

INVEST IN YOR HEALTH
YOR WORTH IT



“The first day of your life that you experience less energy, less vitality, and less mental power, is the first day of your impending illness,” - Dr. Bernard Jensen, D.C., N.D., Ph.D

Many people live their lives each day feeling tired, fatigued, and run-down. They blame it on getting older, stress, genetics, etc. They get used to feeling this way and eventually it becomes accepted as normal. After a while, they can't remember what it's like to feel really good. Our modern day lifestyles, poor diets and chlorinated water, along with a polluted environment are robbing us of the nutrients we need for optimum health.

Over the last 100 years, there has been a **72% LOSS OF MINERALS IN SOIL**, as reported in The 1992 Earth Summit Report.* Coincidentally, the earth's population has grown 4x over what it was from just a 100 years ago; from 1.65 billion in 1900, to an astounding 6.08 billion in 2000!* Our economy races to supply the demand of an exponentially growing population. The only problem is that when the population grows quicker than the earth's resources, corners get cut. Quality is compromised for convenience, and mass consumption is met with mass production. How does this affect the food we grow and eventually eat? Mineral-deficient soil produces mineral-deficient foods. And mineral-deficient foods produce mineral-deficient people. No wonder so many people complain of fatigue and lack of energy...many of us are poorly nourished.

Depriving the body of vitamins and nutrients it needs creates great internal physiological stress. Organs work harder and often make compensatory adjustments, like robbing other organs of their nutrients. The body produces more stress hormones like adrenaline and cortisol to cope - which at high levels has detrimental effects on the body and brain, blood pressure is raised, and immune function is suppressed.* Combine physiological stress from our diets with the physical, mental, emotional, and environmental stressors of our daily lives, and all of those add up to way beyond what our bodies were designed to deal with.

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cause, and may actually cause other serious adverse side-effects. That's because conventional medicine is focused on treatment, rather than prevention.* Wouldn't we rather invest a little money now into our health so we can feel good, live longer, and enjoy life, rather than possibly spend a fortune later? Combining nutrition with a healthy lifestyle is a powerful approach to keep us optimally healthy and well.

ITS NEVER TOO LATE TO START

Our bodies are made up of cells (about 100 trillion). Millions of cells die each day, while a million new cells are born each and every hour.* If the only nutrients ever available to our cells are of poor quality, then it stands to reason that the cells may still use these poor-quality nutrients and manufacture more poor quality cells. Given the power to rebuild, renew, and reinvent ourselves, why not strive for optimal health so we can enjoy our years rather than merely endure them? Positive health changes through lifestyle and nutrition won't happen overnight, but it does happen, and it's never too late to start.

* For references, please see website
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STRESS IN OUR DIETS

- Currently, the Average American eats **133 POUNDS OF SUGAR** each year; 75 years ago, the Average American ate only 7 pounds of sugar a year! Sugar is toxic to the body, accelerates aging, depletes the body of B vitamins and minerals, and can lead to heart disease, cancer, hypoglycemia, and diabetes.*
- An incredible **80% OF CARBOHYDRATES** consumed by Americans are in the form of refined flours and sugars.*
- Only **9%** of the population eats the recommended five servings of vitamin-rich fruits and vegetables.*
- Americans eat **230 MORE CALORIES PER DAY** than they did just 15 years ago. Our diet consists of refined foods. Increasing our consumption of nutrient-depleted foods means we have an even higher requirement for the vitamins and minerals needed to metabolize them.*
- Many people eat non-foods like MSG, saccharine, NutraSweet, Splenda, artificial colorants and flavors that put stress on our systems.*
- Almost all foods have pesticides, chemical dioxins, and fluorides that come into our bodies each day. Most fast-food hamburgers have been shown to contain traces of **OVER 100 PESTICIDES**.*
- Most meats have antibiotic, hormone, and chemical residues that have toxic effects on our bodies.*
- Our foods are contaminated with phthalates from plastic wraps, styrofoam, tupperware, and non stick coatings from frying pans, that enter and damage our system.*
- Even the common practice of microwaving in plastic containers contaminates our food with toxins.*
- Vitamin B2 is one of the nutrients used by the body to support optimal thyroid function. An astonishing 5 million US adults suffer from Hypothyroidism (an under-active thyroid that slows the metabolism); most people go undiagnosed and do not even know they have it.*

INVEST IN YOUR HEALTH YOUR WORTH IT

- More than **10% OF CALORIES** consumed in America come from **ALCOHOLIC BEVERAGES**. Alcohol in large quantities is detrimental to the liver, and it depletes B vitamins, zinc, and magnesium.*
- Prescription and over-the-counter medications can deplete nutrients and create deficiencies.*
- Birth control pills create B6 deficiencies and increase the need for B6 beyond what the diet can supply.*
- Those who exercise regularly have a much higher need for anti-oxidants and minerals.*
- Currently, millions of Americans are dieting and need supplements just to meet minimal nutrient requirements. Dieting increases free radical production, so more anti-oxidants are needed to support the health of the liver and other organs, whose normal function can sometimes be compromised during weight loss.*

STRESS IN OUR ENVIRONMENT

- An optimal selection of healthy whole foods does not give us enough anti-oxidants to defend ourselves against toxic chemicals and gases we absorb from office equipment, cigarette smoke, smog, and alcohol.*
- The average person is exposed to more than **500 CHEMICALS** in the home environment and **700 CHEMICALS** in drinking water that are known to deplete many nutrients.*
- Research has verified that routine application of organophosphate fertilizers over the past 50 years has decreased the calcium content of conventionally grown broccoli to **ONE-SIXTH** (17%) what it was in the 1950's.*
- Even if we are drinking purified water, most of us shower in water that is full of chemicals, or sit in chemical filled jacuzzis or swimming pools, which enter our system every day.*
- Our clothes, mattresses, and sheets are full of chemicals, flame retardants, preservatives, and anti-fungals which enter our bodies through the skin.*
- Our air is full of carbon monoxide, petrochemicals, lead, mercury, plastic fumes, etc. which enter our bodies when we breathe.*



The excess of cultural and environmental stressors we face daily produce free radicals. Free radicals are highly reactive molecules that trigger oxidative damage by accelerating aging and quickening disease. In order to neutralize free radical damage caused by different stressors, our livers are burdened with the task of detoxification, a process which requires additional nutrients above the RDA recommended daily amounts.*

NUTRITIONAL DEFICIENCY IN THE US IS BEING DOCUMENTED

- National public surveys such as The Anareum Report, revealed that “out of 21,500 individuals surveyed, not one person consumed 100% of the RDA for 10 of the body’s most needed nutrients.”*
- A 2002 study in the Journal of the American Medical Association stated that “a lack of certain vitamins is a risk factor for chronic diseases, and [lack of vitamins] is a common factor in the general population.” The report continues, “Most people do not consume an optimal amount of all vitamins by diet alone. It appears prudent for all adults to take vitamin supplements.”*
- A poll taken and reported in Document #264 of the U.S. Senate states, “99% of the American people are deficient in vitamins and minerals, and deficiency in any one of the more important minerals actually results in disease...”*

CHRONIC ILLNESSES AND DISEASES ARE PREVENTABLE THROUGH LIFESTYLE AND NUTRITION

Chronic disease is preventable because it develops slowly over the years, as opposed to Acute disease which is characterized by rapid onset. Many people are surprised to learn that their chronic condition or disease can so often be traced to a nutritional deficiency, though studies and surveys prove the correlation clear enough. Nutrition is key in running our immune system, organ function, hormonal balance and cellular metabolism. Nutritional deficiency comes first, followed some years later by symptoms, which may lead in time to disease.*

- 86% of deaths among seniors are the result of preventable disease and only 14% die of old age.*
- Just today, 8 out of 10 Americans will die from the complications of a chronic disease, including heart disease, cancer, obesity, diabetes, depression, metabolic and digestive disorders (including heartburn and acid reflux), rheumatoid arthritis, fibroids, and osteoporosis.*
- 1 in 3 men over 50 years of age will contract prostate cancer... every 15 minutes a male dies of prostate cancer.*
- 1 in 8 women will have breast cancer...every 10 minutes a female dies of breast cancer.*
- Heart disease and stroke are still the main causes of death with cancer rating a close second, but it is on the way to becoming #1. Parkinson’s, Alzheimer’s and MS are afflicting people at alarming rates.*

Conventional practitioners treat chronic diseases with expensive pharmaceuticals that may temporarily mask pain or uncomfortable symptoms, but do nothing to resolve the underlying (continued on reverse...)

