GNLD PRODUCTS
Based in Nature – Backed by Science

people empowering people
Anjana Srivastava
Executive Vice President
Product, Science & Technology
SAB Member
GNLD International
Glorious Past – Prosperous Future

GNLD Difference

• Heritage & Philosophy
• 50+ Years
• Pioneers in Cellular Nutrition
• Whole Food Nutrition & Health
• 100’s of Milestone Achievements
GNLD Products

FEEL BETTER • LOOK BETTER • LIVE BETTER
Based in Nature

• Finest natural nutrients from whole food sources to help you achieve optimal health

Backed by Science

• Delivered in highly bio-efficient forms in exclusive, clinically proven formulas
  – Maximum nutrient absorption
  – Utilisation
  – Benefits
Scientific Advisory Board

A History of Scientific Excellence

Arthur Furst 1914-2005
Founding Member Emeritus, SAB
Ph.D., Sc.D., D-A.T.S.,
Toxicologist, Pharmacologist

Anjana Srivastava
M.S., M.B.A.
Executive Vice President,
Product, Science & Technology

John R. Miller
Product Technologist, Researcher

Fred G. Hooper
Ph.D., Biochemist, Nutritionist

Laszlo P. Somogyi
Ph.D., Food Scientist

Arianna Carughi
Ph.D., C.N.S., Nutritional Scientist

David Shepherd
Ph.D., Microbial Biochemist

Diane Clayton
Ph.D., Biochemist, Nutritionist, Health Practitioner

Mark Lowman
Director, New Product Development
2012 OLYMPICS
GNLD ATHLETES

KEEP AN EYE OUT FOR...

MARKO ALBERT
Triathlon

ROBIN ANDREASON
Swimming

KRISZTIÁN BERKI
Artistic Gymnast

MAHE DRYSDALE
Rowing

SAMI JAUHOJÄRVI
Cross Country Skiing

MAARIS MEIER
Mountain Biking

BIANCA PERIE
Hammerthrow

ESTHERA PETRE
Pole vault

MARIAN OPREA SALTO
Long Jump

REIN TAARAMÄE
Cycling

ALEKSANDER TAMMERT
Discus

DARIAN TOWNSEND
Swimming

BIONCA PERIE

Kristian Berki

Esthera Petre

Darian Townsend

Alexander Tammert
Krisztián Berki
Men’s Artistic Gymnastics

HUNGARY

• Gold Medal Winner
• Men’s Pommel Horse
• Score: 16.066
NEW ZEALAND

• Gold Medal Winner
• Men’s Single Sculls
• Time: 6:57.82
Nutritional Gap

What We Should Eat

What We Actually Eat
A complete living system

• 75 – 100 trillion cells

in the body
Cell Structure

- Outer Cell Membrane
  - one layer of lipids
  - one layer of lipids

- Mitochondria
- Nucleus
- DNA & RNA
Critical Membrane Functions

- Cell Renewal
- Nutrient transport
- Cell Signalling

Apoptosis: Cell death
Health at the Cellular Level

1. Nourishment
2. Protection
3. Repair
4. Renewal
• **Lipids**: Essential building blocks of healthy membranes
  - **Plant sources**
  - **Animal sources**

• **Protein**: Biologically complete with all 22 amino acids
• The Right Balance
• Omega 3s and Omega 6s
Evil Twins of Aging & Disease

Inflammation

Oxidation

Cellular PROTECTION
2 Cellular PROTECTION

FORMATION OF FREE RADICALS

How antioxidants reduce the free radicals

ANTIOXIDANT
FREE RADICAL
2 Cellular PROTECTION

Vitamin C

POLYPHENOLS
- Phenolic acids
- Anthocyanins
- Anthocyanidins
- Catechins
- Proanthocyanidins
- Flavonoids
- Isoflavones
- Ellagic acids

Vitamin E

CAROTENOIDs
- Alpha-carotene
- Beta-carotene
- Cis-beta-carotene
- Gamma-carotene
- Zeta-carotene
- Canthaxanthin
- Capsanthin
- Cryptocapsin
- Alpha-cryptoxanthin
- Beta-cryptoxanthin
- Lutein
- Lycopene
- Cis-lycopene
- Violaxanthin
- Zeaxanthin
To perform critical repairs and maintenance, cells need a wide variety of **ESSENTIAL NUTRIENTS**

- Vitamins
- Minerals

**Damaged DNA**
Mitosis: cellular division
Whole Food Derived Nutrients
Strategy for Prevention

Whole Food Nutrients are Key to Promoting Health
GNLD Wellness Pyramid

Our Diet Impacts our Health & Vitality

- Whole Grains
- Fruits & Vegetables
- Protein
- Fat & Sugar
- Physical Activity & Weight Management
TRE-EN-EN GRAIN CONCENTRATES

Feed Your Cells – Energises

• Enhances cellular energy
• Optimises membrane function

What’s in Pro Vitality+?

HEALTHY CELL with TRE-EN-EN®
Whole grain lipids and sterols allow your cell membranes to become their flexible best, making it easier for nutrients to get in and waste to get out.*

WHOLE GRAIN LIPIDS & STEROLS
Research on Tre-en-en

Studies conducted at the Texas A&M University

- without TRE-EN-EN
- with TRE-EN-EN

Graphs showing:
- Improved nutrient utilization efficiency
- Ratio of growth and development to nutrients consumed
- Optimized overall growth & development
- Enhanced cardiovascular development
CAROTENOID COMPLEX

Protect Your Cells – Optimise Your Immunity

• Clinically proven by USDA researchers
• Patented

INCREASED IMMUNE CAPACITY
Clinically proven to boost immune capacity by 37% in 20 days.*

PHYTONUTRIENTS FROM FRUITS & VEGETABLES
Plasma Carotenoid Levels before and after Supplementation with a Carotenoid Complex

INTRODUCTION
About one-third of the world’s diet in the form of a healthy, plant-based diet is composed of carotenoids. Carotenoids are known to protect against chronic diseases, such as breast cancer, cardiovascular disease, and cancer. Carotenoids have the ability to absorb light, which promotes the production of vitamin A. This enhanced vitamin A activity and its antioxidant properties, in combination with the anti-inflammatory properties, has been shown to protect against oxidative stress and chronic diseases. Carotenoids also act as a natural sunscreen and can help protect against sun damage. This study aimed to investigate the effects of carotenoid supplementation on plasma carotenoid levels and overall health.

METHODS
Participants were randomly assigned to either the carotenoid supplementation group or the control group. The carotenoid supplementation group consumed a supplement containing a combination of carotenoids daily for 8 weeks. Blood samples were collected before and after the supplementation period. Plasma carotenoid levels were measured using high-performance liquid chromatography (HPLC).

RESULTS
The carotenoid supplementation group showed a significant increase in plasma carotenoid levels compared to the control group. This increase was observed for all carotenoids measured (β-carotene, lutein, zeaxanthin, and astaxanthin). The increase in carotenoid levels was associated with improvements in markers of oxidative stress and inflammation.

CONCLUSIONS
Carotenoid supplementation appears to be an effective strategy for increasing plasma carotenoid levels and improving markers of oxidative stress and inflammation. These findings support the role of carotenoids in promoting overall health and may have implications for the prevention and treatment of chronic diseases.

Keywords: Carotenoids, Oxidative Stress, Inflammation
What’s in Pro Vitality+?

OMEGA-3 SALMON OIL PLUS
Balance and Regulate Your Cells—Maximise Good Health

• All eight Omega-3s in high potency
• Clinically proven
• Ultrapure

What's in Pro Vitality+?

ULTRA PURE OMEGA-3 FATTY ACIDS

CONCENTRATES ALL 8 BENEFICIAL OMEGA-3S IN HIGH POTENCY AND SCREENS FOR HARMFUL COMPOUNDS SUCH AS MERCURY AND LEAD

ULTRA PURE OMEGA-3 FATTY ACIDS
Highest Level of Scientific Acclaim
What’s in Pro Vitality+?

ESSENTIAL VITAMIN & MINERAL COMPLEX

Nourish Your Cells—More Than Just A Multi

• Complete and balanced
• Proprietary blend

VITAMINS AND MINERALS BRIDGE THE DIETARY GAP, PLUS PHYTOENZYMES FOR EASY DIGESTION
The WHO estimates that 66% to 80% of the world's population may be iron deficient.

What’s in Pro Vitality+?

ESSENTIAL VITAMIN & MINERAL COMPLEX
With Iron to Support Healthy Cell Function

• Equivalent to a serving of iron-rich foods
• Promotes vitality
Pro Vitality+ Convenient Sachets

TRE-EN-EN® GRAIN CONCENTRATES
CAROTENOID COMPLEX
OMEGA-3 SALMON OIL PLUS
ESSENTIAL VITAMIN & MINERAL COMPLEX
Benefits of Pro Vitality+

POWERFUL NUTRIENTS THAT SUPPORT:

• Abundant Energy
• Antioxidant Protection
• Heart Health
• Immune Strength
• Healthy Brain Function

• Flexible, Healthy Joints
• Clear Vision
• Youthful Skin, Hair & Nails
• Lifelong Cellular Health

DAILY WHOLE FOOD NUTRITION IN CONVENIENT ON-THE-GO SACHETS!
Healthy Start to an Energy Filled Day

PRO VITALITY+
DAILY WHOLE FOOD NUTRITION

NUTRITIONAL SUPPLEMENT
30 Sachets

Brought To You By
GNL

- Pre-en-en* Grain Concentrates
- Cardiome Complex
- Omega 3 Salmon Oil Plus
- Essential Vitamin & Mineral Complexes
Personalised Nutrition

- **START**: Pro Vitality+ Nutrition Foundation
- **ADD**: Personalised Targeted Solutions for specific health needs
What the doctors are saying

“This formulation puts the best of GNLD in one sachet, adds the multivitamin to complete it and makes it so convenient”.

Dr. Barry Bland, LRCP, MRCS, FFARCS
Anesthesiology
“What I like about Pro Vitality+ is the convenience of having vitamins and minerals with the oils. I’m also happy that this ‘multi’ has some iron, to replace losses that invariably occur. Also, the pack is compact, which is great.”

Dr. Eseza Nambassi, MBChB, Dip HIV Med.
What the doctors are saying

“I am a strong advocate for nutritional supplementation and the new Pro Vitality+ is the most ideal and convenient way to attain that goal. I recommend new Pro Vitality+ to my patients and anyone I talk to who is looking for a nutritional supplement that is of superb quality.”

Dr. Harold E. Moore, Jr., M.D., FAAFP
Family & Preventive Medicine
What the doctors are saying

“The NeoLife Pro Vitality+ packette is THE answer. With three unique, clinically proven products plus a leading edge multi-vitamin, multi-mineral it provides comprehensive, preventive health care. Pro Vitality+ bridges the critical gap between what we eat and good nutrition.”

Dr. Bruce A. J. Dewe, M.D., NZRK, MICAK, Dean - International College of Professional Kinesiology, Kinesiologist
ALL NEW PRO VITALITY+

Marketing Support Materials
Brochette

Code 132
Pack of 10

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Pro Vitality+

DAILY WHOLE FOOD NUTRITION
For Lifelong Health and Vitality

Nature • Science

BASED IN NATURE
Whole Food, Human Food Chain Nutrients
NeoLife Pro Vitality+ includes the finest nutrients from whole grains, fruits & vegetables, and fish to help you achieve optimal health.

BACKED BY SCIENCE
Clinically Proven Formulas Assure Effectiveness
These nutrients are delivered in highly bio-efficient forms, in capsules, clinically proven formulas that maximize nutrient absorption, utilization and benefits by using the most advanced scientific methods and proprietary processes.

Achieving Health & Vitality

Leading global health authorities like the World Health Organization, Centers for Disease Control, Heart and Diabetes Associations agree that the key to preventing disease and promoting health is weight management, physical activity and eating a nutrient-rich diet that includes whole grains, fruits, vegetables, and fish.

GNLD Wellness Pyramid

THE KEY TO LIFELONG HEALTH AND VITALITY

Gaining your body the right balance of nutrients from each food group is key to lifelong health and vitality. Along with a healthy diet and lifestyle, Pro Vitality+ can help you achieve your ideal Wellness Pyramid by filling in the nutritional gaps of the typical modern diet.

DAILY WHOLE FOOD NUTRITION IN CONVENIENT ON-THE-GO BAGS

#25509
30 Bebatches
PRO VITALITY+
DAILY WHOLE FOOD NUTRITION
For Lifelong Health and Vitality

WHOLE FOOD NUTRITION
FOR LIFELONG HEALTH
AND VITALITY SUPPORTS*:

- Powerful Antioxidant Protection
- Heart Health
- Immune Function
- Healthy Brain Function
- Flexible, Healthy Joints
- Clear Vision
- Youthful Skin, Hair and Nails
- Lifelong Cellular Health

GOLD
www.gnld.co.za

SAMPLE ONLY • NOT FOR RESALE

This product is intended to improve, heal, cure or prevent any disease.

GOLD

Code 143
Pack of 10

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Purchase sachets separately
Fast Facts

Our Diet Impacts our Health & Vitality

Health surveys show that the incidence of chronic disease is higher than ever before. This may be attributed largely to the state of our diets which can be seriously inadequate in nutrient-rich whole foods. The reality is that most of us get too much of the wrong stuff, not enough of the right stuff!

- 60% of us don’t eat the recommended 5-13 servings of fruits and vegetables
- 70% of us admit to eating foods that actually contribute to poor health
- Less than 1 serving of whole grains are consumed on a daily basis - many don’t even get that
- Protective lipids and sterols have been stripped from whole grains to increase their shelf life
- Many don’t eat fish due to concerns about the presence of heavy metals and contaminants

Whole Food Nutrients Can Optimize Health

- Leading global health authorities like the World Health Organization, Centers for Disease Control, and Heart Associations agree that the key to preventing disease and promoting health is weight management, physical activity, and eating a nutrient-rich diet that includes whole grains, fruits & vegetables and fish.
- Everyone should increase consumption of whole grain foods, fruits & vegetables, foods rich in omega-3 fatty acids and maintain a healthy weight.
- Not even those with good intentions to eat a healthy diet face challenges. Busy lifestyles, eating on the run, and the prevalence of processed foods all contribute towards nutritional gaps that would benefit from nutritional supplements.

Our Solution: Pro Vitality+

- Whole food nutrition clinically proven to strengthen the perfect foundation for lifelong health and vitality.
- In convenient on-the-go sachets.

With 23 essential vitamins and minerals, lipids and sterols from whole grains, carbohydrates from fruits and vegetables, and omega-3 fatty acids from fish,
- Each sachet provides powerful nutrients that support:
  - Powerful antioxidant protection
  - Heart health
  - Immune function
  - Healthy brain function
  - Collagen, healthy joints
  - Clear vision
  - Youthful skin, hair and nails
  - Lifting cellular health

Pro Vitality+ is the new supplement for healthy nutrition - no matter what your health goals are!

Based in Nature and Backed By Science

- Based in Nature - Whole Food, Human Food Chain Nutrients
- NeoLife’s Pro Vitality+ supplements provide the finest nutrients from whole grains, fruits & vegetables and fish to help you achieve optimal health.
- Backed by Science - Clinically Proven Formulas Assure Effectiveness

These nutrients are delivered in highly bio-efficient forms, in exclusive, clinically proven formulas that maximize nutrient absorption, utilization and benefits by using the most advanced scientific methods and proprietary processes.

Download from ‘Distributor Only’
Pro Vitality+ Nutrients Help Young Adults Look, Feel and Be Sharp

Download from ‘Distributor Only’
Our Diet Impacts our Health & Vitality
Whole Grains, Fruits & Vegetables, and Fish Can Optimise Health

GLOBAL HEALTH CRISIS. The incidence of chronic disease is higher than ever before. This can be attributed largely to the state of many of our diets that are overwhelmingly inadequate in nutrient-rich whole foods.

- 50% of us don’t eat the recommended 5–13 servings of fruits and vegetables.
- 75% of us admit to eating foods that actually contribute to poor health.
- Less than 1 serving of whole grains is consumed daily; many don’t consume that much.
- Some food processing steps have stripped protective foods and antioxidants from certain wholegrain products to increase their shelf life.
- Many don’t eat fish due to concerns about the presence of heavy metals and contaminants.

THE REALITY is that most of us have turned our Wellness Pyramid upside down! We’re getting too much of the wrong stuff and not enough of the right stuff.

THE GOOD NEWS is that the problem and the solution both seem to be in the food we eat. Weight management, physical activity, and eating a nutrient-rich diet that includes whole grains, fruits, vegetables, and fish can optimise our health and vitality.

THE PROVITALITY+ PROGRAMME CAN HELP you turn your Wellness Pyramid right side up. With a few simple changes to your diet and lifestyle and taking ProVitality+ whole-food nutrition, you can tip your Wellness Pyramid right side up and enjoy a lifetime of health and vitality.

Whole-food nutrition in a convenient on-the-go sachet.
Pro Vitality+ Presentation

ALL NEW

Download from ‘Distributor Only’

Available soon!
Website Resources

- Brochette
- Fast Facts
- News You Can Use
- Mini Flyer
- Launch Presentation
GNLD PRODUCTS
Based in Nature – Backed by Science

people empowering people