

***Abstract***

**Image Awareness Wellness Institute Health Letter**

**Carotenoid Complex**

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Carotenoids are the fat soluble compounds found in fruits and vegetables. They neutralize free-radical oxygen protecting cells structures including cell walls and DNA. There are about 600 carotenoids and they exhibit a marked specificity of action. Different carotenoids carry out different protective functions in the human body. Lutein protects the eyes, lycopene the prostate, astaxanthin the mitochondria, and alpha-carotene is a powerful inhibitor of certain types of cancer.

Carotenoids appear to compete with one another for absorption. This has been referred to as competitive absorption. This phenomenon illustrates the importance of supplementing with a broad spectrum of carotenoids rather than relying on and intake of only one or two members of the family. Carotenoid intake in the United States is far from optimal because our favorite fruits and vegetables are carotenoid deficient.

GNLD Carotenoid Complex is a patented product. The carotenoids are encapsulated in a nitrogen environment to protect the biologic activity of the carotenoids. Tests have show effective absorption of the carotenoids in the product. Carotenoid complex enhanced immune function by 37% in 20 days. Natural killer cell activity, the body's defense against cancer, increased 20%, antioxidants in the blood stream increased 5-fold, and cellular oxidative damage decreased by 44%. No other carotenoid product has been shown to provide these benefits in studies by the USDA.

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