

**NUTRI-SPEC**



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**THE NUTRI-SPEC LETTER**

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From:

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Dear Doctor,

NUTRI-SPEC will ....

**GLORIFY YOU ....**

in the eyes of your patients ....

I often run out of superlatives to describe the magnificence, the power, indeed the glory, of your NUTRI-SPEC ADAPTOGEN supplements. Shall I continue to describe them as “extraordinary”, “powerful”, “incredible”? --- What more can I do to make you understand that your toolbox full of NUTRI-SPEC supplements is so much more than a box --- it is veritably ....

**A TREASURE CHEST.**

We have implored you to use the Articles in the Extraordinary Nutrients section of your website. We have encouraged you to study them yourself, of course --- but more particularly, we strongly suggest that you use these as practice builders. Make copies of these Articles on your incredible ADAPTOGEN NUTRIENTS you offer in your ADAPTO-MAX, OXY-MAX, and TAURINE. Hand them to your patients; have an assortment of them displayed in your waiting room. ----- How will these Articles explaining “ADAPTOGENIC TRUTH” build your practice?

As we have explained countless times, the one good thing that comes out of Health Food Industry propaganda is that the charlatans have sold countless

millions of individuals (including countless dozens of your patients) on the concept of INFLAM-AGING being a component of almost any disease or symptom you can name. So, all your patients are concerned (and rightfully so) about inflammation --- and how it leads to ....

### **INFLAM-AGING.**

But how tragic is it that your patients are wasting money, and suffering the heartbreak of false hopes, as they are snookered into buying turmeric and fish oil and cinnamon and Resveratrol, and all the other Alternative Health Care ....

### **FLAVORS OF THE MONTH?**

Instead of suffering the consequences of false hopes, they could be empowered by the true anti-inflammatory ADAPTOGENS you offer. They could receive in return for every dollar well-spent in your office, a dollar's worth of scientifically-backed ANTI-INFLAM-AGING.

Yes --- use those Extraordinary Nutrient Articles over and over again, day after day.

- One month on Immuno-Synbiotic yields more immune system benefits than an entire lifetime on Resveratrol.
- One month of Tocotrienol (OXY-MAX) supplementation will control manifestations of Eicosanoid-derived inflammatory cytokines and Prostaglandins --- while a month of the health food industry darling, fish oil supplementation will actually accelerate catabolic oxidative damage.
- One month of Lipoic Acid supplementation (ADAPTO-MAX and OXY-MAX) yields a broad array of anti-inflammatory, anti-oxidant, and anti-reductive effects --- that reverse inflammation and reverse premature aging processes.

----- Your patients need to replace their faith-based dogmatic Natural Cure "religion" with the information they will learn from your Articles --- every word of which is (not an offering of my opinion, but ---) a direct quote from the scientific Literature.

NUTRI-SPEC isn't just "a business"; NUTRI-SPEC isn't just a supplement supplier; NUTRI-SPEC isn't just a collection of clinical protocols. --- Your NUTRI-SPEC stands for something.

What does NUTRI-SPEC stand for, and what do you stand for as a NUTRI-SPEC practitioner?

**OBJECTIVITY (SCIENCE) ---  
IN HEALTH CARE**

What you stand for is dedication to the essentiality of increasing the ADAPTATIVE CAPACITY of your patients. Unlike all other Alternative Health Care practitioners ....

**YOU ARE NOT STUCK  
DEEP IN THE QUAGMIRE ....**

of symptom chasing. Those Witch Doctors with all their silly remedies would experience nothing but frustration --- except that --- every time one of their “nature cure” remedies fails, the health food industry comes up with a new ....

**FLAVOR OF THE MONTH ....**

to replace it. And the new Flavor of the Month is so totally embraced by their Health Food Quackery-indoctrinated patients that the recently failed remedy is quickly forgotten. ----- Frustration is swept away by renewed hope.

Remedies, remedies and more remedies. --- Propaganda + Band Wagon Riding + Hyperbolic Claims. === Institutionalized Dishonesty --- Organized Crime.

We have shown you unequivocally in the pages of these Letters and in the many Articles on your NUTRI-SPEC website that virtually all the Alternative Medicine Man herbal drugs and miracle cures are not only without scientific support, but actually do damage. So, it should be very clear why and how NUTRI-SPEC gives you the ....

**TREASURE CHEST ....**

of tools --- both supplements and clinical procedures --- to deliver the objective value of true science to your patients.

----- Why does ADAPTO-MAX contain ....

L-Carnosine,  
L-Carnitine,  
Chondroitin Sulfate,  
Betaine,  
Acetyl L-Carnitine,  
Alpha Lipoic Acid and  
Coenzyme Q-10 --- and not ....

Fish Oil,  
Turmeric,  
Cinnamon and  
Resveratrol?

More and more of you are (finally) getting fired up over giving your patients **TAURINE**. What I find telling is the number of you who are ordering Taurine for your own personal use --- even if you have not yet begun recommending it for your patients. Just what does that tell me? It tells me ....

### **YOU GET IT.**

You read the 14-page write-up in the Extraordinary Nutrients section of your NUTRI-SPEC website and said something like, "WOW!" or, if you are younger than age 40, perhaps the more fashionable, "OMG!". Taking Taurine, you quickly surmise, is a no brainer ....

"Look how it will protect my heart ....

Clearly it protects me from cholesterol/calcium arterial plaquing ....

It will keep my triglycerides and cholesterol under control --- and does it not as a drug, but by making my liver ultra efficient ....

It will have amazing effects on protecting my brain --- Dementia? --- I am protected! ....

Fibromyalgia? Chronic Fatigue? Nearly every inflammatory condition imaginable? Premature aging? ....

With Taurine I am protected!!"

So, if the 14 pages of concentrated facts on the amazing "ADAPTOGENIC TRUTH" regarding Taurine have you sold --- then that same write-up can be used as a practice builder --- and will easily "sell" your patients. Once your patients read that write-up, and walk out of your office with a bottle of Taurine in hand --- they will eagerly chatter to their friends and family ....

### **GLORIFYING YOU ....**

with praise and respect.

Yes, your patients will be happily sold on Taurine, and on you --- but --- I must admit, and you must realize --- it is not because that 14-page Taurine

write-up captured their minds. No, it is because it captured their hearts. What do I mean by that? -----

I am talking about “human hardware”, and how it is the mainframe upon which the incredible “human software” has evolved ....

The hardware we know as “human” --- bone, muscle, organ --- but most critically, the Immune System, the Nervous System, and the Endocrine system --- is apparently developed and refined by a zillion years of adaptation, mutation, and more adaptation --- built upon a divinely inspired framework. Those eons of adaptation have yielded the human software ....

Why do we think what we think? Why do we smile and growl? Why do we shake hands, or say please and thank you and pardon me? How do we choose our friends and enemies? Our allegiances? Our beliefs? Our value judgments on good versus bad, right versus wrong, black versus white? Our willingness to accept shades of grey? ----- By natural selection, our human software, by necessity, made us a social creature --- and being a social creature has further refined our software --- which reinforces our nature as a social creature --- in a virtuous cycle. (--- And when I say a social creature, I definitely do not mean a herd animal --- a topic for another day.)

As social beings we are reflexly entrained to love, respect, cooperate with, and bond with others of our “village”. But the power of those bonds is so totally self-defining that it creates an ....

### **“US vs. THEM”**

outlook on life. --- Indeed, an “US vs. THEM” attitude has been essential over zillions of years competing for survival.

The US vs. THEM aspect of our software is so thoroughly habituated, that we (“US”) can actually be considered “hardwired” to at least resent, and perhaps feel antagonism toward, anyone either our amygdala or our cortex perceives as “THEM”.

Am I drifting way off topic for a Letter on your NUTRI-SPEC Metabolic Therapy? Not at all. What I am discussing here is an essential component of your practice building.

You see, the majority of your patients identify with an “US” that puts them among those who believe in all that is “natural”. And their chosen “US” puts them in direct antagonism toward “THEM” --- some combination of the pharmaceutical establishment, the medical establishment, agribusiness, and the ignorant masses who know no better than to chow down on pizza, Pepsi and Pop-Tarts. So, these people (your patients) feel energized in the positive reinforcement that comes from health food store propaganda. They are eager to believe, and so they do. Actually ....

**THEY NEED TO BELIEVE.**

That is why they are so easily snookered by the Health Food Industry charlatans, and the Alternative Medicine Men.

What you must understand is that your Taurine Article (and all the other write-ups on Extraordinary Nutrients on your website) will build your practice magnificently --- but only partially because it convinces your patients intellectually. Far more important is that it will capture their hearts. Almost all human decisions come out of a software that reaches conclusions emotionally --- and then looks for academic reasons to reinforce that emotional decision.

You will build your practice to the extent you can bond with your patients as one of “US” --- in defiance and defense against “THEM”. If you do, your patients will rejoice in the reinforcement of their belief system --- dancing for joy at your presentations of “ADAPTOGENIC TRUTH” in the battle against INFLAM-AGING --- and against the assaults they suffer at the hands of “THEM”.

Give your patients the truth in terms that supports what their hearts “know” to be true ....

**AND THEY WILL GLORIFY YOU.**