



THE VITAMIN SHELF

FALL 2006 EDITION

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IF YOU TAKE VITAMINS, YOU SHOULD BE SHOPPING AT APPLE HEALTH FOODS!

RESVERATROL

Before You Buy

*A Red Wine Pill, **READ THIS FIRST!***

The story sounds like a typical infomercial: *Harvard Doctor, while studying the life-extension phenomenon of Calorie-Restriction, finds the gene that controls aging and the red wine molecule that activates the gene. The mystery of "The French Paradox" has been solved. The Anti Aging Pill is here!* What then do we make of the recent news that was heralded in the Wall Street Journal™, The New York Times™, and every radio and television station across the country? This is spectacular, life-changing news. If you shop at Apple Health Foods you may already know some of this story. We've been telling everyone for over 2 years. Now, perhaps, more people will be ready to listen.

First, a little background... If you ask a scientist if there is truly an authentic way to extend healthy life, you will get 2 answers: genetic manipulation (when perfected), and severe calorie restriction. Again, I don't mean staying

healthy and not dying "early", I mean adding 20-30 years of good health to our life spans. The anti-aging properties of calorie restriction have been observed across all species. Time™ magazine, August 2004: "*Evidence for the surprising phenomenon emerged in the 1930's, when scientists learned that underfed rodents lived up to 40% longer than their well-fed counterparts. The results have been duplicated in fruit flies, worms, monkeys and other lab animals. And preliminary research on humans suggests that some markers of aging— levels of blood glucose, blood pressure, cholesterol— improve on calorie-restriction (CR) diets.*"

Here is where the Harvard Doctor comes in. Dr. David Sinclair is at the center of this story that will change the entire playing field of how we understand and manage aging and disease.

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One for the Ages: A Prescription That May Extend Life



Jeff Miller/University of Wisconsin-Madison

The Monkey on the left is older but is enjoying the health benefits
of a calorie-restricted diet!

Despite the obvious benefits, calorie restriction is simply not a practical option. **"It's about 60-70% of what's recommended for a healthy diet,"** Sinclair said **"so it's really extreme—and most physicians wouldn't recommend it..."**. Sinclair's first breakthrough was the discovery of the gene that is responsible for the life-extending potential of calorie restriction. It's all about a gene called *Sir2* and its enzyme *Sirt1*. Scientific American™ March 2006: **"..the Sirt1 enzyme appears to be responsible for the health and longevity-enhancing effects of calorie restriction in mammals. Food scarcity and other biological stressors trigger increased activity by Sirt1,**

turn alters activities in cells. By boosting manufacture of certain signaling molecules, such as insulin, Sirt1 may also coordinate the stress response throughout the body."

Sinclair's second discovery is what brings this tremendous promise to all of us. Again quoting Time™ magazine: **"Sinclair has found, for example, that resveratrol, a chemical found in red wine, increases life-spans of yeast and fruit flies. It works by amplifying the action of a molecule called Sirt1, which is present in all life forms and is produced in response to stress. "It's like a cell's 911 center," says Sinclair, and resveratrol is like a false alarm."** Back to Scientific American™: **"Yet if humans are ever to reap the health benefits of calorie restriction, radical dieting is not a reasonable option. Drugs that can modulate the activity of Sir2 and its siblings (collectively referred to as Sirtuins) in a similar manner will be needed. Just such a Sirtuin-activating compound, or STAC, called resveratrol, has proven particularly interesting. Resveratrol is a small molecule present in red wine..."**. And finally from "Resveratrol and The Pharmacology of Aging by Landes Bioscience: **"Up to date, the only molecule that consistently prolonged lifespan across species and laboratories is resveratrol..."**.

Our original "infomercial storyline" has turned into the most significant health discovery of the 21st century. Harvard Doctor David Sinclair discovers the "*Sirtuin Gene*" that prolongs healthy life due to calorie restriction. He then determines that this gene can be activated, and the benefits realized, by consuming a red wine molecule called Resveratrol. Apple Health Foods has been spreading the good news for years. Now the entire world has taken notice as Dr. Sinclair has just published the result of the first Resveratrol study on mice. Mice were fed a dangerous high-fat diet. They became obese and suffered liver damage, heart problems, metabolic malfunction, and died prematurely. Mice on the same diet who were given Resveratrol also became obese but suffered no ill effects and did not perish prematurely; rather they maintained energy and agility as they aged! Quoting Dr. Sinclair: **"I think it's going to be the molecule of the 21st century. There are many studies out there that it can slow down cancer, prevent cancer, prevent osteoporosis. It's like a miracle molecule."** **"It's making the cell repair its D.N.A. and stop the genes from being re-arranged, and that allows for longer life."**

Is it really as simple as just going out and buying a Resveratrol supplement? In a typical example of Nutriphobia, many of the news articles give a discouraging message. **"Don't take the chance on un-regulated resveratrol supplements."** **"No one knows how much to take and how much is safe"** **To get the same amount as the mice in the studies you'd have to drink 100 bottles of wine per day."** Hmmm... What does Dr. Sinclair say? **"We figured out what the optimal dose will be in a capsule and it approximates to a few glasses of red wine a day without the alcohol."** Does Dr. Sinclair take Resveratrol supplements? According to the papers he's been supplementing for the last 3 years. Do we know the specific product that he has chosen?

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Before we hear from Dr. Sinclair, let me tell you what Apple Health Foods has been advising people for the last 2 years. Resveratrol is an anti-oxidant that is found in many plants; the most active form is present in red wine. Red wines differ tremendously in their Resveratrol content and lose potency within 18 hours after opening. In the same way, Resveratrol supplements lose most of the activity in a short time and **WILL NOT** give the *Sirtuin 1* Gene Enzyme activity that is needed. Only one supplement is a true red wine extract that uses a patented process to preserve the biological activity. This has been verified by several studies (see table below). The product is called **Longevinex™**. We feel so strongly about **Longevinex™** that this is the only Resveratrol product that we carry!

So what does Dr. Sinclair say? Quoting from a CBN article: **“Resveratrol supplements? Sinclair does tests on them and finds that they don’t have enough of what are called Sinclair units. And, they tend to lose their benefits after manufacture, largely because oxygen in the air destroys the fragile Resveratrol molecule. The good news is that Sinclair has developed a manufacturing process to**



preserve the Resveratrol. He admits he can’t say a lot about it because he’s the primary consultant to a company using that process to introduce the world’s first stabilized Resveratrol in a pill. That product is called Longevinex™. He said, “Myself, I don’t tolerate red wine very well and I don’t want to drink red wine every time I get up in the morning. So having it in a pill form with no side effects is exactly what we’re after.”

Longevinex™ is a one-capsule-per-day supplement that provides the active Resveratrol of 5-15 glasses of red wine per capsule. Resveratrol is the only proven strategy for true, healthy, life extension.

There are 3 important points I’d like you to take from this article:

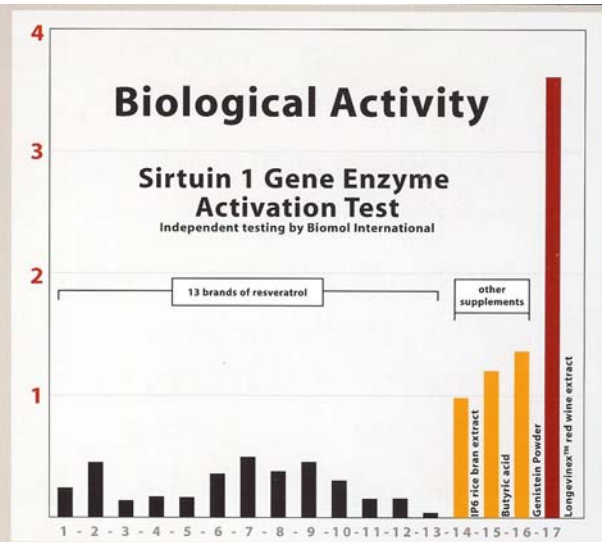
Are we so weary and jaded from all of the health-scams that we would ignore the health discovery of the 21st century?

Call other stores who will have plenty of Resveratrol supplements and will likely know nothing about Longevinex™. Apple Health Foods has been telling this story and selling Longevinex™ for over 2 years. I haven’t missed a day. We’re proud of the fact that Longevinex™ is Apple’s #1 selling supplement long before this emerging national sensation.

And my final point is... What about you? This is a no-brainer. Longevinex™ is clearly one of the most significant supplements available. Read “The Red Wine Pill” by Bill Sardi. Ask to see the feature article from the recent Scientific American™. Longevinex™ is only \$34.95 for a 30 day supply. If you are a senior citizen (60 years or better) or one of our C.A.P. members (pg. 2 for details) you save 20%. That’s less than a dollar per day! Remember, Apple Health Foods has always recommended the only Resveratrol with proven Sirtuin Gene Enzyme Activity. It is the Resveratrol supplement that is taken by Dr. Sinclair and other scientists and Nobel laureates. It is Longevinex™ and it is available now at Apple Health Foods.

How does LONGEVINEX™ compare in Sirtuin 1 gene enzyme activity to other similar dietary supplements

Biological activity measured by the ability to activate the Sirtuin 1 gene controlled enzyme.



“DAVID’S CHOICE WORDS”

Do dietary supplements interfere with drugs. Considering the harm from drugs, we can only hope. A recent study was conducted at 2 major hospitals; one in L.A. and one in Chicago. They monitored for supplement-drug interactions. Their findings were that these interactions are RARE!!! And, of the rare interactions, 94% were MINOR (headaches, nausea, etc.). FDA statistics show that you are 268 times more likely to get food poisoning and 255 times more likely to react to a medication than have an adverse reaction to a dietary supplement. Frankly folks, “Do food supplements interfere with drugs?” is like asking “Does exercise interfere with smoking cigarettes and drinking alcohol?”

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