



Your Complete Nutrition Update

APRIL 2007

The key word here is "complete" and by update we're referring to our "One-step ahead of existing recommendations approach." Once evidence becomes strong enough to support the implementation of a specified nutrition regiment because, at the minimum, significant potential upsides exist, and this regular practice would absolutely have no potential downside, Apex looks ahead to see how we can deliver this new regiment safely and effectively.

The Apex core values have always been people/ mission first. We're never afraid to challenge tradition—whether it's business or current health and fitness paradigms, which are often mired in financial and emotional bias. In other words, tradition often slows progress or can stymie the creation of new paradigms that can lead to more positive outcomes.

Give credit where credit is due

We don't make things up, nor do we perform all the clinical trials that support conclusions or recommendations. We simply look to the leading nutrition research experts (e.g. Harvard, Mayo, Tufts, Berkley, etc.) and thoroughly analyze their findings, keeping all conclusions in the proper context. In other words, we tease out irrelevant information or content that doesn't apply to the actual big picture. You know... the sound bites the media generally distorts into a sensational article that confuses the layman; or the things fad diets point to in order to support a ridiculous weight loss/nutrition concept. We then use the Apex "common sense lens" to view all that remains relevant, which includes challenging conservatism when appropriate. This process leads to modern day, realistic and sound recommendations.

Trusted fitness resource

The good news is that we have always been correct, as validated by current general recommendations that are beginning to catch up to ours (e.g. multivitamin, calcium/vitamin D, NASM exercise protocols, etc.), while we continue down the careful but common sense, forward-thinking path.

Even better news (because we have been successful in making the right calls and everyone knows we are deeply rooted in science) is that our customers view us as their honest, personal fitness resource: Giving them sense of security; the ability to shrug off their know-it-all-neighbors' advice; and freeing up their time by not having to research complicated matters because they trust our answers. And most importantly they get quick, simple, common sense solutions—not the usual ambiguous responses or double talk that generally leads to more questions. To use someone else's tagline, they *just do it* and succeed.

Your foundation

Your food intake forms the foundation and I don't need to tell you what to eat because you know—and don't tell me you don't. Let's take a test: white bread or whole wheat, apple or pastries, McDonald's double cheese and fries or grilled halibut, rice and broccoli, frozen yogurt or chocolate ice cream, scotch or non-fat milk (you know my choice on this one and it isn't milk). I guarantee you all got the right answers so let's skip the food lecture. Just eat the best you

can. But I will give you the guidelines because I am supposed to: 45-65% carbohydrates, 20-35% from fats (mostly healthy unsaturated fats as opposed to generally less healthy saturated or trans fats), and 10-35% from protein. At the end of the day, have the foods that make up these percentages your way but keep the calories within your body composition goal. That's right, I gave up telling you what to eat because, first, you know it anyway as you just proved, and second, you won't do it—at least not the majority of the time, which is why we developed the bodybugg™, the tool allows you to eat and move your way and still reach your goal. It's absolutely the solution for the modern era and we believe it will change everything about how people approach weight control. It's a new paradigm that has a much better long-term success rate than current diets and exercise. In fact, the user success borders the unbelievable.

Completing the diet (filling the gaps)

Here's a quote from a special report put out in 2006 by the Harvard Medical School's School of Public Health: "Still, diet cannot provide everything. It's difficult to get enough of certain nutrients from food. And even when vitamins and minerals are abundant in foods, the bioavailability of particular nutrients depends on how the foods are handled or cooked, what else on the menu might block or enhance their absorption and how efficiently your body digests foods. In fact your body absorbs some vitamins and minerals from supplements more readily than from food".

Now that it's no longer an argument whether you take a multiple vitamin and mineral formula (MVM) or not—and everyone agrees that almost most of our population needs a calcium and vitamin D supplement—life has been easier around here (no more arguments with old school thinkers or should I say old school non-thinkers). We fought that MVM battle for nearly 30 years but we won just as we defeated the low carbohydrate, high protein craze, albeit a relatively minor skirmish in which the supporter's had little ammunition (brains or science). Ironically, the MVM controversy should have been the shorter fight because in my opinion (and now everyone else's) there has never been a more common sense solution to an obvious dilemma: No one on a daily basis accidentally hits the perfect milligram amount of each vitamin and mineral that would otherwise contribute to maximizing health/longevity, and they never will or can for that matter for all the reasons we have discussed too many times (see April 06 Newsletter). So anyone thinking straight would add a MVM to the "best you can do diet".

A MVM will plug a lot of holes that if left empty until you get old (when all of a sudden you no longer feel immortal) will probably make it too late. In other words, taking a MVM and finally adding calcium/vitamin D to your diet after you become at risk or sick will probably not reverse anything, as opposed to taking them throughout your lifetime and potentially preventing most age-related disease (e.g., osteoporosis, vision problems, Alzheimer, certain preventable heart or cancerous conditions, etc.). But as the saying goes, "out of sight, out of mind". When you're young you are immortal. And when you get old you wish you did what you knew you should have done. Sadly, I don't believe there is anything easier than taking a couple of pills each day.

New battle – compliance

Okay, you know you should—now how do you remember to take those little tablets everyday while you still feel young? After all it's not like you get hungry for them as we do for food. I don't know the answer to this one other than installing signs all over your office and house. Compliance is easy for me and others like me but for most including my wife and kids it's difficult so of course I set everything on the table for them—at least when I am home.

Anyway, that's my next mission: Getting the world to comply. I will keep you posted—and please send us your ideas.

Coming Soon from Apex: Phosphitydal Serine and Acetyl-L-Carnitine

The research is all but absolute regarding these two products and their ability to stave off age-related cognitive decline. Most of the top researchers have been using these natural compounds for the past 10 years, including myself, because once again there was obviously no downside but an enormous potential upside that just needs time to prove. For those over 45, the use of these products falls in the category of "first do no harm" (i.e. it is safe to use) and the upside related to prevention may be amazing.

Fish oils

This one probably seemed like a no-brainer a long time ago, but our recommendation was to acquire the beneficial amount from foods, which was simple to do, while we waited to see if taking supplements would lead to any adverse reactions in susceptible people (remember I said we may be cutting edge, but we are first careful). A few contraindications have now turned up and we feel we can go forward with the proper formula and warnings in producing an ideal fish oil supplement for those who do not eat fish containing the beneficial oils. Look for it in July of 2007 in health clubs and online at www.myApex.com. Remember, we prefer you get the oils from your diet but we are also realists.

So there you have it. Look for 3 new products and our Longevity Program in the next few months. In the meantime, follow the routine outlined in the sidebar and as long as neither of us gets hit by a bus or something, I expect to be writing/talking to you when we're all in our 100s.

Live long, strong and smart and let common sense prevail.

--Neal

Apex multivitamin recommendation for living long and well

The complete recommendations shown below has been updated to include a combination of the latest Institute of Medicines (IOM) findings, Harvard School of Health recommendations and our "one-step-ahead" data/approach that includes specialized categories based on foods, activity, size, gender and age.

From still in the womb until end of breast-feeding:

- Follow your pre-natal formula directions

From end of breast feeding until 2 years of age

- Baby formulas. They include the necessary vitamins and minerals.

2-4 years of age

- 1 Apex Children's Chewable with breakfast or first regular meal.

5-11 years of age

- 1 Apex Children's Chewable with breakfast and 1 with dinner.
- Makes sure calcium intake is adequate (~1000mg/d).

12-17 years of age

- Performance Formula.

From 18-150 years of age

- Appropriate Apex multiple vitamin and mineral (AVM) formula
- Determine calcium intake and supplement Apex Calcium and Vitamin D formula if there is an aversion to calcium containing foods and lack of regular sunlight
 - Must reach approximately: females age 19-50 1000mg/d and 1200mg/d after that; males slightly less at ~700mg/d-1000mg/d
 - Vitamin D for all ages 19-50 200-400 IU and 400-600 IU after age 50 (as you age move to the higher amount)
- **"Hedging all longevity bets" for this age group (i.e. no harm and may have a huge upside)**
 - One Super Antioxidant with lunch
 - Optional (depending on interpretation of current data) – one Apex Vitamin C with breakfast and one with dinner
 - If necessary, Apex Joint Formula – for joint health as an alternative to NSAIDs with doctors permission

PERFORMANCE

WHO: All active adults 12-65 except pregnant, lactating or vegan.

KEY BENEFITS: Nutritional support for balanced & high protein diets. Extended antioxidant protection for athletes/intense exercisers at 2-3 pill/day dose.*

Basic Dose (ages 12-50): 1 tablet after 1st meal of the day.

Special Dosage Recommendation athletes and intense exercisers who work out more than 3 times/week (ages 19-65):

- **under 150 lbs**—1 tablet after 1st meal and last meal.
- **above 150 lbs**—1 tablet after each of 3 meals (morning, afternoon, evening).

WOMEN'S

WHO: Active women under 50.

KEY BENEFITS: Nutritional support for women with higher levels of B vitamins and folic acid. 1 pill per day. Pregnant and trying to conceive take Prenatal.*

VEGAN/HIGH CARB

WHO: Active adults who avoid animal products or who eat a diet high in carbohydrates.

KEY BENEFITS: Supports high carbohydrate or non-animal product diets with boosted amounts of beta carotene, iron, B12, zinc. Contains no animal products. 1 pill per day.*

50 PLUS

WHO: Active adults over the age of 50 and all adults over the age of 65.

KEY BENEFITS: Nutritional support for those over 50 with higher levels of folate, B6, B12, Vitamin D, K, A to support bone and heart health. 1 pill per day. Athletes and intense exercisers ages 50-65 years of age, try the Apex Performance formula.*

