

# FAST FACTS



Motor vehicle exhaust, industrial pollution, smoke from cigarettes and fireplaces, water tainted with pesticides, fertilisers and heavy metals along with food containing residual chemicals and artificial additives leaves us little chance of avoiding pollution in our lives. Today, pollution is everywhere, and it has become a primary threat to our good health. These pollutants wreak their havoc on our cells by increasing oxidative attacks, causing damage that can set the stage for disease to develop and our bodies to age faster. GNLD's BetaGard has been formulated by one of the world's leading toxicologists, Dr. Arthur Furst, to protect your cells by feeding them a blend of antioxidant and detoxifying nutrients that work together to help the body neutralise and metabolise toxic materials.

## BetaGard - *Your solution against pollution*

### Why a nutritional supplement to protect against environmental toxins?

- **Pollution threatens our good health.** Scientists estimate that 80% of cancers result from environmental causes. Pollutants may contribute to other diseases as well – heart disease, kidney disorders, emphysema, anaemia, liver disease etc.
- The assault comes from all sides. The **air we breathe**, both indoors and out, as well as the **water we drink** and the **food we eat** are all **potential sources of toxic exposure**.
- Scientific research shows that **certain nutrients may boost the body's defences against environmental toxins**, by interfering with toxic reactions and preventing cellular damage, which may lead to disease.



### Why GNLD BetaGard?

- Developed by world-renowned toxicologist, Dr Arthur Furst. Formulated specifically to assist in defending your body against harmful agents in our air, water, and food.
- **Synergistic blend of both antioxidants and detoxifying nutrients** to help your body interrupt toxic processes and protect against cellular damage from environmental pollutants.
- **Provides antioxidant protection.** Contains beta-carotene and other carotenoids as they occur naturally in carrots, plus vitamin C and the complete vitamin E family of tocopherols and tocotrienols.
- **Helps detoxify foreign substances which are ingested or inhaled.** B-vitamins, including riboflavin, niacin, and pyridoxine, and magnesium, help detoxify foreign substances.
- **Helps protect against heavy metal contamination and helps boost immune function.** Zinc and GTF chromium aid the body's vital defences.

*BetaGard is GNLD's exclusive formula developed to support the body's natural ability to counteract the harmful effects from exposure to environmental toxins.*

## How BetaGard Works

- B-vitamins riboflavin, niacin, and pyridoxine help to detoxify foreign substances inhaled or ingested. Riboflavin (vitamin B2) is an essential cofactor for several enzymes, including some involved in the detoxification of cancer-causing agents. Pyridoxine (vitamin B6) is similarly an enzyme cofactor; B6 deficiency has been linked to increased production of an agent which causes liver cancer.
- Wholefood-sourced vitamins C and the complete vitamin E family of tocopherols and tocotrienols are powerful, synergistic antioxidants which help defend cells against free radical attack caused by environmental pollutants.
- Magnesium is an important part of the BetaGard formula since it is instrumental in both detoxification and tissue repair.
- Zinc works to protect the body against the effects of toxic heavy metals including mercury and cadmium. Cadmium is one of the most poisonous elements in our environment. It can inhibit the function of many of the body's enzymes.
- Selenium (NZ formulation only) is an important trace element required by the body to defend against heavy-metal poisons such as cadmium, mercury, and lead. Recent research has shown a significant relationship between selenium intake and a reduced occurrence of certain cancers.
- GTF chromium is included in BetaGard because it boosts body defences. Other active ingredients are also present in BetaGard to help the liver detoxify food additives such as artificial colouring agents and other harmful chemicals.

BetaGard is GNLD's exclusive formula developed to support the body's natural ability to counteract the harmful effects of toxic pollution. This type of protection is important to all of us, but becomes crucial in highly polluted industrial and metropolitan areas.

*Always read label. Only use as directed.*



**INTERNATIONAL**

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BetaGard 6/04

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