



# FAST FACTS ABOUT VITAMIN A

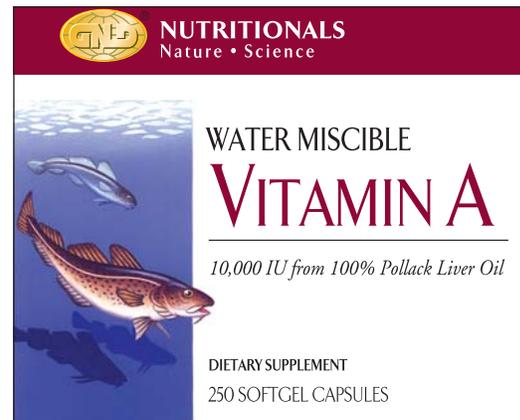
Vitamin A supports healthy vision, bones, and skin, and acts as a natural antioxidant. GNLD's Vitamin A offers a water-miscible formula from one of nature's finest sources of vitamin A: pure liver oil from pollack (a species of cod) that contains essentially no vitamin D.

## WHY VITAMIN A?

- A fat-soluble nutrient, vitamin A is essential for normal growth and bone development.
- Vitamin A helps keep the skin and other epithelial tissues (such as the lining of the nose, throat, respiratory system, and genitourinary tract) healthy and free from infection.
- Vitamin A is well known for its role in preventing night-blindness and a serious eye condition called xerophthalmia.
- Vitamin A deficiency is a major health problem in developing countries, which has prompted a great deal of research into the vitamin and its roles in health. Emerging areas of interest include vitamin A's ability to help reduce the incidence of infectious disease.
- Vitamin A, a natural antioxidant, helps protect the lipid portions of cells and tissues from free-radical damage.

## WHY GNLD VITAMIN A?

- Contains only pure, species-specific fish oil, derived solely from pollack, a species of cod that yields the highest quality natural vitamin A.
- Water-miscible for improved absorption. Emulsifiers reduce the size of the lipid droplets containing vitamin A. The result is a water-miscible form of the vitamin which is more quickly absorbed.
- Convenient serving. Pure protein, soft gelatin capsules protect freshness and potency and eliminate "fishy" taste, then dissolve quickly for maximum availability.
- High concentration of vitamin A with essentially no vitamin D.



### SUGGESTED USE: \*

If You Are	Take 1 Capsule
Between the Ages of 12 and 65	Daily
Less than 12 Years or More than 65 Years	Every 2 Days

\* Not recommended for use if pregnant or likely to become pregnant.

Vitamin A is required for effective immune system function, low light vision, protein utilization, and normal growth and development. Vitamin A also functions as an antioxidant, promotes healing, and supports a healthy reproductive system.\*

\* 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.

GNLD begins with fresh Pollack selected exclusively for human consumption, and adds no artificial flavors, colors or preservatives. Pollack, a member of the cod family (Genus Gadus), is naturally low in vitamin D. Fish are harvested in strict accordance with environmental guidelines and cold press processed.



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### Supplement Facts

Serving Size 1 Capsule

Amount Per Serving	% Daily Value
Vitamin A (from Pollack Liver Oil)	10,000 IU 200%

Other ingredients: Monoglycerides, gelatin, sorbitol, glycerol, water, soy lecithin and apple pectin.

GNLD's breakthrough water miscible technology, derived from a unique blend of components, including apple pectin and soy lecithin, encourages faster, more efficient absorption of vitamin A.

Store in a cool, dry place away from direct sunlight. Packaged with safety seal.

NOT SOLD IN RETAIL STORES  
Available Exclusively From GNLD Distributors



510  
Lot #  
Best If  
Used By



# THE VITAMIN A STORY

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## HEALTHY VISION: VITAMIN A'S EARLIEST KNOWN ROLE

Hippocrates, an ancient Greek physician, recommended eating liver to improve poor night vision. Although he couldn't know that a deficiency of vitamin A had caused the problem, his prescription of liver (a good source of vitamin A) was an early form of vitamin therapy!

In 1904, a Japanese researcher found that a substance in fatty foods prevented night blindness and suggested chicken livers and cod liver oil as treatment for the ailment in children. Vitamin A was scientifically identified in 1913. Paul Karrer defined the structure of vitamin A in 1931, and later received the Nobel Prize for his work.

## MORE ESSENTIAL ROLES FOR VITAMIN A

A fat-soluble nutrient, vitamin A is found in two basic forms. Vitamin A (retinol) is found only in foods from animal sources, such as liver and milk. Pre-formed retinol provides stores of vitamin A to support metabolic function. Some carotenoids, found in fruits and vegetables, provide a form of provitamin A, which the body can convert to the retinol form for vitamin A utilization.

Vitamin A performs a wide range of critical functions in maintaining optimal health:

- Helps maintain normal vision in dim light — prevents night blindness.
- Prevents xerophthalmia, an eye condition which may lead to blindness in extreme vitamin A deficiency.
- Essential for body growth.
- Necessary for normal bone growth.
- Helps keep the skin and other epithelial tissues (such as the lining of the nose, throat, respiratory and digestive systems, and the genitourinary tract) healthy and free of infection.

New information also suggests that vitamin A may have additional roles in health as a coenzyme.

## NEW RESEARCH IS PROMISING

Vitamin A deficiency is a major public health problem in many developing countries, a situation which has prompted a great deal of vitamin A research in recent years. One area of study has focused on preventing blindness with supplemental vitamin A. Recent research has also demonstrated that infectious diseases (such as the pneumonia that frequently follows measles — particularly in developing countries) are reduced when vitamin A supplements are used.

## GNLD DELIVERS SPECIES-SPECIFIC FISH OIL FOR HIGHEST QUALITY

Most manufacturers of natural vitamin A supplements use a fish liver oil that is derived from “unspecified fish.” This raises several troubling questions, including the possibility that the fish oil has come from bottom feeders, shellfish, sea mammals, sharks, scavengers, or other undesirable sources. Mixed-species fish oil may also contain contaminants due to the fish feeding in polluted waters near shore, or may include unwanted high levels of vitamin D, making the fish oil a less pure source of vitamin A.

GNLD sources its vitamin A only from specific species of fish, including pollack, a species of cod, which delivers vitamin A of the highest quality and purity. These particular species feed only in deep ocean waters far from shore, greatly reducing contamination concerns. Pollack oil also contains essentially no vitamin D.

Both vitamin A and vitamin D are stored by the body, making proper intake levels very important. High doses can cause toxicity symptoms. For this reason, women who are pregnant or are considering becoming pregnant should consult their doctors regarding vitamin A supplementation.

## WATER-MISCIBLE FOR IMPROVED ABSORPTION

Absorbing fat-soluble nutrients can be challenging, since the large particles of the natural oils resist absorption in the digestive tract. GNLD adds an emulsifier to reduce the size of the vitamin A-containing lipid particles. The result is a water-miscible form of the vitamin that speeds its digestion process and encourages greater absorption of the valuable nutrients.