



New Study by Harvard Researchers and National Cancer Institute Shows that Carotenoids Protect Against Breast Cancer



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THE REMARKABLE PROTECTIVE POWER OF CAROTENOIDS from colourful fruits and vegetables made national headlines after the release of findings from the *Journal of the National Cancer Institute* on Dec. 6, 2012. Led by Dr. Heather Eliassen, researchers at the Brigham & Women's Hospital and Harvard Medical School analyzed data pooled from **eight previous studies around the world, for more than 7000 total participants**, and found that women with higher levels of circulating carotenoids in their blood, such as alpha-carotene, beta-carotene, lutein, zeaxanthin, lycopene, and total carotenoids, had significantly **lower rates of breast cancer** than their low-produce-consuming counterparts.

Though this is not the first time these phytonutrients in fruits and vegetables have been associated with reducing breast cancer risk, it is the first comprehensive study of its kind to be **based on blood test results** (which are more concrete and reliable than self-reported data) at such a large scale. The impressive results of this research sends a vital message to the general public, reinforcing what we at GNLD have known for years about the importance of a diet high in colourful fruits and vegetables for preventing and protecting against disease.

The family of antioxidants called carotenoids, are colourful pigments found in foods like carrots, tomatoes, spinach, red bell peppers, strawberries, apricots and peaches. Dr. Eliassen and her colleagues reported that carotenoids can help prevent cancer by blocking tumour progression and reducing the proliferation of cancer cells, particularly estrogen-receptor breast cancers. In addition, other studies have shown that carotenoids, as antioxidants, can work to maintain the overall health of cells by improving communication between cells, enhancing the immune system, and inhibiting DNA damage by "cleaning up" reactive oxidative compounds. The protection carotenoids confer to us is simply astounding.

So at your next holiday get together, be sure to add some colour and longevity to your life--don't forget to stop by the platter of fresh fruits and vegetables for your healthy dose of cancer-protective phytonutrients!

For a summary of the compelling results of this study, check out the CBS Healthwatch video clip: <http://www.cbsnews.com/video/watch/?id=50136593n>

Reference: Eliassen AH, et al. Circulating Carotenoids and Risk of Breast Cancer: Pooled Analysis of Eight Prospective Studies. *JNCI*. 4 Oct 2012. [Epub ahead of print]

*From whole food sources like carrots, tomatoes, spinach, red bell peppers, strawberries, apricots and peaches, GNLD's **Carotenoid Complex** was carefully formulated to provide the phytonutrient protection of an optimal serving of carotenoid-rich fruits and vegetables to help strengthen your body's natural ability to protect itself. And notably, independent and government researchers have repeatedly demonstrated through blood studies that **Carotenoid Complex** actually elevates levels of carotenoids in the blood, significantly boosts immune function, and provides powerful protection against oxidation damage in the body. **Carotenoid Complex** is the only whole-food carotenoid supplement with clinical proof from USDA researchers that it can boost your immune system! And with over 20 years of research devoted to the development of **Carotenoid Complex**, GNLD's revolutionary **Carotenoid Complex** is guaranteed to deliver exactly the broad and balanced spectrum of these important carotenoids your body needs.*



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