



Natural Choice Products

The Catalyst

June 2006

Help Your Skin Tolerate The Summer Sun

Wearing sunblock with a sun protection factor (SPF) 30 is the best way to avoid sunburn. Unfortunately, people don't do it when they will be out in the sun for only a short time.

Often, that short period drags on and there they are in the sun without protection.

There is a form of sun block that's always on duty, won't wash off when you sweat or swim, and has other healthful benefits. It's created by foods that block the effects of the sun.

Tomatoes. Think lycopene, the same substance that protects against some forms of cancer. Studies reported in the Journal of Nutrition

show that when you consume just six ounces of tomato juice or a quarter cup of spaghetti sauce, you get enough lycopene to reduce the risk of sunburn by up to 40 percent.

Sweet potatoes or carrots, baby carrots included. Think beta-carotene, it's what gives these foods their orange color. If you eat a helping every other day, you will collect beta-carotene in your skin. Studies reported in Men's Fitness show that this vitamin can shield your skin from certain UV rays. That means you can stay in the sun longer without burning.

Lemons. Make a

pitcher of lemonade and have a glass. Researchers at the University of Arizona report that lemons (also limes and grapefruit) contain d-limonene, an antioxidant known to lower skin-cancer risk. Freshly squeezed juices are the best and contain about 20 times as much d-limonene as commercial varieties. Add some peel or zest to salads. Just one tablespoon of zest a week can reduce the risk of skin cancer by up to 30 percent.

Old fashioned lemonade

Mix the juice of six lemons with a cup of sugar syrup and a quart of water. Substitute part granulated sugar and part stevia sweetener if desired.



Treat your skin from the inside out with NCP's June special!

Buy 3: 1- **Nutritional Essentials** (Chocolate, Regular or Vanilla)
1- **MSM** 100 count
1- **Vitalase**



Get 1 FREE: 1- 2 ounce **Oxy-Gem Cream** OR 1- **Colloidal Silver Gel**



One of Your
Choice FREE!



Up to a **\$30.00**
Value **FREE!**

Special Price: \$93.00
Autoship Price: \$83.70

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Flax Facts

Flax is a flowering plant that produces seeds we commonly know as flax seed. Known for their nutty flavor, these seeds have been linked to many health benefits. Flax seed contains fiber (both soluble and insoluble), protein, antioxidants, omega-3 fatty acids, calcium and other vitamins and minerals.

Flax seed can be found in many commercial food products and can also be used in baking. It can be purchased raw, ground or in oil. A quarter cup of ground flax seed contains about 7 grams of fiber, 5 grams of protein

and 120 calories. It's a great addition to your day to increase your nutrient intake.

Did you know?

Flaxseed is one of the richest sources of lignans in the plant kingdom, providing up to 800 times more plant lignans than most other foods. Lignans are phytoestrogens which have been shown in laboratory studies to help protect against certain kinds of cancers, particularly breast and colon cancers. Flaxseed, with its high lignan content, may be capable of blocking the action of certain substances that can contribute to the formation of tumors.

The following recipe has proven to be a favorite with NCP's customers and staff.

NCP Smoothie

3 tablespoons **Nutritional Essentials**

1 scoop **EZ Pro Whey Protein**

1 tablespoon flax seed powder (such as Ultra Omega)

1-2 cups milk or fruit juice

Banana, frozen berries, etc

Blend and enjoy!



Smooth(ie) Out Your Summer

Whoever coined the phrase "Summer time and the living is easy" must have made a typographical error! It should have read "Summer time and the living is Busy!"

Don't let your busy schedules keep you from enjoying good health! Nutrition on the go can be simple with the help of Natural Choice Products! *Multiple Digestive Enzymes* and *Superfood Supplement* capsules can easily

be slipped into a pocket or purse, and a *Nutritional Essentials* or *EZ Pro* smoothie is perfect "go food". Just make it and go! Another option is to keep a smoothie in the freezer. Grab it in the morning, and it'll be defrosted in time for lunch. Put a few in a cooler, and you've got a perfect snack for the ball game!

Kids like popsicles? How about freezing smoothie portions in small paper

cups with a popsicle stick. Just peel off the paper, and Presto ~ fun summer food! Do the same thing with the Chocolate *Nutritional Essentials* and rice or almond milk and you've got a fudge pop! The options are endless!



Nutritional Essentials
\$25.00 each

Summer Skin

Summer time is here! Time for swimming, sailing, softball...and sunburn? The best defense is protecting your skin from the sun, but when that fails, *Oxy-Gem Active Oxygen Nutrient Cream* can help to soothe your sunburned or wind-burned skin.



Oxy-Gem Cream
1/2 ounce- \$10.00
2 ounces- \$26.00

Don't wait for a dose of sun overexposure to try *Oxy-Gem*. While it is a wonderful first-aid cream for soothing burns, rashes, skin abrasions and more, it is first and foremost a nutrient cream intended to **keep** the skin healthy with daily use! *Oxy-Gem* nourishes and revitalizes the skin, creating a healthy, youthful appearance by providing active oxygen directly to the tissues.

Oxy-Gem is a premier beauty cream that can be used under makeup, or even in place of it. Many customers have reported that the youthful glow provided by the *Oxy-Gem* cream leads friends to believe they are wearing cosmetics when they actually aren't! More important, though, is the protective barrier that the cream is providing between your face and the elements, keeping your skin naturally younger-looking!

HIV Testimonial

I am a user of your products, I am currently using Probiotics, and Liquid Oxygen. I am using these products to relieve the systems of HIV. I wanted to let you all know that I feel better than I have in the last five years. Your products really do work. While using the Probiotics my T cell count went up to a whopping 260 from 60, and the viral load went to 0. Stunning, huh. I could not believe it either.

Thanks Richie



Free Products! Free Products! Free Products!

Do you have an NCP testimonial that you would like to share? We would like to hear from you. Send us your product testimonial and as our way of saying thank you we will send you one of your favorite NCP products for free! If you include a picture that we can use in future publications we will send you a second product absolutely free. Please contact us at 1-800-626-5143, or email us at customerservice@naturalchoiceproducts.net for free product information.

Free Products!
Free Products!
Free Products!



Easy Treatments For Mosquito Bites

It happens every year as certain as the spring. Mosquitoes appear, and you get a pesky bite that itches like mad.

No drugstore remedies on hand? Try these by Rodale's Home Remedies of Pennsylvania.

- Onion juice. Breaks down chemicals that cause pain response. Liquid soap. Can neutralize toxins in the

bite. Dab it on and leave it.

- Alcohol. This solvent helps to remove toxins from the bite and inhibits proteins that cause irritation.

- Vicks VapoRub. Rub a little on and around the bite. It contains menthol, which deadens nerve endings.

When you'll be outdoors, wear a repellent .

Don't forget your Oxy-Gem Cream and your Amylase to relieve the itch of mosquito bites!



Amylase 100 count- \$20.00

Oxy-Gem Cream-

1/2 ounce- \$10.00

2 ounces- \$26.00

Superfood Vs. Whole Food

Natural Choice Products carries 2 green-food products, *Superfood Supplement* and *Whole Food*. Both are superb sources of vitamins, minerals and phytonutrients. Nutritionally speaking, they are interchangeable. The choice between these 2 products depends solely on personal preference. The *Superfood* is green grass based, while the *Whole Food* is algae based.

Many people already have a preference between algae and grasses. Both of these products are designed with a wide array of ingredients to supply your body with a broad spectrum of nutrients, rather like



Superfood 360 count -\$46.00

Whole Food 360 count- \$46.00

Whole Food powder- \$38.00

how eating a wide variety of foods supplies you with a broader range of nutrients than limiting your diet to just a few foods. Both are superior choices for balancing the pH and building and maintaining a healthy, resilient body.

Natural Choice Products

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Putting Your Health Back in Your Hands!

Conference Calls

Summer's a busy time for everyone. Conference calls will resume in September. If you have a product question or concern please feel free to contact Vicki, our Product Information Specialist, at 1-800-626-5143. Also, any ideas for future conference calls?? Contact Vicki and we will make every attempt possible to meet your request.



Food Allergies: Is Food Your Enemy?

Food allergies occur in 6 to 8 percent of young children, and around 4% of adults. Reactions range from a mild rash to difficulty breathing, and cause approximately 150 deaths per year from anaphylaxis, a sudden, severe, potentially fatal reaction.

90% of severe reactions are caused by eight foods: peanuts, tree nuts, fish & shellfish, eggs, milk, wheat, and soy. Many of these are very common ingredients, and may be very hard to avoid.

When you have a food allergy, your immune system reacts to the ingestion of or sometimes even inhalation of or contact with a specific protein in a food. The body mistakes these proteins as invaders, and goes into defense mode, producing an antibody called Immunoglobulin E, or IgE. This IgE binds to and breaks down tissue mast cells, which then release histamines.

This release of histamines leads to the various symptoms of food allergies: hives or rash, tingling in the mouth, swelling of the tongue or throat, coughing, wheezing, vomiting, diarrhea, difficulty breathing, loss of consciousness, or even death. If you suspect that you might have a food

allergy, we urge you to see your doctor.

We at Natural Choice Products believe that proper Nutritional Support is important to assist the body's natural healing abilities. Our products are for nutritional support, and are not intended to diagnose, treat, cure or prevent any disease. They are not a substitute for professional medical advice or a medical exam. Natural Choice Products are for nutritional support only.

Nutritionally speaking, since the common food allergens are proteins, taking extra **Protease** may be useful in helping the body to process these proteins and avoid having allergic reactions. Of course, extreme care should be taken to avoid any known allergen. If one is contacted, the **Amylase** enzymes may be beneficial in reducing allergy symptoms, as **Amylase** in the bloodstream theoretically may affect the portion of IgE that binds to the mast cell, stopping the continued production of histamine.

Dr. Edward Howell, considered by many to be the founder of enzyme therapy, wrote about food allergies in

his book, 'Enzyme Nutrition'. He referred to a report written by Dr. A.W. Oelgoetz, entitled "The Treatment of Food Allergy", published in the *Medical Record* in 1936. In this report he theorizes that "food allergies result when the protease, amylase, and lipase in the blood fall below a certain level, allowing unhydrolyzed food substances to accumulate in the blood. When a patient's blood did not measure up to the standard, treatment by enzymes was indicated...enzymes restored the proper blood enzyme level, the undigested food particles were eliminated, and the food allergy was overcome."

If one simply has a food *intolerance* rather than an allergy, which involves the immune system, taking the Individual Enzyme which corresponds with the offending substance (*i.e.* Lactase for lactose intolerance) can be very effective in avoiding discomfort.

