

Cellular Nutrition

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Why Cellular Nutrition ?

There is simply too much evidence to doubt the correlation between diet, health and behaviour. Increased life expectancy figures conceal the fact that although more of us reach the age of 40 due to lower infant mortality and fewer deaths from infection, the quality of life is declining and survivors to this age do not know, on average, live longer than they would have, 50 years ago. Moreover, serious diseases such as cardiovascular degeneration, high blood pressure, arthritis and cancer are starting sooner, often in childhood. Much of this can be traced to deficient diet.

Research suggests that a diet containing protein, carbohydrates, fats, vitamins, minerals and trace elements can help if combined with a highly active immune system. In essence, the stronger your immune system, the more you are protected from infection and the healthier you are. If you eat foods rich in protective nutrients, you can strengthen your immunity to a point where you get fewer colds and viruses, and be better equipped to fight the many and varied forms of disease, from coughs to cancer.

Even when we try to eat well, we are disadvantaged. The nutritional content of most food has been compromised over the years, not only by deficient soils and modern production, transportation, freeze-storage and processing methods, but also by the enormous amounts of chemical and artificial substances that are added to promote growth, storage life, taste and appearance. It is for this reason that more and more medical authorities are advocating the use of vitamin and mineral supplements, as well as the botanical knowledge of Chinese and Indian Herbs, the most effective agents used today to cleanse the body of toxic wastage. Finding them in the correct combination however can be time consuming and costly.

Indian NONI, manufactured by Health India Laboratories is a simple solution which offers excellent value for money and combines many of known nutrients together with a unique range of natural herbs to cleanse and purify our body. With mankind's relationship and understanding of these botanicals over the centuries, there developed a medicinal application so effective that it was shared, perfected, recorded and passed on from generation to generation, and is found today in *morinda citrifolia*.

To understand cellular nutrition we need to appreciate that our body contains between 80-100 trillion cells – the body's blueprint – which provide the basis of life, These microscopic cells thrive on an intake of nutrients, chemicals, enzymes and proteins in order to continuously grow, repair, recreate and replace themselves. If they are properly nourished, they replace as strong, healthy cells, and our body responds accordingly. For this to occur most effectively, we need balanced amounts of the seven basic food groups each day.

Proteins – Our organs deteriorate if the supply of protein is insufficient. Carbohydrates – These are the body's preferred energy source to fuel cellular metabolism.

Fats – Provide the most concentrate possible energy source for the brain and as a diet.

Vitamins – helps us with the enzymes and is absorbed within five hours and have to be taken daily.

Minerals – calcium, iron, etc. for our bones and blood.

Trace elements – Preserve the structural and functional integrity of the blood, and...

Fibre – though not considered a nutrition is very important for cleansing our system. Add a good amount of water and that will complete a balanced diet.

Up to 90% of our present diet is comprised of empty or refined calories, devoid of any nutrients, the long-term effect of which is diet-related diseases such as high cholesterol and blood pressure, heart attacks, strokes and

cancers. Although millions of rupees are spent each year investigating new treatments, these remain the major killers today, yet each has a root in nutrition. It is however a known fact that the incidence of heart attack and cancer in China where herbs are commonly used is considerably lower than in the West.

Indian NONI is a major scientific break-through in the area of micro nutrition, in particular, amino acids and botanical factors which regenerate and review healthy cellular activity to restore your body's health from the inside out. It achieves this through the following vital processes:

- A. Cleansing
- B. Absorption
- C. Regeneration

A. Cellular Nutrition - Cleansing

Modern lifestyles put a tremendous toxic strain on our vital organs and glands. The stomach is perpetually stuffed with de-natured foods consumed in incompatible combinations.

The liver is swollen and strained with the effort of breaking down massive intakes of animal protein and fat, as well as drugs, toxins and poisons.

The pancreas balloons to abnormal size owing to the constant demand for digestive enzymes to process enzyme-less foods.

The villi and microvilli, located in the lower intestine, break off and clog up; the colon collects layers of glue-like crud that poisons the bloodstream.

Anyone who consistently defies the Laws of Nature will ultimately be sentenced to chronic diseases or worse. No type or quantity of drugs, surgery or other remedial care can save us from the self-imposed sentence of auto-intoxication. Modern medicine may help individuals to live longer than their ancestors did, But not better! The number of people in their 40's and 50's with adult onset health problems that lead to heart attack, cancers and strokes is still increasing, yet is wholly unnecessary.

Unless we avoid dietary indiscretion, our bloodstream and other tissues are bound to accumulate toxins and gradually lose their function and vitality. If we do not purge ourselves of these toxins regularly toxemia becomes steadily worse until the body cannot stand it any longer and either purges itself spontaneously in the form of diarrhea, acne, pimples, boils, liver spots, foul perspiration, body odour, bad breath and so forth, or else it simply gives up the battle and succumbs to degenerative fatal conditions.

One of the main differences between Indian NONI and other nutritional supplements is that supplements are rarely enough. Simply consuming good food and adding nutritional supplements will not make any difference to the way our body will feel if our body is unable to fully digest and absorb all the nutrition we eat. It has to be thoroughly cleansed in the process.

B. Cellular Nutrition - Absorption

The small intestine has a number of features designed to maximize its absorption capacity - the most obvious is length. About 6.5 m (22ft) long, it is coiled upon itself and packed neatly into the abdominal cavity. Its inside surface, about 3.8 cm (1.5 in) in diameter is folded and ribbed to further increase the surface and absorption area. Close study reveals that if the small intestine were a simple featureless tube, it would have an inside surface area of about 4 square metres. However the above features increase this to a staggering 250 square metres or more – greater in size than a tennis court.

During the digestive process the partly broken down remnants of food molecules drift along the microvilli and are attacked by various enzymes until they are small enough to pass through cells of the villi into the bloodstream. The chemical breakdown of food begins in the mouth with the actions of enzymes in the saliva and continues along the digestive tract to the small intestine where most of the digestion and absorption of nutrient molecules takes place. However much of the nutrition we eat never reaches the bloodstream because our villi are constantly being destroyed

by Salts, Sugars, Fats, Drugs, Tobacco, Alcohol, Chemicals, Medicine, Pollution. Even Stress weakens the digestive system by preventing the secretion of the correct amounts of acids and enzymes to completely break down food.

The scientific term for the aftermath of this destruction is called “energetically impaired” which simply means that the villi break off and become ineffective for optimum nutritional absorption.

C. Cellular Nutrition - Regeneration

Nature in its wisdom is constantly replacing the villi, but due to our lifestyle and diet, the replacements are often poor facsimiles of the ones that break off. It is a degenerative downward spiral that worsens as each new generation of villi becomes a shadow of their predecessors. With Indian NONI, we have a chance of stopping the negative progression of the cells and reversing them back to master copy quality, by rebuilding and regenerating the villi to provide a greater surface area through which nutrients can be absorbed.

Indian NONI is also a first-class source for supplying everything our body requires for health and vitality. Very low in calories and high in life supporting nutrients, it is a very effective weight loss, weight maintenance programme and is convenient and easy to use. It consists of formulas that contain all the essential amino acids and nutrients in perfect balance to improve and safeguard our health.

Indian NONI makes use of the knowledge gained from the botanical world’s 6,000 year history and incorporates health building nutritional herbs with the best modern technology to help our bodies cleanse and detoxify so that the cells – the tiniest living units – can be as fully nourished as possible. This allows them to grow, repair and perform their functions with the best possible efficiency so that we feel and look better and are more able to prevent and fight disease. Once the body begins to clear itself of toxins it can more efficiently absorb nutrition due to the power of herbs.

Dieting Versus Indian NONI

Normal Diet causes of all deaths	Indian NONI programme 70% promotes optimum health.
Excess processed foods	Contains fast food nutrition
Starves the body cells	Nourishes the body cells
Reduces energy levels	Increases energy levels
Degenerates cell	Regenerates villi
Does not fight disease	Clears the body of toxin

Despite the fact that we live in a world full of toxins and pollutants, our body always strives for good health. Its self-curing is evident with colds, fevers, cuts, swellings, breaks and other conditions. There are endless examples of how the body tends towards good health unless our interference is too great.

Most diets generally do not work, because when we starve our body of essential nutrients, our metabolism slows down and we get hungry and grumpy. To lose weight, you need to extract the fat from your food and absorb good nutrition. Because fat takes up more space than muscle you may find that once you start taking Indian NONI, you lose inches and change body shape dramatically.

Indian NONI is simply an all-herbal, pure food, nutritional supplement which provides the body with all the micronutrients and botanical factors it requires each day to function effectively. We cannot overdose on the product. It helps to control and normalize our appetite, we lose (or gain) weight, inches, our skin improves and our energy levels soar. Used on a daily basis we feel great and can still eat the foods we love. It promotes better health by supplying good nutrition to our body at a cellular level which helps to rebuild and regenerate the villi.

Helpful Hints

For those who have never been on Indian NONI before but wish to benefit from the noticeably improved health it can bring, here are a few helpful hints to keep in mind when you get started. Remember this is a personal matter that only You can do, and it is one of the best ways to assist your body to effectively cleanse and purge itself of toxins.

- The first day is simple. It takes at least 24 hours for the body to commence detoxification and start pouring toxins into the bloodstream for elimination.
- Most People will feel good from the day they begin taking the Indian NONI programme, however, the second and third day can be a little difficult for about 5% of first-time users. If you find you are one of these you may find that your bloodstream could be carrying its normal load of toxins, as the entire body excretes accumulated poisons and wastes into the bloodstream for disposal.

You may feel a little weak, fatigued, stiff, light-headed and perhaps a bit nauseous, much like a slight hangover. This is not due to a nutritional deficiency, so do not make the common mistake of eating something to 'pick you up'. The moment you eat something, the unpleasant symptoms of detoxification disappear – not because of the nutrients in the food but because the food signals to the body to half the detoxification process and gear up for digestion and metabolism instead. More importantly Do Not interrupt your Indian NONI programme as the body has to start this elimination process from scratch when you begin again.

The worse you feel during the first three days, the more toxic your tissues are (this is Nature's way of cleansing the system) and the better the programme is working. If you are one of those rare 5%, hang in there and you will soon feel better than ever! It is important to have patience and simply wait it out rather than give in. Success in recovery or improvement of health depends on the correct understanding at this point – realising that the body is using its main energies in important internal work.

Health Facts

- 90% of people on a regular/normal diet suffer from atherosclerosis which is a condition associated with hardening of the arteries. Caused by excess levels of cholesterol, diabetes or high blood pressure/stress, this progressive disease of the arteries is a major of premature heart attack, stroke and diet-related cancer.
- The number of children with asthma has doubled over the past 3 years. The situation is expected to worsen with increasing environmental pollution such as dust mites, passive smoking, exposure to combustion engines and the effects of preservatives in food.
- Often dyed to meet our colour expectations, fruit and vegetables are among thousands of foods that have been mixed, flavoured, treated, pumped with preservatives, waxed, oiled sprayed with fungicides, pesticides, herbicides or other anti-spoilants, or are generally tampered with in the name of better taste or longer shelf life.
- Flavouring can mean the addition of 2,000 chemical substances used to replace the flavour lost during processing, Colouring can mean any one of 80 dyes, many of which contain toxins.
- Fresh baked bread contains up to 16 chemicals to keep it white and fresh.

Remember :

“If we eat wrongly no doctor can cure us. If we eat rightly no doctor is needed.”

“When your get-up-and-go is got-up-and-gone, its time to change your lifestyle”

“Our state of health depends on what we eat and what we don't”

Rosie Cash