

— *The Story of GNLD* —

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GNLD

(Golden-Neo-Life Diamite)

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## I. Our Involvement

Lucille McAfee, now over 80 years old discovered the precursor to GNLD (Neo-Life) in 1969. She was 43 years of age at the time. At that time she suffered a light fall and her physician told her that she had broken her elbow like “a little old lady.” Lucille was well aware of the risks of osteoporosis as she had seen her grandmother die as a result of complications of a broken hip. At this time she was selling clothing in the home of a lady who was a distributor for the Neo-Life products. Lucille had tried a number of supplements, but had not noticed any benefits and was not really interested until she went to her doctor after spending the afternoon selling clothing.

Lucille decided to supplement to protect her bones. She signed up to become a distributor in order to obtain the products wholesale (after all, she was married to a Scotsman). The condition on which she was willing to sign the distributor application was that she would not ever have to sell anything or attend any meeting.

Lucille was concerned about trying the supplements because other supplements had increased her hunger. The Neo-Life distributor encouraged her to take some additional product for a while to reduce her appetite and address the hidden hunger for nutrients being exhibited by her cells. Lucille did notice a temporary increase in appetite and this motivated her to take three times the recommended dose of the basic supplement.

Lucille had suffered chronic fatigue for years. It only took a few days of supplementation for the fatigue to disappear. It has never returned and she became a dynamo of energy and enthusiasm. Other problems such as arthritic pains also disappeared. She shared the wonderful GNLD products with 27 of her friends the first month and was surprised to receive a check for over \$1,000 at the end of her first full month in the business. She asked the company representative who gave her the check what she had done to earn it. This began a success journey which has lasted over 35 years--a phenomena almost unheard of in the direct selling industry. As the business grew to a world wide enterprise it was incorporated as the Image Awareness Wellness Institute.

Jim McAfee joined Lucille in the business in 1974 after graduate school. He graduated Summa Cum Laude (top grade point average) and Valedictorian from Westmont College. He graduated Magna Cum Laude from Dallas Theological Seminary. His graduate dissertation was on the subject of fasting. Jim is a Certified Clinical Nutritionist (CCN) and a member of the Scientific Council of the International and American Associations of Clinical Nutritionists. He has worked as Research Director for the Image Awareness Wellness Institute since he joined the family run business. He is author of the popular book *Your Body's Sign Language* and conducts seminars on the topic of the book.

Jim's original motivation for joining the business was to study nutrition and help another member of the family, which he was able to do. In the process of studying nutrition, however, he learned that he would benefit from a number of the supplements himself. Jim is committed to sharing the benefits of sound nutrition in general and the GNLD nutritional supplements in particular with as many people as he can.

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## GNLD

Golden-Neo-Life-Diamite is a merging of three different companies. Golden was begun by Jerry Brassfield in the United States and experienced tremendous international expansion growing into Australia and then into Africa and Europe. Jerry Brassfield later came to own Neo-Life and Diamite. Golden was a pioneer in biodegradable cleaning products. Neo-Life began in California and grew out of years of nutritional research conducted at Hollywood Presbyterian Hospital. The tre-en-en grain and legume extracts developed in this research are still the core of GNLD's supplement line. The company was founded by Donald Pickett who pioneered one of the first multi-level marketing programs in the world. Diamite is a company which was built in North America. The company was noted for its exceptional aloe beverage which is still available through GNLD today.

GNLD is a multi-racial and multi-ethnic entity. Distributors consist not only of blacks and whites, but inhabitants from approximately 50 countries around the world.

## Nutrition History of GNLD

The true dimensions of the damage to the human body resulting from consumption of refined grains began to be clarified by research conducted at Hollywood Presbyterian Hospital beginning in 1946. Researchers were testing the theory that urinary residues of hormones accurately reflected hormone sufficiency in the human body. This work was conducted with the use of the polarograph developed by Jaroslav Heyrovsky. Heyrovsky won a Nobel Prize in Chemistry in 1957 for the development of this technology. Using this equipment, researchers observed consistent aberrations in several health maintaining bodily functions. The research project led them to attempt to identify the cause of the problems and also to seek a solution.

In the early 1940's Dr. Earl Freshman pioneered methods of extracting vitamin E from wheat germ. After removal of the vitamin E, Dr. Freshman found that he was left with a waxy, oily substance that contained large quantities of protein, B vitamins, lecithin, unsaturated fatty acids, phosphatides, phospholipids, phytosterols, and long chain alcohols such as octacosanol. He found similar nutrient blends could be extracted from rice and soya husks. The blend came to be called Tre-en-en which is a Greek word meaning three-in-one.<sup>1</sup>

The researchers at Hollywood Presbyterian Hospital were familiar with Dr. Freshman's work. After failing to correct problems they were observing with dozens of supplements they requested samples of Dr. Freshman's material for experimentation. Improvements in body chemistry of patients were noticeable within a matter of weeks with this new material.

Researchers came to the conclusion that quality fats and oils in grains and legumes were being removed as a result of the process of refining. Paul Meynell who chronicled this research wrote, "The cell-supporting lipids were slipped out of the modern diet with all the eye-evading speed a magician uses with card tricks."<sup>2</sup>

This nutritional depletion forced the body to build structures from inferior materials. One observer wrote, "Essential fatty acids as such take part in the formation of the basic structures of life. When the body has to make these bricks without the right kind of clay...it makes bricks that crumble." In other words, a body built from poor structural components resembles a sand castle built on the beach a low tide. It is preordained to destruction when the tide rises, the only question is how long it will be able to maintain itself against the forces accumulating against it.<sup>3</sup>

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These researchers observed that degenerative diseases formerly associated with advanced old age were being reported in younger people. This appeared to be caused, at least in part, by the consumption of excessive saturated fats (primarily from animal fats), and a decrease in the softer, more oily fats found in grains, legumes and other vegetable material.

Americans were attempting to resolve the degenerative conditions by a high intake of vitamins and minerals which appeared to be misguided. One researcher wrote, “I don’t believe vitamins and minerals even keep us alive much longer. They just tend to overpep us—we are restlessly active rather than actually strong and well. Without these essential lipids along with them, these popular supplements actually may over-stimulate us—and kill us sooner.”

The research suggested that “the lack of daily optimal supplies of the essential lipids, both the essential unsaturated fatty acids and the essential sterols, has been a continuing and unperceived cause of degenerative conditions considered irreversible. Restoration of these missing components of the diet offered promise that conditions considered progressive and irreversible could be “subject to excellent correction.”<sup>4</sup>

### **It All Starts with the Cell**

These researchers came to the conclusion that the essential lipids were nutritionally important for two reasons. Firstly, they play a role in enabling the hormones to effectively function in the use of all classes of food for complete bodily nutrition. Secondly, the quality fats were involved in building cellular membranes. The bounding membrane of the cell “must permit needed nutrients to pass through into the interior” and it must “keep out metabolites in the blood not needed by that cell.” The cell wall was also responsible for determining which elements within the cell were waste products and allowing them to pass out of the cell. Finally, the cell wall must regulate the amount of water in the cell preventing dehydration or accumulation of excess water (dropsy).

These functions of the cell wall evidence a remarkable innate intelligence on the part of the cell. The number of apparent decisions made by the cell membrane is remarkable. These functions are regulated by the fats in the diet. Research suggested that these essential fats were the very ones being refined out of the diet: “These three functions performed by cell-bounding membranes are believed to be mediated by two different classes or subdivisions of the lipid family. An essential unsaturated fatty acid in the form of a phospholipid interacts with a sterol derived from the non-saponifiable fraction of such food oils as those in cereal germs. Both of these lipids often are in short supply in modern diets. The steroid portion is especially subject to shortage because of filtering of germ oils to improve appearance and prevent spoilage.”<sup>5</sup>

In other words, the refining of the grains made it difficult for cells to function normally. An obstacle was thrown up hindering the entrance of nutrients into cells and the passage of waste products out of the cell. Those with this abnormality also became more susceptible to either dehydration or fluid accumulation in the tissues. The accumulation of waste products within the cells is particularly troubling, as tissue cultures do poorly when cellular waste products are allowed to accumulate. A lesson learned by every researcher growing tissue cultures is that it is more important to be consistent in removal of waste products from the cellular environment than it is to supply essential nutrients.

### **Studies on Athletes**

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The researchers at Hollywood Presbyterian Hospital conducted extensive studies on boys and young men between the ages of 18 and 36. These individuals all passed standard medical exams. More detailed examination of these men and boys in a resting, unstressed state revealed that protein tissue renewal, energy production, utilization of vitamins and minerals, and pH balance were nowhere near optimal.

These young men were divided into two groups. One group received a supplement of vitamins, minerals, and protein. The second group received essential lipid fractions in addition to these nutrients. The younger men on the lipids showed improvement in both biochemical tests and in athletic performance within two months. The older athletes, professional football players, also improved although there was a three month time lag.

The key change in these men with regard to their athletic performance was an endurance factor. “They not only felt more vigorous and eager to go, they could go...and keep it up.” The control group felt a lot more energetic, but their biochemical tests did not improve and they lacked this basic endurance factor.<sup>6</sup>

Research on the lipids suggested that aberrations resulting from deficiencies could strike suddenly, but deficiencies usually existed for a substantial period of time before symptoms appeared. Once problems began to appear, “much time was required for correction.” In addition it appeared that significantly more “of the missing nutrient is required to correct an established aberration, as compared with what is needed for maintenance of steady health.”<sup>7</sup>

### GNLD

In the 1950’s a gentleman involved in a business wholesaling coal learned of the research being conducted at Hollywood Presbyterian Hospital. This man’s wife suffered terribly with rheumatoid arthritis—so much so that she could not stand the pressure of the sheets on her bed. A medical detail man reporting on the research to physicians suggested he take his wife to southern California and see if he could enroll her in the research. He sold his business, moved to California, enrolled his wife in the research project, and became a medical detail man himself.

The research project was concluded after the researchers developed an extract from wheat, rice, and soy which is now called tre-en-en after the Greek “three-in-one.” The research was to be written up and the product shelved. This individual and his wife were alarmed at the possibility of losing access to the supplement which had been developed. Over the course of two and a half years she had completely recovered from her debilitating condition and feared a return to her days and nights of suffering and torture.

The couple contacted the lead researcher to learn if there might be some way in which they could continue to obtain access to the supplement. The researchers were open to the idea of making the supplement available to them. He said, “If you will take this supplement and share it with people you will be doing something sixteen times more important than we doctors do. This supplement has the ability to prevent the onset of degenerative disease and there is an old saying, ‘An ounce of prevention is worth a pound of cure.’”

The supplement sold poorly in the beginning. The couple, due to their experience with physicians, spent their time trying to sell the supplement to physicians, but they found the medical profession more interested in working with pharmaceuticals. The supplement was sold to Donald Pickett, a far sighted professional salesman. Mr. Pickett realized that the supplement would not sell well unless it was ac-

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company by a marketing program which rewarded people for taking the time to explain the difference between this supplement and the others found in health food stores and supermarket shelves.

Mr. Pickett named his company Neo-Life, Greek for “new life.” His vision was to couple the supplement with a marketing program which would provide the average individual with an opportunity to experience not only improved physical health and well-being, but also a stable and prosperous financial future. Neo-Life grew into a large national company through the 1960’s and 1970’s with thousands of people supplementing with tre-en-en oils and other supplements the company innovated.

As he aged, Mr. Pickett realized that he needed to find an individual who could take his company and carry forward his vision. He found a like-minded individual with a compatible concept of marketing in the person of Jerry Brassfield who owned two companies of his own—Golden and Diamite. Mr. Brassfield bought the Neo-Life Company and began the complex process of merging the three companies into one large international entity. Today this company is known as Golden-Neo-Life-Diamite or GNLD.

### References

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