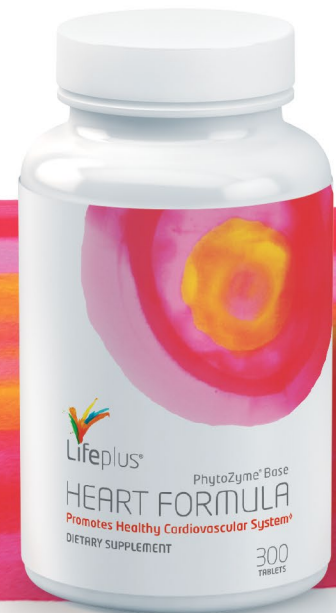


HEART FORMULA

A Healthy Heart—for Life!



How does Heart Formula support my cardiovascular health? Heart Formula is designed to support your entire cardiovascular system, including the heart, arteries and veins.◊ It contains a unique complex of synergistic nutrients, including special vitamins, minerals, amino acids, enzymes, peptides, specific phytonutrients, and herbal extracts, which provide unparalleled support for the heart and circulatory system.◊ Healthy circulation is important to every cell in the body. In order to nourish, oxygenate, and remove waste from our cells, we need a healthy heart, and flexible veins and arteries. Heart Formula is a leading-edge product designed to assist your circulatory system in supporting all of the cells and organs in your body.◊

Supports the Entire Cardiovascular System◊

Heart Formula is scientifically formulated to support the entire cardiovascular system, including the heart, veins, and arteries, based upon the latest scientific information.◊ Its roots are in a physician-formulated product, that has continually evolved since we introduced it in 1983. Good cardiovascular function is extremely important to overall health because oxygen and nutrients needed by the trillions of cells in the body are delivered by the bloodstream, and likewise, the waste products of metabolism are carried away to the cleansing organs by the bloodstream. Heart Formula's nutrients also aid in the maintenance of healthy blood pressure.◊

Important Nutrients That Enhance Cardiovascular Function◊

Heart Formula contains:

- Important antioxidants such as vitamins A, C, E and beta-carotene

complex. These antioxidants may be useful in promoting healthy circulation by protecting LDL cholesterol from free radical attack.◊

- Nutrient factors involved in maintaining already healthy homocysteine levels (vitamins B-6, B-12, folic acid and betaine).◊ These have been present in the formula since its original 1983 version for the purpose of supporting homocysteine levels already in the normal range, though few people were aware of the potential significance of homocysteine until the late 1990s!
- Additional methyl donating nutrients, including choline (tetramethyl glycine). Along with betaine (trimethylglycine), vitamin B-12, B-6, and folic acid, these nutrients produce and maintain healthy levels of S-adenosyl methionine (SAME), which is one of the most active methyl donating compounds present in the body. Constant

availability of methyl group donating compounds is crucial. In addition to maintaining healthy levels of homocysteine, they are needed to make the neurotransmitter compounds that are essential to healthy moods, and also regulate gene expression, thus helping to maintain healthy DNA structure and function.◊

- Lipotropic (helping the body process fats) factors such as choline, inositol, L-carnitine, and betaine.
- Important minerals, trace elements, and ultra-trace elements, such as magnesium, selenium, copper, and manganese.
- Proteolytic enzymes, such as bromelain, papain, trypsin, and chymotrypsin.
- Important herbs for support of healthy circulation, such as garlic, ginger, turmeric root curcuminoids, Japanese knotweed (*Polygonum cuspidatum*) and rosemary.◊

- Policosonol, a mixture of long chain lipid alcohols present in a variety of plants, but most often commercially derived from the waxy coating of sugar cane stalks (*Saccharum officinarum* L.) from which the sugar has been extracted. More recently policosonol has been commercially derived from other sources, but the bulk of clinical studies thus far have used the sugar cane derived material. A great deal of clinical trial evidence suggests that policosonol supports heart health in a variety of ways, including potent antioxidant activity, maintaining already healthy cholesterol levels, and maintaining already healthy blood platelet function.[◊]
- Specific sulfhydryl-containing amino acids (L-cysteine, L-Methionine and Taurine) that chelate and help the body remove environmental waste. The heart muscle contains large amounts of the amino acid Taurine, which specifically supports healthy heart muscle function.[◊]

The roots of *Polygonum cuspidatum* are the richest known natural source of the same polyphenol contained in red wine, and thought to be the primary reason for the “French Paradox” (the observation that the French people, despite a very high fat diet, have less than half the heart disease prevalence of the U.S.).

It is this broad spectrum and specific combination of nutrients that provide such extraordinary support for a healthy cardiovascular system, that have made Heart Formula such

an outstanding product for so many years.[◊]

Sustains Healthy Homocysteine Levels[◊]

Scientific evidence suggests, although it isn’t conclusive, that folic acid, vitamin B-6, and vitamin B-12 may also help maintain cardiovascular health.[◊] Studies in the general population have found that these vitamins help maintain already healthy levels of homocysteine, an amino acid found in the blood.[◊] Many studies have found those who enjoy good coronary artery function have healthy overall homocysteine blood levels.

In the Framingham Heart Study, maintaining homocysteine concentrations below a certain threshold was associated with healthy blood flow through the carotid arteries that supply oxygen and nutrients to the brain.

Healthy homocysteine levels also correlated with adequate levels of folate and vitamin B-12 in the blood. Studies that will directly evaluate whether lowering homocysteine levels improves cardiovascular health are not yet complete.

In order to maintain a healthy cardiovascular system, a person should avoid a diet with a high intake of saturated (dairy and meat) fat, trans-fatty acids* (in most margarine and processed foods containing hydrogenated vegetable oils), and refined carbohydrates; engage in moderate exercise; eat a diet high

in fruits and vegetables (5 to 9 half-cup servings daily), fiber, and cold water fish; stop smoking and avoid exposure to “second-hand” smoke.

Heart Formula contains over 40 distinct nutrients including vitamins, minerals, amino acids, enzymes, peptides, specific phytonutrients, and herbs, as well as the exclusive Lifeplus PhytoZyme[®] base which provides concentrates from over 30 specially selected fruit, vegetable and herbal sources.

Together, Heart Formula, as part of a diet of whole foods that is low in saturated and unhealthy trans fats*, high in fruits, vegetables, fiber, quality protein, essential fats, and clean water, plus an active lifestyle, can help you be heart healthy—for life![◊]

*We feel that it is important to explain that many trans fats are not healthy. However, a few naturally occurring trans-fatty acids are healthy. Some of these healthy trans fats may be used in dietary supplements, such as the two isomers of conjugated linoleic acid (CLA, which are fatty acids formed by bacteria in stomachs of milk producing animals and found in the fatty component of their milk. These natural CLA isomers may each have separate health benefits such as facilitation of fat-burning (one isomer), and cancer inhibition (another isomer).

Trans-fats which are formed when liquid vegetable oils are made into solids or semisolids through hydrogenation, are generally considered “unhealthy” or “bad”. Studies show that these trans-fats raise the levels of LDL (the so-called “bad” cholesterol), lower levels of HDL (the “good” cholesterol), and increase the risk of heart disease. The sources of these trans-fats include partially hydrogenated oils found in many convenience foods and foods fried in polyunsaturated vegetable oils, and are the ones you should avoid.

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Supplement Facts
Serving Size / 5 Tablets
Servings Per Container / 60

Amount Per Serving	% Daily Value	Amount Per Serving	% Daily Value		
Vitamin A (Total)	3000 mcg RAE	333%	L-Carnitine	75 mg	*
Preformed	750 mcg RAE	83%	Lemon Bioflavonoids Whole Fruit	30 mg	*
Beta-Carotene	2250 mcg RAE	250%	Rutin	30 mg	*
Vitamin C	1000 mg	1111%	L-Cysteine HCl	150 mg	*
Vitamin D	5 mcg	25%	L-Methionine	100 mg	*
Vitamin E	83 mg	553%	Taurine	60 mg	*
Niacin	5 mg	31%	Garlic Clove	10 mg	*
Vitamin B-6	25 mg	1471%	Ginger Root Extract	70 mg	*
Folate	584 mcg DFE	146%	Japanese Knotweed Root Extract	20 mg	*
Vitamin B-12	300 mcg	12500%	Rosemary Leaf Extract	30 mg	*
Magnesium	72 mg	17%	Turmeric Root Curcuminoids	29 mg	*
Selenium	80 mcg	145%	Inositol	40 mg	*
Copper	0.1 mg	11%	Betaine HCl	200 mg	*
Manganese	2 mg	87%	Serrapeptase	25 mg	*
Choline	19 mg	3%	Bromelain	475 mg	*
Policosanol	10 mg	*	Papain	21 mg	*

*Daily Value not established.

INGREDIENTS: Ascorbic Acid, Bromelain, Microcrystalline Cellulose, Magnesium Carbonate, Betaine HCl, L-Cysteine HCl, L-Carnitine L-Tartrate, Vitamin E (D-Alpha-Tocopheryl Acid Succinate; from Soy), L-Methionine, Ginger Root Extract, Beta-Carotene, Taurine, Silica, Magnesium Stearate, Inositol, Choline Bitartrate, Rutin, Croscarmellose Sodium, Vitamin B-6 (Pyridoxine HCl), Rosemary Leaf Extract, Lemon Bioflavonoids Whole Fruit, Turmeric Root Extract, PhytoZyme® proprietary blend (Bromelain, Papain, Alfalfa, Parsley, and vegetable and fruit concentrates from Carrots, Broccoli, Pea, Banana, Cantaloupe, Lima Beans, Mango, Pumpkin, Spinach, Tomato, Cauliflower, Orange, Papaya, Sweet Potato, Asparagus, Beet, Green Bean, Snow Pea, Blueberry, Chili Pepper, Cranberry, Cucumber, Guava, Grapefruit, Kale, Lemon, Maitake Mushroom, Peach, Pineapple, Watercress, and Zucchini), Serrapeptase, Papain (with Sulfite preservative), Japanese Knotweed (*Polygonum cuspidatum* Sieb. & Zucc.) Root Extract, Manganese Gluconate, Garlic Clove (Deodorized), Policosanol, Magnesium Gluconate, Niacin (Niacinamide), Vitamin A Acetate, Copper Gluconate, Calcium L-Methylfolate, Vitamin B-12 (Cyanocobalamin), Sodium Selenite, and Vitamin D-3 (Cholecalciferol).

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CAUTION: Contains 750 mcg RAE of preformed Vitamin A per serving. Women trying to conceive or those pregnant should not consume more than 3,000 mcg RAE of preformed Vitamin A per day from both supplements and the diet together. As with all supplements, please consult your physician prior to taking if you are pregnant or attempting to become pregnant, breast-feeding, under a doctor's care or taking prescription medication especially for heart problems. Keep out of reach of children.

Formulated in the exclusive PhytoZyme® base of plant enzymes for bioavailability and over 30 synergistic fruit, vegetable and herbal concentrates for "extra" phytonutrient cofactors.

Allergy Information: This product is processed in the same facility as products containing fish, shellfish, soy and dairy.

This product was not tested on animals.

Suitable for Vegetarians.

DIRECTIONS: Take five tablets in the morning and five before lunch.

†These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

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