

# Something 'Bran' New

## IN THE FIGHT AGAINST HEART DISEASE & DIABETES

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**A more than  
viable alternative  
to vitamin E can  
be found in a new  
product—Rice  
Bran Solubles—  
that's good  
enough to drink!**

In the past, one of the most recognized and powerful weapons in the fight against heart disease and diabetes has been antioxidant-rich vitamin E. Vitamin E may help prevent or delay coronary heart disease because it works to limit the oxidation of low density lipoprotein (LDL) cholesterol. However, other analyses of several trials of antioxidants, including vitamin E, have suggested that the typical form used in many commercial synthetic supplements,

dl-alpha tocopherol, can actually harm you by converting into a free radical itself. Because it's synthetic, it has the potential to unbalance your body's natural antioxidant systems.

The connection between antioxidants and overall health has also become one of the most interesting, and ongoing, ideas in modern medicine and science. Antioxidants are a classification of several organic substances, including vitamins C and E, vitamin A (which is converted from beta-carotene), selenium (a mineral), and a group known as the carotenoids. Carotenoids, of which beta-carotene is the most popular, are pigments that add color to many fruits and vegetables. Together as antioxidants, these substances are thought to be effective in helping to prevent cancer, heart disease, and stroke.

At the molecular and cellular levels, antioxidants serve to deactivate certain particles called free radicals, usually in the form of oxygen molecules. The oxygen molecule wants to be oxidized, a process that can sometimes be carcinogenic. Free radicals are the natural byproducts of many processes within and among cells. They are also created by exposure to various environmental factors like tobacco smoke.

If allowed to go their merry way, these free radicals can cause damage to cell walls, certain cell structures, and genetic material within the cells. Over a long period of time, such damage can become irreversible and lead to disease.

### VITAMIN E

The term vitamin E refers to a family of at least eight related fat-soluble antioxidant compounds. The tocopherol and tocotrienol sub-categories are each

composed of alpha-, beta-, gamma-, and delta-forms. Natural vitamin E is always listed as "d-," as in d-alpha. Synthetic vitamin E is listed as "dl." The most commonly supplemented form of vitamin E is synthetic, and not nearly as potent. In fact, several studies have shown that natural vitamin E may be up to twice as bioactive as the same amount of the synthetic form.

### SHOULD YOU TAKE VITAMIN E SUPPLEMENTS?

Recent scientific analysis has indicated that vitamin E supplements may actually increase your risk of premature death. These synthetic compounds can actually become oxidative in doses that exceed 150 units per day, while 400 units per day have been shown to increase mortality risk in 39 out of every 10,000 people. Furthermore, vitamin E supplements only provide a fraction of what your body needs. Your body must metabolize or break down the vitamin E before it can use it, making it not only potentially harmful but also at times, useless!

Newly introduced Rice Bran Solubles provides all of the natural vitamin E tocopherols and tocotrienols. This means that all eight of the vitamin E compounds are available in a free form allowing your body to maximize the protective effect without causing any of the side effects or risk factors associated with vitamin E supplements.

### RICE BRAN SOLUBLES VITAMIN E

Many studies have focused on the health benefits of vitamin E, with the tocopherols (derived from corn, wheat and soybean) often receiving the most attention. However, tocotrienols actually provide greater antioxidant properties and are finally getting their due when it comes to scientific research.

Tocotrienols come from barley, oats, palm and rice bran solubles, the latter of which is one of the best types of tocotrienols because its properties appear to inhibit the activity of HMG-CoA reductase, an enzyme involved in cholesterol biosynthesis.

Rice bran solubles sounds like something you'd sit down and have for breakfast with a splash of skim milk, but actually it is a little-known supplement that's currently getting some major airplay because of its

high fat-soluble nutrient properties (vitamin E is a fat-soluble vitamin best absorbed by the body when accompanied by fat) and high vitamin E content.

Rice bran solubles contains 20 percent fat, 65 percent starch, 8 percent protein and 1 percent fiber. In other words, it's high-energy foodstuff. It's also very high in the good kind of vitamin E, tocotrienols. In fact, rice bran solubles is the only high-fat ingredient that contains a high vitamin E level, making it ideal for anyone who's looking to aggressively modify his or her diet in order to support the body's defenses against heart disease and diabetes.

### **RICE BRAN SOLUBLES AND HEART DISEASE**

Rice bran solubles is rich in antioxidants and phytonutrients, nutrients from plant sources. It's also a great supply of essential vitamins and minerals, high-quality nutritional fiber, hypoallergenic protein, and omega-6 and omega-3 fatty acids. All of these elements play a key role in reducing total cholesterol levels, especially LDL cholesterol and triglycerides. In fact, rice bran oil is the only vegetable oil that reduces triglycerides.

### **RICE BRAN SOLUBLES AND DIABETES**

Rice bran solubles helps to normalize glucose metabolism and, when combined with other nutrients, can be highly effective in controlling diabetes, and thus helping to avert heart disease.

There are two types of diabetes: type 1, which usually develops before the age of 25 and is insulin-dependent, requiring daily injections; and type 2, which usually affects people over the age of 40, and isn't dependent on insulin injections. Type 2 can often be controlled with diet and exercise.

Chronic diabetes may lead to other health complications, including cardiovascular disease, so

controlling glucose levels and adding antioxidants can help minimize, protect against and perhaps even reverse the problem. This is where rice bran solubles comes in handy.

B-complex vitamins are also key because they play a vital role in glucose metabolism. Vitamin B<sub>1</sub> (thiamine) deficiencies can cause weight loss, emotional disturbances, impaired sensory perception, weakness and pain in the limbs, periods of irregular heartbeat, and edema (swelling of bodily tissues). Vitamin B<sub>6</sub> (pyridoxine) deficiency may lead to anemia, depression, dermatitis, high blood pressure (hypertension) and elevated levels of homocysteine. And vitamin B<sub>12</sub> (cyanocobalamin) deficiency causes pernicious anemia, memory loss and other cognitive problems.

Luckily you can get the richest antioxidants and an energy source of B vitamins, as well as a lot more, inside a very pure source: Platinum Health Products Rice Bran Solubles.

### **RICE BRAN SOLUBLES**

Rice Bran Solubles, a powdered supplement, is a highly concentrated soluble carbohydrate and lipid-rich component of non-chemically modified, water-soluble and stabilized rice bran. It represents a natural source of B-complex vitamins, is rich in antioxidants, the best-quality fat (for absorbing the antioxidants) and phytonutrients. Rice Bran Solubles also contains hypoallergenic protein, and omega-6 and omega-3 fatty acids. It dissolves instantly in any beverage, is easily digested and provides a near-instant energy source. It's something the heart, mind, and body can trust.

And with its proven ability to help protect against heart disease and diabetes, it may very well represent something "bran" new: hope for a healthier, longer future. ■

—Lorin Shields-Michel



**Item #2455**

360 g / 60 servings

Suggested Retail Price: \$39.95

Platinum Health Products recommends 12 grams per day, with 2 tablespoons mixed into any favorite drink for a slightly nutty flavor. Each serving contains nearly 24 percent of good essential fats and tocotrienols. For more information, or to place an order for Rice Bran Solubles, visit:

**[www.phporder.com](http://www.phporder.com)**  
or call  
**(888) 747-6733.**

## **PLATINUM HEALTH PRODUCTS**



1542 Seabright Avenue  
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1 (888) 747-6733

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