

# Healthy Bones and Body\*



**Quantum Cod Liver Oil** (Liquid or Vcaps)  
A Key Source of Natural Vitamin D and Omega-3 Oils

Available in liquid or vegetable capsules



Key Benefits of Premier Cod Liver Oil

- Supports healthy bones and bone metabolism, all organs and glands as well as whole-body health\*
- Promotes healthy brain, memory and concentration\*

## Get The Best Cod Liver Oil

- **Toxin-free, USP-grade cod liver oil from Norway**  
*Not "animal feed grade" oil, the most commonly sold source*
- **Rich in Vitamin D, the "sunshine" vitamin**  
*Vitamin D is essential for calcium utilization*
- **Rich in Omega-3 fatty acids (EPA and DHA) and vitamin A**  
*EPA and DHA support healthy brain, memory and whole body health; vitamin A supports healthy eyes and skin\**
- **Pure, "untampered with" cod liver oil**  
*Not solvent-extracted, not bleached, not destearinated, not deodorized*
- **Nitrogen-flushed to avoid oxidation**  
*Stored at cool temperatures before shipping*

## Why is Cod Liver Oil So Important?

Cod liver oil contains large amounts of natural vitamin D<sub>3</sub> (not synthetic vitamin D<sub>2</sub>). Vitamin D<sub>3</sub> is an absolute requirement for the utilization of calcium by the body. When sunlight shines on your skin, it reacts with blood lipids inside and on the surface of the skin to produce vitamin D.

This chemical reaction in the skin is induced by the ultraviolet radiation of sunlight; this is called photosynthesis. The main function of vitamin D<sub>3</sub> is to facilitate utilization of calcium at the cell.

Without vitamin D<sub>3</sub>, the calcium cannot be utilized. Vitamin D<sub>3</sub> plays a vital role in use of calcium and therefore, the metabolism of the whole body.

## Vitamin D Receptors — Everywhere!

An exciting new research breakthrough has shown that almost every organ, every gland and even every immune cell in the body has vitamin D receptor sites. Our clinical experience has shown activation of these receptor sites facilitates calcium utilization for maximum re-alkalinization.

## USP-Grade Cod Liver Oil

### Truly Toxin-Free

Tests of our USP-grade, "human grade" cod liver oil have consistently shown it to be free of heavy metals and PCBs (polychlorinated biphenols) with levels so low that they are undetectable by standard assay techniques. (See chart.) In sharp contrast, "animal feed-grade" cod liver oil, the most commonly sold source, has been shown to have significant levels of mercury and other toxics. The difference comes down to the quality of the source.

Test Item	Value
Mercury	ND* (<.05 mg/kg)
Lead	ND* (<.05 mg/kg)
Cadmium	ND* (<.01 mg/kg)
PCB	ND* (<.06 mg/kg)

\*ND = nondetectable

## Revolutionary New Vcaps for Oils

- Welcome to Vcaps: the non-toxic vegetable capsule for oils  
*No toxic preservatives, easy to digest, no risk of toxic prions*
- Eliminates the need for animal-source gelatin capsules  
*Gelatin capsules contain 2% toxic preservatives, are hard to digest and have the risk of toxic prions (infectious particles associated with "mad cow disease" in commercial animals).*  
See Vcaps information box on reverse page.

### Quantum-State Cod Liver Oil

- Rich in Omega-3 fatty acids, EPA and DHA, vitamins A and D
- 6 times higher nutrient levels than "animal feed grade" cod oil

#### Just 4 Vcaps or ½ teaspoon contains:

Vitamin A	5,250 IU
Vitamin D <sub>3</sub>	525 IU
EPA (eicosapentaenoic acid)	247 mg.
DHA (docosahexaenoic acid)	241 mg.

## The Calcium Back-Up Systems

Sunlight on your skin also results in the production of inositol triphosphate, INSP-3, which regulates the extraction of calcium stored in cells. When not enough calcium is consumed, then INSP-3 is triggered to supply the cell with calcium from elsewhere in the body.

If insufficient calcium is stored within cells, then the parathyroid hormone, stimulated by the deficiency of vitamin D, induces the extraction of calcium from the bones. Finally, if the calcium deficiency continues, over time the bones may become severely depleted by continual extraction of their calcium. Then, as a last resort, the body begins to extract calcium from proteins that regulate key cell functions. This, in turn, can lead to poor cell function. The real solution is to get enough high quality, natural vitamin D.

## The Vitamin D Connection: Is The Calcium Getting In?

Many people are “cave dwellers,” spending most of their time indoors, whether at home or work, in an artificially lit “cave” (i.e. their home or workplace), behind U.V.-blocking glass, receiving very little daily sunlight on their skin.

If the skin does not receive adequate sunlight, then the amount of vitamin D the body produces can be inadequate. If not enough vitamin D is available at the cell, the body can become calcium deficient over time. Taking cod liver oil (with naturally occurring vitamin D<sub>3</sub>) on a regular basis can be an incredible help.

In healthy people, regular sunlight exposure stimulates the production of many immune-boosting compounds. However, for those with a nutrient-deficient diet, regular sunlight exposure may be hazardous and can create free radical damage.

Dr. Zane Kime, a brilliant medical doctor and researcher, points out in his excellent book, *Sunlight*, that sunlight is very healthy for the skin and whole body metabolism when the body is nourished by sufficient nutrients. However, when hydrogenated oils and other toxic nutrients are consumed, the skin becomes imbalanced and sunlight exposure can produce toxic skin reactions.

## Healthy Sunlight Exposure

Therefore, before adopting a program of regular sunlight exposure, ensure the best results by following a healthy diet, which includes fresh, nontoxic, grade 10 foods. (See “Power Food Habits.”) Eliminate refined oils, fried foods and hydrogenated oils in your diet. Be sure to take adequate amounts of essential nutrients including natural vitamin D<sub>3</sub> (as found in our premier cod liver oil). Follow a healthy dietary regime for a period of time before beginning regular sun exposure. (If you are sensitive to sunlight or have chronic disease, check with your doctor before beginning a new program.)

## Are All Cod Liver Oils The Same?

Since many people get little or no vitamin D from sunlight, calcium utilization can rapidly hit the rate-limiting vitamin D barrier. Looking for a way to deliver ample high quality vitamin D from food sources led us to examine ALL vitamin D sources.

First, synthetic vitamin D (as D<sub>2</sub>) can be potentially toxic. Secondly, we discovered vitamin D powder is made by **solvent extraction from sheep’s wool**. It did not test well, especially for long term use. We wanted a safe, nontoxic, healthy economical source of vitamin D<sub>3</sub>, since we knew that vitamin D supplementation for most people would be necessary for lifetime use in order to maintain optimal health.

Then we re-examined cod liver oil products (which naturally contain vitamin D) and found the ones typically sold in health food stores were actually “**animal feed-grade**,” (not USP-grade), and often partially rancid (which gives the oil an “off” taste). We knew we could not recommend these second-class products.

## First-Class Cod Liver Oil

In our search for the best vitamin D, we learned there is a pharmaceutical-grade, first-class grade of cod liver oil. It must be specially ordered in large quantities from Norway. It’s rarely sold to America since the U.S. retailers mostly buy the cheaper grades. This first-class cod oil is 6 times more potent than the second-class oil, is not rancid and is mercury-free, unlike the “feed grade” cod liver oil. Finally we found a natural and effective source of top quality vitamin D<sub>3</sub>.

Our cod oil is 100% pure U.S.P. premium-grade Norwegian cod liver oil. It is a rich source of vitamins A and D as well as biologically active Omega-3 class fatty acids, EPA and DHA (well-known for promoting memory, concentration and healthy brain function\*).

## Body and Brain Booster

Desaturase enzymes are essential to the synthesis of EPA and DHA but they are deactivated by eating hydrogenated oils (commonly found in the American diet). These enzymes decline dramatically after age 45 to 55, leaving many people with drastically reduced stores of EPA and DHA, often leading to brain and memory concerns.

From young children to the elderly, our premium-grade Quantum-Rx Cod Liver Oil delivers natural EPA and DHA, the pre-formed end-chain fatty acids essential for healthy brain function, memory and circulation.\*

## Recommended Use

Adults or children (age 2 and up): Take 4 Vcaps (vegetable capsules) or ½ teaspoon daily in juice or other liquid.

Barefoot, R. and Reich, C. “The Calcium Factor.” *The Scientific Secret of Health and Youth*, 2<sup>nd</sup> ed. Gilliland Printing, Inc. Arkansas City, Kansas, 1996.  
Kime, Zane. *Sunlight*. World Health Publications, 1980.  
Shils, M., ed. *Modern Nutrition in Health and Disease*, 8<sup>th</sup> edition, Lea and Febiger: Malvern, PA, 1994.

## V-Caps: New, Revolutionary Delivery System for Oils

For years, the only capsule available for liquids was an animal-source gelatin capsule, which required a 2% toxic preservative (to prevent rancidity). These capsules were used for their convenience. (Many chewed the capsules to release the cod oil and then spit out the toxic capsule.) This is no longer necessary – Vcaps are here, the perfect, non-toxic delivery system for liquids.

Vcaps eliminate the need for animal gelatin caps with their toxic prion risk and toxic preservatives (which is 2% of the gelatin). In contrast, our Cod Liver Oil in our new Vcaps is free of prion risk and toxic preservatives.

In addition, Vcaps are far better absorbed than animal gelatin capsules, which dissolve into a gelatinous, glue-like resin which can impede uptake

of nutrients. If a person took 10 to 20 gelatin (hard or soft) capsules in a day, they could significantly inhibit nutrient uptake. We have seen many people who experienced nausea and other gastrointestinal symptoms coincident with the taking animal gelatin capsules. In contrast, Vcaps are easy to digest and provide beneficial fiber which promotes better absorption.

Taking animal gelatin capsules with their toxic tagalongs, over time, may present far-reaching, deleterious effects on the body’s ability to sustain or regain ideal cellular resonance. Instead, get the finest cod liver oil available: USP-grade Quantum-Rx Cod Liver Oil, rich in healthy brain nutrients\*, free of heavy metals, and now in the best delivery system yet devised: non-toxic Vcaps (vegetable capsules).