

I want to know

Q Another company has been spreading around copies of a flyer on colostrum. It makes some pretty wild claims! Can you comment?

A: The flyer makes some good points about quality issues in colostrum, but also spreads a great deal of misinformation, and makes comments which apply to other colostrum sources, but not to ours. The raw material for our **All-Life Colostrum** and Jarrow Formulas' **Colostrum Specific** comes from a North American source. This source provides us with colostrum from cows which are **free-range fed, not exposed to rBGH or BST, are not routinely treated with antibiotics**, etc. Further, the raw colostrum is **processed under cGMP conditions**. In these respects, our colostrum is produced and processed using methods identical to those in New Zealand-sourced material.



However, there is one key difference between the colostrum used in our product and that from New Zealand: namely, the **superiority of the colostrum** produced at more extreme latitudes. Harsher winter conditions cause cattle to produce greater levels of immune-supporting compounds than they do in more temperate zones. As a result, **All-Life Colostrum contains 25% more immunoglobulins (Igs)** than are typically present in New Zealand colostrum. Since boosting our levels of such immune-supporting proteins is the entire point of taking a colostrum supplement, this makes colder-climate colostrum the clear choice for supporting health.

The raw material is **flash-freeze-dried to ensure potency**. It is simply false to claim that freeze drying causes protein denaturation; in fact, the exact opposite is the case! It is *heat*, not cold, which causes protein denaturation; freeze-drying is the preferred way of drying everything from in backpacking foods to samples used in scientific studies for exactly this reason. **Freeze-drying is done precisely because it guards intact more of the immune-enhancing proteins from denaturation**, and preserves more of the essential components of colostrum, than does drying using either heat long drying periods. Likewise, **we do not use any chemical solvents in the processing of our colostrum**. Since heat, long drying periods, and solvents are the only ways other than freeze-drying to provide a properly dried product, this makes a freeze-dried, high-quality, North American product the clear choice for potency -- from the dairy all the way to you.

Q How do you pronounce "Jarrow"?

A: Good question! The "Jarrow" in "Jarrow Formulas" and "Jarrodophilus" does *not* refer to the sticks used to throw the *I Ching*, but to the founder of the company: Jarrow Rogovin. Mr. Rogovin pronounces his name with a hard "J," not a soft "Y."

We want to hear from you!
Send all questions to:

"I want to know" column
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Don't forget to include your name and location.

Jarrow Formulas™

Sweet Solution

- Supports healthy insulin function
- Reduces enzyme warping by sugars (AGEs)
- Helps with blood sugar balance



The satisfaction of a pasta meal... and the nodding off three hours later. The rush of a quick sugar fix ... and the crash when it's all burned up. The bulging waistline. The stern look from your doctor. The craving for carb.

Blood glucose is needed to fuel our brains and provide easily accessible energy. But carb is like a drug: it's addictive, it's got side effects, and it's got a real withdrawal syndrome. The mills of agrobusiness have pumped us full of high-glycemic carb for decades, until we've become sugar junkies, strung out on carb.

Glucose Optimizer is formulated to deliver nutrients and herbs which help fight the sugar fix.

A wide variety of Jarrow Formulations™ products are available through Holistic International™. For more information refer to this year's catalogue and see what else they've got in store!