



OPTIMUM CHOICES, LLC
Healthy choices for people and pets

Not Another Supplement—New Holistic Paradigm!

[BioSuperfood](#) for people and [BioPreparation](#) for pets are NOT supplements but whole food products. These revolutionary holistic products are used differently than supplements, dosed differently than supplements, do not have the side effects of supplements and provide more



results than supplements. We have found that when using these whole food products, a vast amount of experience and holistic knowledge is needed to maximize their benefits. We ask you to consider taking advantage of our 85+ years of collective [holistic experience](#), our 7 years of experience using BioSuperfood and BioPreparation in our holistic practice, our compassion for animals and our passion for providing you

with the optimum holistic experience, by adding a [Holistic \(Mini- or Extended-\) Consult](#) to your first-time purchase. Read the rest of this paper to discover the [difference between supplements and whole food products](#) and how you too can **buy fewer supplements, save money and take your holistic experience to the next level with total wellness (not just the absence of symptoms)**. Here are the basic differences between supplements and whole food products.

SUPPLEMENTS	WHOLE FOOD PRODUCTS
Fill a single deficiency or fulfill a single purpose	Nourish, energize and balance the whole body
Make the body dependent on this external supply of nutrition	Do not create a dependency on the product
Rarely fix the cause of the original symptom or illness	Activate the body's own natural ability to heal
Have side effects	Have no side effects

Taking vitamins and supplements is considered to be a “healthy” addition to our diet today. After World War II, scientists perfected the extraction and concentration of isolated vitamins and nutrients. But commercial companies could make more money if they patented a proprietary method for extracting or processing the active ingredients to make a supplement “**better than Nature’s**.” So, the race was on to discover proprietary techniques to make Nature’s vitamins more potent, therapeutic and better than the whole foods from which they came from.



But is taking an isolated supplement really better than getting our nutrients from the whole food Nature gave us? Could we be causing more imbalances in our bodies by taking isolated supplements in higher dosages than Nature intended? Are there any side effects from taking isolated supplements? This short research paper is extracted from our longer e-Book: [STOP Supplementing Symptoms: New Holistic Paradigms!](#)

Nourish, energize and balance the whole body

Whole foods were designed by Nature to supply nutrition to the whole body, not just the kidneys, liver, heart, adrenals, thyroid, immune system, etc. Whole foods are designed to energize and balance all the body's glands, organs and body systems, not just one or two. Supplements, on the other hand, are specifically designed to fill a single deficiency or void in the diet, such as a supplemental need for more Vitamin C, digestive enzymes or calcium. Supplements are usually formulated to fulfill a single purpose, such as improve eyesight, reduce cholesterol or boost killer T-cells to artificially improve the immune system.

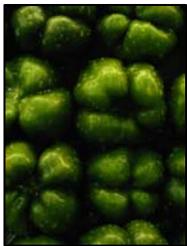


To distinguish between a whole food product and an isolated supplement, ask the question: Would I use this product/supplement if I had [allergies](#), [diabetes](#), [poor digestion](#), [high cholesterol](#), [thyroid imbalance \(hypo- or hyperthyroid\)](#), [lipomas \(fatty tumors\)](#) or an [auto-immune disease](#)? If you answered, No, or you would take seven different supplements for each of the above conditions, then what you are doing is **just supplementing the symptoms** and not taking a whole food product that would **activate the body's own natural ability to heal**.

Do not create a dependency on the product

Back in the 18th century, European travelers were crossing the Atlantic Ocean to the New World. They discovered if they drank fresh lime juice they did not get scurvy (a vitamin C deficiency resulting in weakness and joint pain, internal hemorrhages causing black-and-blue marks to appear on the skin, gums hemorrhaging and becoming weak and spongy, teeth root break down where teeth loosen and eating becomes difficult and painful). That's why British sailors were called limeys. It was not until the 20th century, that scientists finally isolated the beneficial nutrient in citrus fruits as vitamin C.

What is not commonly known is by taking isolated Vitamin C in the form of an ascorbic acid supplement one only gets rid of the symptoms of scurvy. When the ascorbic acid [supplement is discontinued the symptoms and disease returns](#). However, if one gets Vitamin C made from an extract of whole green peppers not only do the symptoms disappear but the scurvy is gone when discontinued. Vitamin C in the form of a whole food product contains rutin, bioflavonoids, Vitamin E, selenium and zinc that Nature dictated is needed for Vitamin C to work optimally in our body. All these complementary compounds are present in whole food sources of Vitamin C (e.g., green peppers, oranges, rose hips, acerola cherries, algae). By eating only an isolated supplement with just ascorbic acid or by juicing an orange and throwing away the pulp and peel, one is missing all the above necessary compounds.



To have the same effects, one generally has to increase the dosage of a supplement the more they take it or the older they get. This shows the body has an **ever increasing dependency on the supplement and the body is not healing from within**.

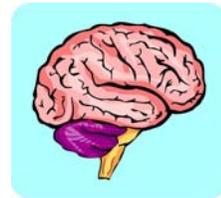
Activate the body's own natural ability to heal

We tell people BioSuperfood/BioPreparation will improve digestion because it contains over 4,000 live enzymes. When people look at the ingredients list and do not see the digestive



enzymes of amylase, lactase, protease, lipase, bromelain, papain, etc. they wonder how can BioSuperfood/BioPreparation help with digestion? People are so conditioned by the marketing of the supplement companies to expect to see these enzyme buzzwords; otherwise, the product can not work for digestion. Let us look at the practice of supplementing with digestive enzymes.

The body is supposed to get enzymes from at least three sources: raw animal foods, live plant foods and by manufacturing its own, such as digestive enzymes by the pancreas. When we do not eat enough uncooked foods (heat kills enzymes) our source of live enzymes is diminished. As we get older our enzyme production decreases. If we eat too much processed foods, then our bodies do not have enough raw materials (e.g., co-factors, co-enzymes, minerals, amino acids, etc.) to manufacture its own enzymes. For whatever reason, our body is not manufacturing enough digestive enzymes, so it sends a signal to the brain, "I need more digestive enzymes." So, the body starts to look for more raw materials and increases its signal to the pancreas to produce more enzymes. Maybe you are smart enough to recognize this from your symptoms or a doctor diagnoses a lack of enzymes, so you start taking a digestive enzyme supplement with amylase, lactase, protease, lipase, bromelain, papain, etc. Soon, the symptoms of enzyme deficiency disappear and the body sends a signal to the brain, "my enzyme deficiency has been resolved," or has it? What have you done to make the body naturally manufacture more enzymes? Have you given it more raw materials? Have you increased the strength of the signal from the brain to the pancreas? The answer is obviously, no, so one must continue supplementing this digestive enzyme deficiency for life, frequently increasing the dosage as the body ages. A malfunctioning or stressed pancreas can result from eating too much processed foods with excessive sugar and carbohydrates. Will taking digestive enzyme supplements fix a lazy malfunctioning pancreas? No. In essence, by [supplementing the digestive enzyme deficiency](#) one has left a lazy pancreas and made the body dependent on the supplement for the rest of its life. Supplements, in general, do NOT awaken the body's natural ability to heal from within but create a nutritional crutch. Taking some supplements is like putting your finger in the dike to stop the water leak (remember the little Dutch boy fable?). Yes, the symptoms go away but have you holistically healed the body (the boy's finger has to remain in the dike's hole to permanently stop the water leak)?



Have no side effects

Most supplements that contain high therapeutic doses have side effects. By taking isolated supplements what other imbalances have developed? Did you know [glucosamine has the following side effects?](#)

- Ø Glucosamine may impair insulin secretion through competitive inhibition of glucokinase in pancreatic beta cells and/or alteration of peripheral glucose uptake. Patients with diabetes should be cautious since glucosamine may affect insulin sensitivity or glucose tolerance.

(Source: Physicians Desk Reference for Non-Prescription Drugs & Supplements, 2005)

- Ø Glucosamine (derivative of glucose) made within your cells typically is hidden from the areas where yeast and fungi grow. Orally ingested glucosamine passes through your digestive tract and into your bloodstream where yeast lives then feed on the glucosamine. Thus, glucosamine provides yeast with a source of energy as well as an important building block for overgrowth and a flare-up of Candida symptoms.
(Source: Lidtke—Maker of glucosamine-free ArthroStat)

Taking low doses of glucosamine for short periods of time is probably fine but taking high therapeutic doses of glucosamine, long-term for chronic conditions could have the above side effects. While high therapeutic doses of glucosamine will not induce diabetes, it probably can push the body towards diabetes if it is already in pre-diabetic stage. Many people eat too much sugar and carbohydrates and have an overloaded or stressed pancreas. This can cause a deficiency in enzyme production. This could also create a pre-diabetic condition and they do not even know it.

Dosage Deception

When scientists seek to determine the exact dosage of a nutrient needed, they do so in controlled studies. For example, if they wanted to determine the Minimum Daily Requirement (MDR) or Recommended Dietary Allowance (RDA) of Vitamin C, they would subject participants to varying doses of a Vitamin C supplement, while keeping all other variables (e.g., vitamins, food, medicine) constant. They would use isolated Vitamin C (ascorbic acid) made most often from a



synthetic source (cheaper and purer). When their study shows that 75-90 mg. are needed, everyone jumps on the bandwagon and looks for Vitamin C supplements that contain a minimum of 75 mg. Of course, if a supplement contains more (i.e., 100+ mg), then it must be better and those that do not contain at least 75 mg. are inferior. Is this logic and comparison valid? From our holistic viewpoint, we say NO. The above study results would only be valid if one were to get their Vitamin C source from the exact isolated

Vitamin C supplement (most likely synthetic) in the study. Here is why the above dosage recommendations are an unintended deception.

Recent studies show the body absorbs and utilizes only 20-25% of isolated vitamins and supplements it ingests. When the source is not an isolated vitamin or supplement but a whole food product, this absorption and utilization rate increases to 90-95%. The reason is, Nature did not intend for us to eat isolated vitamins or supplements but whole foods. Modern research shows Vitamin C needs rutin, bioflavanoids, Vitamin E, selenium and zinc to work properly. But what other complementary vitamins, minerals, amino acids and enzymes are needed to make Vitamin C work that scientists have not yet discovered? So, when one takes an isolated Vitamin C tablet (pure ascorbic acid) to boost their immune system when one has a cold, the body has to search out and even rob the rest of the dietary food and body for these complementary nutrients to make the supplemental ascorbic acid work properly. This is why one has to take a high therapeutic dosage (e.g., 2,000-5,000 mg) of Vitamin C to get results. So, when the minimum needed is 75-90 mg and one takes a supplement with a therapeutic dosage of 2,000 mg of Vitamin C, one gets a false sense of security that all the Vitamin C is being absorbed and utilized and all is well in the body.



When comparing the MDR, RDA or prescribed therapeutic dosages of supplements to whole foods, one must look at real results in terms of absorption and utilization in the body, not allopathically prescribed dosages according to Western medicine. For example, if one takes a 1000 mg isolated calcium supplement and multiplies by the absorption rate of 25%, one absorbs only 250 mg (1000 mg X 0.25). However, whole food products have a 90-95% absorption rate because they contain all the complementary vitamins (i.e., Vitamin D), minerals (i.e., magnesium), amino acids, enzymes, etc. that Nature dictated are needed to make calcium work. So, getting 350 mg of calcium from a whole food product will yield absorption of 333 mg (350 mg X 0.95). Since 333 mg absorption from whole foods is better than 250 mg from the isolated supplement, the whole food product containing *only* 350 mg calcium is better than an isolated calcium supplement advertising 1000 mg.

Here is a real life example of the above. It is not the allopathic, Western medical dosage that matters but the total absorption, utilization and synergy of the other 5,000 individual nutrients in BioSuperfood that make the calcium work, just like Nature intended. By taking BioSuperfood, this person experienced new shoots of calcium forming between the broken bones all from a mere 3.54 mg of calcium per (290 mg) capsule of whole food algae.

My daughter broke her foot. A week after her cast was taken off it broke in another place just from walking. A bone density test confirmed she was at the beginning of osteoporosis and that the bones of the new break were not coming together and she would need an operation. After taking BioSuperfood for about two months she went to the doctor and the X-ray revealed her foot bones to be normal and shoots of calcium are being formed between the two bones that broke during the second break. This is really a miracle which I prayed for.

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Do not be concerned with taking a certain minimum allopathic, prescribed dosage of calcium for benefits but instead, **observe the holistic results** of taking BioSuperfood based on your whole body.

New Holistic Paradigm

When a healthcare practitioner prescribes a therapeutic dosage of 800 IU of Vitamin E or 2,000 mg of vitamin C, they are talking about the dosage from an isolated supplement NOT a whole food product (like BioSuperfood or BioPreparation). One cannot compare the dosage requirements determined in a laboratory for an isolated supplement, to the benefits of consuming whole food nutrients in the real world. This is like comparing apples to oranges and asking which is better. BioSuperfood/ BioPreparation are NOT supplements; therefore one's [previous experience and results with supplements](#) cannot be used in comparison to supplements.

A paradigm shift must occur in order to be able to appreciate and benefit from a revolutionary product, like BioSuperfood or BioPreparation. Drugs and almost all (even “holistic”) supplements, consist of extracts and high concentrations of just active ingredients. The advantages are quick results and the temporary elimination of symptoms. The disadvantages are potential side effects, a



dependency on the product and never taking care of the original cause of the symptom or disease. Go to our [whole food products](#) and [Vitamin C](#) web pages for more details on this revolutionary concept and to learn about the long term benefits of whole food products.

Taking supplements to fix a single symptom or disease, is like changing only one spark plug when your car is running bad. Taking isolated supplements to correct one imbalance is like changing the oil filter in your car but NOT changing the oil. The above steps might make your car temporarily run better but you have not taken care of the original cause of your car running bad and the symptoms will eventually come back. Some supplements can mask the symptoms or cause the offending virus, bacteria, parasite or fungus to hide deeper in the body, only to surface later when the immune system is weak. This is often the case with chronic, recurring or seasonal symptoms. If one wants their car to run better, why not change ALL the spark plugs, change the oil filter AND the oil and for a complete tune-up, also change the fuel and air filters at the same time for optimal efficiency. This is what whole food products do for the body. Now that is true wellness!

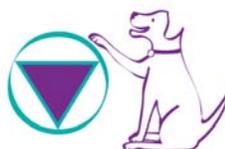


Here are some final thoughts from two prestigious sources:

- ✓ To reduce cancer risk, the best advice presently is to consume antioxidants through **food sources, rather than supplements.** (“Common Questions About Diet and Cancer,” **American Cancer Society**)
- ✓ “...there are insufficient data to justify an alteration in public health policy from one that **emphasizes food and diet to one that emphasizes nutrient supplements.** (“Essential Nutrients: Food or Supplements?” **Journal of the American Medical Association**, 2005;294:351-358)



Because of the above inferiority of supplements and the superiority of whole food products, we highly recommend a [Mini-Consult, Extended-Consult or full Holistic Consultation](#) with your first-time purchase of BioSuperfood/BioPreparation, in order to maximize your benefits and take your holistic experience to the next level. Wellness is not just the absence of symptoms but a complete balancing of ALL the body's glands and organs, with ALL the body's systems performing at 100% efficiency and acting in synergy together. Only whole food products can accomplish these goals.



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Since each individual body responds differently to the super nutrition in BioSuperfood/BioPreparation, your results will be different. These statements have not been evaluated by the FDA. This information is not intended to diagnose, treat, prevent or cure any disease.