

NUTRI-SPEC



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THE NUTRI-SPEC LETTER

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From:
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“SELFIES”

EINSTEIN

LUCY & CHARLIE BROWN

Dear Doctor,

How many of your patients make regular “religious” pilgrimages to the health food store? (And how much of the \$\$\$\$ they waste there would add real (objective) value to their pursuit of health if they invested those dollars in your NUTRI-SPEC supplements?) --- You realize --- those patients are driven by their hearts (not their minds) to what they perceive as a

GARDEN OF EDEN

where the fruit is “all-natural”, and “organic”.

“Worshipping” natural foods and supplements is not an ill-founded emotion at all. It actually reflects a high level of consciousness --- the awareness that the quality of our lives (our capacity to **live stronger longer**) is ruled by Natural Law. Modern living is typified by countless violations of that Law. So, those who put their faith in health food store merchandise are motivated by a truth --- that maximizing well-being requires going against the anti-vital lifestyle choices so many Americans have made for so many decades now ---

and --- that any distressing symptoms can only be reversed by reversing the violations of Natural Law that caused those health problems.

--- So far so good. ----- The problem is that while these people are driven by a positive emotion, the road they are driving down is largely fantasy --- with little science backing it up. That is where you must play a critical role in their lives --- enriching them with

THE INCREASE IN ADAPTATIVE CAPACITY AND VITAL RESERVES

they “pray” they will get by shopping at the health food store.

Your patients have been trained by the health food Medicine Men such that they are keenly aware that inflammation plays a key role in the loss of Vital Reserves they sense they are suffering --- and they shop accordingly. But do they find anything in the natural food store that supports and balances immune function --- matching the power of

YOUR 3 IMMUNO-SYMBIOTICS?

--- Not even close. In fact, 90% of the \$\$\$\$ they spend “supporting the immune system” is totally wasted, and the other 10% actually exacerbates any immune system stress --- which then compounds in a greater sense the whole milieu of ImmunoNeuroEndocrine Stress --- actually increasing inflammation.

Your patients’ nature-based dogma has them believing (and quite appropriately!) in the importance of minimizing inflammation to preserve health and length of life. They have almost certainly encountered the term “INFLAMM-AGING.” --- But --- the anti-inflammatory remedies peddled by the health food industry High Priests is (--- we cannot emphasize enough!!!) --- 50% useless garbage (--- e.g., cinnamon, turmeric) --- and 50% toxic garbage (--- e.g., fish oil, red yeast rice, St. John’s Wort).

Under the spell of the Nature Cure Witch Doctors --- your patients are

DOING “SELFIE”

drug prescriptions. They are, by trial-and-error, frantically searching for cures to whatever ails them. They are taking megadoses of this and megadoses of that; they are putting their faith in every Alternative Medicine Man “Flavor of the Month”; they are swallowing a broad array of always useless and frequently damaging herbal drugs as remedies for every symptom --- with no consideration of what actual deviations from Natural Law caused those symptoms. ----- And all the while they are self-drugging themselves with remedies, it is while believing, of course, that these drugs are “natural.”

You can offer your patients so much more. --- You can satisfy their need to believe, while at the same time supporting their belief system with true science.

In essence, your patients are doing ...

A CLASSIC EINSTEIN ACT.

They are doing the same thing over and over again expecting a different result. Somehow their faith is so strong it never occurs to them that last month's health food store Flavor did absolutely nothing but drain \$\$\$\$ from their savings. And other than the (37%) placebo effect, none of the herbal drugs nor other remedies conferred any lasting relief from nagging symptoms. Yet, in accord with Einstein's definition of lunacy, they keep traveling the same road to the health food store over and over and over again --- hoping that this time the purveyors of Natural Cures will offer a miracle.

Truly, the health food industry has it all figured out. They know their customers have such a strong need to believe, that they will buy anything

WHEN HYPE FEEDS THEIR HOPE.

Bold headlines and glitzy brochures, plus the cheerleading of the local health food store owner (who also lives in a state of blind faith) === and the dedicated believers will buy anything.

The health food industry reaps its huge profits --- laughing all the while. They are pulling off a perfect

LUCY & CHARLIE BROWN TRICK.

Remember that old Peanuts cartoon theme? Time after time after time Lucy holds the football in perfect position, inviting Charlie Brown to attempt a field goal kick. Charlie Brown puts his entire body, mind, heart and soul into his most powerful kicking stroke --- only to have Lucy pull the football away at the last instant --- as Charlie Brown flips topsy-turvy, landing flat on his back. Lucy laughs and laughs and laughs. ----- Your patients have been knocked flat on their backs time and time again as they are laughed at by the health food industry. Yet, their faith is so strong that they believe the newest nature cure Flavor of the Month will not betray them.

GET IT?

--- You've got to feed your patients' hearts directly by offering the most hope-generating Metabolic Therapy. But at the same time, you must reinforce their hearts' desires by giving their hearts reason to celebrate, that their faith is being supported --- not by a Witch Doctor, but by you --- a Doctor of Science.

YOU CAN BE SUPERMAN TO YOUR PATIENTS.

To really “get it” in the NUTRI-SPEC context --- to be made rich by all the benefits NUTRI-SPEC offers you and your patients --- you must understand that ...

**I AM ON A MISSION (--- AND I AM
YOUR PARTNER ON YOUR MISSION)**

Actually, my mission is two-fold. First, I am driven to give you and your patients life-enriching Metabolic Therapy. I am dedicated to providing for you a Treasure Chest of ADAPTOGEN Supplements, as well as objective means to identify exactly which particular supplements in your Treasure Chest will most benefit each individual patient.

The second component of my mission (--- in the spirit of no less than Superman) is to fight ...

“ ... THE NEVER ENDING BATTLE FOR TRUTH AND JUSTICE”.

So many of your patients are victims of the Nature Cure Witch Doctors. Even you may occasionally find the Siren Song of the Alternative Medicine Men irresistible. Along with giving you truth in the form of objective evidence backing up everything you do with NUTRI-SPEC, I must expose the falsity of the charlatans. --- Almost all that they offer is nothing more than ...

PUFFERY AND HYPERBOLIC PROMISES.

But their puff pieces are so appealingly packaged that those who “need” to believe (which includes most of your patients) are easily snookered. --- Unlike the Alternative Medicine Men, you must base your practice (and indeed your whole life) on presenting objective truth, and refuting all the propaganda in which so many of your patients have blind faith.

A comment I have made countless times in my life --- probably going back to about age 20, is ...

**“THE PURSUIT OF TRUTH REQUIRES THE FREE PLAY OF OUR MINDS,
NOT SLAVISH OBEDIENCE TO DOGMATIC BELIEF SYSTEMS.”**

After using that quote in many contexts (not just related to NUTRI-SPEC or Chiropractic) I wondered where I got it --- who was the first to say it? --- About 20 years ago (when the internet became available), I did a search for the quote and was very pleased to find it --- but very disappointed to find that the person who said it was Guy Schenker. --- I spoke those words in one of the NUTRI-SPEC Letters from back in the early 90s. Maybe it truly is a Guy Schenker

original, or maybe I originally quoted it from some obscure source that is no longer accessible. But in any case, it is the theme of my life, and you will do well to make it your own.

We have encouraged you again and again to review the Extraordinary Nutrients write-ups in the Articles section of your NUTRI-SPEC website. But even more important than your understanding the power you have with NUTRI-SPEC to help your patients

LIVE STRONGER LONGER

is that your patients understand the science supporting what you offer them. Nearly every word of those write-ups is a direct quote from peer-reviewed literature.

We have highlighted in particular the write-ups on Taurine and Lipoic Acid (since we have recently greatly expanded those). Each is about 14 pages in length, and is broken into sections, each section dealing with a particular symptom/condition about which a given patient may be concerned. Print these out for your patients. Distribute them with a comment, **“You will find nothing like the supplements I am giving you in the health food store --- nor will you find scientific evidence like this Article backing up any of the garbage supplements you find there.”**

If your patients want to talk about inflammation leading to INFLAM-AGING --- then

TALK TO THEM ABOUT TAURINE AND LIPOIC ACID AND IMMUNO-SYMBIOTIC.

Your patients want to talk about Tubby Tummys? Most of them have read in their natural food store “scripture” that abdominal weight gain is associated with inflammation. You, being well versed in NUTRI-SPEC literature, are well aware that not only is abdominal weight gain an inflammatory condition, but also is part of a positive feedback loop --- one of the ...

NASTY, VICIOUS CYCLES --- SUCH THAT INFLAMMATION CAUSES WEIGHT GAIN, YET WEIGHT GAIN INCREASES THE LEVEL OF SYSTEMIC INFLAMMATION.

So --- praise your patients. When you talk to them about Tubby Tummys, commend them for being far more knowledgeable than the average person --- since they understand that the Tubby Tummy is an inflammatory condition. But then go on to explain to them that, **“The problem is ever more far reaching than you have read in your health food industry literature”**.

Go on to explain to them the concept of a vicious cycle, and how the only “cure” for the Tubby Tummy is to break that “**inflammation yields inflammation yields even more inflammation**” vicious cycle. And --- the only way to break that cycle is with the powerful anti-inflammatory supplementation that research literature has shown to be truly effective --- such supplements as your Taurine, Lipoic Acid, Immuno-Synbiotic (plus the other adaptogens in your ADAPTO-MAX and OXY-MAX).

Explain how those supplements, plus devotion to Eat Well – BE Well, is simply and directly the only road to success --- and that all the health food Flavors of the Month(--- such as cinnamon and Resveratrol and fish oil) are a waste of money and a destroyer of hope.

Go on to explain the Gut-Brain Axis and Gut-Adipose Axis --- and how only an Immuno-Synbiotic, with probiotics chosen specifically to meet that individual patient’s needs, will normalize the Gut-Brain Axis and Gut-Adipose Axis. Combining the Immuno-Synbiotic plus Eat Well – Be Well specifically addresses the connections between the immune system and the hypothalamus, and between the immune system and the inflammatory factory within each fat cell. Combine that anti-inflammatory influence with the systemic anti-inflammatory effects of Taurine and Lipoic Acid --- and your patients have a winner.

Patients want to talk about chronic fatigue? About fibromyalgia? About hardening of the arteries? About elevated cholesterol? About high blood pressure? About arthritis pain? About premenstrual distress? --- Praise them, as you reinforce their understanding that these are all inflammatory conditions.

-- And, reinforce their understanding that there is a better way to reduce inflammation than the common anti-inflammatory drugs. But at the same time assure them that they no longer need to do “selfie” drug prescriptions; nor do they need to be following the path of insanity as defined by Einstein; nor do they need to continue being snookered --- playing the role of Charlie Brown for the natural food industry Lucy.

Assure them (backed up by your Taurine and Lipoic Acid articles, and your Immuno-Synbiotic brochure) that YOU are their one doctor who gives them the science backing up their belief in a natural approach to maximizing health.