

Sterol 117™

Immune Nutrition™

Alan Fergusson and Jack Davidson are two men with a strong message. They believe that exercise, a positive attitude, and a supplement called Sterol 117 are three critical components for a healthy immune system.

One of the most amazing developments in the area of natural remedies is the discovery of phytosterols, 'Super Nutrients' found in the cells and membranes of most plants, seeds, grains and fruits.

Today's diets are generally deficient in phytosterols due to the processing and storage methods used for modern foods. Our bodies cannot make or store phytosterols, and insufficient dietary intake of phytosterols can result in deterioration of health. The most remarkable member of this family is beta-sitosterol. There are literally hundreds of studies and reports that attest to the effectiveness of this natural plant derivative in preventing disease and maintaining health. Research shows that for optimal health the daily intake of phytosterols should be 300mg per day.

The greatest challenge is that sterols are not readily absorbed by the body, so it is very important to ensure that certain components are present in order for sterols to be absorbed and retained by the body. It is also important to identify a broad spectrum antioxidant that would be synergistic with the sterols, as not all antioxidants are compatible; this helps to reduce the risk of oxidative damage.

A clinical study was done on Sterol 117 to determine the effects of the antioxidants on cellular health, and we were excited to see that the product formula did indeed repair damage to the cells through oxidative repair. The study also showed that Sterol 117 could increase NK-cells, important for immune support, as well as encourage apoptosis, cellular death of dysfunctional cells.

Sterol 117 is the only supplement that offers 300mg plant sterols, PLUS powerful antioxidants that protect the body from free radical damage, and an essential fatty acid/peptide complex that supports the digestive system and assists in the bioavailability of these health promoting nutrients.

If there are two conditions that seem to be growing in magnitude they are fibromyalgia and allergies.

Fibromyalgia is a condition that is hard to diagnose. Many experts believe that fibromyalgia and CFS are the same-or at least variations of the same. More women suffer from this condition than men, and it is becoming all too common.

Yuppie Flu

Jack Davidson summed up the situation succinctly when he said " First surfacing in the 80s, the syndromes were portrayed as the "Yuppie Flu", and were relatively rare conditions. They generally affected mostly upper middle class white professionals. Now researchers are shattering that image as millions of North Americans may suffer from these immune dysfunction syndromes. And the majority of sufferers are not "Yuppies" It now spreads its ugly tentacles to all types of society, with no barriers to rich or poor. It has been marginalized and misunderstood for many years, and now medical science has defined it as a definite immune disorder of the modern era."

The American College of Rheumatology has developed a diagnosis and protocol that links many of the symptoms of FM/CFS to rheumatic type conditions. Typical symptoms are pain in the muscles and joints. It is also associated with poor sleep and depression. Stress or lack of sleep tends to make the condition worse.

Fibromyalgia is thought to be traced to an injury or physical or emotional trauma, while CFS seems to be related to a 'flu like onset. Sterol 117 has been shown to reduce the symptoms of these conditions.

Chronic viral and bacterial infections are a characteristic of this condition, and are the results of a reduced immune response. IL-6 is the inflammatory process that causes inflammation and pain. Sterol 117 can help to modulate the immune system to reduce viral and bacterial infection and to control the production of IL-6.

The Link

Initial research has indicated a link between FM and oxidative stress. In a study involving 85 women, suffering from primary fibromyalgia, Malondialdehyde the toxic metabolite of lipid peroxidation, was used to determine oxidative damage in the body. Tender points were stressed by palpitation and the duration of the disease was recorded.



Malondialdehyde levels were significantly higher in the fibromyalgia patients than those in the control group. Age, weight, smoking and duration of disease did not affect these parameters. It was shown that oxidant/antioxidant balances were changed in fibromyalgia patients. The research showed that free radical levels maybe responsible for the development of FM. The initial research may support the hypothesis of FM as an oxidative disorder. (Journal of Rheumatology, Dec 20, 2003)

This study is interesting because Sterol 117 addresses the synergistic use of potent antioxidants, the missing link with all other plant sterol products.

Allergies

Many healthcare professional reported to us, that last summer they had more patients looking for allergy relief. It has been a remarkable stressful season. Allergies now affect people all year long. No longer considered a summer problem, many now suffer from winter molds, dust mites and other allergic reactions. Allergies now associated with hypersensitivity that also leads to an over active immune response which has been shown to be the cause of some auto immune conditions.

Most people suffer to some extent an allergic reaction to airborne allergies, but not all patients require medications to relieve the symptoms. But for those who do, then there is help in the form of Sterol 117 a natural product that can reduce the histamine levels in the body with out the nasty side effects of drugs.

After 11 years of successful results, Sterol 117 is still here, a true testimony to its effectiveness.

Scientists are discovering that many of today's degenerative diseases are caused by the way we eat and the foods we ingest. As nutritional consultants specializing in nutrition for your clients, you will agree, as you are the front line healthcare providers with a passion in this area of health

If you are interested in learning more about the STEROL 117™ formulation, it's efficacy in clinical nutrition, applications for improving and boosting immune system function, as well as how to incorporate this versatile supplement into your current protocols, call Jack Davidson at **1.800.250.8024** for clinical advice, or email **orders@medihealthpro.com**.

Thank you and we look forward to speaking with you.

Jack Davidson ~ CELT Naturals **1.800.250.8024**
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