

THE SILENT KILLER

ALERT: THE WORLD HEALTH ORGANIZATION REPORTS CHRONIC INFLAMMATORY-RELATED DISEASE IS THE GREATEST HEALTH THREAT TO HUMANITY.

When asked by your doctor; how are you feeling? Most people respond; I feel fine. But are you really fine? Your actual health may not be as good as you think because what's really going on inside just might tell another story.

Today, organizations like Harvard Medical School, Cleveland Clinic, National Institutes of Health and the World Health Organization all agree that chronic inflammation breeds a host of diseases and health conditions. National Institutes of Health states; chronic inflammation is not a specific disease but a mechanistic process.

Inflammation represents an essential survival mechanism that helps fight off hostile and harmful microbes and pathogens and repairs damaged tissue. Yet there is another side of inflammation that can be harmful rather than helpful when it lingers and attacks healthy cells and tissue. Chronic inflammation we may not be able to feel or see is a dangerous silent killer. Continue reading on page 2.

“Most modern people are boiling pots of inflammation: hot, steaming, churning cauldrons of disordered, chaotic inflammatory responses, much of them due to food choices that perform poorly to human dietary needs.”

— William Davis M.D., Cardiologist and Author

Defend against the Silent Killer with Nopalea™

New clinical study shows Nopalea helps:

- Improve joint mobility and range of motion
- Improve neck and back motion for greater mobility and flexibility
- Lower elevated at risk levels of C-Reactive Protein
- Support the normal and essential anti-inflammatory function performed by the immune system

**See page 4-5 for clinical study details*



Harvard Health Publishing
HARVARD MEDICAL SCHOOL

Trusted advice for a healthier life

Receive Harvard Medical School's Special Report *Understanding Inflammation*



See page 9 for details.

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These statements have not been evaluated by the Food & Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

Inflammation: What You Need to Know

Experts at Harvard Medical School confirm:

Unchecked chronic inflammation plays a central role in some of the most challenging diseases of our time, including: rheumatoid arthritis, cancer, heart disease, diabetes, asthma and even Alzheimer’s.

There are two forms of inflammation

Acute Inflammation

Acute inflammation is a normal and necessary process that allows the body to attack hostile invaders such as bacteria, fungi and other foreign substances anywhere in the body. Acute inflammation often comes on rapidly and subsides once the body has neutralized the threat and healed.

Common conditions that result in acute inflammatory reactions include:

- A sore throat related to a cold or flu
- Acute bronchitis
- Scratches or cuts to the skin
- Physical injury or trauma



Chronic Inflammation

Unlike acute inflammation, which is short-lived, chronic inflammation can linger, lasting months or even years after the initial threat. Chronic inflammation typically starts as an acute inflammatory response; however, when your body’s healing powers go into overdrive, chronic inflammation can occur. Alternatively, low levels of inflammation may be present even without the presence of an injury or illness. In this case, the immune system launches an attack on healthy cells and tissues.

Detecting Inflammation

The more effective way to test for elevated inflammation is by testing for C-reactive protein (CRP). The liver produces CRP, and levels are measured through a simple blood test. CRP levels will rise in response to inflammation. Other common markers include erythrocyte sedimentation rate (ESR) and serum protein electrophoresis (SPE).

Causes of Chronic Inflammation

Inflammation is meant to serve its purpose and then resolve. When it fails to clear up, it begins to deplete the body of vital resources and sets the stage for further illness. Common causes of chronic inflammation include:

- Untreated causes of acute inflammation, such as an infection or injury
- Long-term exposure to irritants like polluted air, heavy metals, industrial chemicals and pesticides
- Autoimmune disorders such as lupus, rheumatoid arthritis (RA) and multiple sclerosis (MS), in which your immune system mistakenly attacks healthy tissue
- Many experts also believe that certain lifestyle choices can contribute to chronic inflammation including smoking, chronic stress, alcohol use and obesity

Risk of Lingering Inflammation

As touched on previously, in the last few decades, scientists have found inflammation to be a common factor in many chronic conditions afflicting Western populations. Inflammation is essential for health, but there is another side to this survival mechanism. Lifestyle choices such as diet, activity and sleep habits can all play a role in how chronic inflammation manifests. And it’s fair to say that managing inflammation levels can contribute to health, healing and lifelong well-being.



Cardiovascular Disease

For nearly seven decades, we've been told high levels of bad cholesterol (LDL) caused by a diet high in fat puts us at risk for stroke and heart attack. Within the last few years, research has come forward proving that a diet high in good fats has numerous health benefits. Today, medical professionals have validated evidence connecting chronic inflammation with cardiovascular diseases. In fact, Harvard Health Publishing challenges the myth around LDL cholesterol with research indicating that only half of people who suffer heart attacks have high levels of LDL cholesterol.

“Even though tests for cholesterol provide a lot of useful information, **about half of heart attacks occur in people with normal cholesterol levels.** Several studies have shown that, among people with normal cholesterol numbers, those with increased CRP levels have a several-fold higher risk for heart problems. Additional research has shown CRP to be a better predictor of cardiovascular events (heart attacks, strokes, bypass surgery, or angioplasty) than other inflammatory markers.”

- Harvard Health Publishing

Insulin Resistance and Diabetes

A malfunctioning immune system plays a role in both type 1 and 2 diabetes. However, type 2 diabetes is more common and occurs when cells become resistant to insulin. Insulin is a hormone produced by cells in the pancreas, which controls the amount of sugar in your blood. Increased insulin resistance can prompt the release of chemicals that lead to inflammation.

Metabolic Syndrome and Obesity

Metabolic overload associated with metabolic syndrome can result in numerous reactions, such as inflammation

and oxidative stress. When you gain too much weight, and fat storage cells meet capacity, adipose tissue is no longer able to engulf the incoming fat. This leads to fat being deposited in other organs, mainly the liver. When this happens, the body tries to remove the excess fat by sending macrophages to clear it out, which triggers inflammatory responses, increasing your chances of developing chronic conditions like cardiovascular disease.

Allergies

Cases of allergic inflammation are on the rise. In people with allergies, cells in the immune system become overly sensitive and may even respond to substances that aren't harmful at all. Allergens bind to antibodies triggering the release of histamine resulting in an allergic reaction; sneezing, watery eyes, hives or rash, and in severe cases, anaphylaxis.

Inflammatory Bowel Disease (IBD)

Inflammatory bowel disease is an umbrella term that refers to disorders involving chronic inflammation of your digestive tract; these can include Crohn's disease and ulcerative colitis. The exact cause of IBD is still unknown, but one possible reason is a malfunction of the immune system. When the immune system tries to fight off pathogens, it mistakenly attacks cells in the digestive tract as well causing inflammation.



Harvard Health Publishing
HARVARD MEDICAL SCHOOL
Trusted advice for a healthier life

Find out how you can receive Harvard Medical School's *Understanding Inflammation* - the definitive guide to understanding and dealing with what the **World Health Organization** calls “the greatest health threat to humanity.”

See page 9 for details.

**\$18
VALUE
YOURS
FREE!**



New Nopalea[™] Clinical Study Shows Powerful Health Benefits

Since 2009, TriVita has been educating people on the dangers of long-term chronic inflammation. Now, major institutions such as Harvard Medical School, National Institutes of Health and World Health Organization, are educating the medical community on the dangers of lingering inflammation; even citing it as the primary health risk and the root cause of most major illnesses and diseases.

Nopalea is a breakthrough dietary supplement that promotes a state of wellness by supporting the normal and essential anti-inflammatory function performed by the immune system. It can also help reduce inflammation and improve joint mobility and range of motion.

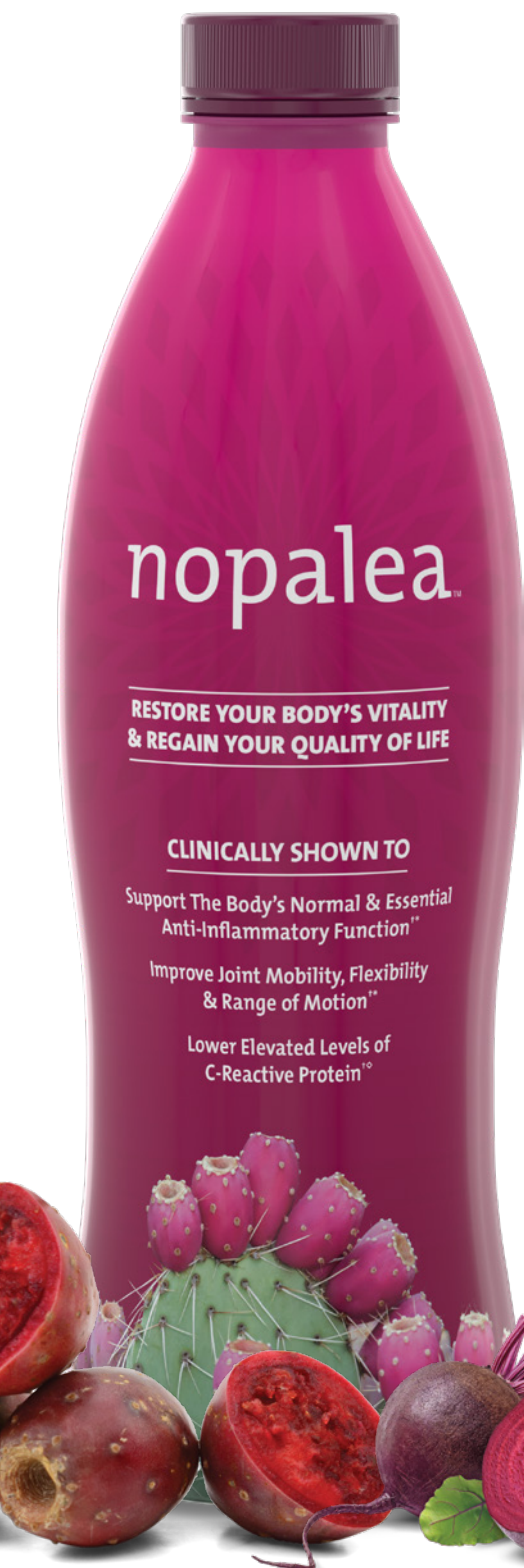
Nopalea's proprietary blend is made from the fruit of the Nopal cactus found in the Sonoran Desert and contains potent antioxidants called bioflavonoids that promote cellular health.



FREE Harvard Medical School's Special Report *Understanding Inflammation!* See page 9 for details.

Special Report References:

1. <https://www.ncbi.nlm.nih.gov/books/NBK279298/>
2. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2913796/>
3. <https://www.cdc.gov/ibd/what-is-IBD.htm>
4. Jensen, G. Evaluation of Activity Levels, Inflammatory Markers, and Overall Wellness. 2019.

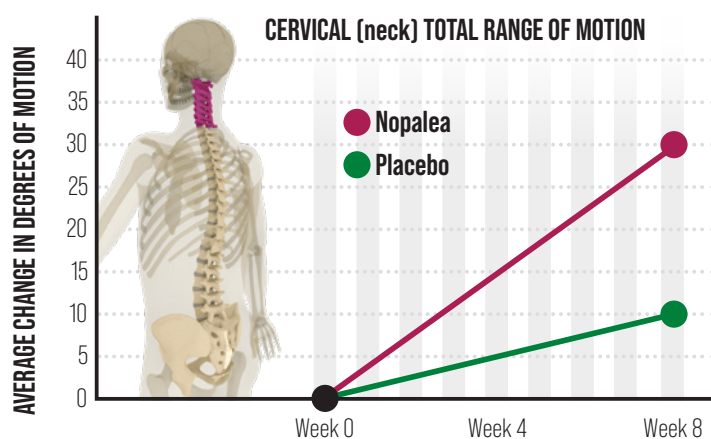




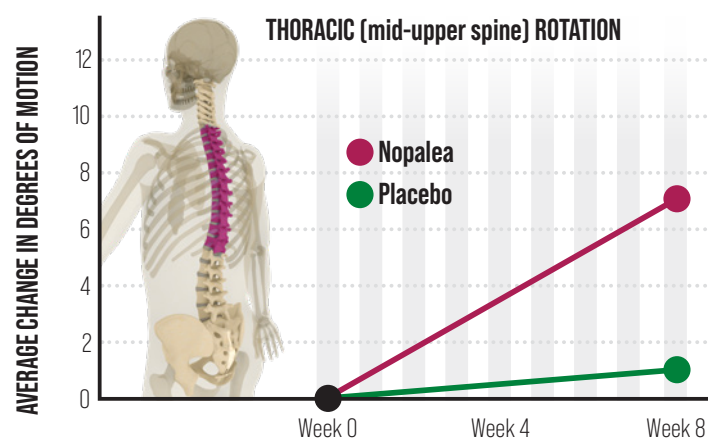
Study Validates Nopalea's Anti-Inflammatory Benefits

Your quality of life depends on your ability to remain active. Since we introduced Nopalea over ten years ago, we've heard from thousands of members who've had terrific experiences using the product. To put it to the test, we commissioned an independent randomized, double-blind, placebo-controlled clinical study on the effectiveness of Nopalea.

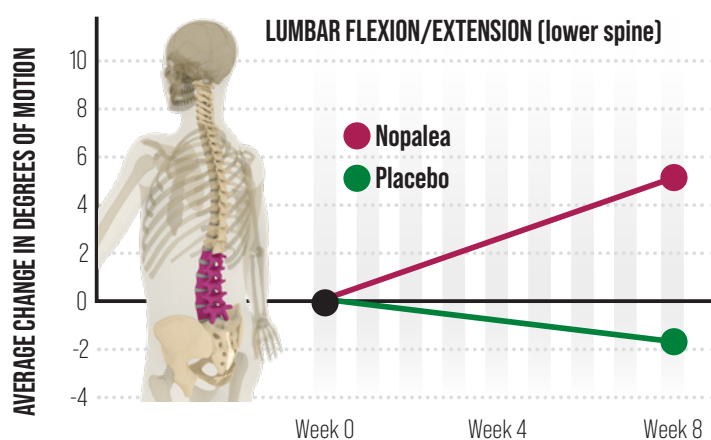
Study results showed that consumption of Nopalea improved mobility, flexibility and range of motion in the neck, back and joints. The outcomes also indicate it can help improve the overall quality of life.



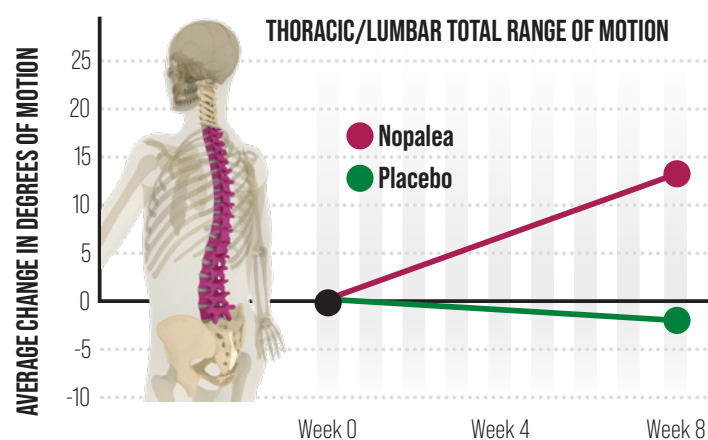
Cervical Total Range of Motion (ROM). Level of statistical significance when comparing all participants consuming Nopalea (pink) versus participants consuming the placebo (green).



Thoracic Rotation. Levels of statistical significance when comparing all participants consuming Nopalea (pink) versus participants consuming the placebo (green).



Lumbar Flexion/Extension. Levels of statistical significance when comparing all participants consuming Nopalea (pink) versus participants consuming the placebo (green).



Thoracic/Lumbar Total ROM. Levels of statistical significance when comparing all participants consuming Nopalea (pink) versus participants consuming the placebo (green).

***Nopalea Clinical Study Reference:** Jensen, G. Evaluation of Activity Levels, Inflammatory Markers, and Overall Wellness. 2019. Study based on 3 ounce per day serving size.



What our Members are saying about Nopalea:

“I’ve played golf most of my life. Around 2012 I had to quit playing due to inflammation in my body. After taking Nopalea, I’m now back on the course again. Since my health has improved, I’m having fun trying to do the same for my game!”

— Paul W., Member since 2013

“If it was not for Nopalea, I don’t know if I would be able to care for my disabled daughter. It helps me, help her!”

— Gail F., Member since 2001

“I had back and shoulder issues, so a co-worker recommended Nopalea. Now I feel good and will keep using it!”

— Maud M., Member since 2016

“Thank you, TriVita, for this remarkable product. It’s the only one on the market that really works!”

— Dennis D., Member since 2006

“After a short time of taking Nopalea, I was able to do things I hadn’t been able to do for a whole year.”

— Joan C., Member since 2011



“I have been taking Nopalea as part of my wellness routine the past eight years and love it! I took a break for a few months some time ago and started feeling tired and achy. At first I did not understand why I was feeling so unwell, and eventually realized I had stopped taking my Nopalea. Friends thought it was just in my mind, but I started ordering it and taking it again and in a matter of weeks, my energy level was back, my aches diminished and I am doing great! I am now 64 years old but I feel and look like I am still in my mid-40s. My younger assistant marvels at how much energy I have when we work together. I am a devoted Nopalea user.”

— Gail H., ★★★★★ TriVita.com Product Review

“I suffered a knee injury a while ago and was already taking Nopalea at the time. My knee (and the rest of my leg) never got swollen. My doctor told me that swelling is normal during recovery and was amazed that I didn't have any. My recovery time was quick, and when he asked about it, I told him it was the Nopalea.”

— Doreen C., Member since 2005

“I've been taking Nopalea for years. I love this product! If you give it a chance, it works!”

— Margaret W., Member since 2011

“I injured my neck in a car accident and was experiencing discomfort from the inflammation. I was skeptical, but figured I had nothing to lose. After I did the loading phase, I felt better in no time. I continue to take Nopalea and have had no problems since. I can't thank you enough for making something like this that works so well!”

— Bobby C., Member since 2011

“Nopalea has given me a whole new outlook on life. I feel happier and move much more easily. I really look forward to my morning Nopalea drink.”

— Marlene B., Member since 2010

“I was looking for a natural remedy for my inflammation and discomfort. Nopalea was heaven-sent for me. Thank you Nopalea, and thank you God for creating the Nopal Cactus. It gave me my life back!”

— Kelli D., Member since 2012



How inflammation and Nopalea's ingredients can affect your cellular health



NOPALEA™ — A BREAKTHROUGH DIETARY SUPPLEMENT PACKED WITH BIOFLAVONOIDS

A cell distressed by external toxins and internal deficiencies will eventually wither, collapse and die. Bioflavonoids are a powerful antioxidant that supply structure and function to every human cell. They work with the body to neutralize toxins in the cells as well as drain away accumulations of toxic waste. Bioflavonoids help reduce the activity of the enzymes known to cause inflammation.

The nopal cactus of the Sonoran Desert contains potent bioflavonoids because its environment is so intense; it needs them to survive in such an extreme setting.



Inflammation is unavoidable

Our bodies use inflammation as a natural defense against pathogens. Too much inflammation, however, can cause adverse health conditions. This diagram shows places that may be affected by excess inflammation.



Mobility. Flexibility. Quality of Life.

Nopalea™ is a delicious, nutrient-dense drink made with the fruit of the prickly pear cactus. It's brimming with antioxidants that support detoxification, healthy inflammation, and whole-body wellness. But it's also more than that; Nopalea is backed by science.

Don't let stiff joints and limited mobility hold you back. Restore your body's vitality and get moving!

WITH DAILY USE, NOPALEA MAY IMPROVE YOUR QUALITY OF LIFE[†] BY HELPING YOUR BODY:

- Support the normal and essential anti-inflammatory function performed by the immune system
- Improve joint mobility and range of motion[†]
- Improve neck and back motion for greater mobility and flexibility[†]
- Lower elevated at risk levels of C-Reactive Protein[†]
- Reduce inflammation

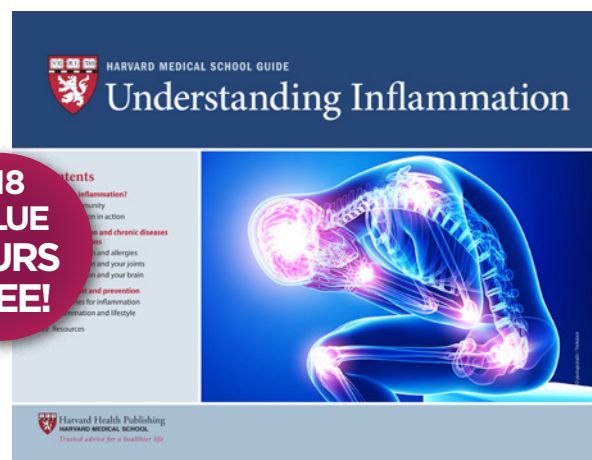


FREE SHIPPING

On orders over \$89
(standard shipping)

SPECIAL OFFER:*

CALL NOW to find out how to receive
a **FREE** bottle of Nopalea and Harvard
Medical School's Special Report
Understanding Inflammation!
OVER \$58 IN SAVINGS!



**\$18
VALUE
YOURS
FREE!**

*Offer expires in 30 days or while supplies last, one offer per person, and may be discontinued without notice.

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Reference: [†]Jensen, G. Evaluation of Activity Levels, Inflammatory Markers, and Overall Wellness. 2019.

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The NopaleaTM story, with a new chapter



*By Michael R. Ellison
Founder and CEO, TriVita, Inc.*

I am thrilled to announce the results of the random double-blind placebo-controlled study of Nopalea. We were fortunate to have Robert Sheeler, M.D. come to TriVita from Mayo Clinic Rochester, where he was on the approval review board of the pharmaceuticals and clinical studies. Dr. Sheeler helped design this study along with clinical study facilitator, Dr. Gitte Jensen. After waiting several years and a significant expense, the study showed statistical significance in the improvement of joint mobility, neck and back mobility, and flexibility. It also showed statistical significance in the reduction of elevated at-risk levels of C-reactive protein. **This dietary supplement helps lower inflammation and enhances the quality of life as not only in evidence of clinical studies but also in the testimonials of thousands of people who live with a greater quality of life.** Read their testimonials on page 6-7.

I would also like to encourage you to go to Trivita.com and click on blogs as you will find more information on chronic inflammation from the latest science, as well as passionate physicians and thought leaders to create better health and wellness outcomes that most of us desire.

Your lifestyle choices matter and here's why. **According to the World Health Organization, chronic inflammation-related diseases are your greatest health risk.** It is noted as a silent killer because its long term effects

are not felt until they manifest or erupt like a fire. Scott Conard, M.D. says, "Patients come to my clinic saying 'I feel fine, I feel fine,' and then the cardiac event occurs and even death." *Understanding Inflammation*, a 24-page document released by **Harvard Medical School, reveals C-reactive protein, an inflammatory marker, is now considered a better indicator of your cardiovascular health than other inflammatory markers.** That is a bold statement we should all take note of, especially when Americans are spending billions of dollars on statins annually, and thousands of doctors are hyper-focused on cholesterol levels as the number one indicator of heart health.



Cardiologists and other physicians are now revealing what experts at Harvard Medical School also recently publicized. "Several studies have shown that, among people with normal cholesterol numbers, those with increased CRP levels have a several-fold higher risk for heart problems." (HMS) **I am advocating that you take note of the new science, and get your C-reactive protein blood test!**



I experienced this years ago. After smoldering silently, chronic inflammation erupted like a fire in my body. My body was screaming, “Quit doing this! Quit inflaming me!” My ignorance was around sleep. I thought sleep was a waste of time. I could not imagine why I would want to embrace the idea until chronic inflammation from sleep deprivation broke out into a raging fire. I was diagnosed with inflammation of the nervous system. My doctors at Mayo Clinic said, “Michael, you must change the way you think about health and life. If you don’t, you will live with a diminishing quality of life, and you will die a premature death.” Yes, chronic inflammation was my greatest health risk.

But there are other causes of chronic inflammation. You must recognize the villain — the robber of your health and quality of life. We put way too much emphasis on treating disease rather than on what is causing illness.

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Today we hear of how to get more drugs and cheaper drugs. But what we need are more choices and better choices for lowering inflammation. It is the villain that haunts humanity by stealing our health!

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Chronic inflammation is not a specific disease, as stated by NIH. And that is also why, according to Johns Hopkins University, there is not a lot of pharmaceutical research or drugs to address it. It is a mechanistic process of the immune system. Thanks to leading health institutions like Harvard Medical School and leading physicians for publishing books, we are learning the causes and ill effects of chronic inflammation.

William Davis, M.D., cardiologist, is the New York Times bestselling author of Wheat Belly books that forever changed the nutritional world. He challenged one of the


biggest lies ever told; eat low fat and high carbohydrate diet. I saw the effects of that diet with my mother, who embraced this as gospel. She would not eat an egg but feasted on pancakes and other high glycemic foods. It was a sad ending to her life as she struggled with the horrific issues of dementia.

In his book, Dr. William Davis states, “Most people are boiling pots of inflammation: hot, steaming, churning cauldrons of disordered, chaotic inflammatory responses due to the food choices that perform poorly to human dietary needs.”

Joseph Scherger, M.D. of Eisenhower Health and clinical professor of Family Medicine at the Keck School of Medicine at the University of Southern California writes in his book Fit and Lean, “Why do we keep poisoning ourselves... The real cause of the poisoning that has made most of us overweight or obese, with a staggering burden of disease, is a toxic food environment, of highly glycemic carbohydrates and inflammatory proteins.”

The point of this article is not to list all the inflammatory causes but to make you aware that inflammation is your most significant health risk, and our foodie culture promotes many of the foods that inflame. **Empower yourself. Take command of your life and live with the wellness you desire!** Know your indicators like C-reactive protein, BMI and blood sugar levels as they are indicators of the danger lurking within.

Yours in wellness,



Michael R. Ellison