

FAST FACTS



Cruciferous vegetables - the family that includes broccoli, cauliflower, brussels sprouts and collard greens - contain special phytonutrients which are not found in any other foods and may lower the risk of certain cancers, especially breast, prostate, and digestive tract cancers. The National Cancer Institute recommends eating one serve of cruciferous vegetables every day, but most of us don't eat any at all.¹ GNLD's Cruciferous Plus™ provides the phytonutrient value of an optimal serving of a wide variety of cruciferous vegetables in one convenient serving.

Cruciferous *Plus*™

Why Cruciferous Vegetables?

- Research has shown that a high consumption of cruciferous vegetables promotes healthy growth of breast, prostate, uterus, lung, colon and other digestive tract tissues.
- Cruciferous vegetables contain substances shown in research studies to help strengthen the body's defences by boosting immune function and removing toxins.



Why GNLD Cruciferous *Plus*™?

- **Broad-spectrum cruciferous vegetable supplementation.** Each tablet provides the phytonutrient value of one optimal serving of a wide variety of cruciferous vegetables.
- **GNLD's exclusive cruciferous blend** contains broccoli, radish, kale, black mustard, brown mustard and watercress.
- **Cruciferous Plus supplies other beneficial phytonutrients** - limonene from oranges, chalcones from licorice root and isoflavones from soybeans - which research shows helps promote healthy cellular growth.
- **Contains sulforaphane**, an important phytonutrient in cruciferous vegetables that helps neutralise carcinogens and other toxins.
- **Wholefood ingredients** provide several important phytonutrients with health benefits (neutralising toxins, lowering cholesterol, boosting immunity, influencing metabolism, reducing menopausal symptoms) in addition to promoting healthy cellular growth.
- **100% Natural.** Cruciferous *Plus* contains no artificial colours, flavours, preservatives or sweeteners.
- **Convenient serving** - just one more way to help you meet the recommendations of the National Cancer Institute, the American Cancer Society and the National Research Council to consume one serving of cruciferous vegetables every day.

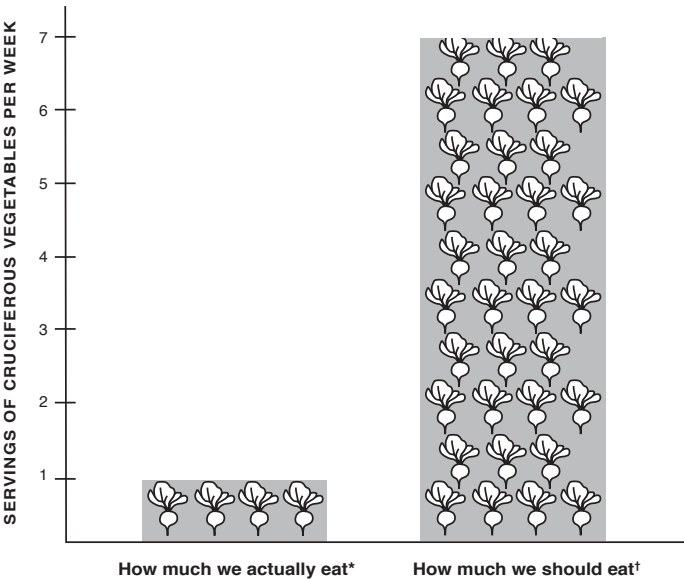
The Cruciferous Vegetable Gap

Cruciferous vegetables are particularly unpopular; 75% of Australians and New Zealanders DO NOT eat cruciferous vegetables on any given day, with intake averaging out to half a serve daily (instead of 1 per day as recommended).¹ The bottom line is that most of the world’s people, even in developed nations, aren’t eating anywhere near the amount of crucifers recommended by public health authorities.

Cruciferous Plus™ Bridges The Gap

While eating a serving of brussels sprouts, cabbage or broccoli each day is easier said than done, getting the phytonutrients you need is now easier than ever. Based in Nature and Backed by Science, GNLD’s Cruciferous Plus offers an excellent means of bridging dietary gaps and supplying unique phytonutrients.

The Cruciferous Gap



*According to The United States Department of Agriculture
†According to The National Cancer institute, The American Cancer Society, and The National Research Council.

References and suggested further reading

1. Department of Community Services & Health. National Dietary Survey of adults: 1983. No 2 Foods Consumed. Australian Government Publishing Service. Canberra: 1987.
2. Block, G., Patterson, B. and Subar, A. Fruit, Vegetables and Cancer Prevention: A Review of the Epidemiological Evidence. Nutrition and Cancer 18:1-29, 1992.

The GNLD Challenge:

GNLD’s Cruciferous Plus is superior to its market competitors, and we are so confident that our product is without peer that we dare the competition to brave the "GNLD Cruciferous Plus Challenge". For a Cruciferous supplement to be equivalent to GNLD’s Cruciferous Plus, it must meet the following criteria:

Please remember to always read the label.



INTERNATIONAL

For more information please contact your local GNLD Distributor

www.gnld.com.au www.gnld.co.nz
Cruciferous Plus 6/04 Code 742

 
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	GNLD Cruciferous Plus	Competitors Products
Whole-food ingredients. Contains broccoli, radish, kale, black mustard, brown mustard and watercress.	✓	?
Broad-spectrum phytonutrients – provides the phytonutrient value of an optimal serving of a wide variety of cruciferous vegetables.	✓	?
Other protective phytonutrients – limonene from oranges, chalcones from licorice root and isoflavones from soybeans.	✓	?
Contains sulforaphane, a key protective phytonutrient, especially abundant in broccoli, which helps neutralise cancer-causing agents and other toxins.	✓	?
100% natural. Contains no artificial colours, flavours, preservatives or sweeteners. Convenient serving. Each tablet provides one serving of cruciferous vegetables.	✓	?