



All for You

After nearly 40 years in the food industry, I can honestly say that Reliv is my dream come true. For the past two decades, I've had the freedom and the support to "do things right." While other companies focus on the current nutritional fads and cut corners to boost profits, that has never been Reliv's way.

From the very beginning, Reliv's number one priority has been to create products that truly change people's lives using only the highest quality ingredients from the most reputable suppliers available. And I'm proud to say we've never faltered from that course.

Every ingredient and every formula is carefully and thoroughly researched before it makes its way to you. We know that the results of a single study don't make or break an ingredient. It takes numerous, well-designed studies over a significant period of time to convince us that an ingredient belongs in our products.

Your health and safety are our top concern. That's why Reliv refused to add ephedra to our products, even though everyone was touting it as the latest miracle ingredient — and why we continue to stand behind the health-promoting value of soy. My family and I consume the same products you do. And if I don't think something is safe for us, I definitely won't offer it to you.

Reliv fully guarantees every product we sell. And I stake my reputation on every can that goes out the door. You won't find safer, more effective nutritional products anywhere. You have my word on that.

To Your Health,

Dr. Carl W. Hastings
Reliv Vice Chairman and Chief Scientific Officer



Reliv: Quality, Integrity Come First

Reliv products boast some of the most stringent quality guidelines in the industry. Ingredient suppliers are carefully screened and every ingredient is tested and retested for quality and purity:

- When ingredients arrive at Reliv, they are quarantined first. Every shipment must be accompanied by a Certificate of Analysis from a third-party lab proving the ingredient possesses the level of activity, purity and quality required.
- Reliv then performs its own independent testing before we release the ingredient for use in our formulas.
- Our formulas are then rechecked at each step of the manufacturing process to ensure accuracy, quality and purity.
- Reliv far exceeds the required practices of most food plants. In fact, we meet near-pharmaceutical conditions, supported by our Australian Therapeutic Goods (TGA) and Canadian Natural Health Products (NHP) approvals, which are more stringent than FDA requirements.
- Finished products are quarantined again while additional tests are run to confirm our label information is accurate and that the product meets purity and quality standards. Every test must be passed before the product is shipped.

These statements have not been evaluated by the Food and Drug Administration. Reliv products are not intended to diagnose, treat, cure or prevent any disease.

Get the Facts on Soy Safety



For centuries, soy has been a healthy diet staple, particularly in Southeast Asia. Numerous research studies from the most prestigious universities around the world document soy's ability to help lower cholesterol, promote healthy heart functioning, and reduce the risk of certain cancers.

So with all the research showing soy's benefits, why are some people questioning soy's safety? It usually comes down to study information taken out of context and a proliferation of Internet myths. It's time to get the real facts about soy.

Soy and Breast Cancer

Studies show Asian women have lower rates of breast cancer than Western women because of Asian women's lifelong, soy-rich diets. Researchers have found that eating at least one serving of soy a day is associated with a 29 percent reduction in the risk of developing breast cancer.

In addition, no studies demonstrate a link between eating soy and breast cancer recurrence or tumor growth in humans. Even the National Cancer Institute and the American Cancer Society say that breast cancer survivors can safely consume moderate amounts of whole soy foods. However, if you have or have had breast cancer, always talk to your doctor about matters concerning nutrition.

Soy and Thyroid Function

Soy foods have no effect on thyroid function in healthy well-nourished people who are not deficient in iodine. People who have hypothyroidism (underactive thyroid) but are being treated for it with medication may safely consume soy, also. However, some vitamins, minerals and foods, including soy and other high-fiber foods, may interfere with absorption of the medication used to treat hypothyroidism. That's why physicians often suggest taking thyroid medication between meals, so that the chemical components in food don't interfere with the actions of the medicine.

Studies Aren't Always Apples to Apples

When you hear controversy about soy, it's important to understand exactly what studies are being cited, how the studies were set up, what type of soy was actually tested, and what the amounts used were, explains **Dr. Carl W. Hastings**, Reliv Vice Chairman and Chief Scientific Officer.

"Many studies cited by soy critics often use isolated components of soy containing very high concentrations of specific isoflavones that far exceed what a person would normally eat with soy," Dr. Carl says. "These studies are not always comparing apples to apples."

In addition, researchers say it's difficult to apply findings from animal studies using excessive doses of isoflavones to humans because mice and rats produce lower levels of estrogen hormone than women do and they digest isoflavones differently.

Soy is one of the most thoroughly studied nutritional ingredients in the world. And the overwhelming mountain of evidence points to soy's effectiveness in promoting overall health. In fact, the FDA has maintained approval of a health claim about soy's benefits for heart health since 1999 — a clear indication of where the scientific community stands.



Sources:

For a complete list of references for this issue, please view the special addendum posted on the *Science & Health Today* web page, www.reliv.com >> The Products >> articles & research >> Science & Health Today.