

Beta-Glucans – The ‘Cholesterol Magnet’

With the low-carb craze sweeping America, there is an ultimate good carbohydrate that everyone needs to know about: **beta-glucan** (or “BG” for short). Perhaps you have heard that grain products such as barley and oatmeal lower the risks of heart disease, bad cholesterol levels, and diabetes. But do you know *how* and *why* they work?

Give due credit to beta-glucans. Now, one of the planet’s richest and most ancient sources of beta-glucans is available to consumers who are concerned about their heart and circulatory health and wish to bolster their immune function, as well as maintain healthy blood sugar levels after eating.

It is called **Activated Barley**. We predict this ancient food will be recognized as one of the most important health foods of 2004 and for many years to come.

THE MANY BENEFITS OF BETA-GLUCANS

Beta-glucan is a complex carbohydrate that can be derived from the cell walls of baker’s yeast, oat and barley fibers, and mushrooms such as maitake.

Hundreds of tests in the past four decades have shown that beta-glucans, in particular beta-1,3-glucan, are very effective at activating white blood cells known as macrophages and neutrophils. They are also the key factor for the cholesterol-lowering effects of oatmeal, and have shown beneficial results in controlling blood sugar in persons with diabetes.

In our last issue, we took a look at Pure Planet’s **Activated Barley**, which the company’s visionary founder David Sandoval calls the ultimate slow-burning carbohydrate that has the ability to supply long-lasting energy and endurance, so people can enjoy nutritional well-

being with only two servings a day. Plus, as we now know, it is probably the world’s richest source of bioavailable beta-glucans.

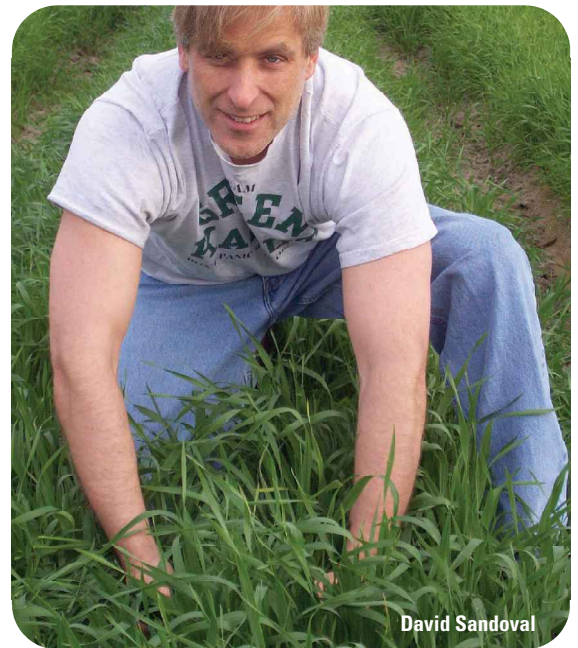
Sandoval, who ranks as one of the world’s leading experts on nutritional cereal grasses, tells us, “The original formula was based on a super-active form of grain milk ancient Greeks and Romans used to help infants survive when their mothers died in childbirth. They prepared the grain by soaking it for 24 hours, mashing it into gruel, then boiling it for 40 minutes to just barely initiate the sprouting process. They would then squeeze the hot, mashed mixture through cloth, saving the liquid with all of the nutrients intact, and discarding only the hard outer casings of the barley. Cooled, this was a replacement for mothers’ milk that was so effective it was soon passed on throughout the ancient world (as were so many of the technological and medical breakthroughs of the Greeks and Romans).”

Today, patented **Activated Barley** is finally available in America—the people who need it most are those battling high cholesterol levels and who are seeking immune health.

QUICK RECAP FROM LAST MONTH
Activated Barley is energized barley that has been prematurely sprouted under pressure (through a patented process), activating the formerly dormant enzymes in the inner kernel and yielding high amounts of beta-glucans.

THE POWER OF BETA-GLUCANS

The three primary uses of beta-glucans are to enhance the immune system,



David Sandoval

lower blood cholesterol levels, and normalize blood sugar levels.

Research into the immune-support properties of BGs extends back to the 1940s when Louis Pillemer, Ph.D., studied a crude yeast wall product called zymosan and found it had powerful immune benefits. In the 1960s, Nicholas DiLuzio, Ph.D., conducted additional research and pinpointed BGs as the key phytonutrient offering immune protection. In the 1980s, Joyce Czop, Ph.D., conducted research at Harvard University that found specific receptor sites for beta-1,3-glucan on the immune system’s white blood cells (notably macrophages, immune cells responsible for the body’s first line of defense against pathogens). Besides recognizing and killing pathogenic invaders throughout the body, macrophages also produce a number of essential *cytokines*. These helper substances aid cell-to-cell communications and fortify immune defenses against viruses and infections.

Just like oats, barley helps lower cholesterol and the risk of heart disease. Beta-glucans are the key factor for this cholesterol-lowering effect. As with other soluble-fiber components, the binding of cholesterol (and bile acids) by beta-glucans and the resulting elimination of these molecules in the feces is very helpful for reducing blood cholesterol.

According to Healthnotes, the online nutrition information source,

results from a number of double-blind trials with food-derived beta-glucan indicate that, after at least four weeks of use, the level of low-density lipoproteins (“bad”) cholesterol was reduced by 8 percent, while elevations in high-density lipoproteins (“good”) cholesterol ranged from zero to 16 percent.

According to early studies, BG is also helpful in reducing the elevation in blood sugar levels that typically follow a meal. Beta-glucans “produce this effect by delaying gastric emptying so that dietary sugar is absorbed more gradually, as well as by possibly increasing the tissue sensitivity to insulin,” says Healthnotes.

THE BEST SOURCE OF BETA-GLUCANS

Activated Barley supplies a slow, steady supply of beta-glucans, the ultimate good carbohydrates. Fully 70 percent of the beta-glucan in pre-sprouted barley turns to gel, which not only provides the slow-burning energy that satisfies hunger and fights fatigue, but also significantly reduces

cholesterol and boosts immune function. Compare this to other beta-glucan products, including oats, where only about 40 percent of carbohydrates turn to gel, the remainder passing ineffectively through your system. Plus, you get all of the important members of the beta-glucan family with **Activated Barley**. ■

ACTIVATED BARLEY—NATURE’S CHOLESTEROL MAGNET & ENERGIZER

All of us are trying to pack more energy and fewer calories into our stress-filled lives. Taking **Activated Barley** with BGs, the good carbohydrate with energy to spare, is a great daily habit to cultivate. Try it for its energy benefits alone and reap the rewards of lower cholesterol, better immune health, and better blood sugar control.

How to Use—**Activated Barley** should be mixed with your favorite fruit juice or dairy beverage and consumed once or twice daily for extra energy, weight-loss, cholesterol lowering and immune boosting benefits.

Availability—**Activated Barley** and other Pure Planet-Organic By Nature products are available at health food stores and natural health centers. If you need help finding **Activated Barley** in your area, contact Pure Planet-Organic By Nature toll-free at (800) 695-2017 or visit their website at www.pureplanet.com.



EZE INFRARED SAUNAS FOR GREAT HEALTH

RELIEVES PAIN

Infrared heat can help relieve pain by widening blood vessels, which causes increased blood circulation and allows more oxygen to get to the injured areas. This helps reduce the pain and speeds up the healing process. Infrared heat has also been used extensively in the treatment of arthritis, rheumatism and muscle spasms.

ELIMINATE TOXINS

REMOVES HEAVY METALS—In one study performed by American researchers, the sweat of people using a conventional sauna was found to be 95 to 97% water while the sweat of those using an infrared thermal system was 80 to 85% water with the nonwater portion principally cholesterol, fat-soluble toxins, toxic heavy metals, sulfuric acid, sodium, ammonia and uric acid. This unusually high concentration of heavy metals and other fat-soluble toxins is not found in the sweat from normal exercise.

INFRARED WHOLE BODY THERAPY SAUNA SYSTEMS

The Hottest Home Healing & Detox Devices

WEIGHT CONTROL

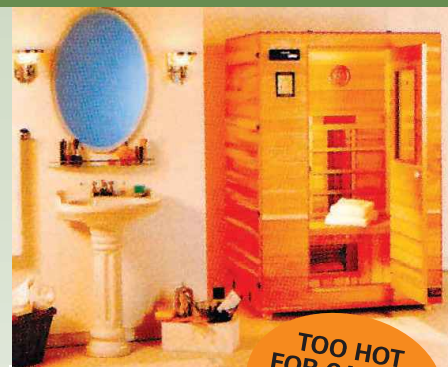
Just a 30-minute sauna session works your heart similar to a 6-9 mile run.

BURNS UP TO 600 CALORIES IN A 25-MINUTE SESSION—Will alienate excessive moisture, salt and subcutaneous fat out of the body. Sweating is a part of the complex thermoregulatory process of the body, involving substantial increase in heart rate, cardiac output, and metabolic rate which consumes considerable energy. Weight loss is possible because body fat becomes water soluble at 110°F degrees and the body can sweat out fats, toxins and heavy metals that otherwise can't be eliminated.

ADVANCED FEATURES

- Operating temperature only 110°F-130°F (common sauna 180°F-220°F)
- Takes only 10 minutes to warm up.
- Separates into 6 pieces. Portable.
- Requires no plumbing.
- Plugs into any (110V) household power.
- Costs only \$2-3 dollars per month for electricity.

Purchase through your community health food store or health professional.



TOO HOT FOR CANCER
Proven to Kill
Cancer Cells

If Infrared saunas work, why wait until you're sick to use them. In our homes as well as in health care facilities, we need to use these saunas to DETOX.

For more information and a complementary 16-page guide to Infrared Sauna Therapy, please call **800-735-3955** or you can visit us at saunaguy.com

10 Models to Choose From
Dealer Inquiries Welcome