

Information and Benefits

Description

We really believe that you and I deserve at least one affordable... super healthy meal... every day... And that is exactly why we are manufacturing the **Superfood NUCLEO**.

Nucleo is a well-balanced, high fat, high protein, low GI Carb, meal replacement shake/smoothie.

- Formulated by a medical & anti-aging specialist.
- Free from sugar.
- Free from gluten.
- Free from dairy.
- Free from chemical preservatives.
- It provides sustained energy.
- It improves concentration.
- It provides extraordinary capacity to fight disease.

Nucleo® is so unique, that no other shake or porridge in South Africa:

- Combines 43 nutritional ingredients which includes all the necessary **vitamins, minerals, amino acids, omega oils, antioxidants, protein and carbohydrates** the body needs to ensure sustained energy release, improved concentration and reduced fatigue and illness, while gradually fortifying the Immune System.
- Applies **specific natural, nutritional techniques** to nurture, recover and **heal the intestine** and therefore ensuring optimal absorption of all the ingredients into the bloodstream,
- Contains three of the most powerful natural antioxidants known to man; **Spirulina, Colostrum and Omega 3** which together suppress viruses, kill bad bacteria and stop Diarrhoea. Each of these ingredients has a tremendous international scientific track record in their own capacity.

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- Makes Rolls Royce nutrition so **accessible and affordable** to those who really need it. We achieved 80% costs saving by combining these ingredients together compared to having to purchase these ingredients separately from a pharmacy or health shop.

Why is Nucleo necessary?

Considering that the intestine is responsible for producing 80% of the immune system's antibodies and that it forms the primary barrier between the blood stream and the outside world, it is safe to assume that immune deficiency due to malnutrition, mal-absorption and intestinal insufficiency plays a significant role in the global increase of chronic illnesses like heart disease, cancer, stroke, diabetes, allergies, tuberculosis and HIV/AIDS. Therefore Nucleo®'s focus to nurture and restore the intestine, ensuring optimal absorption of all its ingredients.

Intensive scientific approach:

Nucleo®, is the result of five years of research and laboratory testing by medical doctor and nutritionist Dr Anton Janse van Rensburg between 2002 and 2007. It was registered with the Medical Control Council of SA as a nutritional supplement under the Complimentary medicine act in 2007.

Since 2007 Dr Anton Janse van Rensburg and Jacques de Bruin have been constantly improving on various ingredients in Nucleo® and the development is still ongoing. The most recent SABS testing of Nucleo® has been done in 2014.

Dr van Rensburg has furthermore prepared a list of scientific references that relate to individual ingredients in Nucleo® (Available on request).

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Scientific research performed using Nucleo®:

A) Wellness programme

An earlier version of Nucleo® was used as part of an HIV/AIDS workplace wellness programme in a large multinational company. A small pilot research study was performed in 2005 to assess the impact of this programme on HIV positive employees. The study also considered the effect of nutritional supplements on the employees. Occupational health nursing practitioners who used Nucleo® reported that some of their patients did pick up weight and that these employees reported subjective feelings of increased well-being and expressed disappointment when the product was no longer available due to employer budget constraints. (Janse van Rensburg MNS. The impact of an HIV/AIDS workplace wellness programme in a large packaging factory. [Dissertation]. Johannesburg: University of the Witwatersrand; 2007.)

B) GIFSA

The Glycaemic Index Foundation of South Africa (GIFSA) tested the Glycaemic Index (GI) of Nucleo® according to internationally accepted protocols for the determination of the GI level of a food. Blood glucose testing was performed on a group of volunteers after they ingested Nucleo®. The average GI of Nucleo® was determined to be 36, which qualifies this food product to receive a 'Low GI' classification and this can be exhibited on the product label. The other legal health claim that can be made due to this result is: 'Low GI (<55) - Provides sustained energy especially for people who need support with blood glucose control'

Who we serve:

- NGO's, development agencies, refugee support groups involved in feeding schemes serving the elderly, pregnant women, breastfeeding mothers, orphans and vulnerable children,

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- Mining, manufacturing, transport and construction industries looking to increase productivity and decrease absenteeism of their workers by fortifying their immune systems,
- Clinics, hospitals, doctors, dietitians, pharmacies serving people suffering from chronic disease.

Anecdotal track record of Nucleo®:

Since 2007 Nucleo® has been distributed in factories, orphanages, health shops, through dietitians and distributors all of whom have a personal testimony of Nucleo®'s impact in their lives. We have received positive feedback from a wide spectrum of people all over South Africa as well as from the UK, Germany, Holland, Switzerland and Canada with the following outcomes being reported:

- Better blood glucose control for diabetics,
- Reported reduction in the severity of chemotherapy side effects in cancer clients,
- Reported improvement in children suffering from leaky gut syndrome and allergies,
- Reduction in symptoms of irritable bowel syndrome (spastic colon),
- Reported reduction in severity and duration of acute infectious diseases,
- General improvement in chronically ill and elderly people,
- Reduced fatigue and nausea reported by pregnant women,
- Favourable feedback from breastfeeding women,
- Increased energy and concentration levels in factory workers,
- Significant self-reported improvement in general condition in individuals suffering from HIV/AIDS,
- Increased energy and quick recovery reported by endurance athletes such as mountain bikers, 'Comrades Marathon' runners, and 'Ironman' athletes.

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Case study on factory workers:

In 2012 Aranda Textiles piloted Nucleo® with 25 g to each of their 400 factory workers during the last 10 workdays of June, July and August. They reported reduced absenteeism, increased energy and concentration and increased productivity during the winter months compared to the previous months. They have been providing Nucleo® to their workers ever since for the last 4 years.

Nutritional support for HIV affected orphans:

Since 2008 Nucleo solicited individual sponsors to provide Nucleo® to HIV affected orphans with various organisations. Currently Nucleo is supplying Nucleo® to OM AIDS Hope orphans in Mamelodi with wonderful results for example the story of Rose as told here.

Manufacturing:

Nucleo® products can be mixed and packaged in a standard food grade factory. However, it is mixed and packaged in a pharmaceutical grade facility that has registration with the South African Medicine Control Council.

Formulation:

A passion of Dr van Rensburg is the formulation of specialized immune stimulant supplements for people living with chronic diseases like HIV/AIDS, cancer and auto-immune diseases. He has also developed several other nutritional supplements including a range of sport supplements for the South African market. It is from this passion that the flagship product 'Nucleo®' saw the light in 2007.

Advisory capacity to the South African Government:

Dr van Rensburg has served on advisory committees to the South African Directorate Food Control regarding nutrition and HIV/AIDS. Recently he was part of a panel of experts who addressed South African food industry representatives on the use of tropical oils as a replacement for Trans-fatty acids. A noteworthy contribution was the

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work he did with the Assistant Director of South African Directorate Food Control in the preparation of comments on the Health Claims Guideline document to the International Codex Alimentarius Committee for Food Labeling.

Cost Savings Vs Health Savings:

The cost of Nucleo® is determined by yourself and how preventative you want to live or what you decide to allocate to healthy nutrition in your food budget.

We have found that many people drink only 1 scoop (25 g) per day and feel the full impact of Nucleo® because of its phenomenal absorption benefits. At less than R 10.00/day that is cheaper than a coke without considering that you treat yourself with 1000% better nutrition!

Even at 50 g (providing all the vitamins/minerals/amino acids/antioxidants/omega 3 oils and protein your body needs daily) at less than R 20, Nucleo® is still cheaper than any junk food meal whether a hamburger or pizza - even if you would make it yourself!

Think about it - if you don't have any food and you only drink 50g of Nucleo® per day you will have all the nutrition your body needs to function at 100% capacity. Yes, you will lose lots of weight, but you will be able to function normally with all the energy you need.

Nucleo® vs other supplements:

Remember there are so many different nutrients in a 50 g serving of Nucleo® that if that 50 g were to be encapsulated as different ingredients, it would amount to 40 capsules or more!

Imagine the hassle of drinking 4 capsules every day, never mind 40!

Imagine the time and effort to travel to 5 or more different health shops or pharmacies to find all these capsules.

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Imagine the cost! We have yet to find another product which combines even half the 43 ingredients in Nucleo® at less than R 2000 per month. Pricing only 4 ingredients in pharmacies sold separately: Spirulina, Colostrum, Amino Acids and Omega 3 alone amount to more than R 1000 for a month's supply.

Nucleo® ensures optimal absorption

Imagine the loss if your intestine doesn't absorb those expensive supplements in capsule or tablet form. You have seen how Nucleo® applies natural, nutritional techniques to address the recovery and support of the intestine to increase absorption, so as your intestine recovers, you are assured of full absorption of every component in Nucleo® as well as the nutrients in all the other healthy food, fruit and vegetables you are taking in.

A healthy intestine is simply priceless!

Since 2007 hundreds of families enjoy Nucleo as a daily super food-on-the-go. And reaping a medicine free lifestyle.

At less than the price of a cup of coffee!

Best Tips from The Imsyser Team

- **For best results take with the Imsyser Probiotic.**
- **May also be taken 1:1 with the Imsyser Geva Meal Replacement**

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