Allergies.  
Irritable bowel syndrome.  
Rheumatoid arthritis.  
Lupus, Crohn's disease.  
Chronic fatigue syndrome.  
Immune disorders.  
All are reaching  
epidemic proportions.*

TO PROTECT YOURSELF from these disorders—and to aid your body's healing quest in the case of such disorders—may I respectfully suggest you get dirty?

Do not be surprised by what I say. Dirt is so essential to health that if you or a loved one is suffering from any of the above conditions, this may be due to your lost connection to the soil.

Indeed, society's growing separation from dirt and germs may well be the cause of the growing incidence of these maladies, says epidemiologist David Strachan, who first advanced the over-cleanliness theory in 1989 when he was at Britain's London School of Hygiene and Tropical Medicine.

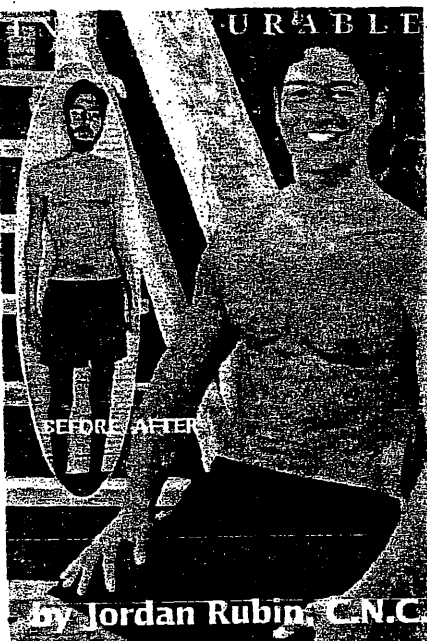
At that time, Dr. Strachan noticed that children belonging to large families were much less likely to develop asthma, hay fever or eczema. Dr. Strachan theorized older children coming home dirty with all sorts of resident soil microorganisms were actually protecting their younger brothers and sisters.

We need dirt, says Dr. Strachan.

He may be onto something.

## Cancer Institute, Pharmaceutical Companies Seek Pay Dirt

Throughout the world, scientists are carrying spoons and sandwich bags no matter where they go in search of ever-exotic sources of such soil organisms. They are seeking out new and unique soil organisms in bat caves, hot springs, undersea volcanoes, and even from mummies. Each exotic locale may yield a completely new discovery. Indeed, these vast resources have not even begun to be



tapped. Even the National Cancer Institute is getting in on the action and funding research on dirt. It is thought by some of our leading government officials that in our soil we may find a treatment for AIDS, cancer, and other deadly diseases. Consider these discoveries:

- While vacationing in Norway an employee at Sandoz Pharmaceutical took home a mold found in soil that later led to development of the anti-rejection drug cyclosporin.
- A scientist scouring the soil of an Indonesian temple discovered microbes that can turn starch into sugar.
- In Japan, a scientist picked up a clump of soil from a golf course that is now used to cure parasitic infections plaguing livestock.

## How Dirt Improves Health

The idea that dirt is good for our health is paradoxically due to our exposure to both protective and infectious microorganisms found in soil. According to a recent report in the *New Scientist*, researchers have discovered the microorganisms found in dirt influence maturation of the immune system so that it is either functional or dysfunctional.

Among the cells of the immature immune system are so-called nondifferentiated Thelper cells (Th cells), which are primarily produced by the thymus gland. These Th cells control the initiation or suppression of the body's immune reactions and regulate many other immune cells. Among the TH cells that develop as we mature are Th1 and Th2 helper cells.

*Jordan Rubin, C.N.C., who overcame severe, disabling Crohn's disease, is living proof that homeostatic soil organisms offer powerful healing benefits.*

Th1 cells are the quintessential cop who do their job of defending your body very very efficiently—with little wasted effort. TH1 cells produce only as many germ-zapping antibodies as necessary to stop an invader. The message here is economy of action.

But on the other hand, Th2 cells are the armed forces of the body and when they go out to do battle it is like sending in the army, navy, marines and air force. The TH2 cells are "total response" defenders.

When we are children, if we are exposed to an adequate amount of viruses and bacteria and other microorganisms—if we are allowed to play in the dirt, put our fingers in our mouths or suck on old dirty clothing—our Th cells will mature into desirable Th1 cells. But, without adequate exposure to soil microbes, our immune cells tend to mature into Th2 cells. We have failed to adequately educate our immune system.

## Are Our Children Too Clean?

Too many children today and in the last fifty years have been denied this much-needed exposure to soil microorganisms. In other words, we're living in too clean an environment. The immune systems of children and even adults no longer are being properly educated.

Perhaps a sense of balance is required, and we have overemphasized elimination of microorganisms from our environment. This, coupled with the fact that most of the country has become so urbanized that kids hardly ever are found playing in the garden or walking on country roads, shows us that we have lost contact with our germ-rich earth.

Today, more than ever, we over sterilize everything. We have disinfectant dishwashing soap and disinfectant body lotions and skin bars with triclosan—even disinfectant produce washes.

We sterilize our agricultural soil with pesticides and herbicides, destroying ben-

*Eardrops with mullein, St. John's wort and garlic in an oil or glycerin base are traditional remedies used to alleviate symptoms, particularly pain, during acute ear infections.*

eficial and harmful bacteria alike, even harming plants' natural immune systems. Our food used to have loads of bacterial organisms which became part of the plant and which we consumed. Now, our soil is sterile. Pesticides and herbicides are to the soil as antibiotics are to the human gut.

"Eating vegetables directly out of the soil as part of food was good for primitive man," says gastroenterologist Joseph Brasco, M.D., of the Optimal Wellness Center in Schaumburg, Illinois. "The organisms living in that soil caused primal man to thrive. But today it's different! Given the paranoia that modern men and women in western society feel against ingesting soil of any kind, these ancient soil-based organisms no longer are part of our food supply. Yes, times do change! It used to be that a pioneering farmer working his fields, the so-called 'sod-buster,' who became hungry simply dug into the ground, pulled up some carrots, brushed off the dirt, and chomped away on vegetables containing the residual dirt and all. The farmer kept his gastrointestinal tract functioning well by ingesting these extracurricular homeostatic soil organisms. But that's not the way it is anymore. So fastidious are residents of Western industrialized nations that too much cleanliness has become somewhat detrimental to one's gastrointestinal tract. We have to eat dirt once in awhile." Keep in mind, this quote is from a board-certified gastroenterologist.

Take another case in point: our drinking water. Once, drinking water teemed with mycobacteria. Now, I'll be the first to tell you, some of these pathogens were deadly, and the fact that today our water supplies are disinfected and so much safer than a century ago is certainly important to public health. On the other hand, I should also point out the fact that populations in countries with low rates of asthma still drink water with billions of mycobacteria per liter. The chlorination process used to disinfect water also disinfects the human body, eliminating both good and bad microorganisms.

Oh, sure, we are exposed daily to some of these microorganisms, but leading researchers say that most people are no longer exposed to large enough quantities of microorganisms from our soil, dust, air, water and foods to achieve optimal health. With an over sterile environment, our relationship to the earth has been severed. We live in air-conditioned offices and homes and pass from one to the other walking upon con-

crete or traveling in cars on polluted highways. Our foods are irradiated to further kill the microorganisms. We use antibacterial preservatives. The idea of fermented foods is almost foreign to Americans. With our modern, high-tech processing methods, food manufacturers have eliminated many of our food's most important life-giving nutrients. It is ironic that, even though our parents yelled at us for eating mud pies, perhaps it was the best thing we could have been doing for ourselves.

## Primal Defense™ to the Rescue

In order to restore health, many people need to restore their connection to the soil. While obviously not everyone can go out and start making mud pies, do a little gardening or hike in the mountains, there is another way of doing so: homeostatic soil organisms or HSOs seem to be the healing link between our soil and our bodies.

In 1978, one such U.S. scientist working in a pristine Asian rain forest discovered unique mounds of soil he quickly identified as characteristic of soil organisms of an unusual nature. He brought a small quantity of these HSOs to the United States for use in experimentation.

Because these bacteria are not regularly found on the North American continent, the scientist had to create a new culture for research purposes. Over the next three years his research team performed studies on the unknown homeostatic soil organisms. These researchers identified the various strains; determined whether they possessed toxicity to living organisms; and ascertained if they were beneficial to human health.

*In vivo* tests on rodents and other animals proved the bacteria were non-toxic to higher living organisms. Botany studies indicated the HSOs were beneficial to plants and soil. At Mexican institutions, clinical tests were conducted with the microorganisms, applying them topically to open wounds. The organisms were also ingested. No toxicity reactions or side effects were observed even at very high amounts of ingestion.

Over time, the researchers perfected a process for selectively breeding superior strains of these HSOs until they produced cultures that furnished good, positive body reactions: more normal bowel movements; improved sleep patterns; fewer colds and flu; and greater amounts

**Coenzyme Q<sub>10</sub> (CoQ<sub>10</sub>) may improve kidney function and reduce the need for dialysis, according to a preliminary study. Although few adverse effects are associated with CoQ<sub>10</sub>, patients with severe kidney disease should work with their physician; it is possible that persons with poor renal clearance may be required to cycle their use of this important co-factor.**

J. Nutr. Environ. Med. 2000;10:231-236

of energy. During the breeding experiments, the scientists brought their HSOs to university laboratories in California for further experiments. This work eventually resulted in **Primal Defense™ with HSOs™**, the first HSO formula from Garden of Life, a nutritional company based in Jupiter, Florida (800-622-8986).

By reintroducing HSOs to the human body, persons suffering from immune disorders—including food allergies, irritable bowel syndrome, rheumatoid arthritis, lupus, and Crohn's disease—enhance their healing response. HSOs help to accomplish the educational process that was earlier disturbed when the link was broken between beneficial soil organisms and the patient's body. They help to at last educate the body's Th cells as they never were during infancy; the process might be more aptly called building "tolerance." Through constant exposure to the lost HSOs, the body's Th cells become "tolerant" and mount only necessary, not excessive, immune responses. In a sense, this formula gives the immune system the workout it missed in our highly sanitized world.

Both Dr. Peter Rothschild, of the State Academy of Medicine, Apodaca, Mexico, and William C. Bryce, M.D., Ph.D., of Huntington Beach, California, offer additional perspective on this reeducation process. These researchers note HSOs produce proteins, which the immune system reacts to as an antigen (a protein or carbohydrate substance capable of stimulating an immune response). The HSOs stimulate the body's Th cells to influence other immune cells, especially B-lymphocytes that are produced in the bone marrow, to produce nonspecific or un-programmed antibodies. These antibodies have the ability to take a fresh, new look at newly introduced bodily invaders. They have not been preprogrammed to over-react and are freely available to travel where and when needed.

continued on next page

"The beauty of it all is that this huge reservoir of extra antibodies is always on hand for the immune system to utilize as long as the individual is taking the HSOs regularly," says Dr. Rothschild. "Without them, this reservoir of extra antibodies is unavailable. Thus, by ingesting homeostatic soil organisms on a regular basis the effectiveness of one's immune system becomes vastly enhanced."

But, in fact, the reestablishment of the HSO-body link yields far more benefits than simply aiding in cases of autoimmune disease. Overall bodily functions and immunity are greatly improved. Cholesterol levels are naturally reduced; energy levels are increased; and resistance to disease-causing organisms is enhanced.

Take two HSOs in the Primal Defense formula—*Bacillus subtilis* and *Bacillus licheniformis*. In studies conducted in Germany at the University of Berlin's Max-Volmer Institute, these two HSOs were shown to inactivate human immunodeficiency, herpes simplex (HSV-1 and HSV-2), simian immunodeficiency, feline

calicivirus, murine encephalomyocarditis, and other lipid enveloped viruses—along with mycoplasmas, fungi and bacteria. These HSOs do so by producing a potent chemical called surfactin, a detergent-like substance that dissolves the lipid

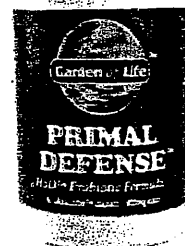
membranes of lipid enveloped viruses, thereby rendering them completely inactivated. ❖

Jordan Rubin, C.N.C., is the founder of Garden of Life and responsible for the introduction and popularization of HSOs worldwide.

The science of HSOs is exploding, and what we are learning is essential to good health. The newly recognized ability of HSOs to aid our quest for healing and maintaining good health is one of the most exciting breakthroughs in modern nutrition. Of course, the irony is that we are talking about a nutritional treasure from the earth's soil. I would urge anyone with intractable immune conditions, allergies, low energy, inability to gain weight, fibromyalgia and chronic fatigue syndrome to take advantage of HSOs. The formula that I recommend is Primal Defense™ with HSOs™. It is available at natural health centers and from health professionals nationwide. The usual dosing regimen includes taking one to two caplets per day for the first week, increasing your intake every few days to six to twelve caplets daily (in two to three servings). Continue this saturation level for a minimum of three months. The formula is best taken on an empty stomach about a half hour before meals or before bedtime.

My company, Garden of Life, is located at 1449 Jupiter Park Drive, Suite 16, Jupiter, Florida 33458.

Call me with your health questions. Of course, I cannot diagnose or treat you over the phone, but one of our experts can help to set up a personalized HSO program for you, including a recommended daily dosage and provide additional educational material. Our toll-free number is (800) 622-8986. Our website is [www.gardenoflifeusa.com](http://www.gardenoflifeusa.com), and you can e-mail us at [info@gardenoflifeusa.com](mailto:info@gardenoflifeusa.com).



## Functions and Actions of Encapsulated HSOs

The HSOs in Primal Defense provide even more important health benefits. The HSOs establish colonies in the entire digestive system, starting in the esophagus and ending in the colon, by attaching themselves to the walls of these organs. Burrowing behind the putrefaction, which lines the intestinal walls, they eat and destroy unfriendly microorganisms. The decay is then dislodged and flushed out of the body in the normal evacuation process. This aids in detoxification of the intestinal tract, increases the body's ability to absorb nutrients, and, again, makes the immune system super strong, especially in its ability to fight viruses and bacteria.

The HSOs are extremely aggressive against all pathological molds, yeasts, fungi, and viruses but, at the same time, they help the body to efficiently eliminate such pathogens without an over stimulatory effect as with autoimmunity. Moreover, protozoa, worms, and other parasites are eliminated as well by the aggressive action of the HSOs, both within the intestines and throughout the other organs and tissues. *Candida albicans*, yeasts, and molds are obliterated.

**HSOs Pool New RNA/DNA in the Cells** HSOs are rich sources of DNA and RNA, the naturally coded instructions for the cells to reactivate their own repair. Working in a symbiotic relationship with bodily tissues, HSOs create a pool of extra DNA/RNA raw materials that are immediately available when needed, accelerating healing of wounds and other tissue disturbances, including burns, surgical incisions, and infections.

**HSOs Quench Free Radicals by Creating SOD** HSOs produce the free radical quencher, superoxide dismutase (SOD), a powerful antioxidant. Unless extinguished at once, free radicals attack any physiological molecule, causing cancers and other tissue damage. SOD, working enzymatically, is a first-line defense against free radicals before they can cause organ damage. It's found in only a few foods, and the assimilation and retention of SOD is difficult. SOD is created as a byproduct of the HSOs metabolism.

**HSOs Stimulate Alpha Interferon Production** HSOs stimulate the production of a key immune system regulator, the polypeptide

alpha interferon (a molecular protein). The scientific community has long known about the great virus-fighting ability of alpha interferon. Research documents over 50 of its immune-regulating effects. Alpha interferon has been synthesized and used for a variety of illnesses, notably cancer, but the recombinantly derived version is extremely costly, inefficient, and has many adverse side effects. Performing research studies on the beneficial bacteria at the State Academy of Medicine in Apodaca, Mexico, Dr. Rothschild and his coworkers report that the HSO formula, "when consumed at the recommended dosage, stimulates the body's endogenous alpha interferon production. The product itself does not contain any alpha interferon but comprises a singularly efficient set of nutrients that seem to increase specifically and most effectively the body's natural alpha interferon production." Working on human immunopathic patients, the research team demonstrated that the human body requires extremely small daily quantities of alpha interferon to maintain a lively and effective immune response. According to Dr. Rothschild, this tiny bit of therapeutic substance produced by the immune system in reaction to the bacteria is an effective neutralizer of the toxic effects of pathogenic viruses that cause herpes, hepatitis B, hepatitis C, influenza, and other potentially life-threatening illnesses.

**HSOs Stimulate the Production of Human Lactoferrin** Present in the homeostatic soil organisms themselves is a certain substance that stimulates the formation of human lactoferrin, a member of the family of iron-carrying proteins. As affirmed by Dr. Rothschild, lactoferrin protein is found in the specific granules of neutrophils where it exerts an anti-microbial activity by withholding iron from ingested pathogenic bacteria and fungi. For this reason HSOs exhibit characteristics akin to fungicides, virucides, bactericides, and parasitocides. "Iron carried by lactoferrin is extremely bioaccessible—greater than 95%—yet it will not be delivered to noxious microbes." Lactoferrin is identified by specific receptors and delivers iron to the epithelial cells of the small intestine. Iron is released only at the point of recognition and does not, therefore, become available for any other microorganism in the intestinal tract.

Exhibit C  
(Garden of Life product  
brochure)

# Beating Cancer At 80!

## RM-10™

**An imbalanced immune system may result in the following:**

- Frequent Colds and Flu
- Allergies and Asthma
- Chronic Fatigue
- Fibromyalgia
- Candida Yeast Overgrowth
- Parasitic Infections
- Psoriasis and Eczema
- Rheumatoid Arthritis
- Viral Disorders
- Lupus
- Inflammatory Bowel Disease
- Diabetes
- Multiple Sclerosis
- AIDS

**RM-10™** is a combination of 10 certified organic Medicinal Mushrooms, synergistically balanced with Aloe Vera and the healing herb *Uncaria tomentosa* (cat's claw). Medicinal mushrooms have been used traditionally for thousands of years for their remarkable healing potential, and are now being validated by medical science for their tremendous therapeutic value. Preliminary laboratory studies have shown that **RM-10™** enhances natural killer cell and macrophage activity, thereby enhancing natural immunity. In addition, test results indicate that **RM-10™** exhibits anti-tumoral properties.\* According to hundreds of published studies, medicinal mushrooms and their extracts:

- May have powerful immunomodulatory activity\*
- May increase overall energy & enhance immune system function\*
- May have potent anti-tumor activity\*
- May inhibit the growth of existing tumors\*
- May help lower cholesterol\*
- May prevent and treat cardiovascular disease\*
- May have anti-viral and anti-bacterial properties\*
- May protect against harmful effects of radiation\*
- May have applications in treating viral diseases such as AIDS\*

At age 77 Rose Menlowe was diagnosed with cancer in her ovaries, lymph nodes, appendix, small and large intestines. After surgical removal of visible tumors, Rose declined chemotherapy and radiation, and instead examined natural treatment options. She began taking RM-10™ for its remarkable anti-cancer potential as well as its ability to significantly boost the immune system, enhancing her body's own capacity to battle cancer. Rose Menlowe is now cancer-free, and today at age 80, Rose is so full of energy that she is producing an exercise video for seniors.

### Garden of Life®

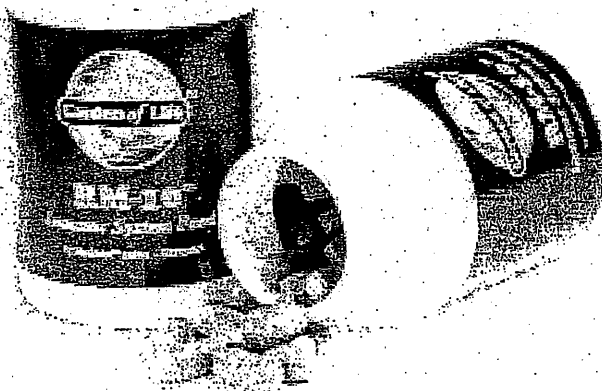
*The Leader in Whole Food Nutrition*

Available through health professionals  
and fine health stores or call

## 800-622-8986

[www.gardenoflifeusa.com](http://www.gardenoflifeusa.com)

*Food For Your  
Immune System*



These products are not intended to diagnose, treat, cure, or prevent any disease, but rather are dietary supplements intended solely for nutritional use.

GOL/ETC016000



**Exhibit D**  
**(Magazine ad)**

# RM-10—Our Choice for All-around Immune Support

Many readers ask which dietary supplement we recommend as an all-around immune supplement. We tell them there are many excellent formulas—and we often recommend a combination of several, either taken alternatively or together.

But, invariably, if we are asked to limit our recommendation to only one product, we tell them that, for all-around immune health, we are partial to RM-10® from Garden of Life.

This combination of ten medicinal mushrooms together with aloe vera and properly harvested cat's claw offers one of the most important immune combinations. Plus, the formula is safe for everyone; persons with either overactive or underactive immune system function can use it.

## Subjected to Scientific Study

RM-10 was specifically created to be a multi-faceted treatment approach for immune system disorders, especially cancer, and then subjected to experimental, laboratory, and clinical studies.

Some of these studies were performed by Dr. Pierre Braquet, Ph.D., chief executive officer of Bio-Inova research laboratories, Paris and Montreal. A noted researcher who studies both pharmaceutical and nutraceutical compounds, Dr. Braquet is credited for his discovery of some of the primary components of the herb *Ginkgo biloba*. According to early lab-

oratory studies and preliminary results, RM-10:

- Performed notably well in its ability to enhance natural killer cell activity (critical to the body's immune defense against cancer and infectious pathogens). Indeed, according to Dr. Braquet's associate researcher and board-certified immunologist Georges V. Halpern, M.D., Ph.D., DSc., "RM-10 increases NK cells better than anything else on the market, and at minimal concentrations."
- Decreases proliferation of malignant cells and causes them to diminish in number.
- Significantly increases function of monocytes (large phagocytic white blood cells that eventually develop into the body's primary defenders, the macrophages).
- Increases interleukin-1 and interleukin-6 activity. These particular interleukins are anticancer cytokines secreted by activated macrophages. They are produced in response to infection and tissue injury. They stimulate production of antibodies and activate T-cells.
- Increases production of tumor necrosis factor-alpha. Tumor necrosis factor is an anti-angiogenic agent that pre-



vents tumors from developing blood vessels for nourishing its growth. TNF-alpha specifically initiates a cascade of cytokines that mediate the body's inflammatory response. It also regulates the expression of many genes in many cell types important for the host response to infection.

- Demonstrates an anti-proliferation effect against K-562 cells. The presence of K-562 cells in the bloodstream predisposes persons to myelogenous leukemia.
- Is completely safe to use by persons who suffer overactive autoimmune conditions such as lupus, rheumatoid arthritis, and scleroderma and mediates (down-regulates) the body's inflammatory response. This is thanks to both the formula's contingent of medicinal mushrooms and cat's claw, both of which are almost intuitive in their ability to safely up-regulate or quiet the immune system, as needed. Thus, we see RM-10 is not simply an immune stimulant but an immune modulator or normalizer. ❖

## Prescription for All-around Immune Fortification

**Therapeutic dosage**—If used as an additive to your doctor's recommended cancer protocol, take three caplets 30 minutes before each meal for a total of nine caplets per day for 10 days. Follow with five to six caplets per day in divided doses for 80 days.

**Maintenance dosage**—After completion of this 90-day protocol, resume a maintenance dosage of one to two caplets twice per day.

**Availability**—Garden of Life formulas are available nationwide at natural health centers and from health professionals. For help in finding the RM-10™ formula in your area, contact Garden of Life toll-free at (800) 622-8986 or visit them at [www.gardenoflifeusa.com](http://www.gardenoflifeusa.com) and use their store locator service.

## 10 Powerful Medicinal Mushrooms

One reason we recommend RM-10 is that the medicinal mushrooms present in the formula read like a who's who of anticancer agents and longevity tonics (and they've been bio-fermented with the company's Poten-Zyme™ process using fourteen strains of beneficial microorganisms to gently break down herbs into their most basic elements).

The formula's medicinal mushrooms include: reishi (*Ganoderma lucidum*); maitake (*Grifola frondosa*); shiitake (*Lentinus edodes*); cordyceps (*Cordyceps sinensis*); agaricus (*Agaricus blazei*); coriolus (*Coriolus versicolor*); lion's mane (*Hericium erinaceus*); polyporus (*Polyporus umbellatus*); *Tremella fuciformis*; and *poria* (*Poria cocos*). And then, there is aloe vera with acemannan and properly harvested cat's claw with desirable pentacyclic alkaloids.

Several of the mushrooms—including *Coriolus versicolor* and *Lentinus edodes*—are utilized as medical "drugs" in Japan with sales in excess of one-billion dollars annually.



Exhibit E  
(Magazine ad)

By Jordan Rubin, NMD, CNC

# Beyond Vitamins and Minerals



## *How Homeostatic Nutrients™ Can Change Your Life*

There is a revolution under way in multiple vitamin/mineral supplements, started by a product called Living Multi™.

Most breakthroughs in nutrition and science represent an evolution, but Living Multi is truly a revolution in the method by which nutrients are made available to the human body, as well as their ability to bring the body into dynamic balance known as "homeostasis."

This helps to explain why we as a nation are getting sicker as we get older, more fatigued, obese, and filled with more artery-clogging plaque than ever, despite the fact

that more than half of all Americans are now taking some type of nutritional supplement, the majority of which are multiple vitamins.

*However, the great news – the real challenge – is that we can do much better...*

## Achieving Maximum Health With The 3-3-9 Plan

### Back to the Future

There are two schools of thought in the field of nutritional supplementation. The older school from the 1930s utilized whole food concentrates as a source of essential nutrients. But then came the promises of scientists who claimed they could duplicate these miracle nutrients in their laboratories. Thus, with the advent of sophisticated scientific technology, individual nutrients such as ascorbic acid (vitamin C) and alpha-tocopherol (vitamin E) could be identified within the whole food matrix and imitated through synthetic means.

For the most part, modern day multiple supplements rely on nutrients that are fractionated and isolated from their natural cofactors much like their pharmaceutical cousins. If there aren't enough cofactors such as other vitamins, minerals, and enzymes, when ingested, the body may not be able to recognize these as nutrients, or in turn, utilize them.

Scientific studies have now established the inferiority of synthetic vitamins as simplified imitations of the more complex structures found in nature, particularly in whole foods.

Optimal health can be accomplished by doing three things:

**1 Supercharge Cellular Nutrition:** The nutrients in Living Multi are far more able to interact at the cellular level to provide body-ready nutrition.

**2 Facilitate Detoxification:** Homeostatic Nutrient complexes aid the body's detoxification process by reducing the overall toxic load, neutralizing subacute microbial infestations, and aiding the removal of poisons such as xenobiotics and heavy metals from our internal environment. Living Multi's naturally occurring blend of probiotics, enzymes and organic acids enhance the body's normal elimination of wastes through the kidneys and bowels.

**3 Reduce Oxidative Stress:** Free radical damage or oxidative stress, has been implicated in no less than 60 health disorders. Living Multi contains optimal doses of the most effective known antioxidants.

Reducing the risk factors for three of our most deadly diseases:

**1 Modify risk factors for Cancer:** Now striking greater than one in three Americans, epidemiological studies indicate that there is a risk of cancer at any age. Feeding cells protective nutrients, and detoxifying the body from harmful fat-soluble toxins can modify your risk.

**2 Reduce risk factors for Heart Disease:** By preventing the oxidation of cholesterol you can prevent plaque build-up, thereby helping to avoid dangerous blockages and maintain arterial flexibility. The combination of effective levels of B-6, B-12 and folic acid contained in Living Multi, can help lower elevated homocysteine levels, a key to reducing the risk of cardiovascular disease.

**3 Reduce risk factors for Diabetes:** Restoring the body's ability to utilize insulin with the mineral and enzyme-rich homeostatic nutrient complexes in Living Multi helps to reduce sugar cravings, thereby lowering blood sugar and preventing diabetic-related syndromes, including hypertension, obesity, and elevated blood lipids.

## Living Multi accomplishes 9 Essential Health Goals:

### 1 Modulate Immune System

**Functions:** Among the most important immune modulators in Living Multi are the blend of 11 medicinal mushrooms, *Rhododendron caucasicum*, and the many immune enhancing compounds created by probiotic microorganisms during fermentation. The polysaccharides (including beta-glucans) in these mushrooms support the activity of the body's white blood cells (macrophages), and natural killer cells (NK), thereby increasing natural resistance.

### 2 Promote Optimal Digestion:

Living Multi's homeostatic nutrient complexes support the body's digestive processes with live beneficial probiotics, enzymes and organic acids. This aids in the absorption of nutrients and helps to reduce symptoms of indigestion such as gas, bloating, heartburn and constipation.

### 3 Control Blood Sugar:

The addition of Caucasian blueberry, apple skin, ionized trace minerals, and many thousands of other phytochemicals naturally occurring in the Living Multi formula, promotes optimal blood sugar balance.

### 4 Improve Energy and Performance:

The combination of nutrients present in green foods and medicinal mushrooms along with highly absorbable B-vitamins and over 80 trace elements in Living Multi, unlocks stored energy making it available to the body.

### 5 Reduce risk of Age-related Neuro-degeneration:

There is evidence that our ancestors experienced peak audible, mental, and cognitive functions well into their old age. Today the elderly suffer up to 15% of their lives virtually robbed of full access to their brainpower. The powerful antioxidant complexes in Living Multi have been shown to reverse age-related neuro-degeneration.

### 6 Reduce risk of Obesity:

Normalizing blood sugar by increasing proper insulin activity is perhaps one of the most important factors in reducing food cravings, thus reducing caloric intake and weight gain.

### 7 Reduce Stress & Improve Emotional Well-being:

One particular ingredient in the Living Multi vegetable blend, oat grass, is a potent nervine tonic. It is strengthening to the nervous system, useful in combating nervous exhaustion, stress, and depression. It is also restorative to the endocrine, nervous, muscular, skeletal, and overall immune system. In addition, the blend of 11 tonic mushrooms has been proven to enhance the body's ability to fight stress.

### 8 Lessen Allergic Responses:

By enhancing nutritional uptake, reducing inflammation, modulating immune functions, facilitating proper detoxification, and providing optimal antioxidant protection, Living Multi reduces common allergic responses in individuals prone to allergies.

### 9 Reduce Inflammatory Markers:

Living Multi's live probiotic mixture along with turmeric and ginger, have been shown to reduce inflammation. Alpha lipoic acid accomplishes the same thing by quenching free radicals.

## Homeostatic Nutrient Complexes

Before the advent of widespread modern agriculture, the human diet consisted mostly of fruits, vegetables, grains, seeds, fish, and meat from wild animals. Today we have strayed so far from the wisdom of our forefathers, that 55% of the American diet is "new food" not originally eaten by our ancestors.

No matter how we have advanced socially and technologically, our genetic constitutions and nutritional requirements still cause our bodies to crave the foods of our ancestors. Our physiology and biochemistry cry out for a primitive diet.

*Why should an isolated or chemically created fraction of an apple or an orange, such as folate or ascorbic acid, be as beneficial to the human organism as the whole apple or orange?*

Living Multi supplies an abundant array of Homeostatic Nutrient complexes containing "live" probiotics and enzymes that effectively deliver nutrients, and continue to work in the body providing many health-enhancing benefits. Living Multi contains a wide range of whole food concentrates, including 23 fruits, 20 vegetables, 9 sea plants, 11 medicinal mushrooms, 6 botanicals, and more than 100 naturally occurring fulvic acid based ionic minerals. In fact, there are up to 10 times more whole food nutrients in Living Multi than in similar products.



## Ancient Wisdom-Fermentation

Homeostatic Nutrients are created through the Poten-Zyme™ process, an ancient method of fermentation incorporating beneficial microorganisms (probiotics) and their byproducts (including enzymes and organic acids), into the nutrients and foods gently melding them into one.

The Poten-Zyme fermentation process lasts three to six weeks (unlike other methods that last as little as four hours). The end result causes the nutrients to be complexed into their preferred form and made body-ready. This not only predigests, but in turn, activates all necessary co-factors such as enzymes, vitamins, minerals, and amino acids.

Also created are multitudes of novel biochemicals that the body craves, including the master antioxidant superoxide dismutase, immune-supportive beta-glucans, antimicrobial peptides, bacteriocins, biosurfactants, biotin, coenzymes, conjugated linolenic acid, glutathione, chromium compounds, hydrogen peroxide, lactic acid, and lysozyme.



"I truly believe that Living Multi is the most comprehensive, bioavailable and truly effective nutritional product to date. Unlike the thousands of multi vitamin products on the market, Living Multi contains highly potent nutrients in therapeutic quantities. Most importantly, it has been clinically studied to verify its efficacy. This I have not seen in any other product of its kind."

**Zakir Ramazanov, PhD,**  
Professor of Plant Biochemistry

## The Beneficial Components in Living Multi



**Poten-Zyme 9 Ocean Vegetable Blend:** *Spirulina platensis*, *Chlorella vulgaris*, *Lythothamnion calcereum*, *Dunaliella salina*, *Eclonia radiata*, *Ascophyllum nodosum*, *Laminaria japonica*, *Macrocystis pyrifera*, and *Alaria esculenta*.

Sea Vegetables are treasure-troves of nutrients that provide important immune and detoxification support, increasing the body's resistance to many modern pollutants.

**Poten-Zyme 23 Antioxidant Fruit Blend 60:1** (requiring 60 lbs of raw fruit to render 1 lb of concentrate): Acerola cherry, Blueberry (fruit and leaf), Pomegranate, Apple (fruit and skin), Black currant, Apricot, Nectarine, Prune, White cherry, Elderberry, Grape (fruit, seed, skin and leaf), Peach, Mango, Strawberry, Raspberry, Blackberry, Orange, Grapefruit, Lemon, Lime, Cranberry, Pineapple, and Papaya.

**Poten-Zyme 20 Antioxidant Veggie Juice Blend 25:1** (25 lbs of vegetables are required for 1 lb of the final product): Alfalfa Grass, Barley Grass, Wheat Grass, Rye Grass, Oat Grass, Broccoli, Cauliflower, Kale, Collard Greens, Brussels Sprouts, Carrot, Beet, Spinach, Parsley, Cucumber, Celery, Cabbage, and Onion.

**Poten-Zyme 11 Medicinal Mushroom Blend:** *Ganoderma lucidum* (Reishi), *Grifola frondosa* (Maitake), *Lentinula edodes* (Shiitake), *Agaricus blazei*, *Trametes versicolor*, *Cordyceps sinensis*, *Hericium erinaceus*, *Poria cocos*, *Tremella fuciformis*, *Polyporus umbellatus*, and *Blackesslea trispora*.

**Poten-Zyme 6 Botanical Blend 40:1** (40 lbs of raw materials to produce 1 lb): including *Rhododendron caucasicum*, *Yucca*, *Rosemary*, *Garlic*, *Ginger*, *Turmeric*, and *Wild oregano*.

**Naturally Occurring Probiotic Microorganisms, Enzymes and Organic Acids:** *Lactobacillus plantarum*, *Lactobacillus reuterii*, *Bacillus lichenformis*, *Bacillus subtilis*, *Enterococcus faecium*, *Streptococcus lactis*, *Protease*, *Amylase*, *Lipase*, *Cellulase*, *Catalase*, *Superoxide Dismutase*, *Lactic*, *Fulvic*, *Formic* and *Aceric* acids.

**Trace Mineral Activators:** Magnesium, Chloride, Sulfate, Potassium, Sodium, Lithium, Calcium, Bromide, Iodine, Rubidium, Scandium, Boron, Phosphorous, Manganese, Chromium, Cobalt, Zinc, Copper, Iron, Silicon, Indium, Molybdenum, Gallium, Gold, Silver, Cesium, Beryllium, Selenium, Vanadium, and many others.

**Note:** This trace mineral substrate is added during the fermentation process. The microorganisms utilize and complex these minerals converting them into highly soluble, usable substances.



*Living Multi*

## The Power of Fulvic Acid

Thought by medical and agricultural research to be one of the most important missing links in the human food chain, fulvic acid holds the keys and potential solutions to many of the world's health problems. Important for microbial processes that drive many ecosystems in our world, fulvic acid and related humic substances have been documented to interact in some manner with over 50 elements from the periodic table. Nearly every pharmaceutical drug, herbal extract, health supplement, or therapeutic substance from nature, can somehow be traced to the basic functions of fulvic acid.

Fulvic acid contains all of the phytochemicals, amino acid peptides, and nucleic acids from the original plant matter – highly concentrated, refined, transformed, and enhanced by the actions of innumerable microscopic plants. Even small strands of RNA, DNA, and plant photosynthetic materials still remain intact. Nature meant for small amounts of fulvic acid to participate at every level and link along the food chain.

## Chlorophyllin

The blend of rye, wheat, oat, barley and alfalfa grass, along with spirulina and chlorella provides a wide range of chlorophyll-rich foods that when fermented in the presence of copper, create highly beneficial compounds such as chlorophyllin, a water-soluble chlorophyll derivative produced from fermented green foods. Chlorophyllin has anti-genotoxic, anti-mutagenic, antioxidant, and life-extension benefits that may exceed chlorophyll. It has been shown to be a potent mitochondrial antioxidant, that protects mitochondria from their own auto-oxidation (considered a possible cause of aging). Mutagenic research has shown that chlorophyllin suppresses mutagenic activity of carcinogens in fried pork, diesel emissions and coal dust by more than 90%.

## Homeostatic Calcium with Trace Minerals

Not simply an isolated inorganic mineral, the calcium in Living Multi is derived from seaweed that is harvested off the southwest coast of Ireland. Homeostatic calcium contains a wide variety of body-essential nutrients, including calcium, magnesium, boron, zinc, phosphorous, fluorine, sodium and copper. Magnesium plays an important role in calcium transportation, body metabolism, conversion of vitamin D, and maintenance of bone integrity. Boron converts Vitamin D into its active form thus participating in the calcium absorption process.

## Alpha-Lipoic Acid

Living Multi has significantly high levels of antioxidant nutrients and provides 150 mg of alpha-lipoic acid, known to be deficient in people with heart disease and diabetes. Studies show alpha-lipoic acid to be of critical importance in healing the liver, and may be beneficial in reducing the damage caused by virtually all chronic conditions.

Benefits to athletes include enhanced energy production in muscle tissues, decreased glucose uptake by fat cells, and improved muscle recovery.

## Lutein and Lycopene

Lutein is an important carotenoid known to be widely protective against chronic diseases affecting vision such as cataracts and age-related macular degeneration. Lycopene, important for healthy heart functioning, also reduces the risk of prostate cancer and its spread to other tissues. Living Multi contains up to 25 times more lutein and lycopene than similar products.

*Living Multi*

## Georgian Longevity Foods

In the Republic of Georgia, formerly part of the Soviet Union, it is not unusual for people to live beyond 100 years of age as active members of society. For over 2,000 years, Georgians have consumed Alpine Tea as a daily ritual along with pomegranate juice, mineral rich water, and probiotic infused beverages. Many have theorized that their long lives may be attributed to regular consumption of these foods.

Alpine tea is brewed from the young leaves of *Rhododendron caucasicum*. Thirty years of research indicates that this adaptogen improves physical abilities, promotes activity of the cardiovascular system, and increases blood supply to the muscles and brain. Studies have proven that *Rhododendron caucasicum* enhances the body's ability to burn fat and aid in healthy weight management. It also has a marked anti-inflammatory effect, and has been shown to reverse acidity.

Results of many clinical studies show that Caucasian blueberry leaves are especially rich in chlorogenic acid, invaluable for helping to rebalance blood glucose levels, prevent heart disease, normalize lipid profiles (cholesterol and triglycerides), and protect against radiation.

A powerful antioxidant and rich source of ellagic acid (inhibits many types of chemical carcinogens including tobacco smoke), Georgian pomegranate helps to reduce blood pressure and the risk of coronary artery disease.

Shown to improve skin appearance and aid in the regulation of blood sugar levels, Georgian apple skin extract contains a diverse range of active phytochemicals that are strongly medicinal. Apples help to reduce the risk of heart disease, cancer and allergic reactions, improve lung functions, and prevent dental caries. It also contains powerful antioxidants and phytoestrogens.



**Resources:** Living Multi from Garden of Life® is available at your local health food store or visit their website at [www.gardenoflifecusa.com](http://www.gardenoflifecusa.com). Additional information can also be found in Dr. Rubin's book: *Patient Heal Thyself*, Freedom Press, 2002.

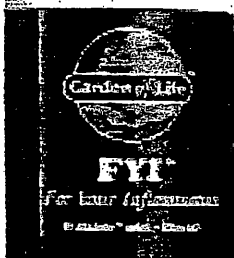
Exhibit F  
(Garden of Life product  
catalog)



**NEW!**

# FYI™

## *For Your Inflammation*



- Blend of 15 potent Foods, Enzymes, and Botanicals
- Components of FYI™ have been clinically proven to reduce the effects of inflammation
- Contains naturally occurring cartilage building compounds such as Mucopolysaccharides and Chondroitin Sulfate
- Contains herbs that may inhibit the COX-2 inflammation process
- May be used safely everyday with no known side effects
- FYI™ is formulated using the Poten-Zyme™ process for increased nutrient bio-availability

### *What is FYI™?*

FYI™ was formulated to provide the body with the building blocks needed to rebuild and support healthy cartilage and connective tissue, as well as to control and prevent inflammation throughout the body. The synergistically balanced whole food, herbal, and enzyme blend in FYI™ consists of cartilage building proteins and mucopolysaccharides from chicken collagen type 2, systemic enzymes, and specific whole foods and herbs chosen for their proven anti-inflammatory abilities. Not only may the nutrients in FYI™ help to control and prevent inflammation, they have no side effects whatsoever and may, oftentimes, prevent the occurrence of unwanted side effects caused by prescription medications. These specially selected whole foods and herbs in FYI™ contain powerful antibacterial and antiviral properties. FYI™ is carefully blended using the PotenZyme™ process to enhance absorption and improve assimilation.

### *Arthritis and Inflammation*

According to the American Arthritis Society, the term arthritis refers to more than one hundred separate conditions. More than 40 million Americans (one in six) have inflammatory conditions and by the year 2020 the Center for Disease Control and Prevention projects that the prevalence of arthritis will increase to 60 million Americans (almost 20% of the population). Arthritis is the number one cause of disability in America with women being affected more than men. Gout, an inflammatory disease that causes sudden and severe attacks of pain, tenderness, and swelling in joints affects more than one million Americans. The traditional treatment for arthritis involves the use of pain killers such as NSAIDs (non steroidal anti-inflammatory drugs) such as aspirin, Motrin, Feldene, Naprosyn, or COX-2 inhibitors such as Celebrex®. These medications may temporarily help to relieve the symptoms of pain but do nothing to eliminate or combat the disease itself. In fact, studies show that continual use of NSAIDs and prescription medications can actually accelerate the deterioration of the joints and worsen arthritis or other inflammatory conditions.

The following conditions involve high levels of inflammation:

- |                   |                        |               |                       |
|-------------------|------------------------|---------------|-----------------------|
| • Back Pain       | • Osteoarthritis       | • Scleroderma | • Lupus               |
| • Sports Injuries | • Rheumatoid Arthritis | • Asthma      | • Psoriasis           |
| • Fibromyalgia    | • Bursitis             | • Allergies   | • Crohns' and Colitis |

### *What's In FYI™?*

#### **Systemic Enzyme Blend:**

**Protease Blend**-a blend of protein digesting enzymes including 5 different proteases which distinguish themselves for their ability to function in a wide range of pH environments and temperature conditions. These enzymes have shown to possess valuable therapeutic actions as anti-inflammatory agents.

**Bromelain**-a powerful protein digesting enzyme from pineapple contains valuable anti-inflammatory and therapeutic agents. Bromelain is helpful in reducing the pain, swelling, and tenderness associated with injury.

**Papain**-is a well balanced mixture of protein digesting enzymes isolated from Papaya. Papain is valuable as an anti-inflammatory agent as well as the ability to reduce the tissue irritation and joint inflammation in rheumatoid arthritis.

**Lipase**-a potent fat digesting enzyme helpful for chronic inflammatory conditions and joint pain and swelling.

**Amylase**-a carbohydrate digesting enzyme may be beneficial for treating joint immobility.

**Cellulase**-an enzyme that breaks down plant fiber is known for its use in alleviating chronic pain syndromes.

**Chicken Collagen Type II**-contains anti-inflammatory properties and has been clinically demonstrated to decrease pain and discomfort stemming from joint disorders. The compounds inherent in Chicken Collagen Type II provide the structural support of healthy joints by promoting new cartilage synthesis and by reducing oxidative damage to the joints. Chicken Collagen Type II contains naturally occurring chondroitin and glucosamine sulfates which help to bring water, shape, and cushioning back to the cartilage.

**Wild Oregano Concentrate**-contains thirty-one known anti-inflammatories, twenty-eight antioxidants and four known potent COX-2 inhibitors. With its thirty-one anti-inflammatories, oregano has more of these compounds than any other herb in the USDA Phytochemical database.

**Poten-Zyme™ Ginger Extract**-Ginger has multiple constituents that inhibit COX-2 inflammation. It balances production of inflammatory prostaglandins PGE3 and PG12. Ginger's constituents safely restore healthy platelet function by inhibiting the formation of an eicosanoid group called thromboxanes (one of the main functions of aspirin.) Ginger reduces prostaglandins that sensitize pain receptors at nerve endings, thereby demonstrating powerful analgesic (or pain reducing) effects. Ginger has 180 times more protein-digesting enzymes than papaya. Ginger is commonly used as a natural treatment for ulcers.

**Poten-Zyme™ Cat's Claw Extract**-has been extensively used by Peruvian Ashaninka Indians to treat a wide range of illnesses including asthma, urinary tract inflammation, inflammatory bowel disease, arthritis, rheumatism, and bone pain. Cat's Claw contains potent phytochemicals called Quinovic Acid Glycosides. Studies indicate that some of its constituents can inhibit inflammation from 46% to 69% in various in-vivo and in-vitro tests.

**Poten-Zyme™ Turmeric Extract**-an Indian spice that demonstrates powerful anti-inflammatory properties and is a potent antioxidant. It is widely used in traditional Chinese and Ayurvedic medicine for the stimulation of beneficial liver action to relieve digestive inflammation.

**Poten-Zyme™ Alfalfa Extract**-Provides over 90 biologically active minerals as well as eight unique enzymes. Alfalfa helps to alkalize the body which may reduce acidic deposits associated with inflammatory conditions. The alfalfa contained in FYI™ is a full spectrum extract of the alfalfa leaf and is therefore safe for use by those with autoimmune conditions.

**Rhododendron Caucasicum Extract**-known as the snow rose grows high in the Caucasian mountains of the Republic of Georgia. The smaller antioxidant molecules found in Rhododendron extract showed higher antioxidant values, compared to extracts containing OPCs such as pycnogenol and grape seed extract. The cardio-protective properties of Rhododendron caucasicum includes elimination of capillary fragility and hemorrhoid bleeding, as well as regulating blood pressure. Rhododendron has proven to be effective in ameliorating the symptoms associated with gout. In a clinical trial of over 170 volunteers with severe gout, the extract proved effective in just a few hours by relieving the painful symptoms associated with gout.

**Laminaria and Ulva Extract**-edible brown and green sea vegetables which contain large amounts of protein, vitamins, and polysaccharides. These sea vegetables contain Glucuronic Acid which is an important component of chondroitin sulfate. They also contain appreciable amounts of proline and ascorbic acid required for collagen synthesis.

**Bayberry Bark Extract**-contains large amounts of myricetin, a potent antibiotic and anti-inflammatory. Myricetin is a COX-1, COX-2 and 5-LOX inhibitor. It has been used for centuries for the treatment of infections such as dysentery and was reported to be an effective fever reducer.

**Phytosterols**-have been shown to modulate the immune response in autoimmune conditions such as rheumatoid arthritis and prevent damage caused by inflammation. Plant sterols have been shown to positively affect allergic rhinitis, sinusitis and asthma.

### **The Poten-Zyme™ Process**

The Poten-Zyme™ process (Poten-tiation by enzymatic activation) is an exclusive natural process of lacto-fermentation and enzymatic pre-digestion using 14 strains of beneficial microorganisms to extract the precious phytochemicals contained in FYI™. Many extraction processes isolate one or two important compounds at the expense of others. With Poten-Zyme™ the user gets the benefits of all of the naturally occurring beneficial compounds contained within each plant. The Poten-Zyme™ process creates and liberates valuable compounds within the herbs, including enzymes, antioxidants, polysaccharides, phytoosterols and many others.

### **The UltraZorbe™ Caplet Delivery System**

The UltraZorbe™ caplet delivery system (Ultra-absorption) is a revolutionary technology whereby all nutrients and ingredients in FYI™ retain their maximum nutritive content, viability, and "live" food and herbal properties. The UltraZorbe™ caplet delivery system accomplishes this without the use of heat, animal products, traditional binders, fillers, or excipients. UltraZorbe™ caplets are designed to provide rapid disintegration and dissolution, and thus deliver the desired nutrients in the most efficient and effective time frame possible.

#### **References:**

Radiant Health "The Ancient Wisdom of the Chinese Tonic Herbs", Ron Teeguarden (master herbologist), Warner Books, 1998  
The Healing Herbs, Michael Castleman, Bantam Books, 1995  
New Foods For Healing, Selene Yeager and the Editors of Prevention Health Books, Bantam Books, 1999  
Common Spice Or Wonder Drug? Ginger, Paul Schulick, Herbal Free Press, 1993  
Beyond Aspirin, Thomas M. Newmark and Paul Schulick, Hohn Press, 2000

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Exhibit G  
(Magazine ad)

# Healing the Seven Causes of Inflammation

By Jordan Rubin, N.M.D., C.N.C.

**Al•che•my** ('alk&-mE)  
a power or process  
of transforming  
something common  
into something  
special.

Merriam Webster's  
Collegiate Dictionary

*"As a naturopathic physician and researcher, I always try to study a problem thoroughly and then go about solving it in a comprehensive fashion. That's why I formulated FYT™ (For Your Inflammation), to help heal the seven major causes of inflammation. I believe that with this formula we have achieved a certain alchemy."*



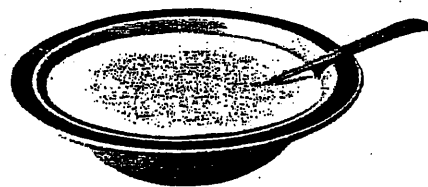
## 1 Collagen-Building Substances

**Soup Stocks:** Wonderful health benefits are to be derived from the traditional recipes of our ancestors. "A lamentable outcome of modern day meat processing techniques and our fast-paced, throw-away lifestyle, has been a decline in the use of meat, chicken and fish stocks. Our diets today are missing the gelatinous substances that these stocks produce. In days gone by, when the butcher sold meat on the bone rather than as individual filets, and whole chickens rather than boneless breasts, our thrifty ancestors made use of every part of the animal by preparing stock, broth or bouillon from the bony portions," note Sally Fallon and Mary J. Enig, Ph.D., authors of *Nourishing Traditions*.

When cartilage deteriorates in the human body, we are left with bone rubbing against bone. One of the many benefits of traditional diets, is that soup stocks made from whole chickens, aid in rebuilding and maintaining

cartilage health, by supplying high quality collagen! One thing collagen does, is draw water to the joints, which in turn helps with cushioning.

So, I highly recommend consuming chicken, fish and beef stock (purchase organic whenever possible). In addition, for regenerative purposes, you may need to supplement your diet with therapeutic amounts of collagen, which is now available in FYI. The uniqueness of the Type II chicken collagen, is that it comes from the chicken's



entire body, not just the sternum, as with many other types. I went to France specifically to find a source for this collagen, and because I wanted to work with farmers who raise their chickens naturally, unlike the way we typically do in America. The French chicken flocks don't use antibiotics or mammalian remnants in their feed.

**Sea Vegetables:** Sea vegetables such as laminaria and a; are rich in collagen-building amino acids such as proline, and offer the body infection-fighting polysaccharides. Sea Vegetables also possess a variety of components that have the ability to bind with toxins and escort them out of the body.

The collagen in FYI contains high amounts of naturally occurring chondroitin sulfates, as well as large quantities of other related sulfated compounds. Because it is a whole food concentrate, this form of collagen will not cause adverse immune reactions, and is ideally structured for maximum absorption.

2

## Balancing Over-acidity

**Over-acidity** is one of the seven major causes of inflammation. Because the body can only tolerate a small imbalance in blood pH, if you are overacidic, your body will rob alkaline components from skin, tissue and joints, in an effort to maintain a proper pH balance. Therefore, alkalizing the body can be extremely important for alleviating arthritis (especially gout). That's why I include fermented alfalfa grass juice, in the FYI formula, because it contains alkaline-forming minerals to help reduce acidity. Green asparagus also have the ability to super oxygenate the body. An

oxygen-rich environment, which is often associated with healthy alkalinity, can help to reduce the risk of degenerative diseases.

3

## Immune System Imbalance

**Cat's Claw:** FYI contains specially harvested Cat's Claw (*Uncaria tomentosa*). This herb when harvested for its proper chemotype, has an almost intuitive ability to harmonize the body's immune system, helping to quell an over-active immune response and to stimulate an underactive system. Many types of autoimmune arthritis or related conditions, such as rheumatoid arthritis or lupus, result from immune system dysfunction.

### Phytosterols:

*Phytosterols are biologically active molecules isolated from plants fats. They contain powerful immune modulating plant nutrients, which assist in rebalancing the immune system, and can be found in the tissues of healthy people.*



4

## Chronic Infections

**The arthritis/infection link** is now well established. Infections are clearly associated with the body's inflammatory levels, which can be measured with a high-sensitivity C-reactive protein test. But many infections do not manifest themselves as definitive disease conditions such as the flu or common cold. They may simply cause minor symptoms like skin eruptions or fatigue. Wild oregano concentrate and bayberry bark extract, are both premiere infection-healing herbs that aid the body in warding off pathogens.

*The arthritis/infection link is now well established.*





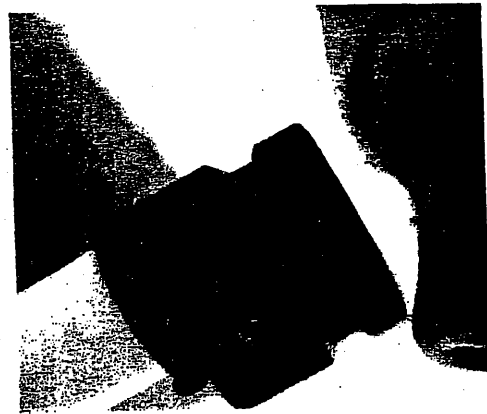
## Oxidative Stress

***Rhododendron caucasicum*:** Another key ingredient in FYI is *Rhododendron caucasicum*, used as an effective treatment for gout in the former Soviet Union. In addition, it helps to reduce acidic deposits throughout the body. Alpine tea made from *Rhododendron*, is enjoyed daily by residents of the Republic of Georgia, historically known as some of the healthiest and leanest people in the world. Also high in polyphenolic antioxidants (40% polyphenols), *Rhododendron caucasicum* exerts a profound oxidant effect in the body, which many experts believe is several times more bioavailable than pine bark or grape seed extracts.



## The Poten-Zyme™ Process

Because the herbs contained in FYI tend to be highly fibrous, we utilize our proprietary Poten-Zyme process (Poten-tiation by Enzym-atic activation) of probiotic fermentation to help unlock their active constituents. This ancient method of bio-fermentation, incorporates 14 strains of beneficial micro-organisms and their enzymes into the foods, gently breaking them down into their most basic elements – thereby liberating valuable medicinal compounds, making the herbs more bio-available and easily assimilated by the human body.



## Prescription for Healthy Living

Although we tend to think of inflammation almost solely in terms of arthritis, persons with gout, bursitis, inflammatory bowel disease, sports injuries and other inflammatory conditions can greatly benefit from FYI.

Based on early clinical research, the recommended dosage of FYI for mild inflammation is 1-2 caplets per day. In cases of chronic inflammation take 12 caplets per day for 10-30 days followed by 6 caplets per day for 80 days. I've used up to 30 caplets daily for

severe sports injuries. Some may feel relief quickly, within a few hours. Stubborn cases, may take up to 90 days or more to notice improvement. You can always increase your dosage until you feel relief. FYI may be used safely with other anti-inflammatory formulas.

### References:

- 1.) Sally Fallon; Nourishing Traditions; New Trends Publishing, 1999
- 2.) Ron Teeguarden; Radiant Health "The Ancient Wisdom of the Chinese Tonic Herbs"; Warner Books, 1998
- 3.) Michael Castleman; The Healing Herbs; Bantam Books, 1995
- 4.) Selene Yeager; New Foods For Healing; Bantam Books, 1999
- 5.) Paul Schulick; Ginger - Common Spice or Wonder Drug?; Herbal Free Press, 1993
- 6.) M. Newmark and Paul Schulick; Beyond Aspirin; Hohm Press, 2000

Resource: For more information about FYI or to locate a fine health food store near you, call their Canadian Distributor, Advantage Health Matters at 800-338-6138 or visit their web-site [www.advantagehealthmatters.com](http://www.advantagehealthmatters.com) or [www.gardenoflifeusa.com](http://www.gardenoflifeusa.com)  
Further information about the health benefits and many uses of FYI can also be found in Dr. Rubin's book: Patient Heal Thyself, Freedom Press, 2003

Exhibit H  
(Garden of Life product  
catalog)

FYI™

## For Your Inflammation™

- Formulated to support healthy cartilage and connective tissue.
- Components clinically proven to reduce the effects of inflammation.
- Contains naturally occurring cartilage-building compounds such as mucopolysaccharides and chondroitin sulfate.
- May be used safely every day with no known side effects.

**F**YI™ provides the building blocks needed to support healthy cartilage and connective tissue. Its ingredients include mucopolysaccharides, a naturally occurring compound that helps build cartilage, as well as chondroitin sulfate for cartilage elasticity, pain relief and increased range of motion.

FYI is carefully blended using our proprietary Potenzyme™ process and, as a result, is easy for your body to digest and absorb.

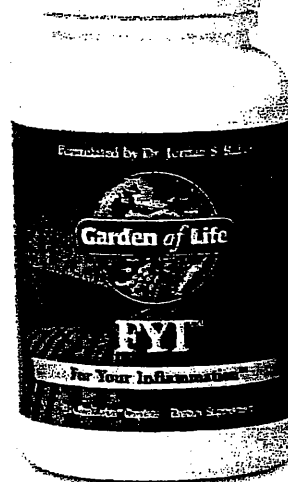
If you're among the millions of Americans suffering the pain of inflammation, get relief starting today with FYI.

## FYI Q&A

### How does FYI work to reduce the effects of inflammation?

FYI was designed to attack inflammation from all angles. Here's how it works:

- Inhibits COX-2 enzymes that produce pain when stimulated by injury, stress, poor diet or other factors.
- Supports joint integrity with collagen-stabilizing building blocks that promote joint lubrication to lessen friction.
- Provides vital amino acids that assist in the production of collagen.



- Reduces acidity that can lead to inflammation.
- Supports immune function, which can prevent the body from attacking its own tissues.
- Enhances enzymatic activity to cleanse the blood of toxic proteins that exacerbate an overactive immune system.
- Reduces oxidative stress by helping to destroy harmful free radicals.

### What's in FYI?

FYI contains cartilage-building proteins and mucopolysaccharides from chicken collagen type II, systemic enzymes and specific whole foods and herbs chosen for their proven ability to reduce the effects of inflammation. Specific ingredients include:

- Systemic enzyme blend, a combination of protein-digesting, therapeutic enzymes able to function in a wide range of pH environments and temperature conditions.
- Bromelain, a powerful protein-digesting enzyme from pineapple that is helpful in reducing injury-related pain, swelling and tenderness.
- Papain, a mixture of protein-digesting enzymes isolated from papaya.
- Lipase, a potent fat-digesting enzyme.
- Amylase, a carbohydrate-digesting enzyme.
- Cellulase, an enzyme that breaks down plant fiber.



- Wild oregano concentrate, with 31 known anti-inflammatories, 28 antioxidants and four COX-2 inhibitors.
- Ginger extract, containing multiple constituents that inhibit COX-2.
- Poten-Zyme cat's claw extract, used by Peruvian Ashaninka Indians for a wide range of illnesses and inflammation.
- Poten-Zyme turmeric extract, an Indian spice with potent antioxidant qualities.
- Poten-Zyme alfalfa extract, with more than 90 biologically active minerals and eight unique enzymes to help alkalize the body and reduce acidic deposits.
- *Rhododendron caucasicum* extract, with anti-oxidant value and cardio-protective properties.
- Laminaria and ulva extract, which contain large amounts of protein, vitamins, polysaccharides and glucuronic acid.

### What makes FYI better than other formulas?

FI is designed and clinically tested to offer the all-natural, time-honored support for inflammation without the costly side effects. It is uniquely effective due to the formula's bio-availability provided by our proprietary Poten-Zyme™ process.

### Suggested Use For FYI™

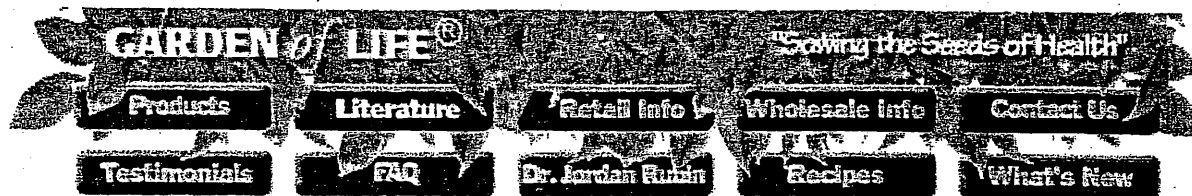
Take 1 caplet 3 times per day on an empty stomach. For advanced use, take 4 caplets 3 times a day for 10 days, followed by 2 caplets 3 times a day for 80 days. Thereafter, return to 1 caplet 3 times a day.

Supplement Facts			
Serving Size 3 Caplets		Servings Per Container 30	
		Amt. Per Serving	% Daily Value †
Chicken Collagen Type II		805mg	+
Wild Oregano Concentrate (6% Volatile Oils)		465mg	+
Poten-Zyme™ Cat's Claw Extract		375mg	+
Systemic Enzyme Blend		350mg	+
Bromelain	80,000 HUT		
Papain	2,100,000 FCCPU		
Protease Blend	250,000 FCCPU		
Amylase	4,000 DU		
Lipase	1,750 FCCLU		
Cellulase	500 CU		
<i>Rhododendron caucasicum</i> Extract (40% Polyphenols)		150mg	+
Poten-Zyme Ginger Extract		115mg	+
Poten-Zyme Turmeric Extract		115mg	+
Poten-Zyme Green Barley Juice Extract*		115mg	+
Phytosterol Blend		60mg	+
Laminaria Extract (5% Algae Phenolics)		50mg	+
Ulva Extract (5% Algae Phenolics)		50mg	+
Bayberry Bark Extract (77% Myricetin)		50mg	+
Other ingredients: Cellulose and Stearates (vegetable source)			
*Certified organic			
†Percent Daily Values are based on a 2,000 calorie diet			
+Daily Values not established			

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.



Exhibit I  
(Garden of Life website)



## Literature

Search



Memo to Dr. Rosenfeld:  
**'FYI'™ Means 'For Your Inflammation'**  
by Jordan Rubin, N.M.D.



I like Isadore Rosenfeld, M.D. He's great. Here's a very mainstream doctor who, as an advisor to millions of Americans with his Saturday appearances on the Fox News network and as author of the new book *Power to the Patient* (Warner Books 2002), always gives very reliable information to consumers-often even advising on scientifically validated alternative remedies that consumers might otherwise not know about.

I enjoy reading Dr. Rosenfeld's books and respect him as a medical authority.

Now I know: you're thinking, hey, somewhere there's a but-and there is... So, when I sat down to enjoy my Sunday paper and began reading Dr. Rosenfeld's rheumatoid arthritis report in the April 21 issue of *Parade Magazine*, I eagerly anticipated his "take" on both mainstream drugs and some areas of complementary medicine. Alas, Dr. Rosenfeld dealt exclusively with mainstream drug treatment for rheumatoid arthritis, noting that prednisone and methotrexate "remain the most predictably useful drugs to date-and the safest." Though he mentioned their side effects (see sidebar), I don't think the good doctor adequately characterized these complications when he said "potential toxicity should not deter you from trying them, as long as you are monitored carefully by your doctor." Certainly, by now we have come to recognize that sometimes when it comes to drug therapy the "cure" can be worse than the disease itself.

I was disappointed because here was such a wonderful opportunity for this widely read health professional to take in the whole picture. I wish he had. Rheumatoid arthritis is a condition that lends itself so well to complementary medicine-that is, combining allopathic approaches with those that initiate the body's own healing response.

I wish I had been able to talk to the good doctor before the report came out. Even in a mainstream publication like *Parade*, it is time to walk, so to speak, on both feet, combining allopathic medicine with natural healing pathways.

### The Whole Truth about Rheumatoid Arthritis Therapies & Nothing But...

I want to tell consumers, as another national pundit (whom we all know) might put it, "the rest of the story."

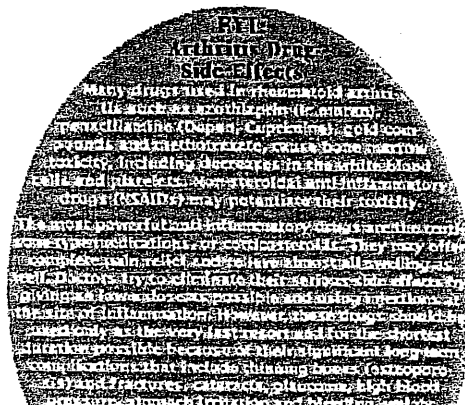
I'm very happy to report preliminary results from university clinical trials have just come in and that they show without doubt the Garden of Life formula FYI™ (For Your Inflammation), which attacks inflammation in seven ways, is doing some great things for rheumatoid arthritis patients.

I'm not saying to use our formula exclusively to the exclusion of prescription medications or other nutritional formulas. I know many people who do just that with great results. But, I think, when we look closely at the side effects of prednisone and methotrexate-two mainstream treatments for rheumatoid arthritis patients-that anything we can do to reduce dependency on these medications or eliminate them altogether, while providing healing support, is a good thing.

The opportunity to truly help patients reduce their toxic load and get well-that's what we have in FYI™.

### Clinical Results Support FYI™

Taken as a whole, it should not be surprising that in



## Garden of Life - 'FYI' Means 'For Your Inflammation'

a recent clinical trial testing FYI™, 82 percent of the rheumatoid arthritis patients completing the study had a 60 percent or greater improvement in their condition, as measured by standard mobility evaluation tools. All patients experienced significant reductions in their C-reaction protein levels, indicating reduced inflammatory processes.

I can't tell you everything about the study-yet. That's because it has been accepted for publication this fall in the International Journal of Immunotherapy, and there is a press embargo until that time. But I am quite pleased with the results.

### The Value of Complementary Medicine

One of the great things about complementary medicine is that it often performs most dramatically for the neediest patients. I'd certainly like to see Dr. Rosenfeld informed of complementary pathways to enhance the body's own healing response in cases of rheumatoid arthritis-because many of them work quite well.

In order for us to effectively help as many of the 2.1 million people suffering from rheumatoid arthritis as possible, I'd tell Dr. Rosenfeld that, quite apart from FYI™, he should investigate use of essential fats such as fish oils and borage oil. Certain herbs and spices such as *Boswellia serrata*, curcumin the main antioxidant in turmeric and yucca can also be beneficial for the joints. All have scientific and clinical validation-and, in fact, could be used together as a very powerful regimen. As a conscientious health professional, I know this is information he would welcome. I also realize that space limitations may have precluded him from covering complementary medicine. Come to think of it. Maybe I'll send him a copy of this article and he can do a follow-up report for Parade.

**I designed FYI™ to attack inflammation from all angles. Let's look at my approach and see if it makes sense.**

**Inhibition of COX-2 enzymes**-We know that drugs that inhibit the COX-2 enzymes are highly effective pain relievers. Plant-based medicines can do the same job as these drugs but without toxicity, so I made sure our formula contained **ginger, wild oregano and turmeric**, all of which inhibit this inflammatory enzyme pathway.

**Infections**-Whether the culprit is fungi, bacteria, virus or mycoplasma, we have to deal with subclinical chronic infectious states because these are all too often invisible culprits in chronic immune dysfunction, which is really what we're talking about when we look at the underlying pathology of rheumatoid arthritis patients. These are not the kind of infections patients or doctors take note of easily. You'll need to get a high-sensitivity C-reactive protein test, which your doctor can order. A high-normal to high reading means you probably have infectious agents in your tissues. Most of us can benefit by cleansing our tissues and purifying our blood. **Wild oregano and bayberry bark** are among nature's most potent antibacterial herbs. They're safe, and they work systemically. **Turmeric and ginger**, like many spices, also have antibacterial properties.

**Joint integrity**-I knew with any anti-inflammatory formula we would need to support the integrity of the joints, the cartilage and its moisture content, which influence our comfort/pain level. I went to France to source a type of **Type II Collagen** that would be derived from organically raised chickens and provide the body with collagen-stabilizing building blocks such as chondroitin sulfates and gelatin (just like chicken broth would if we consumed more soup stock). Such collagen also promotes adequate joint lubrication to lessen friction.

**Help from the sea**-And we needed to add back some of the key collagen-building amino acids, which I did with sea vegetables such as **laminaria and ulva**. Both are rich in collagen-building amino acids such as proline.

**Reducing acidity**-I added fermented **alfalfa grass juice** in FYI™ because it contains alkaline-forming minerals to help reduce overacidity, another influence on inflammation.

**Normalizing immune function**-Especially in rheumatoid arthritis, the immune system is overactive. It is attacking the body's own tissues. We need to restore balance. Our specially harvested **cat's claw (Uncaria tomentosa)** has an intuitive ability to harmonize the body's immune system. In many cases, the properly harvested cat's claw alone can do wonders for the immune system. The formula also includes plant phytosterols which are able to modulate