

Dr. Schulze's
ORIGINAL CLINICAL FORMULAE
Since 1979

SEPTEMBER SPECIAL REPORT



NEW SuperProtein Plus

The Most **Powerful Plant Protein** For Your Body

From The Most ***Natural Sources*** On The Planet!



Rethink Your Routine

I go to the gym with my son Arthur three days a week and on the in-between days I have numerous other workout routines that I do at home. And on top of this, I live an extremely active life—swimming, martial arts, working on my ranch, travel and a lot more! This is why I use SuperProtein Plus, to build more muscle, burn extra fat, curb my appetite, and look and feel as young as I can.

I start out every morning with some type of nutrition, usually my SuperFood Plus or SuperMeal. They are protein-rich and give you 8 and 10 grams of pure protein, respectively. But, I want more, so that is why I made SuperProtein Plus and that's why I use it.

If you have physical and emotional demands, whether you want to be a physical or emotional athlete, or whether you just want to feel more full, burn more fat or have younger looking skin, stronger hair and nails, **you need to get more protein into your food program.**

Dr. Schulze

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PROTEIN **SIMPLIFIED.**

by Dr. Richard Schulze

PROTEIN IS **ESSENTIAL**

A protein is a nutritional substance made up of several amino acids, scientifically called a “large bio-molecule” or “macro-molecule”. There are hundreds of different amino acids in nature, but only about 20 are talked about. Of these 20, nine of them are considered essential, (like vitamins). This means your body can’t make them, so you **MUST** consume them every single day or your body will age faster, look old, and get weak or sick.

PROTEIN IS **MUSCLES**

Protein is needed to build strong muscles. Proteins are the second largest component of your body’s muscles and cells, right after water.

PROTEIN IS **YOUTH & SLOWER AGING**

Proteins such as Collagen and Elastin are critical components of connective tissue, and having more Collagen and Elastin makes you look younger, feel younger and feel stronger and more flexible. Keratin (another protein) is necessary for building strong, thick hair and strong nails. So protein keeps you looking good and feeling good.

PROTEIN IS **BLISS**

Your body also needs the amino acids that make up protein as powerful neurotransmitters. It’s the fuel for your nervous system, and the fuel to build Serotonin, Dopamine and numerous other brain chemicals that help to regulate emotions (especially in your pleasure centers) to fight depression.

WHY DO YOU NEED **PROTEIN EVERY DAY?**

A metabolic process called “Protein Turnover” means that once protein is eaten and assimilated into your body, it can only exist for a short period of time. On average only **ONE DAY**.

So, you need to keep ingesting protein every day, because your body needs it to build and repair muscle, and keep you looking and feeling young.

DON'T I GET ENOUGH **PROTEIN FROM FOOD?**

Yes...and no. The average American's food program, even a healthy one, provides enough nutrition and protein to stay alive. But, to meet the demands of a physically

and/or emotionally challenging life, even a good food program doesn't hold up.

This is why Nutrition was Step #1 in my clinic, and is still Step #1 in my Pharmacy, Herbal Catalog and at my website. Because NUTRITION is what gives every cell in your body the fuel it needs to get and stay healthy, and stay disease-free. And, if you want to build a strong body that gets stronger and helps you meet or even exceed the demands you put on it, then a healthy reserve of nutrition *and protein* is essential!

WHAT'S WRONG WITH **WHEY** AND **CASEIN PROTEIN?**

WHEY is a waste by-product of cheese manufacturing. It is the thin liquid that drains off the cheese. I call it "Liquid Meat". It is dried and then concentrated, because it is less than 1% protein.

CASEIN is also a by-product of cheese manufacturing, and is mainly used in making glue, paint and plastic. It is made using genetically-modified organisms (GMOs), and after you eat it, it forms a clot in your stomach, which slows its absorption.

WHAT ABOUT **SOY PROTEIN ISOLATE** ?

Soybeans have been a food source for thousands of years. But today, 94% of soy grown in the USA is genetically-modified. Soy Protein ISOLATE is so far removed from the soybean that *Wellness Today* calls it, "soy's heavily processed stepchild" and says you should avoid eating it all together.

It is so highly processed and refined most health authorities consider it toxic. Just Google "problems with Soy Protein Isolate" and within 5 minutes of reading about the chemicals involved, the GMOs, and the aluminum tanks, you'll probably throw your old Protein Powder in the trash.



7 REASONS WHY MY NEW

SuperProtein Plus is SUPER!

1) SUPER **VEGAN**

Our sources of protein are 100% plants. No whey or casein protein (no cow juice or cheese water).

2) SUPER **CLEAN**

All of our protein sources are GMO and chemical-free. Absolutely NO chemicals are used or added in the growing or manufacturing processes.

3) SUPER **ORGANIC**

Our Brown Rice and Green Pea Blend is certified organic. Non-organic health products dump poisons into your body. Whey and casein protein from dairy farming come from cattle that excrete and stand in pools of their own urine and feces, which emits nitrogen into the air and significantly adds to the greenhouse effect. This waste also washes into nearby streams and leaches into groundwater, polluting both the air and the water. Clean or dirty—you choose!

4) SUPER **WHOLE-SOME**

We use only whole grain brown rice, which means we use all layers of the grain from the bran to the germ. And, our organic green peas, spirulina, chlorella and everything else in the formula is whole; 100% of each plant.

5) SUPER **CONCENTRATED,** NOT ISOLATED

“Concentrated” means intensified by removing water. “Isolated” means taking the concentrate, and refining it using chemicals to isolate the amino acids. The result is that the isolate is no longer natural, but is now a man-made chemical. This goes against everything

I stand for. The difference is Natural—NOT man-made!

6) SUPER **HEALTHY**

It's soy-free, so it's allergen-free. It's whey, casein and dairy-free, so it's lactose-free. And, it absorbs easier and faster than Dairy Protein supplements (plus has no contamination or residues of growth hormones, steroids or antibiotics, which are used excessively in the dairy industry). It's wheat and wheatgerm-free so it is gluten-free. It's certified Organic so it's chemical-free, certified Kosher, GMO-free, pesticide and insecticide-free, and even pollution-free. All of this also makes it easy to digest. It's naturally low in sodium and It doesn't cause allergic reactions, gas, bloating, or abdominal discomfort like many protein powders. Last but not least, it has an amino acid profile closest to mother's milk. It's Super Healthy and it's crap-free!

7) SUPER **BALANCED**

The protein profiles of Brown Rice and Green Pea are almost completely opposite. So, when combined, they create a powerful blend with a vast assortment of amino acids. Plus, I add spirulina and chlorella, which have the highest natural levels of plant protein anywhere.





DR. SCHULZE'S **NEW**

ORGANIC SUPERPROTEIN PLUS

100% PLANT PROTEIN CONCENTRATE



PLUS

- ✓ 20 Grams of Protein per Serving
- ✓ Over 100% of your ENERGY Vitamin B-12 in Every Serving
- ✓ NO Isolated Proteins and NO Animal Ingredients
- ✓ NO Whey, NO Casein, NO Dairy
- ✓ NO Gluten, NO Soy, NO Sugar, NO GMOs
- ✓ NO Chemicals, NO Flavorings, NO Garbage

INGREDIENTS

Organic Brown Rice, Organic Green Pea, Organic Spirulina Algae, Organic Chlorella Broken-Cell Algae, Organic Raw Cacao Bean, Organic Acerola Cherry, Organic Barley Grass, Organic Alfalfa Grass, Organic Wheat Grass, Organic Blue-Green Algae, Organic Purple Dulse Seaweed, Organic Rose Hips, Tocopherols (Palm Fruit), Organic Lemon Peel, Organic Orange Peel, Organic Beet Root, Organic Spinach Leaf, Non-Fermentable Nutritional Yeast (*Saccharomyces cerevisiae*) and Organic Raw Cinnamon Bark

A single dose of SuperProtein Plus has **20 grams of Protein!** When combined with SuperFood Plus, it has **26 grams of Protein!** And, when combined with SuperMeal, it has a whopping **30 grams of Protein!**



What Will **SuperProtein Plus** Do For You?

by Dr. Richard Schulze

Adding a Protein Supplement to your daily food program has many physical and emotional benefits.

BUILD **STRONGER MUSCLES!**

Remember, the main component of the muscles in your body is protein. If you exercise, you break down muscle, so when it grows back, it grows back stronger. For many, after exercise, it's like 'workout, degenerate and get weaker'. That's why on the front of the can I say "Workout, Regenerate and STRENGTHEN!" Consuming extra protein assures you that your workout builds you up, not burns you out!

INCREASE **MUSCLE THICKNESS!**

A common myth about vegetable proteins (usually promoted by the same people selling whey and casein) is that vegetable proteins don't have the same effect on muscle growth and muscle recovery after workouts as dairy-based whey and casein proteins do.

However, that's a big lie! Many studies, including a 2015 study published in the Journal of the International Society of Sports Nutrition, proved pea protein increased muscle thickness exactly the same as all the dairy-based proteins, with none of the toxicity.

LOOK AND FEEL **YOUNGER!**

Adding more protein into your diet builds more protein substances like Collagen, Elastin and Keratin. These proteins make your face look younger, smoother and less wrinkled. They also keep your muscles more elastic, which is why it's called "Elastin". Keeping your muscles more elastic helps you move your body with more ease, feel better and have less pain, whether you do heavy workouts or just walk. Keratin also helps you build thicker, stronger hair and stronger nails.

MONEY CAN'T BUY YOU HAPPINESS, BUT **MORE PROTEIN CAN!**

Protein's amino acids produce more neurotransmitters (chemicals that fuel our brain and nervous systems), such as Serotonin and Dopamine, to name a few. Serotonin is a positive cure for depression, and is the fuel our brain uses for our mood, sexual desire, sleep, memory and social behavior. *Psychology Today* says Dopamine helps control the brain's reward and pleasure centers. They went as far to say that higher Dopamine levels in our brain are what make us more successful in life!



FEEL FULL, BE LESS HUNGRY, **BURN MORE FAT!**

Finally, a great benefit to taking a Protein Supplement is that it lowers your levels of the hormone, Ghrelin. This hormone in your stomach tells your brain you're hungry and to eat more food.

Protein (specifically Pea Protein) slows the release of the hormone Ghrelin, making your brain think you're full longer. So, you are less hungry and naturally eat less. Protein also helps you become more efficient at burning excess fat.

And of course, by helping you build more muscle, this helps burn more fat too. Numerous studies have also proven that consuming Pea Protein keeps your blood sugar levels normal.

BETTER PROTEIN, WITH NONE OF THE NEGATIVES!

The Brown Rice, Green Pea and Spirulina/Chlorella Protein Blend in SuperProtein Plus has a perfect and balanced blend of amino acids.

It is superior to dairy and egg proteins. Brown Rice protein is high in the sulfur-containing amino acids, Cysteine and Methionine, but low in Lysine. Green Pea protein, on the other hand, is high in Lysine, but low in Cysteine and Methionine. When

you add the amazing super-amino acid, protein-rich Spirulina and Chlorella, the amino acid protein balance is not just comparable to dairy or egg proteins, it is even better!

All this without the potential for allergies, gas or intestinal issues that some users have with Whey, Casein and Soy Proteins.

WHAT IF YOU WANT EVEN **MORE PROTEIN?**

I start out every morning with some type of nutrition, usually my SuperFood Plus or my SuperMeal. They are protein rich and give you 8 and 10 grams of pure protein respectively. But I want MORE, so that is why I created SuperProtein Plus, and that's why I use it.

I go to the gym with my son Arthur three days a week, and on the in-between days I have numerous other workout routines that I do at home. This is why I use SuperProtein Plus, to build more muscle, burn extra fat, curb my appetite and look and feel as young as I can.

If you have physical and emotional demands, whether you want to be a physical or emotional athlete, or whether you just want to feel more full, burn more fat or have younger looking skin, stronger hair and nails, you need to get more protein into your food program.



THE POWER OF A HEALTHY IMMUNE SYSTEM

Your immune system's primary job is surveillance—to constantly search your body and bloodstream to find anything that could hurt you—harmful bacteria, virus, fungus, infection, pathogens, disease and even cancer cells.

When your immune system detects a threat, it neutralizes, poisons, and kills it. It can even remember the disease, so it's ready to defend even faster next time. This is what the cells and chemicals of your immune system do.

A weak immune system leaves you exposed to infection and susceptible to disease.

NUTRITION IS CRITICAL

Nutrition is what your body uses to build new immune cells, like your T-cells and B-cells. Nutrition is what you use to build immune chemicals, like immunoglobulin, interferon and interleukin. Nutrition is what your body uses to build your lymphatic fluid (your “white” blood) that your immune system travels in, and which builds, feeds and repairs all of your immune organs from your thymus and spleen to your bone marrow.

ELIMINATE WASTE

If your body is not efficient at removing waste, or if “junk” is coming into your body faster than your body can remove it, this waste gets backed up and these retained poisons put added stress on your immune system.

Most Americans have months (even years) of old waste stuck in the nooks and crannies of their bowel, liver, gallbladder, kidneys, and bladder. Your immune system is working 24/7, 365 fighting off this infected waste. It never gets a rest! And, you must get this waste out.





Dr. Schulze's 3 Herbal Ways To Build A Powerful Immune System

- 1) **NUTRITION** is critical
- 2) **ELIMINATE** waste
- 3) **SUPERCARGE** your immune system with powerful herbs

SUPERCARGE WITH HERBS

There are many herbs that help to stimulate and supercharge your immune system, and the most effective of them all is Echinacea. Echinacea has been scientifically proven to measurably increase the number of immune cells in your body, and the important immune chemicals that combat infection and disease. It stimulates these immune cells into heightened activity levels and also significantly increases phagocytosis—your white blood cells' ability to destroy harmful micro-organisms. Dr. Schulze's Echinacea Plus and Cold & Flu Herbal "SHOT" both contain the most pure and potent Echinacea root and seed available on the planet, so you can supercharge your immune system and stay protected.

MORE WAYS TO SUPERCARGE

Move your body. The biggest part of your immune system is the lymphatic system: the fluid in your body that most of the white blood cells and chemicals travel in. Your lymphatic system doesn't have a "pump" like the way the heart pumps your blood. So moving T-cells, B-cells, and other immune chemicals around your body only happens by moving and deep breathing. The more you move, the better your lymphatic circulation, and the better your immune circulation.

Eliminate stress. We are addicted to staying connected, communicating and getting information, and we don't have a break from it anymore. In one single day, we now receive the amount of facts, figures, information and communication that a person received 100 years ago in their entire lifetime.



STRENGTHEN YOUR BODY'S DEFENSES WITH 3 Herbal Ways To Build A Powerful Immune System

This year don't fear a cold or flu. In fact, with Dr. Schulze's 1-2-3 PUNCH, you can scare off ANY cold or flu. Taken together, these powerful formulas will feed your body the immune-boosting nutrition, remove the toxic waste in your body and stimulate your body into producing more immune cells and immune chemicals. All so you can STOP a cold or flu before it starts.

Here's how you can get prepared to fight off colds and flu, before they strike you:

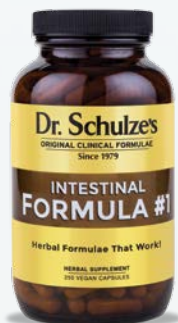
First, **Nutrition.**



Nothing helps build a stronger immune system than Nutrition. A stronger immune system—with more T-cells, B-cells and Immunoglobulin—starts with putting better food into your body. Nutrition is what builds every cell, organ and metabolic chemical in your body—it's what keeps you healthy and impervious to foreign bodies looking for weaknesses.

SuperFood Plus and SuperMeal are packed powerful nutrients to keep your body running its best and keep your immune system defenses impenetrable! Prepare your body now to fight colds and flu later. Remember, the best offense is a good defense, and nothing prepares your natural defenses against bacteria, viruses, and other pathogens, like the nutrition found in SuperFood Plus and SuperMeal!

Second, **Eliminate.**



To supercharge your immune system, you must first get the waste out.

Having regular and complete bowel movements may seem unrelated to preventing a cold or flu, but getting this excess waste out will help your bowel work more efficiently, keeping the rest of your body and organs clean while preventing problems before they even begin.

Intestinal Formula #1 stimulates your bowel into action, helping to remove the old, dried fecal matter, which can be filled with toxins, poisons, bacteria, drug residues and heavy metals that interfere with your immune system.

Third, **Supercharge.**



Supercharge your immune system into high gear! Each day you Detox, chase it with a blast of Echinacea and 20 other herbal ingredients.

This powerful cold and flu fighting formula includes a large dose of organic Acerola Cherries to give you 10 times your daily dosage of Vitamin C.

This powerful defensive shield protects you before any bacteria or virus invades your body. And, should an invader manage to sneak in, your immune system gobbles them up, before you even notice any symptoms.

To fortify your immune system, just pour Dr. Schulze's Cold & Flu Herbal "SHOT" in some fresh, organic juice and drink up.

Dr. Schulze's Autumn Routine

Fall is one of nature's most colorful and aromatic times of the year. The great outdoors is saturated with the smells, sights and sounds of Nature. Harvest time is here!

In the fall, all the above-ground parts of most plants die off, and all of the power, life force, nutrition and phyto- (plant) chemicals return back into the roots, before winter. This is the absolute best time to harvest roots for herbal formulas, when all of the plant power has returned to the root.

Harvesting roots in the fall assures that they are powerfully concentrated and medicinally very potent. This is just one of the many reasons my Herbal Medicines are so concentrated and potent—I know when to harvest them!

Autumn is also a time to focus on our bodies—shifting our attention to our internal systems—our roots!

Just like plants, our bodies go through physiological changes with each season and we need to adjust our routine to prepare and meet the coming changes. Summer is over, with all of its outdoor fun, play and sunshine. Now in the fall, we become more introspective, looking to our internal systems and building their core strength.

My daily routine changes with this seasonal change, and I look to my inner body, and return to my roots—my core systems, like my immune system and elimination organs—to make them stronger for the coming winter.

Instead of playing outdoors in my backyard gym, I like to start my day with more stretches, more yoga and deep breathing. I take more long walks, enjoying the crisp air and breathing it all in. I still exercise and move my body, of course, but it changes a bit with each season.

This is also the time of year when I start my immune boosting, with lots of Cold & Flu SHOTS to prepare my body for the coming cold and flu season. I also build my nutrition with daily SuperMeal smoothies, along with my new SuperProtein. And, I do a little cleanup of my elimination organs with a 5-Day Detox. I want to have all the building blocks for a strong body, so it is ready for the colder weather and the upcoming cold and flu season.

Adjusting our routines with the changing seasons—aligning with Nature—is one of the most primal ways we create powerful health. Our ancestors did this, but now with Modern Living (like controlled temperatures in our home, work and local gym, and foods imported from all over the world year-round) we forget to adjust our schedules for this amazing seasonal change.

Instead, I want you to start eating the foods that are in season right now and getting outside, so your body can feel invigorated by the crisp, cool air. Remember to breathe deeply, really experience this change and LIVE IT.

Now get outside and enjoy this awesome season!

Dr. Schulze



Dr. Schulze's

ORIGINAL CLINICAL FORMULAE

Since 1979

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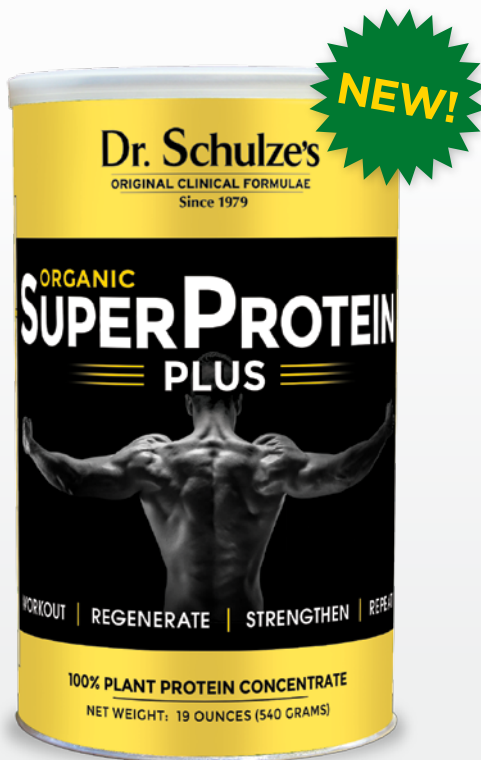
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Dr. Schulze's **NEW** SuperProtein Plus



Because when you want to get in shape and build muscle, you need **the BEST plant-based protein available.**

- ✓ 100% Plant-Based!
- ✓ Over 20 Grams of Protein per serving!
- ✓ Organic, Vegan, Gluten-Free!
- ✓ NO sugar, NO additives, NO isolates, NO whey!