

FAST FACTS ABOUT FORMULA IV®

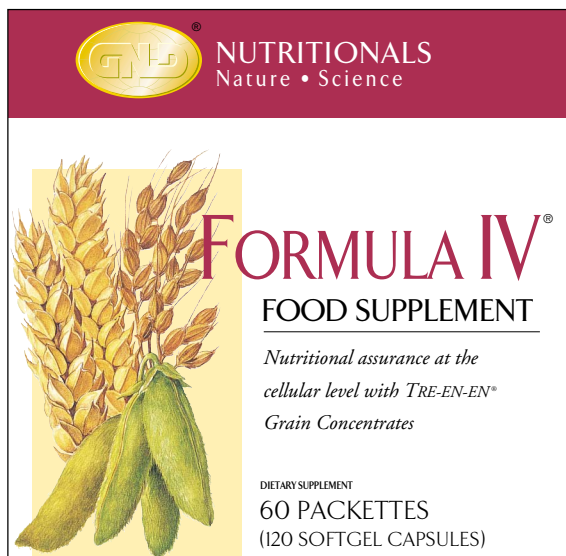
There's more to nutrition than just vitamins and minerals. As important as these nutrients are to optimal health, others play equally important roles. Original and unique, GNLD's Formula IV is more than just a multi-vitamin and mineral supplement. It's the first multifactor food supplement to provide vitamins and related food factors, minerals, protein, and enzymes, as well as lipids and sterols. First developed in the 1950s, Formula IV with Tre-en-en® Grain Concentrates has provided people throughout the world with decades of nutritional assurance at the cellular level.

WHY FOOD SUPPLEMENTS?

- The human body requires a wide variety of nutrients to be its healthy best.
- Many diets do not provide the density or diversity of nutrients needed to assure optimal health.
- Many modern diets rely on processed staple foods which have been stripped of nutrients important for cell function — especially lipids and sterols.

WHY GNLD'S FORMULA IV?

- Delivers a wide array of vitamins plus important minerals.
- Contains Tre-en-en Grain Concentrates — rich sources of essential lipids and sterols important for cellular health.
- Strengthens all nutritional “links” of the “Chain of Life” except carbohydrates.
- Scientifically tested and proven to support **efficient utilization of nutrients.**
- **Enzymes** to aid digestion and absorption of supplemented nutrients.
- Natural **chlorophyll-colored, soft gelatin capsules** assure potency, digest easily.
- Available in **individual servings** (60 packets) for convenience or **bottles** (60 capsules or 120 capsules) for easy storage.
- **Preservative-free.**



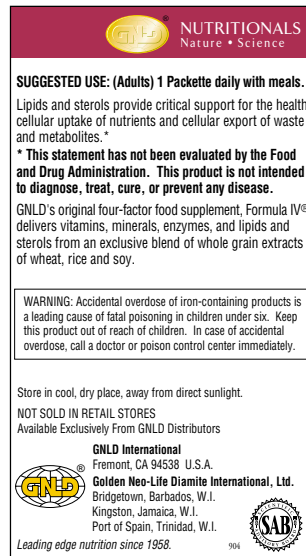
NUTRITIONALS
Nature • Science

FORMULA IV®

FOOD SUPPLEMENT

Nutritional assurance at the cellular level with TRE-EN-EN® Grain Concentrates

DIETARY SUPPLEMENT
60 PACKETTES
(120 SOFTGEL CAPSULES)



NUTRITIONALS
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SUGGESTED USE: (Adults) 1 Packette daily with meals. Lipids and sterols provide critical support for the healthy cellular uptake of nutrients and cellular export of waste and metabolites.*



* This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

GNLD's original four-factor food supplement, Formula IV®, delivers vitamins, minerals, enzymes, and lipids and sterols from an exclusive blend of whole grain extracts of wheat, rice and soy.

WARNING: Accidental overdose of iron-containing products is a leading cause of fatal poisoning in children under six. Keep this product out of reach of children. In case of accidental overdose, call a doctor or poison control center immediately.

Store in cool, dry place, away from direct sunlight.
NOT SOLD IN RETAIL STORES
Available Exclusively From GNLD Distributors

GNLD International
Fremont, CA 94538 U.S.A.
Golden Neo-Life Diamite International, Ltd.
Bridgetown, Barbados, W.I.
Kingston, Jamaica, W.I.
Port of Spain, Trinidad, W.I.

Leading edge nutrition since 1958. 904

FORMULA IV® FOOD SUPPLEMENT
With TRE-EN-EN® Grain Concentrates

Supplement Facts

Serving Size 1 Packette
Servings Per Container 60

Amount Per Serving	% Daily Value
Calories	16
Calories from Fat	11
Total Fat	1.2 g 2%
Vitamin A (from fish liver oil)	4000 IU 80%
Vitamin C (as ascorbic acid and from acerola cherry (Mehopha peruviana) (fruit))	90 mg 150%
Vitamin D (from fish liver oil)	400 IU 100%
Vitamin E (as d-alpha-tocopherol)	10 IU 20%
Thiamine (as thiamine mononitrate and from yeast)	10 mg 66%
Riboflavin (as riboflavin and from yeast)	10 mg 58%
Niacin (as niacinamide and from yeast)	50 mg 250%
Vitamin B6 (as pyridoxine hydrochloride and from yeast)	10 mg 500%
Folic Acid	400 mcg 100%
Vitamin B12 (as cyanocobalamin)	10 mcg 166%
Pantothenic Acid (as calcium pantothenate and from yeast)	12 mg 120%
Iron (as iron pantothenate and from parsley (Pteridium crispum) (herb))	25 mg 139%
Iodine (from kelp and as potassium iodide)	100 mcg 66%
Magnesium (as magnesium oxide)	35 mg 9%
Copper (as copper gluconate and from kelp)	2 mg 100%
Manganese (as manganese gluconate)	10 mg 500%
Potassium (as potassium gluconate)	10 mg
Linoleic Acid (from safflower oil)	175 mg 1
Inositol (as inositol and from soy lecithin)	65 mg 1
Lecithin (from soy)	30 mg 1
para-Aminobenzoic acid	30 mg 1
Biotin Hydrochloride	10 mg 1
Trans-Nonalpha-Tocopherols	1 mg 1
TRE-EN-EN® Grain Concentrate Blend	450 mg 1
Rice Bran Oil, Soy Bean Oil, Wheat Germ Oil	
Phylo Enzyme Blend	45 mg 1
Lipase, Protease, Diastase, Amylase	

* Percent Daily Values are based on a 2,000 calorie diet.
† Daily Value not established.

Other ingredients: Gelatin, glycerin, wax, water, hydrolyzed collagen protein, titanium dioxide and natural color.

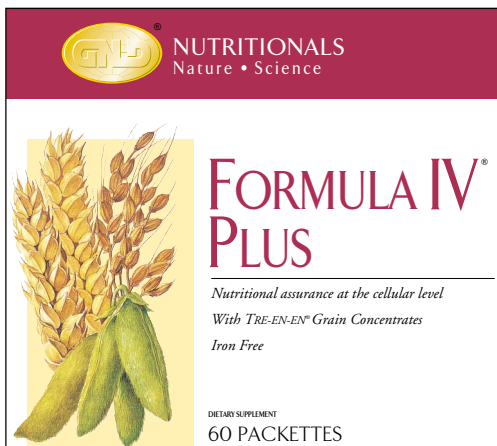


FAST FACTS ABOUT FORMULA IV® PLUS

Scientists continue to confirm, there's more to nutrition than just the classic vitamins and minerals. As important as these nutrients are to optimal health, we're also learning that phytonutrients, enzymes, trace minerals and others play equally important roles. Original Formula IV®, developed in the 1950s, was the first multifactor food supplement to provide vitamins, minerals, enzymes, and phytonutrients, such as important lipids and sterols. Formula IV Plus carries forward this tradition of nutritional excellence with an Iron Free formulation that also provides additional mineral support, including 100% of the DV for zinc. Formula IV Plus also provides more Tre-en-en® Grain Concentrates, which have provided people throughout the world with decades of nutritional assurance.


WHY FOOD SUPPLEMENTS?

- The human body requires a wide variety of nutrients to be its healthy best.
- Many diets do not provide the density or diversity of nutrients needed to assure optimal health
- Many modern diets rely on processed staple foods which have been stripped of nutrients, especially lipids and sterols. Other "modern" foods lack important trace minerals due to over-processing.



WHY GNLD'S FORMULA IV PLUS?

- Broad-spectrum supplementation: Key vitamins, minerals (including 100% of the DV for zinc), enzymes and lipids/sterols all work together to bridge dietary gaps.
- Phyto Enzyme Blend: Exclusive plant- sourced enzymes support easy digestion and absorption of supplemented nutrients.
- Contains a full serving, 675 mg, of **Tre-en-en Grain Concentrates** from wheat germ, rice bran, and soybeans, all rich sources of essential lipids and sterols.
- Strengthens the function of all "links" in the "Chain of Life", by providing lipids and sterols, vitamins, minerals, and enzymes, and by providing key nutrients for the body's digestion, synthesis and utilization of protein, and the body's utilization of carbohydrates for energy.
- Tre-en-en **works in synergy** with the vitamins, minerals and other nutrients in the product, and has been scientifically proven to support efficient utilization of nutrients.
- **IRON FREE**, for those who already obtain sufficient iron in their diet.
- Available in **individual packets** for take-anywhere convenience.
- **Preservative-free.**
- Replaces trace minerals food processing strips away: Selenium, chromium and molybdenum.
- Natural chlorophyll color.



NUTRITIONALS
Nature • Science

SUGGESTED USE: Adults: 1 Packette daily with meals.

Lipids and Sterols provide critical support for the healthy cellular uptake of nutrients and cellular export of waste and metabolites.*

* This statement has not been evaluated by the Food & Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

Tre-en-en® Grain Concentrates are an exclusive blend of whole grain lipid and sterol extracts from wheat, rice and soy.

Each serving of GNLD's exclusive four-factor food supplement, Formula IV® Plus, delivers vitamins, minerals, enzymes, lipids and sterols.

- Iron Free
- 50% more Tre-en-en®
- Replaces Trace Minerals removed during food processing: Selenium, Chromium and Molybdenum

Based in nature and backed by science, Formula IV® Plus is a unique way of assuring your daily diet contains the wide array of vitamins and minerals essential for optimal health.

Store in a cool, dry place, away from direct sunlight.

NOT SOLD IN RETAIL STORES
Available Exclusively From GNLD Distributors

Golden Neo-Life Diamite International
Fremont, CA 94538 U.S.A.

Golden Neo-Life Diamite International, Ltd.
Bridgetown, Barbados, W.I.
Kingston, Jamaica, W.I.
Port of Spain, Trinidad, W.I.

Leading edge nutrition since 1958

Supplement Facts

Serving Size 1 Packette
Servings Per Container 60

Amount Per Serving		% Daily Value
Calories	9	
Calories from Fat	7	
Total Fat	0.75 g	1%*
Vitamin A (from retinyl palmitate)	4000 IU	80%
Vitamin C (as ascorbic acid and from acerola cherry (Malpighia paniculata) fruit)	80 mg	150%
Vitamin D (from cholecalciferol)	400 IU	100%
Vitamin E (as alpha-tocopherol)	10 IU	33%
Thiamine (as thiamine mononitrate and from yeast)	10 mg	666%
Riboflavin (as riboflavin and from yeast)	10 mg	588%
Niacin (as niacinamide and from yeast)	50 mg	250%
Vitamin B6 (as pyridoxine hydrochloride and from yeast)	10 mg	500%
Folic Acid	400 mcg	100%
Vitamin B12 (as cyanocobalamin)	10 mcg	466%
Pantothenic Acid (as calcium pantothenate and from yeast)	12 mg	120%
Iodine (from kelp)	100 mcg	66%
Magnesium (as magnesium oxide)	35 mg	9%
Zinc (as zinc oxide)	15 mg	100%
Selenium (as sodium selenite)	40 mcg	57%
Copper (as copper gluconate)	2 mg	100%
Manganese (as manganese gluconate)	10 mg	500%
Chromium (chelated)	20 mcg	17%
Molybdenum (as molybdenum trioxide)	30 mcg	40%
Potassium (as potassium gluconate)	10 mg	<1%
Inositol	65 mg	†
Lecithin (from soy)	30 mg	†
Biotin hydrochloride	10 mg	†
Mixed non-alpha-tocopherol	2 mg	†
Tre-en-en® Grain Concentrate Blend	675 mg	†
Rice Bran Oil; Soybean Oil; Wheat Germ Oil		
Phyto Enzyme Blend	45 mg	†
Lipase; Protease; Diastase; Amylase		

* Percentage Daily Values are based on 2,000 calorie diet
† Daily Value not established

Other ingredients: Microcrystalline cellulose, gelatin, glycerin, yellow beeswax, sodium croscarmellose, hydroxypropyl methylcellulose, water, rice bran, wheat bran, silicon dioxide, magnesium stearate, titanium dioxide, natural color and triacetin.



THE FORMULA IV® AND FORMULA IV® PLUS STORY

GOOD NUTRITION IS MORE THAN JUST VITAMINS AND MINERALS

In the 1920s, medical researchers began to identify and document the link between nutrition and health. They soon discovered that several diseases — pellagra, beriberi, some forms of anemia, rickets, etc. — were caused by dietary deficiencies of single vitamins and minerals. As researchers continued their investigations, they found an ever-increasing degree of complexity. It was becoming clear that vitamins and minerals alone were not the only healthful nutritional “links” in the “Chain of Life.” Other nutrients — lipids, sterols, food-related factors (such as phytonutrients), enzymes, proteins, and carbohydrates — were also needed.

FORMULA IV® AND FORMULA IV® PLUS: THE PERFECT “CHAIN OF LIFE” NUTRITION SUPPLEMENTS

In 1958, with great care and attention to the intricacies of human nutrition, researchers developed a revolutionary nutritional supplement, which became the beginning point of GNLD (formerly Neo-Life Company of America) developed a revolutionary nutritional supplement. The original product was Formula IV and more recently Formula IV Plus was added to the line. Both products share the goal of strengthening the major nutritional “links” in the “Chain of Life.” Formula IV and Formula IV Plus offer something unique to health-conscious consumers: They contain not just vitamins and minerals, but also lipids, sterols, enzymes, and a complex array of other naturally derived nutrients.

Insightfully formulated with whole-food ingredients, Formula IV was a product ahead of its time and Formula IV Plus is an iron free update of this timeless nutritional supplement. Both versions of Formula IV address the need to

provide both nutrient density *and* nutrient diversity. The original multifactor food supplement, it represented a giant leap forward in the attempt to achieve optimum nutrition through a well-balanced diet with sound supplementation to make up for occasional dietary “gaps.” It was a revolutionary product concept in 1958, and today, even after more than four decades of customer satisfaction, the Formula IV philosophy continues to provide the industry standard for quality leading-edge nutritional supplementation.

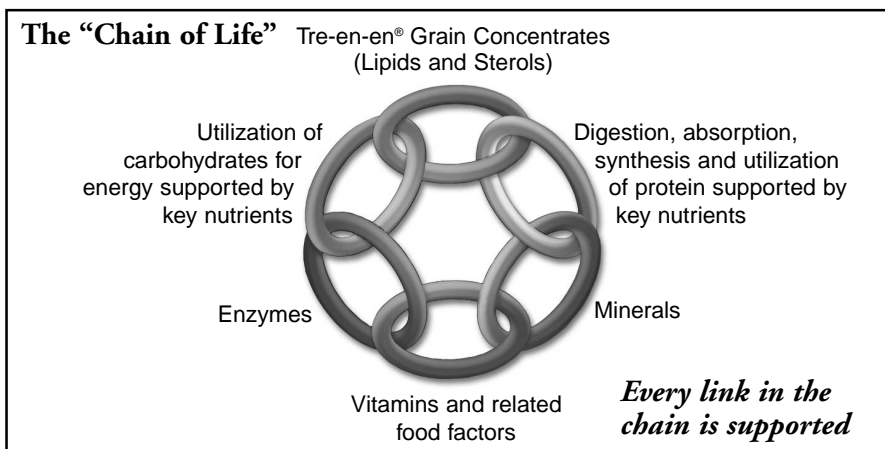
BALANCED AND POTENT

Nutrients exist in natural foods in certain balances and potencies. Balance is an important aspect of all GNLD formulations. We strive to create balanced formulations that provide both nutrient density and nutrient diversity. Based on whole-food ingredients, Formula IV and Formula IV Plus deliver balanced ratios of broad-spectrum nutrients, rather than the mega-doses of isolated nutrients found in many other supplements. These products are produced under strict laboratory conditions with the same care for quality, purity, and potency that has come to be expected of GNLD. No manufacturer goes to greater lengths to produce safe and effective formulas.

BEYOND THE BASICS

While most multivitamin/mineral preparations address — at best — only a few “links” in the “Chain of Life,” GNLD’s Formula IV and Formula IV Plus offer supplementation to fortify the major nutritional links required for optimal health. For example, both products contain a mix of digestive enzymes to assure easy digestion and absorption of nutrients. Your body can’t benefit from nutrients unless they are efficiently absorbed. And each Formula IV product provides GNLD’s exclusive Tre-en-en® Grain Concentrates, providing lipids and sterols that support your health at the cellular level. The

Tre-en-en in Formula IV and Formula IV Plus works in synergy with the vitamins and minerals in the products to insure that the cells in your body are fully able to receive and process these critical nutrients. No matter how good your diet, your vitality and health won’t be well supported if your cells don’t receive the nutrients they need. Whereas other supplements don’t even begin to cover the “basics” of human nutrition, Formula IV and Formula IV Plus clearly go well beyond just the basics.





New customers may ask about the “Adult Formula” statement which appears on Formula IV and Daily Vitality Pack Stress 30 and Sports 30 boxes. According to Consumer Product Safety Commission regulations, this statement must appear on all products containing more than 30 mg of iron in a single package or box, unless that package has a child-proof closure. Rather than compromise the completeness or potency of the products, we have elected to carry the Adult Formula statement on the Formula IV and two Daily Vitality Pack boxes. We also offer Formula IV in a bottle with a child-proof cap.

“DIETARY INSURANCE” TO BE YOUR HEALTHY BEST

Superior supplements enhance your body’s general health, energy level, and stress-coping capabilities by addressing dietary “gaps” — this describes Formula IV and Formula IV Plus to a “T”! For decades literally thousands of GNLD customers have reported increased energy and vitality while using Formula IV. This effect can be attributed to synergetically filling in dietary gaps with important nutrients and then making certain those nutrients are delivered into the cells where energy is produced by including Tre-en-en. Some report feeling a positive difference in just days, while others may need to “re-nourish” their systems for several months before they notice results. *(Just as nutrient deficiencies are not created overnight, neither can they be corrected instantly.)* People all around the world turn to Formula IV and Formula IV Plus for their “dietary insurance,” a way they can be sure each day that they are receiving the complete, balanced nutrition their bodies need.

THE SUPPLEMENT WITH SOMETHING SPECIAL — TRE-EN-EN® GRAIN CONCENTRATES!

GNLD’s Formula IV and Formula IV Plus are unique multifactor supplements to strengthen nutritional “links” in the “Chain of Life.” Frequently imitated, its formula has never been successfully copied. The main reason? Formula IV and Formula IV Plus offer something extremely special — **Tre-en-en Grain Concentrates**. Providing the complete lipid and sterol profile of wheat, rice, and soy, cold-pressed, cold-processed Tre-en-en provides phytonutrients that are often stripped from dietary staples during food processing, but which our cells need to be their healthy and energetic best. It’s been scientifically proven to support efficient nutrient utilization and to support both overall and cardiovascular growth and development. Tre-en-en’s unique blend of lipid and sterol grain concentrates, functions in synergy with the vitamins, minerals and other critical nutrients in Formula IV and Formula IV Plus to support the “links” in the “Chain of Life” with a unique multifactor supplement that no mere vitamin/mineral product on the market can match!