

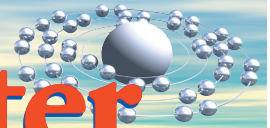


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# Newsletter



## Pandemic Perspective - Biology

### Environment & immune deficiency

#### *H1N1 Fact, Fiction and the Law of the Terrain*

In our last issue, we revealed the important role that nutrition plays in maintaining good health and proper immune function in the face of serious immune threats, particularly Swine Flu. As of July 1, 2009, the World Health Organization reports that over 77,201 people worldwide have contracted the Influenza A(H1N1), with 332 confirmed deaths.<sup>1</sup> This translates to a 0.4% mortality rate, which is within the same range as a typical seasonal influenza for ages 0-49. In the United States, the mortality rate is also only 0.4%.<sup>2</sup> All deaths in the U.S. occurred among those suffering from pre-existing underlying chronic conditions.<sup>3</sup> Although media hype over the 2009 Swine Flu appears to be an over-reaction, perhaps it can raise awareness and interest in holistic realities as well.

Adequate historical perspective is necessary to understand the nature and potential severity of any microbial threat. While alarmists point to the 1918 Spanish Flu each season to focus attention on biological worst-case scenarios, consideration must be given to the reality that deaths from influenza, even in pandemic years, trended downward throughout the 20th century.<sup>4</sup> Designating a novel influenza virus a pandemic strain does not indicate its virulence, just its ability to pass rapidly from person to person.

People with compromised immune function not only experience more severe complications of seasonal influenza, but may also be at "higher risk for novel influenza A (H1N1) virus infection complications."<sup>5</sup> Is your family nutritionally prepared for the fall and winter months? Proper immune function is essential for good health and prevention of disease. The World Health Organization acknowledges that your "nutritional status can influence the severity of a pandemic in a significant way."<sup>6</sup> Take solace in the fact that global health experts acknowledge the role of proper nutrition to keep you healthy, even in the face of pandemic immune threats. Your neighborhood health food and natural grocery store may contain the most important pharmacy of all: life saving nutrition.

## Immune Health - Kids

### End of summer/back-to-school

#### *It's never too early to plan ahead*

The move from summer to fall comes with the need to plan for environmental shifts that accompany the change of seasons. Whether it be school supplies or your child's immune system, getting what is needed now minimizes needless inconveniences later.

Children spend a large portion of their time in the great outdoors during the summer months, but once school starts, they are in close confines with many things that challenge and weaken immune function. Reduced sun exposure means lower Vitamin D levels. Very often, schools are sprayed with toxic pesticides and cleaned with harsh petrochemicals. Most school systems provide lunches including foods grown with pesticides, fungicides, herbicides and GMO ingredients.



These multiple physiological stressors deplete vital trace elements necessary for optimal immune function, thus setting the stage for predictable seasonal pathogenic outbreaks. As soon as the first child shows up to school with a sniffle, viral and/or bacterial infection spreads like wildfire among the student (and teacher) population. Rather than looking to understand the terrain in which microbes thrive and communicate, medical authorities focus narrowly on the germ. The Germ Theory states that it is the mere presence of a pathogen that results in disease. However, Pasteur's theory has no explanation for the children who remain well in the presence of illness spreading through a given school environment.

(continued page 2, column 1)

<sup>1</sup>World Health Organization Influenza A(H1N1) - update 56, July 1, 2009.

<sup>2</sup>CDC Table. U.S. Human Cases of H1N1 Flu Infection, June 25, 2009.

<sup>3</sup>World Health Organization, Assessing the severity of an influenza pandemic, Epidemic and Pandemic Alert and Response (EPR), May 11, 2009.

<sup>4</sup>Doshi P, Trends in Recorded Influenza Mortality: United States, 1900-2004, May 2008, Vol 98, No. 5, American

Journal of Public Health p. 939-945.

<sup>5</sup>CDC, Interim Guidance—HIV-Infected Adults and Adolescents: Considerations for Clinicians Regarding Novel Influenza A (H1N1) Virus, June 5, 2009.

<sup>6</sup>World Health Organization, Assessing the severity of an influenza pandemic, Epidemic and Pandemic Alert and Response (EPR), May 11, 2009.

**Back-to-school** (from page 1, column 2)

A contemporary of Pasteur, Antione Béchamp, explained why some remain healthy even in the face of extraordinary immune challenges. His Law of the Terrain revealed with clarity that it was the milieu, or environment, that determines health or disease, not the germ.

How do you keep your child's terrain healthy in a scholastic setting that may not support optimal physiological function during cold and flu season? Good nutrition and adequate trace mineral supplementation in support of normal immune function is a great place to start.\*

**Q & A - Expiration Dating****International Standards?**

**Q:** Why is your expiration date for Sovereign Silver® expressed in terms of year/month?

**A:** The International Organization for Standardization (ISO) has a standard for expression of dates, although it is not specifically designed for pharmaceutical or dietary supplements labeling. The Canadian and European governments, as well as many large corporations, are adopting the ISO standard for expressing dates in general, not just for expiration dating purposes. The ISO format calls for YYYY-MM-DD, YYYYMMDD or YYYY MM DD.

The United States has approved the ISO format for general uses. In our case, the expiration date is expressed in terms of year and month (YYYY/MM) and we use the (/) because all our printing is performed electronically.

**Dosage size question:**

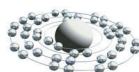
**Q:** How do I achieve the right dose size with different delivery configurations on the bottle?

**A:** A normal adult dose of Sovereign Silver® is one teaspoon (5ml) delivering 50mcg of active silver. To determine how to reach the appropriate 5ml dose size, use the following guide:

- 2 oz Vertical Spray – 50 sprays
- 2 oz Fine Mist Spray – 30 sprays
- 2 oz Dropper – 6 droppersful
- 4 oz Dropper – 6 droppersful
- 8 oz Dropper – 5 droppersful
- 16 oz Captop – 1 teaspoon

Please note that the dropper fills up only half-way with each bulb squeeze. This is still considered one dropperful.

\*This statement has not been evaluated by FDA. This product is not intended to diagnose, treat, cure, mitigate or prevent any disease.



**NATURAL-IMMUNOGENICS CORP.**  
Sovereign Immune Defense

**FUN FACTS:****Did you know?**

The smallest confirmed silver particle size in Sovereign Silver® at 0.8 nm is over 100,000 times smaller than the width of a human hair! This is over 20 times smaller than even the smallest virus!\*

**Myth-busting:**

**Q:** Should colloidal silver be dark or clear?

**A:** Pure silver colloids should be clear to a pale hue. Darker color is an indication of large particles that reflect light, or inactive dissolved compounds (salts or proteins) that are never found in a silver hydrosol, the purest form of a silver colloidal suspension.

**Testimonial:**

*"I've used your product for 10 years now and it's FANTASTIC! I also give it to my 90lb Akita. It makes the perfect gift to family and friends. I've also Fedx'd a case to the Mother Teresa Charities in Bombay. Every house should have this product. Thank you!" -- Lisette R.*

**Quality Assurance Quality Unit cGMP Alert!**

New FDA regulations mandate that dietary supplement manufacturers and distributors follow current Good Manufacturing Practices (cGMPs) similar to those of the pharmaceutical industry. The federal government is taking a tiered approach to enforcement: companies with more than 500 employees were required to become compliant by June 2008; companies with 21-499 employees must have become compliant by June 1st 2009; and companies with fewer than 20 employees will need to be compliant by 2010.

To become compliant with the new cGMP guidelines, dietary supplement companies need to perform analytical testing of their products. Those non-compliant and unable to meet cGMP guidelines are running the risk of not being able to sell their products due to regulatory agency action. This may result in many companies going out of business.

In some ways, cGMPs for dietary supplements are stricter than those for pharmaceuticals. For example, many pharmaceutical compounds can be considered "pure" if they meet 90-98 percent of the requirement. Purity constraints for dietary supplements can be as much or more than 100 percent as a requirement.

Natural-Immunogenics is uniquely suited to meet or exceed the new cGMP guidelines, providing you with the quality and potency you have come to expect from the #1 selling silver supplement in the United States.