

NUTRI-SPEC



THROUGH
SPECIFIC NUTRITION

89 Swamp Road
Mifflintown, PA 17059
800-736-4320
717-436-8988
Fax: 717-436-8551
nutrispec@embarqmail.com
www.nutri-spec.net

THE NUTRI-SPEC LETTER

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From:
Guy R. Schenker, D.C.
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THE FAIRY TREE

Dear Doctor,

[As told by an American Newsletter writer of his vacation in Ireland]

“Oh, people are funny,” said our driver, bringing us from the airport to the hotel. It was a long way, giving him plenty of opportunity to express himself

“See that highway?” --- He pointed to a turnoff. “It’s the road to Limerick. The engineers had all done their work. The planning was done. Contracts were let out. The bulldozers and trucks were all lined up. And then a local farmer asked ...

“WHAT ABOUT THE FAIRY TREE?”

“Now, you ask anyone and they’ll tell you they don’t believe that nonsense --- about fairies and the spirit world. But down deep we all believe.

“So, they had millions and millions of euros already set aside to build the road. But nobody would cut down the Fairy Tree. I can just imagine the conversation

“Shawn --- you cut it down.’ ‘No --- Patty you cut it down.’ ‘Nooo --- Ronan, you’re a good man with a chainsaw --- go ahead and cut the damn tree down.’ ‘Look, if you want it cut down --- you cut it down yourself.’

“Nobody wanted to cut it down. --- Because there would be a curse on whoever did. In the end ...

THEY HAD TO RE-ROUTE THE ROAD.

“And probably, on some level, they don’t really believe in the spirit world. But nobody wanted to put it to the test.”

----- Now ask yourself, what Fairy Trees do you believe in?

AND YOUR PATIENTS?

What fantasies flavor their hearts? What totally illogical beliefs have ...

RE-ROUTED THE ROAD ...

they follow through life? The answer to that question defines your NUTRI-SPEC practice. You see ...

For most of your patients, their “Fairy Trees” are ...

‘ALL-NATURAL’, AND PERHAPS EVEN ‘ORGANICALLY GROWN’.

One all-natural Fairy Tree bears fruit at their local health food store. They also find one in full blossom in your office --- since they regard you as being their “Natural Doctor.” If you want to build a phenomenally prosperous practice --- one that is \$\$\$\$ lucrative, in addition to being emotionally gratifying as your patients glorify you --- you must focus on the reality --- that your patients are driven to their Fairy Trees by their hearts, not their minds.

You will capture the hearts of your patients to the extent they see yours as the most radiantly magnificent Fairy Tree --- with the plumpest, juiciest, most colorful fruit they have ever discovered. Your patients make faith-driven pilgrimages to your office with the great expectation of ...

FEASTING ON THE FRUIT OF THEIR FAVORITE FAIRY TREE.

Purchasing your professional service must be an emotional thing. And the powerful emotion driving patients to your fruit-bearing Fairy Tree is the ...

“US vs. THEM ...”

outlook on life that is thoroughly entrained in our human software. That US vs. THEM aspect of our brain’s 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.” And simultaneously we feel a special affinity for --- a gratifying and empowering bond with --- the collective we perceive as “US.”

Thoughtfully consider your patients. --- Who is their “US?” They identify with others of the collective 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.

Your patients have spent years wandering through the countryside looking for Fairy Trees rich in “natural” fruit to feed their health. --- And in their search, they have been fortunate enough to discover ...

**YOU --- SOMEONE WHO, WHILE FEEDING THEIR FANTASIES,
WILL ALSO ADD REAL OBJECTIVE VALUE TO THEIR LIVES.**

Your patients’ need for belief in all that places them among their chosen “US” is such a powerful driving force in their lives that even as the delicious and nutritious fruit you offer them empowers their lives in a way they have always dreamed the ideal Fairy Tree could --- they still wander into the health food store on a regular basis. And what do they find in the health food store?

POISONED FRUIT.

But the health food hype decorating that Fairy Free is so enticing as to make it irresistible. Your patients cannot resist temptation --- and will gorge themselves on anti-vital health food Flavors of the Month. The consequences?

- Precious \$\$\$\$ are entirely wasted.
- Most of the supplements are worse than worthless --- actually harmful --- actually exacerbating certain Metabolic Imbalances.
- Your patients’ irrational fantasies are reinforced.

That reinforcement of a dogmatic belief in all that is purported to be “natural” makes it all the more challenging for you to satisfy their hearts.

In essence, you’ve got to compete with a natural food industry that offers zero real scientific evidence in support of their Nature Cures. How do you do that? You appeal to the same emotions --- very clearly establishing yourself as A Leader --- Their Leader --- among “US” in a dogmatic kind of way. But at the same time you make the point over and over again that not only is your fruit beautiful, sweet, and nourishing, but also has countless studies in the scientific literature backing up the power of every supplement you recommend.

Truly --- all your patients' health food store Fairy Trees are more like a ...

GARDEN OF EDEN TREE ---

offering irresistible temptation ----- a temptation yielding to which unleashes endless misery. ----- Yes, to put it bluntly, health food stores, the health food industry, Nature Cures, Alternative Medicine Men ... the whole lot of fabulous fantasy Fairy Trees is a ---

COMBINATION OF LIES, FRAUD, NON SEQUITURS, WISHFUL THINKING, WITCH DOCTOR REMEDY PEDDLERS, AND SELF-DESTRUCTION.

You, on the other hand, are the only ethical, objective, scientific ...

ALTERNATIVE TO ALTERNATIVE HEALTHCARE.

You are truth; you are science; you are objectivity; you are quality. --- For every dollar your patients happily (and self-righteously) give you, you reward them with a dollar's worth of Adaptative Capacity; and a dollar's worth of uplifted Vital Reserves.

Never cease to ask yourself (as a means of self-reinforcement), and, unceasingly quiz 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?

And then flat out ask your patients eyeball to eyeball, "Does your health food store remedy offer any more than hype in selling you? Is there any objective evidence like this evidence I can offer you on why you will benefit from the **TAURINE** I recommend?" --- And say that as you hand the patient the 14-page write-up on Taurine --- giving dozens of references from the Literature highlighting how it protects against heart attacks, strokes, congestive heart

failure, brain degeneration, high blood pressure, keeps the immune system strong, reduces inflammation, and thus reverses INFLAM-AGING.

GET IT?

--- You've got to feed your patients' hearts directly by offering the most luscious fruit on your Fairy Tree, but at the same time, you have got to reinforce their hearts' desires by giving their hearts reason to celebrate that the fruit has been cultivated by a Doctor of Science --- YOU.

Science?

--- Stand back and gaze at the magnificent Fairy Tree you offer your patients. Admire how heavily it hangs with the juiciest of plums. Can any of your local health food store Garden of Eden fake fruit match the sweetness of what you offer?

Glance again at the list of your Adapto-Max nutrients on the previous page --- contrasted with the list of 4 poison fruits --- some of the most popular Fruit Flavors of the Month peddled by the snake-in-the-grass health food industry (-- no reflection on your local health food store proprietor --- who really does mean well).

Do you see how the luscious fruit of your Fairy Tree can satisfy your patients' emotional need to believe, while at the same time re-enforcing their beliefs with strong doses of the truth? --- We have suggested repeatedly that you print out the Articles on your NUTRI-SPEC website found under the heading "Extraordinary Nutrients". Have them available for reading in your waiting room --- but more critically, hand them to your patients while looking them in the eye and explicitly stating --- **"None of the Flavors of the Month your health food store offers, as appealing as they may sound, are backed by true science, despite all their misleading claims. Here is the science that underlies everything I recommend for you. I will never give you anything less than what is backed up entirely by legitimate peer-reviewed scientific studies."**

Two of those Extraordinary Nutrients articles we have greatly expanded for you recently --- Taurine and Lipoic Acid. When giving your patient either Lipoic Acid (found both in Adapto-Max and Oxy-Max) or Taurine, you can either give the entire write-up on these nutrients, or print out just the sections that apply to that patient. For example, if a patient is suffering from **memory loss** --- you can print out just the sections of the Taurine and the Lipoic Acid write-ups that quote all the scientific studies on how these nutrients prevent memory loss. ----- Check out these two juicy plums from your Fairy Tree

TAURINE protects from:

heart disease
arteriosclerosis
high blood pressure
high triglycerides & cholesterol

premature aging of structural & functional proteins

nearly every inflammatory condition imaginable

liver metabolic insufficiency & fatty liver

Type I & Type II diabetes

brain & nerve tissue pathology; neuropathy; nerve pain; dementia; memory loss

abdominal weight gain

Chronic Fatigue

Fibromyalgia

excess Nitric Oxide

LIPOIC ACID protects from:

heart disease
arteriosclerosis
high blood pressure
high triglycerides & cholesterol

premature aging from oxidative free radical damage

nearly every inflammatory condition imaginable

liver metabolic insufficiency & fatty liver

Type I & Type II diabetes

brain & nerve tissue pathology; neuropathy; nerve pain; dementia; memory loss

abdominal weight gain

poor exercise tolerance

Fibromyalgia

excess Prostaglandin-2

Yes, thrill your patients by offering enticingly irresistible fruit. But add to their excitement with the assurance that the fruit of your Fairy Tree is more than colorfully tempting --- it is loaded with substance. --- Scientific Substance.

Re-route your patients' lives to bypass the health food store and its poison fruit --- as they gain new respect for you. ----- Re-route your practice on the road to prosperity, as your patients respect and glorify you as their Doctor of Science.