

Everyone knows the importance of good nutrition and the role supplementation plays in better health and wellness.

However, so many products today make so many claims that you need to exercise your mind before you make the right choices for your body.

you decide!

GNLD's Carotenoid Complex™ vs. The Latest Asexual Fungal Creation!

Every so often something “new” hits the nutrition industry, and the folks selling it hail their creation as the “latest and greatest.” Ever hear of Blakeslea Trispora? That’s the source of a “new” carotenoid supplement on the market these days. Blakeslea Trispora is an asexual fungus created by the co-fermentation of two sexual types of fungus. You have probably never heard of anyone eating it—because it’s not part of nature’s blueprint for human nutrition!

GNLD’s sources of the carotenoids in our Carotenoid Complex, on the other hand, are whole tomatoes, carrots, spinach, red bell peppers, strawberries, apricots, and peaches, plus pure olive oil in a lipid-soluble formula. Each capsule of Carotenoid Complex provides the complete carotenoid value of an optimal serving of a wide variety of carotenoid-rich fruits and vegetables.

Scientifically proven to strengthen the immune system and minimize risk for disease, Carotenoid Complex was the first nutritional supplement to be recognized by the scientific community for its power to enhance the immune system. Human clinical trials conducted by researchers from the USDA and published in the *American Journal of Clinical Nutrition* showed Carotenoid Complex can boost the immune system, protect the heart, and defend your cells against attack from free radicals that can lead to cancer.

The foods and supplements you consume should be compatible with the human body. It sounds simple enough, and we’ve said it many times, but lots of other supplement producers just don’t seem to agree with us. At GNLD, assuring that our products are “biocompatible”—that their ingredients come from within the human food chain and are safe for a lifetime of human



consumption—is an important part of our product development process. It’s a critical GNLD Difference when it comes to product quality.

So which carotenoid product is better suited to defend your cells and boost your immune system—latest asexual fungal creation, or GNLD’s Carotenoid Complex, sourced from a wide variety of carotenoid-rich whole foods? It seems clear to us, but . . . YOU DECIDE!