

July 15, 2008, product call script: ***Energize with Digestive Nutrition***

Hello and good evening everyone. This is Charlotte Carreira, your VP of Marketing & Sales. I am so pleased that you have joined us for our monthly Simplexity Health product training call with Russell Mariani. Russell is the director of client services at the Center for Functional Nutrition in South Hadley, MA. He's also a long-time successful IBA with Simplexity Health and a member of our training team.

I would like to start the evening with our statement of purpose.

Our Vision

We choose to help build a sustainable world of prosperity and abundant health, where all people will one day have ready access to the life-enhancing benefits of natural, whole-food nutrition and the opportunity to realize personal success.

(Charlotte)

Ok, tonight's call topic is: Energize with Digestive Nutrition

(Charlotte)

Energize with Digestive Nutrition is the second of the four building blocks that make up the foundation of the Simplexity Health's Functional Nutrition Model. Tonight we will be discussing the role of digestion in general and its impact on our overall health and well-being, and then specifically the benefits of our digestive nutrition products, which include our supplemental digestive enzyme products SBG Zymes and SBG Zymes Plus and our probiotics Acidophilus, Bifidus, and Spectrabiotic®. Then briefly we will mention our digestive blend products Essentials™, APA Blend, and APA Blend Plus.

(Charlotte)

Just as I like to remind everyone, myself included, about our remarkable vision, I also like to remind us all about the ***core thinking*** that guides our product selection and production. Our products stay true to a simple philosophy:

The human body is a marvelously designed living organism with the ability to grow, regulate, repair, and defend itself when given natural, premium, full-spectrum nutrition.

Our remarkable, high-performance products support this simple philosophy and can therefore have a profound effect on the quality of our health. Each of our products is designed to effectively address the body's need for one or more of the four basic nutritional building blocks:

- **Nourish with Superfood Nutrition** (which is the first nutritional building block that we discussed on June 17)
- **Energize with Digestive Nutrition** (the second nutritional building block and tonight's topic)

- **Protect with Antioxidant Nutrition** (our third nutritional building block, which we will discuss next month on our August Product Training call)
- **Renew with Specialized Nutrition** (our fourth nutritional building block, which we will discuss on September’s call)

(Charlotte)

So, Russell Mariani...I guess the very first question is this: What do we mean, or what are we referring to when we use this term: “*Energize with Digestive Nutrition*”?

(Russell)

With rare exceptions—and those exceptions include Super Blue Green[®] Algae and certain nutritional liquid extracts whose nutrients can be absorbed under the tongue—all the rest of our nutrients must first be broken down by our digestive system, and then be absorbed and assimilated by our small intestines before entering the bloodstream and eventually making their way to our 100 trillion cells. When we talk about physical energy, stamina, endurance, and recovery time after exercise—even things like mental clarity and emotional stability—we are really talking about the functioning of cells...and whether or not those cells are receiving an adequate supply of micronutrients. When cells are properly nourished they are “happy and energetic,” and so are we as a direct result or consequence.

When our cells are not properly nourished—when they are not receiving an adequate supply of micronutrients on a regular, daily, and continual basis—then the cells simply cannot perform all the tasks required of them. Fatigue is one of the first signs of nutritional deficiencies...which means that needed nutrients are not getting to our cells. And if nutrients aren’t getting to our cells, the very first place to look for the root cause of that problem is in the very roots of our own digestive system.

(Charlotte)

Could you say a little bit more about that?

(Russell)

Yes. What I am trying to explain is this: No matter how helpful, or powerful, or nutrient-dense any particular supplement is—and we should know, because we have the very best single, whole-food source of supplemental nutrition on the planet in our Super Blue Green Algae—but no matter how great such a fantastic superfood is...AND IT IS...it will only ever amount to a very, very tiny fraction of our total food intake by calories or volume. It will never amount to more than *less than one percent*. This simply means that in order to be perfectly healthy...or just to seriously improve the quality of our health...we must look at all the other foods we are currently eating and figure out a way to get more nutrients out of them! There are only two effective ways to do this, and the good news is that we can do them both at the same time. We can improve the quality of our food intake by choosing more organic foods and more whole foods than processed foods. And we can improve the functioning of our entire digestive system by slowing down, eating more slowly, making sure we are more relaxed when we eat, chewing more, and by including digestive enzymes and probiotics in our diet in supplement form!

(Charlotte)

Ok, Russell, sounds interesting. Tell us more about digestive enzymes.

(Russell)

Two important points: First, our body—when healthy and properly nourished—will produce about a quart of digestive enzymes each and every day in order to break down the food we eat and make the nutrients available for absorption and assimilation. In order for that to happen correctly, the body has to be properly hydrated, and have enough vitamins and minerals. In other words, the first nutritional building block (Nourish with Superfood Nutrition) has to be addressed. The body cannot manufacture digestive enzymes out of thin air. If the water and nutrients are not in our diet or in our supplements, we will suffer from a lack of digestive enzyme production.

Second, all living foods contain the enzymes necessary to digest the food more completely so that we may benefit from the many nutrients they contain. The problem with modern fast-food diets is the ever-decreasing number of living foods consumed versus the ever-increasing number of cooked and processed foods. Every cooked meal can be seen as a significant stress on the digestive and immune systems, speeding exhaustion of metabolic and digestive enzyme stores as the body copes with the burden of breaking down and utilizing nutrient-deficient food particles. What does this mean? It means that if you force the body to process and digest foods that do not contain vitamins and minerals and other vital micronutrients, you are wasting valuable internal resources and paving the way to serious nutritional deficiencies...which can then lead to all kinds of other problems, as we all know.

When your meals are processed with the help of Simplexity Health's digestive enzyme products, you will feel the difference right away. Enzyme exhaustion produces physical and mental exhaustion, after-meal heaviness, moodiness, and achiness, often including headaches. More complete digestion with the help of our plant-based enzymes will gradually eliminate these problems, leaving you feeling lighter and more energetic. Some people even report the need to eat less food because they feel more satisfied after a meal. ***The benefits of digestive enzymes to overall health and energy are dramatic.***

(Charlotte)

Ok, that was very clear. Now, tell us about Simplexity's digestive enzyme products.

(Russell)

SBG Zymes contain a full range of plant-based enzymes that dramatically increase the more complete breakdown and initial digestion of all types of food, including fats, proteins, carbohydrates, and fiber. Simplexity Health's plant-based enzymes are microblended with Alpha Sun[®], which is also high in natural enzyme activity, to help give you other nutrients and mineral co-factors needed for more complete digestion and absorption of the vital nutrients from all the foods you eat. And now with the addition of MycoPepsin[™], the first enzyme on the market that works in a low pH environment, this product is more effective than ever.

SBG Zymes Plus allow the body to utilize a broader spectrum of nutrients from foods by increasing the number of digestive enzymes in each subgroup (13 in ***SBG Zymes Plus*** versus 6 in ***SBG Zymes***): lipase for fats, amylase for carbohydrates, protease for proteins, lactase for dairy products, and cellulase for plant fibers. By adding the catalytic effects of cayenne, ginger, and fennel to this group of super-active enzymes, Simplicity Health has created one of the most powerful supplemental digestive enzyme products on the market today. With 13 active enzymes (including MycoPepsin) as well as Super Blue Green Alpha Sun algae, ***SBG Zymes Plus*** are a potent addition to any diet.

(Charlotte)

Is there anything else you want to tell us about the role of digestive enzymes in the diet?

(Russell)

Digestive enzymes are important for many reasons, but nothing is more important than their first and foremost function, which is to help break down whatever foods we eat into liquid. Only in this liquid form can we hope to be able to extract the nutrients in food so that they can be absorbed and assimilated into the bloodstream and eventually get those nutrients to all the cells in the body. So digestive enzymes are not optional, but are absolutely necessary if you are going to regain or maintain normal digestive health and overall health.

(Charlotte)

What's the best way to use our digestive enzymes?

(Russell)

Always before meals, one, two, or three capsules, or more depending on what you are eating and how much you are eating. You really have to experiment to find out what works best for you. And on the rare occasion that you do overeat a bit, you can definitely take more digestive enzymes after a meal too.

(Charlotte)

Ok, I see where we are going with all of this: First we talked about the very top part of the digestive process...what happens in the mouth and in the stomach...the breaking down of our foods into liquid form. So what happens next?

(Russell)

What happens next requires an understanding of some of the most powerful complementary and biomodulating organisms inside the human body: They're called: **PROBIOTICS**.

Probiotics (from the Greek meaning "for life") are beneficial bacteria that inhabit the entire gastrointestinal tract. Although digestive enzymes are necessary for optimum digestion, that's only half the story. The other half—and the primary reason to make sure that all the foods we consume are effectively broken down in the first place—is the necessity for efficient *absorption* and *assimilation* of nutrients. Ideally, nutrients are

effectively absorbed through the delicate lining of the small intestine and finally assimilated into the blood and lymph fluids, eventually finding their way into all the cells of the body. Throughout the length of the small and large intestines, trillions of “friendly bacteria” exist to assist in this most important of nutritional processes. The two most dominant strains or types of probiotics are acidophilus and bifidus.

Acidophilus is the strain of friendly bacteria that dominate the region of the small intestine and help to maintain the proper pH in that area of the digestive system. Tiny acidophilus bacteria populate the entire surface area of the billions and billions of microvilli extending in delicate finger-like projections from the circular walls of the small intestine. (These microvilli represent our literal internal root system.) It is here that the micronutrients from food enter the bloodstream...through the microvilli with the assistance of acidophilus bacteria. No acidophilus? No healthy microvilli. No healthy microvilli? No absorption of nutrients! When acidophilus bacteria have been weakened or destroyed by stress, drugs, antibiotics, food additives, chlorinated water, etc., we suffer an almost endless litany of health problems, starting with malabsorption of nutrients and ending with severe auto-intoxication. Auto-intoxication means that the body has become filled with metabolic toxins because the nutrients that cells need to detoxify themselves never arrived. One big reason why they never arrive for some people is that the absorption and assimilation of nutrients in the small intestine is not happening very efficiently...and that’s not happening because of either poor quality probiotics or no probiotics at all.

Another important benefit of acidophilus bacteria is their ability to produce a variety of B-vitamins, including B12, biotin, and folic acid—all of which are essential in strengthening the immune system—and also vitamin K. Acidophilus produces acidophilin, a natural antibiotic designed to eliminate a wide variety of pathological bacteria that can easily enter the digestive system via food, water, and air supplies. Lastly, acidophilus is an aerobic bacterium, which means it eagerly uses all the available oxygen in the small intestine to create an anaerobic environment further along the digestive tract. This works in favor of certain other important friendly bacteria, like *bifidus*, and against many of the toxic ones.

Bifidus is the dominant strain of friendly bacteria inhabiting the large intestine. Like all probiotics, bifidus produces natural antibiotics and vitamins, helps to regulate pH, and plays an important role in nourishing and strengthening the flexibility of the intestinal wall. When *Bifidobacterium bifidum* are maintained in healthy abundance, many of the chronic problems related to Irritable Bowel Syndrome (IBS)—including constipation, diarrhea, cramping, bloating, and excessive gas—are not experienced on a regular basis. Bifidus play an instrumental role in assisting the large intestine to optimize its functions; that is, to absorb what little water remains in our digested food and eliminate all remaining waste as quickly and easily as possible. In other words, Simplexity’s Bifidus helps in the regaining and maintaining of normal and regular bowel movements.

Spectrabiotic is a unique and proprietary blend of Jerusalem artichoke, acerola, rose hips, Super Blue Green Omega Sun[®] algae, and eight important, though less dominant,

beneficial bacteria, including *Lactobacillus acidophilus*, *Bifidobacterium bifidum*, *Lactobacillus casei*, *Lactobacillus bulgaricus*, *Lactobacillus plantarum*, *Lactobacillus salivarius*, *Streptococcus faecium*, and *Streptococcus thermophilus*. (I love saying all these names; they sound like the names of gods and goddesses from Greek mythology!) Each one of these additional probiotic strains shares functions and benefits similar to acidophilus and bifidus. With the addition of key digestive enzymes (lipase for fats, amylase for carbohydrates, protease for proteins, and cellulase for fiber), Spectrabiotic stands out as a unique and exceptional formula in the marketplace of digestive system aids.

(Charlotte)

What is the best way to use or take probiotics?

(Russell)

The best way is to use them is in combination with digestive enzymes before meals. Once again, it is important to experiment with the amounts so you can find out directly what works best for you.

(Charlotte)

Can you summarize for us the benefits we should expect to experience when we use digestive enzymes and probiotics correctly?

(Russell)

Yes, I sure can. The benefits from the proper use of digestive enzymes and probiotics are important, if not transformational. The health, strength, flexibility, and responsiveness of our immune system depend in large part on the health and the by-products of our intestinal flora; probiotics is another word for intestinal flora.

- Probiotics assist in the absorption and assimilation of nutrients from foods into our blood, and from there to every single cell in the body.
- Probiotics help to maintain proper pH balance throughout the digestive system, and this helps to minimize or eliminate indigestion, heartburn, gas, bloating, and abdominal cramping, and the physical discomfort that comes from all that.
- Probiotics help to prevent the growth of unfriendly microorganisms in the gut, like *Candida albicans*, a yeast with which most people are familiar.
- Probiotics manufacture B-vitamins, which are essential in the production of the antibody-producing components of our immune system.
- Probiotics manufacture and release their own natural antibiotics, a process that is the subject of much research...and one very important reason why people with healthy gut bacteria get fewer colds and flu and other illnesses.
- Most importantly, probiotics insure a happy, peaceful, quiet belly. When probiotics are working effectively, you hardly notice your digestive system is even there. You hardly notice you even have a digestive system except when you eat...and when you eliminate (and that may be one of the most important benefits of all). When the probiotics in your gut are healthy and effective, the daily elimination of waste—from the foods you eat as well as the metabolic toxins from

normal cellular activity throughout your body—happens easily, effortlessly, regularly, quickly...and quietly.

A happy, peaceful, quiet belly is one of the most important—and one of the easiest—ways to make sure the rest of your body feels quiet and peaceful and happy and well-rested...so that you can experience the pleasures of vitality and energy, and radiant health and well-being. The quality and the quantity of the energy we feel every day is a direct result of how well or how poorly our digestive system is functioning, which is why the second building block of our Functional Nutrition Model is called ***Energize with Digestive Nutrition!***

(Charlotte)

Thanks Russell, that was very, very interesting and helpful. Let's open up the call now and see if we have any questions out there in our virtual hotel room...