



Formula IV

There is more to nutrition than just vitamins and minerals. As important as these nutrients are to optimal health, others play equally important roles. Original and unique, GNLD's Formula IV is more than just a multi-vitamin and mineral supplement. It is the first multi-factor food supplement to provide vitamins and related food factors, minerals, protein, and enzymes, as well as lipids and sterols. First developed in the 1950s, Formula IV with Tre-en-en® Grain Concentrates has provided people throughout the world with decades of nutritional assurance at the cellular level.

Exclusive Tre-en-en® Grain Concentrates form the basis for this complete, natural whole-food supplement.

More than a multi-vitamin, a unique multi-factor whole-food supplement with vitamins (including 400 mcg of folic acid), minerals, lipids & sterols, and enzymes.

Supported by research which shows that adequate amounts of lipids and sterols promote better nutrient utilization, cardiovascular development, and increased endocrine activity.*

With natural coloring and preservative-free. Phyto-Enzyme Blend: Exclusive plant-sourced enzymes support easy digestion and absorption of supplemented nutrients.

Six distinct groups of nutrients that support optimal health make up what GNLD calls the "Chain of Life." Each "link" depends on the strength of the others to function properly.

Lipids and sterols: Essential fats required for energy and to maintain healthy cells.

Carbohydrates: The "fuel" that keeps all body functions running. Responsible for energy and endurance.

Protein: Builds and repairs cells in hair, skin, organs and muscles.

Enzymes: Biochemical "keys" that unlock powerful nutrients. Critical in digestion and metabolism.

Minerals: Help build bones, teeth and soft tissue; crucial to muscle response.

Vitamins and food-related factors: Vitamins and phytonutrients like carotenoids and flavonoids help promote lifelong health and vitality.

Your energy begins with cellular nutrition!

For you to enjoy an energetic and healthy life, you must have a diverse mix of essential and important nutrients distributed to the cells throughout your body every day. Formula IV and Formula IV Plus are unique, multi-factor whole food supplements that provide fundamental vitamins and minerals, along with critical nutrients and phytonutrients that have often been processed out of the foods we eat. Both products contain an Exclusive **Phyto-Enzyme Blend**, 100% plant-sourced enzymes to insure that important nutrients are well absorbed by the body. And both products contain GNLD's absolutely unique Tre-en-en® Grain Concentrates, a combination of phytonutrient extracts from whole-wheat berries, rice bran and soybeans, to guarantee that our bodies' cells are fully able to receive and metabolize vital nutrition. Nourish your body at the cellular level level with Formula IV of Formula IV Plus and feel the power of cellular nutrition!



- GNLD's original formula with our Exclusive Tre-en-en® Grain Concentrates to supply vital lipids and sterols to support optimal cellular function.
- Delivered in balanced ratios, broad-spectrum nutrients strengthen the nutritional links in the "Chain of Life."





Supplement Facts

Serving Size 1 Packette
Servings Per Container 60

Amount Per Serving	% Daily Value	
Calories	16	
Calories from Fat	11	
Total Fat	1.2 g	2%*
Vitamin A (from fish liver oil)	4000 IU	80%
Vitamin C (as ascorbic acid and from acerola cherry) (Malpighia punicifolia) (fruit)	90 mg	150%
Vitamin D (from fish liver oil)	400 IU	100%
Vitamin E (as d-alpha tocopherol)	10 IU	33%
Thiamine (as thiamine mononitrate and from yeast)	10 mg	666%
Riboflavin (as riboflavin and from yeast)	10 mg	588%
Niacin (as niacinamide and from yeast)	50 mg	250%
Vitamin B6 (as pyridoxine hydrochloride and from yeast)	10 mg	500%
Folic Acid	400 mcg	100%
Vitamin B12 (as cyanocobalamin)	10 mcg	166%
Pantothenic Acid (as calcium pantothenate and from yeast)	12 mg	120%
Iron (as iron peptonate and from parsley(Petroselinum crispum) (leaves))	25 mg	139%
Iodine (from kelp and as potassium iodide)	100 mcg	66%
Magnesium (as magnesium oxide)	35 mg	9%
Copper (as copper gluconate and from kelp)	2 mg	100%
Manganese (as manganese gluconate)	10 mg	500%
Potassium (as potassium gluconate)	10 mg	<1%
Linoleic Acid (from safflower oil)	176 mg	†
Inositol (as inositol and from soy lecithin)	65 mg	†
Lecithin (from soy)	30 mg	†
para-Aminobenzoic acid	30 mg	†
Betaine Hydrochloride	10 mg	†
Mixed non-alpha tocopherols	1 mg	†
Tre-En-En® Grain Concentrate Blend	450 mg	†
Rice Bran Oil; Soya Bean Oil; Wheat Germ Oil		
Phyto Enzyme Blend	45 mg	†
Lipase; Protease; Diastase; Amylase		

Percent Daily values are based on 2,000 calorie diet.

† Daily Values not established

SUGGESTED USE: (Adults) 2 capsules daily with meals.

Other ingredients: Gelatin, glycerin, wax, water, hydrolyzed collagen protein, titanium dioxide and natural color.



FAQs

Q. How did GNLD come up with the balance of nutrients in Formula IV and Formula IV Plus? What is the rationale for the mix of ingredients?

A. Formula IV and Formula IV Plus are not just your average vitamin and mineral supplements; they're multi-factor food supplements, designed formulated to feed the cells of your body.

When we first introduced Formula IV, it was originally intended to help fill in the nutritional gaps that can occur with the diets of everyday people. Today this basic premise still holds true; the times have changed, but our bodies are still biologically the same. As a matter of fact, the mix of nutrients contained within Formula IV, and our newer Formula IV Plus, is more valid today than ever before. Our contemporary lifestyle and dietary habits have created a greater need for the exact nutrients that are found in these two products. We have known from the beginning that Formula IV includes those nutrients that are beneficial to achieving optimum health, and it is truly in a class all its own. This holds true for Formula IV Plus, as well. Moreover, consuming Formula IV and Formula IV Plus really is more similar to eating food than simply taking a multi-vitamin supplement.

Unlike multi-vitamin products that often provide "megadoses" of certain nutrients, Formula IV and Formula IV Plus provide a balance of nutrients that is considered optimal for the vast majority of people. For those individuals who desire specific combinations of certain nutrients, we offer a wide variety of products to meet each individual's unique needs; a perfect example would be our Daily Vitality Packs, which utilize Formula IV Plus as their core supplement.

At the foundation of Formula IV and Formula IV Plus is our exclusive Tre-en-en Grain Concentrates. The Tre-en-en Grain Concentrates contained within these two products help to support the body in its utilization of nutrients critical to sustain health and vitality. Lipids and sterols are the building blocks for every cell membrane in the human body. Sterols are a class of lipids which include precursors of certain hormones and precursors of vitamin D produced naturally in the body. Without properly balanced lipid/sterol levels, cells can become malnourished, which can lead to cellular fatigue. Sterols and lipids also play a vital role in the assimilation of nutrients by the cell.

Q. Why aren't the minerals in Formula IV or Formula IV Plus chelated?

A. Time tested and proven to be effective and highly bioavailable, Formula IV and Formula IV Plus were developed as multi-factor whole food supplements, with Tre-en-en Grain Concentrates, to support optimal cellular nutrition. These GNLD exclusives have remained unchanged. Chelation mineral technology came after Formula IV's introduction, however since both Formula IV and Formula IV Plus have a long history of effectiveness in supporting optimal health through cellular nutrition, we have no need or desire to change them.

Q. Is there any gamma linolenic acid in Formula IV or Formula IV Plus?



A. Formula IV and Formula IV Plus contain linoleic acid which can be converted to gamma-linolenic acid by the body during metabolism. GNLD does not add gamma-linolenic acid to any of our products, including Formula IV and Formula IV Plus. The body will naturally produce gamma-linolenic acid from linoleic acid, an important component of Formula IV and Formula IV Plus.

Q. What makes Formula IV green?

A. The green color in Formula IV is derived from the natural vegetable pigment, chlorophyll.

Q. What information do we have on the initial studies done on Formula IV? Was it a government grant study?

A. The research that eventually led to the development of Formula IV began in 1946 at a hospital in Southern California. The focus of the research was on the relationship of endocrine function to reports of chronic fatigue. The results of many studies led researchers to the role of lipids in cell function; and that in turn led to the development of Tre-en-en Concentrates. Formula IV was developed as a multi-factor nutritional supplement, designed to work with the lipids and sterols provided by Tre-en-en. Now the cornerstone of our øEnergy Program, Formula IV (and now also Formula IV Plus) have been credited with giving literally thousands of consumers more energy, vitality, and a general feeling of health and wellness!

Q. Are Formula IV and Formula IV Plus gluten-free?

A. The wheat germ we use in Formula IV and Formula IV Plus as part of the Tre-en-en Grain Concentrates contains no wheat gluten. In fact, all GNLD products are gluten-free.

Q. I read somewhere that it is not good to take iron in a multi-supplement formula. If this is true, then why is iron in Formula IV?

A. We are not sure why anyone would have stated that iron should not be part of a multivitamin supplement. Iron-deficient diets are still widespread in our population and anemia remains a common health concern. For this reason, Formula IV was formulated to contain a sufficient amount of iron to assure that an adequate and healthy amount of this nutrient is supplied through supplementation. Additionally, Formula IV has been specifically formulated to maximize digestion and absorption of iron. If you are concerned about iron intake and would like an iron-free option, consider Formula IV Plus for your supplementation needs.

Q. What are the sources for all the ingredients in Formula IV and Formula IV Plus?

A. Formula IV and Formula IV Plus are not just vitamin and mineral supplements; they are multi-factor food supplements, chock-full of whole food ingredients. Besides containing many of the important vitamins and minerals missing from our diets, they also contain our exclusive Tre-en-en Grain Concentrates. Tre-en-en is the largest component of Formula IV and Formula IV Plus, and the sources are listed on the label, as are many of the other sources of the nutrients used in these products. For example, fish liver oil, the source of vitamin A and vitamin D, is on the Formula IV label. Our approach to product formulation is to always look



first to nature for 100% natural, whole food ingredients from the human food chain. Because some natural ingredients are weak, unstable, or unavailable, for some products we next look to natural concentrates or isolates to achieve our formulation goals. Lastly, if the two previous steps don't deliver the effect we need, then we will select additional pure pharmaceutical-grade ingredients from a list of safe, low-allergy components. These are components which have been shown by research to function effectively, providing superior bioavailability and overall nutritional excellence. This approach allows us to keep consistent with nature's blueprint and the latest scientific nutritional research. It is this approach to excellence that has contributed to GNLD's distinction and success in the nutrition industry.

Q. Would the yeast in Formula IV and Formula IV Plus affect people with yeast allergies?

A. GNLD uses the unique whole-food source of yeast known as *Saccharomyces cerevisiae*, in Formula IV and Formula IV Plus. This special strain of yeast is biologically bound and highly concentrated in B-vitamins and other natural nutritional cofactors. This biologically bound yeast is grown specifically for nutritional application, and through a special process of growing, harvesting, and drying, a naturally high-potency B-vitamin source material is obtained. This is not a living yeast but rather (like the other food-based components in our nutritional products) it is an organic nutrient source that has been harvested and dried. And, as you may be aware, yeast has a long history of safe use, and has been used for decades by people as a source of supplemental nutrition.

Q. What are Tre-en-en Grain Concentrates?

A. At the foundation of Formula IV and Formula IV Plus is Tre-en-en Grain Concentrates. This unique and exclusive whole-food blend of extracts from wheat, rice, and soy "feeds your cells" with important phytonutrients. Developed and introduced by GNLD in 1958, Tre-en-en Grain Concentrates is the original phytonutrient supplement. It provides phyto-lipids, including omega-6 and omega-3 fatty acids essential for optimum health and cellular function, plus the plant sterols beta-sitosterol, gamma-oryzanol, stigmasterol and campesterol.

Besides optimizing cellular nutrition, plant sterols may have other beneficial effects as well. These include reducing cholesterol levels, lowering the risk of atherosclerosis and inhibiting tumors. Octacosanol, which is a closely related component, is also included to aid in critical biological functions.

WARNING: Accidental overdose of iron-containing products is a leading cause of fatal poisoning in children under six. Keep this product out of reach of children. In case of accidental overdose, call a doctor or poison control center immediately.

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