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## And the Winner Is . . .

Imagine a televised awards ceremony much like the Oscars, except instead of Brad Pitt and Julia Roberts, we see proteins, carbohydrates and minerals. The carbohydrates are poised in the third row; long haired grains of wheat sit next to stubby potatoes and socially awkward corn. The proteins, who just won the award for "Most Popular Dietary Component" are in the front row; the groomed chickens, tuxedoed lambs, bovine cows and busloads of soybeans! The vegetables are in the back row; the belligerent broccoli sits next to the nervous lettuce, fringing at the edges. The vitamins and minerals have balcony seats, since they are too tiny to see everything from the bottom floor. To the right of the proteins is the dairy section; the cartons of milk look over wistfully at the yawning cows, wishing that they were never born into those silver buckets.

You have arrived just in time. The award about to be given is "Best Supporting Dietary Component." The trepidation is unnerving as the show's host pries open the shiny envelope on the expansive, glittering stage. After reading the results, she tries to hide a frown and she says with a plastic smile, "And the award goes to...the carbohydrates!" The audience explodes into an uproar. The tall majestic wheat rushes to the stage and the show host hands over the trophy, a gold plated food pyramid. The wheat makes an eloquent acceptance speech. After the awards are over, the vegetables, green with minerals and envy, sulk home after yet another loss.



### ***Minerals, not Minorals!***

The point we're trying to make is that the minerals found prolifically in vegetables and other foods are overlooked aspects of our diets. Perhaps it's because we don't know enough about them to understand their importance in keeping us not only alive, but in good health.

### ***For the record...***

Many of us get vitamins and minerals confused. Either that or we lump them up into one category of good health. Vitamins are organic food elements that we get from our environment and they are vital in sustaining life. Minerals on the other hand are small inorganic compounds that are even smaller than vitamins. They are in our food, salt and in the soil, also vital for life. If you were to line up the vitamins we consume in a day with the minerals we use every day, you would see that that we use more vitamins than we do minerals. That's because our bodies only require small amounts of minerals. Each mineral, whether it is sodium,

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boron or magnesium, performs a vital role in the body. There are no conceivable substitutes for minerals. They are irreplaceable. There are many differences between vitamins and minerals. Since we cook our food, it's interesting to note that minerals are not destroyed by cooking, while many vitamins are destroyed. There are obviously other differences between vitamins and minerals but let's focus on the neglected dietary component, minerals.

### The Economics of Minerals

There are two main types of minerals, macro minerals and trace minerals. *Macro minerals* are minerals that the body needs in larger amounts in order to maintain wellness (.1 gram or more each day). Here are seven macro minerals and their major functions:

**Calcium:** for building strong bones and teeth. 99% of the calcium in the body is found in the teeth and bones. It's required to support muscle growth, a healthy heart and circulatory system and a healthy nervous system. The best sources of calcium include dairy products, sardines with bones and oysters. Sugar and stress takes calcium from the bones and relocate it to other parts of the body. The bones are a reservoir for calcium.

**Phosphorous:** second most abundant mineral in the body. About 85% of it is bound to calcium. Needed for bone and cell growth as well as kidney function. Must be in proper balance with magnesium and calcium in order to be utilized. Best sources are meats, whole grains and nuts.

**Magnesium:** Barely qualifies as a macro mineral. There are only about 1 ¾ ounces of magnesium in a 130 pound person. Without it, we would not be able to create the energy every cell of the body needs to function. It's essential for bone formation and helps to create hard tooth enamel to help prevent decay. Magnesium deficiency can disturb the way our muscles work, both those in major organs such as the heart as well as those found in our arms and legs. High levels can be found in beef, chicken or fish broth. Chocolate cravings have been linked to magnesium deficiency.

**Chlorine:** You may have thought it is only found in the swimming pool or your tooth paste but it is part of the life essential nutrient called salt. It is essential for the functioning of the nervous system and for regulating the acid-alkaline balance in the blood. Good sources are salt and cheese.

**Sodium:** contained in all body fluids such as sweat, blood and tears. Essential for many biochemical processes of the body such as water balance regulation and fluid distribution on the cell walls. Excessive sodium may result in high blood pressure and potassium deficiency. Excellent sources are zucchini and meat broths.

**Potassium:** works with sodium. Important for many chemical reactions within cells, it is required by muscle and the nervous system. Found in nuts, grains and vegetables.

**Sulphur:** helps protect the body from infection. Blocks harmful radiation, pollution and slows the aging process. Contained in the building blocks of cell membranes. Found in cabbage, turnips, eggs, milk and animal products.

On the other hand, *trace minerals* are the ones that our bodies use in small amounts. To get an idea of how tiny trace minerals are if you were to remove all of the trace minerals from your body, it would only be a bit of dust, probably not even enough to fill a teaspoon! Then, you would die instantly. Trace minerals, powerful in their small quantities, cooperate with macro minerals and vitamins to perform vital roles in the body. Though the amount of

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known trace minerals exceeds thirty, here are a few main ones you should know about:

**Copper:** essential for bone formation, as well as hemoglobin and red blood cells. Also promotes healthy nerves and immune system. Works in balance with zinc and vitamin C. Plays a role in memory and brain function. Liver is the best source of copper. Other sources include nuts, molasses and oats.

**Iodine:** needed for many biochemical processes such as fat metabolism, production of sex hormones and thyroid function. Muscle cramps, cold hands and feet, poor memory and constipation are signs of iodine deficiency. Best found in most seafoods, unrefined sea salt, kelp, butter, pineapple, fish broth, asparagus, artichokes and dark green veggies.

**Iron:** vital for healthy blood. It is an essential part of many enzymes. Deficiency can cause problems with the immune system and mental development. Found in eggs, meat, fish, liver and green leafy vegetables.

**Cobalt:** works with copper to promote iron assimilation. Best sources are animal products. Vegetarians often suffer from a cobalt deficiency.

**Zinc:** required for mental development, protein synthesis and healthy reproductive organs such as the prostate gland. Controls blood sugar, protects against diabetes. Inability to smell, taste and loss of appetite are signs of a zinc deficiency. Zinc deficiency during pregnancy can cause birth defects. Best sources are red meat, oysters, fish, ginger, nuts and seeds.

**Manganese:** for healthy nerves and immune system. Plays role in formation of mother's milk and growth of healthy bones. Best sources are nuts (especially pecans), whole grains, butterfat and seeds.

**Silicon:** needed for strong and flexible bones, healthy cartilage, skin, hair and nails. Often overlooked. Good sources are grains like millet, corn and flax, the stems of green vegetables and broths including chicken feet.

### *The Sad Truth About Minerals*

So now that we know all there is to know about macro and trace minerals, we can only guess why many of us are not as healthy as we could be and want to be, both physically and mentally. To be well, one must have the vitamins and minerals the body requires to function and to work at its best. When we have a deficiency

in a vitamin and/or a mineral, it's bound to show up in the medical books. History tells us this. Some of the first settlers that arrived here in the New World died from scurvy while on route in boats. They did not have Vitamin C. We know slight Scurvy deficiency to cause gums to bleed but when extreme, it also makes your teeth fall out.

Not only are we lacking adequate vegetables in our diets, where most minerals are housed, but the soil used to grow our fruit and vegetables have become so selenium, zinc, magnesium and calcium depleted that they are themselves deficient in minerals. Plants get their nutrients from soil. A soil that is low in minerals results in plants that are also low in minerals. So, if you combine the low number of fruits and vegetables American's eat daily with the decreased amounts of minerals in those few fruits and vegetables we eat, you can readily see that we could be approaching a dangerous deficiency in one or more minerals. You may be saying that you can't possibly be mineral deficient because you manage to eat five or more fruits and vegetables a day. Unfortunately, we can fill our bellies up with fruits and vegetables and still not get the nutrients we need. For instance, a town in Mid West America had a problem with their children. When they tested their soil, they found

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that it was deficient in calcium. A study was conducted to determine if the soil had anything to do with the problem with the children. Out of the 300 children studied, 90% had bad teeth and 69% had unhealthy noses or throats. Is this a coincidence? On a more global scale, U.S. Senate document 264 said that there has been a decline of minerals in farm and range soil over the last 100 years. So far we have an 85% decline in minerals in America and 72% in Europe. This is having a radical affect on our health. The frightening thing about this is that when there are low amounts of minerals in the soil, there are low amounts in the food. That means that we don't get the required minerals we need and that our chemical processes in the body can't function the way they should. Is there an insidious loss of well being that worsens with days or years? Will our doctors know why we aren't in the type of health we should be? What are we going to do about it?

The first thing we can do is to recognize why the soil is being stripped of its vital minerals. Some of the causes of soil depletion are apparent. About 60,000 chemicals

are basically dumped into our soil and water every year. Synthetic fertilizers and pest control products decrease nutrients available to plants. Lack of proper crop rotation and picking fruits and veggies before becoming properly ripe leaves our soil in a state of perpetual exhaustion. We may have to change our methods of farming to refresh our soils.

### SeaHealth is a Plus!

Because the condition of our soil is in such a quagmire, unfortunately we must resort to taking supplements to augment our diets. Believe it or not, one of the causes of obesity is due to vitamin and mineral deficiency. We constantly crave food when our bodies aren't getting enough nutrients. Unfortunately, we end up eating the worst things, leading to swift and steady weight gain.

If only modern medicine would look at our entire environment and life to determine why we are not as healthy as we should be. What we eat, what we breathe, what we do or don't smoke, the amount of sunshine we do or don't get, exercise, work and play all determine our health. However, we are optimistic that things are moving in the right direction with the revived interest in eating healthy foods. Such as eating in The Zone,

consuming organic foods and taking supplements which include antioxidants, multi-vitamins and fish oil for the long-chain fatty acids. The trick or the science of eating healthy is to choose the appropriate supplements. We are all learning more amount nutrition and health every day but we all have more to learn.

For example, there are many people taking antioxidants every day. That's good but it's not enough. What about the minerals that the antioxidants require so the body can use them? What about the minerals that we are not getting? You may think that they are in your daily vitamin/mineral product. While that could be true, generally trace minerals are not included in the mineral package of a multi vitamin. They are usually separate minerals rather than minerals from a plant source and it makes a big difference!

To stay well and in good health, we cannot stress enough the importance of both vitamins and minerals. They can't function without each other as they work reciprocally. According to the 2<sup>nd</sup> Session of the 74<sup>th</sup> Congressional Record: "Vitamins control the body's appropriation of minerals and in the absence of minerals, they have no function to perform. Lacking vitamins, the system can make some use of minerals, but lacking

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minerals, vitamins are useless." Perhaps that antioxidant tablet with C, E and blueberries is not giving you as much as you think.

Dr. Sears' SeaHealth PLUS™ is a natural liquid nutritional supplement formulated to help improve good health. Dr. Sears knows all too well that we need more minerals as well as antioxidants in our diet, so he formulated a product that would deliver the minerals we must have PLUS the antioxidants we really need. Since our soil is generally deficient in the minerals, he used vegetables from the sea, which are chock full of these precious nutrients. For the all-important antioxidants, he used fruit sources rather than synthetic. Then he placed this nutrient-rich mixture into a base of aloe vera certified by the International Aloe Science Council.

SeaHealth PLUS contains 74 naturally occurring plant source minerals in a proprietary Sea Vegetable Blend. The freshly harvested sea vegetables provide true plant-based minerals ranging from A to Z. The antioxidant content in SeaHealth PLUS is very high; each serving contains 1600 ORAC units, the equivalent of approximately two servings of fruits and vegetables. If you are wondering what ORAC means, it is a measure of the product's ability to fight free radicals. Finally, quality is a top priority when Dr. Sears' formulates a product, so the entire supplement is

independently certified by the International Aloe Science Council to ensure what you see on the label is in the product.

### *The take-home message?*

We need minerals for optimum health; however, minerals alone will not give you optimum health. We also need antioxidants; however, antioxidants alone will not give you optimum health. Combine antioxidants with their natural occurring mineral partners and you can enhance your health.



### **SeaHealth PLUS™** **32 ounce Bottles**

#### Single Bottle

Retail: \$49.95

Autoship: \$39.96

#### Three Pack

Retail: \$130.00

Autoship: \$110.00

#### Twelve Bottles

Retail: \$450.00

Autoship: \$420.00



Dr. Barry Sears is a leading authority in the field of drug delivery systems and dietary control of hormonal response. He holds thirteen U.S. patents in this field of medicine.

Dr. Sears began the research that led to the development of the Zone Diet for a very selfish reason: he wanted to do what he could to support his heart. All the males on his father's side of the family died of heart disease in their early 50s.

In 1995, he wrote *The Zone*, which became a number-one New York Times best-seller and led to a revolution in nutritional thinking.

Since that time, he has authored many Zone related books such as *Mastering the Zone*, *Zone-Perfect Meals in Minutes*, *Zone Food Blocks*, *A Week in the Zone*, *The Anti-Aging Zone*, *The Top 100 Zone Foods*, *The Soy Zone* and his new ground breaking book called *The OmegaRx Zone*. His books have sold more than four million copies and have been translated into twenty-two languages in forty countries.

## ZoneNet™ Products

Product	Size	Retail	Autoship	Item #	Description
<b>SeaHealth Plus™ Liquid Dietary Supplement</b>	32 Oz.	\$49.95	\$39.96	600500	A nutrient-rich blend of whole foods that provides a wide variety of plant source minerals to fuel the body's vital processes, natural antioxidants to protect and certified aloe vera to soothe.
<b>OmegaRx™ Pharmaceutical Grade Fish Oil</b>	8 fl. Oz. Bottle = 45 teaspoons	\$78.15	\$62.50		Pharmaceutical Grade Fish Oil Can Change Your Life! OmegaRx™ Pharmaceutical-Grade Fish Oil has a high concentration of long-chain Omega-3 fatty acids and it is highly refined and pure. It contains 100s times less PCB's than most health food grade fish oil; less than 1 part per trillion.
<b>OmegaRx™ Pharmaceutical Grade Fish Oil</b>	120 capsules in a bottle = 30 servings of 4 caps/day	\$50.00	\$40.00	600010	
<b>OmegaZone™ Nutrition Bars Peanut Butter</b>	14 bars to a box.	\$35.00	\$28.00	602000	
<b>OmegaZone™ Nutrition Bars Chocolate</b>	14 bars to a box.	\$35.00	\$28.00	602010	OmegaZone™ Nutritional Bars are the only nutritional bars that have a U.S. Patent because of their ability to control blood sugar. Bars sold in the mass market or in health food stores may have a 40/30/30 carbohydrate, protein and fat composition, but the ingredients do not stabilize either insulin or blood sugar.
<b>OmegaZone™ Nutrition Bars Lemon Chiffon</b>	14 bars to a box.	\$35.00	\$28.00	602020	
<b>ZoneFx™ Facial Moisturizer</b>	1.7 oz. bottle	\$60.00	\$40.00	605100	
<b>ZoneFx™ Facial Repair</b>	1.7 oz. bottle	\$60.00	\$40.00	605110	Helps target the epidermal Zone of your skin. It gently penetrates the skin's natural hydrophobic barrier and exfoliates dead skin cells within the epidermis. Start each day with Facial Repair to immediately restore the skin's paper-thin hydrophobic barrier.
<b>ZoneFx™ Cellular Serum</b>	30 gel caps	\$75.00	\$48.00	605120	Helps replenish the dermal Zone of your skin. Fill the natural reservoirs of the skin with Cellular Serum, the world's most concentrated source of Hydrophobic GLA. Transforms tired skin into more youthful looking skin.
<b>ZoneFx™ Skin Care Kit</b>	All Three ZoneFx Skin Care Products	\$195.00	\$97.00	605200	The Zone Skin Care Kit contains three products: the Facial Repair, Cellular Serum and Facial Moisturizer. THE RETAIL PRICE IS \$195.00. SPECIAL OFFER PRICE IS JUST \$97.00. SAVE AN INCREDIBLE 50% OFF.
<b>Dr. Sears' Extra Virgin Olive Oil</b>	16.9 fl. Oz.	\$21.95	\$16.95	602040	Extra Virgin Oil Olive imported from Italy.



## Why are Antioxidants Important?

Now that we've spoken extensively about the importance of vitamins and minerals, we'll talk a little about antioxidants, which are great helpers to the human body in its daily battle for self-preservation. Antioxidants protect the cells to help prevent the natural process of *oxidation*, which is caused by the damaging by-products in oxygen called *free radicals*. Free radicals wage war on the body by destroying DNA, proteins, enzymes and cells. As a result, they tend to contribute significantly to aging and target all the organs of our body including the heart, liver, lung, lens of the eye, immune system and blood vessels. Antioxidants combat the presence of free-radicals in the body.

Antioxidants also serve to help clean out the body, to enhance the liver and the kidneys. Though there are some antioxidant vitamin supplements on the market, the American Heart Association does not recommend using them until they have conducted further research and obtain more information. They believe in getting the antioxidants from natural whole food sources, just as Dr. Sears does. There are many foods rich in antioxidants from all of the five food groups ... from onions and cantaloupes, to breads, low fat milk, lean meat, and fish. The richest source of antioxidants comes from fruits and vegetables rich in color like pumpkins, broccoli, spinach, sweet potato and tomato. The vegetables can be from sea or land.

## Dr. Sears' Extra-Virgin Olive Oil

When it comes to cooking and making salad dressing, olive oil has been the preferred choice of many health-conscious chefs as well as families. Olive oil has even mysteriously found its way into the pantries of people who are not so health conscious. Not only is its taste wonderfully distinct, but unlike other vegetable oils and butters, olive oil is a monounsaturated fat that does not increase levels of cholesterol and triglycerides. In addition to that, little do people know that olive oil is rich in antioxidants such as squalene and polyphenols, which are not found in any other oil.

Not only does olive oil taste delicious but it is also rich in antioxidants, which are created by our environment and can help preserve our healthy youthful selves. Dr. Barry Sears has taken olive oil a step further by formulating his own extra virgin olive oil, which is the finest grade of olive oil made from organically grown olives imported from the select regions of Umbria and Sicily, Italy. What is so special about these particular regions is the very rich nature of the soil as well as the wonderful environmental conditions such as mild weather and limited sun exposure which helps to decrease oxidation and contribute to the maximum levels of antioxidants in the olives. We had discussed how soil has become mineral deficient. Organic farming leads to healthier soil because toxic chemicals and artificial fertilizers are not being used, harming the soil and the plants. In keeping with Dr. Sears' philosophy of a natural product containing what nature intended it to, once this organic oil is produced, it is then packaged under nitrogen to preserve the rich quality of the oil. Straight from Italy to your dinner table! Why not use an olive oil that will give you maximum health benefits rather than just any oil to mix with vinegar?

***What is Autoship?***

Autoship is our **FREE Automatic Shipment Program** ... we ship products right to your door automatically! On Autoship, you can get shipments from every 14 days to every 90 days or anywhere in between. Or you can get shipments on the same day of each month (between the 1st and 28th). Autoship is absolutely risk free and it can be cancelled at any time. But that's not all ... customers that are on Autoship can get **ALL their products for wholesale prices!** Contact your Field Representative to go on Autoship and you'll never have to worry about running out of products again!

***When will my Autoship order arrive?***

If you give us your e-mail address, a notification will be sent to you with your tracking information. This will enable you to track your shipment through the UPS web site. The number of days required to ship your order from the warehouse to your home depends on your individual location.

***If I change my Autoship order for the next month, will it revert back to my original order on the following shipment?***

No. Once an Autoship order has been changed, that order becomes your standard Autoship shipment.

***How do I change my Autoship?***

To change your autoship, you can call customer service toll free at 866-9-BEWELL or 866-923-9355 from Monday through Friday from 8:00 AM to 7:00 PM Eastern Time or you can email your Autoship changes to support@zonenetonline.com -- please type "Autoship" in the subject line.

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