

Javaan 50, Taking on Aging and Immunity

By Ronald C. Trahan

Javaan Corporation's mission is to provide products that make it simple and economical for people to benefit from proven advances in nutritional immunology. Javaan relies on published, peer-reviewed medical research to bring products to market that have demonstrated health benefits and, therefore, a decided edge over the competition.

The company's first product, Javaan 50, is specially formulated to support the immune system at midlife and beyond – a time that is generally associated with a decline in immunity. The immune system starts to weaken around the age of 50 for most people, and poor nutrition accelerates the decline – making many people unnecessarily prone to more colds, flu and infections throughout the year. Short-term memory can also suffer, and correcting nutritional deficiencies has been shown to increase short-term memory test scores.

While a daily multivitamin can be an effective way to ensure proper nutritional intake, consumers are faced with an overwhelming number of choices and very little information on how to pick the right/best multivitamin. Javaan makes the choice an easy one. Javaan 50 is the only multivitamin with over 12 years of medical research on its formulation published in prestigious peer-reviewed medical journals – such as *JAMA*, *Lancet*, and *Nutrition Research* – that validates its composition, ingredients and efficacy in people 50 and older.



The first daily multivitamin specially formulated to support the immune system of people over 50.



Javaan 50 Serving Size = 1 Tablet	Amount per Tablet	% Daily Value
Beta Carotene	26,666 IU	**
Vitamin A	1,333 IU	27%
Vitamin D	160 IU	40%
Vitamin E	44 IU	147%
Vitamin C	80 mg	133%
Folic Acid	400 mcg	100%
Vitamin B1 (Thiamin)	2.2 mg	147%
Vitamin B2 (Riboflavin)	1.5 mg	88%
Niacin	16 mg	80%
Vitamin B6	3 mg	150%
Vitamin B12	4 mg	67%
Calcium	200 mg	20%
Iodine	200 mcg	113%
Iron	16 mg	89%
Magnesium	100 mg	25%
Zinc	14 mg	93%
Copper	1.4 mg	70%
Selenium	20 mcg	29%

Frequently Asked Questions...

What's so special about Javaan 50's formulation?

- Javaan 50 relies on the science of nutritional immunology. Leading researchers in this field have studied the diets, lifestyles and physical changes of persons over 50. They have measured the positive health benefits of vitamins, minerals and trace elements on the body using dose-response curves. The precise amounts of vitamins and nutrients used in Javaan 50 have been determined to be the optimal level and combination based on this research in dose-response curves and average diets. The results have been published in prestigious peer-reviewed journals. No other multivitamin can make this claim.

How long does it take to gain the benefits of Javaan 50?

- Javaan 50 must be taken daily for at least 60 days before there will be any noticeable benefits. However, some people with poor or limited diets may see benefits earlier. Studies on this formulation show that the greatest benefits occurred after six months of continuous daily use.

Can a person who is younger than 50 take Javaan 50?

- Javaan 50 is safe for adults, even under 50 years. Javaan 50 has been specifically formulated to meet the needs of persons over 50. However, for some people a decline in immunity happens earlier than 50 due to diet and lifestyle factors. These people should benefit from Javaan 50.

Why does Javaan 50 contain only 20% of RDA for calcium?

- Javaan 50 is designed to complement the diets of the average adult over 50, which do contain calcium from other sources. Consult your physician if you think you need additional calcium supplementation.

Why does Javaan 50 contain a minimal amount of iron?

- The World Health Organization considers iron deficiency the #1 nutritional disorder and the American Heart Association confirms that iron is an important nutrient, yet many multivitamins contain no iron at all. Javaan's research showed that a modest amount of iron as contained in the Javaan 50 formulation is the optimal amount.

Why is a dietary supplement necessary to maintain optimal immunity?

- An estimated one-third of the elderly population in North America is deficient in one or more nutrients, regardless of income or eating habits.
- With age, the immune system weakens, and poor nutrition can accelerate the decline. A carefully formulated dietary supplement can keep the immune system functioning properly to maintain good health.
- Physical changes associated with aging impact how the body absorbs nutrients. Supplements are an efficient method of ensuring proper intake.

Why is Javaan 50 the doctor-recommended dietary supplement for people over 50?

- Javaan 50 is the only multi-nutrient used in 12 years of published clinical research proving its results.
- The Javaan 50 formulation is the only one based on dose-response curves for each ingredient, and the combination has been tested as a multi-ingredient supplement - ensuring the optimum composition for people over 50.

What benefits have been shown through clinical research on the Javaan 50 formulation?

- Higher antibody response to the influenza vaccine, making it more effective.*
- Significant improvements in overall immune response, as determined by several immunological tests.
- The duration of infectious disease episodes was shortened.*
- Treated subjects experienced half as many days of infectious illness (over one year).*
- Treated subjects experienced half as many days on which their primary physicians prescribed antibiotics (over one year).*
- Treated subjects scored higher on standard short-term memory and cognitive function tests.

* compared with those taking a placebo over a one year period.

To order, visit www.javaan50.com or call 1-866-452-8226.

PERSONAL HEALTH

Nutrition a Key to Better Health for Elderly

By JANE E. BRODY

Attention, people over 65. Is your brain slowing down, your memory failing, your resistance to infection taking a nose dive? This is not an advertisement for a secret anti-aging formula, but a call to improve your nutrition.

Too many older people may be accepting a cognitive and immunological decline as a normal part of aging, when it may reflect a deficiency in essential nutrients like vitamins and minerals. A simple one-a-day type supplement may be all that is needed to slow or even stem that decline, recent studies show.

Surveys have shown that up to 40 percent of elderly people who live independently in affluent countries consume insufficient amounts of one or more essential nutrients or have deficient levels of these nutrients in their blood.

The reasons for these deficiencies include a limited income, difficulty getting to stores, chronic illnesses or medications that interfere with nutrients, problems with chewing or digesting, and poor appetite. Inactivity or illness can depress the appetite, as can a loss of taste; older people who eat alone or who are depressed can also lose interest in food.

Nutrient deficiencies appear to increase with age. A new study by Teresa A. Marshall and her colleagues at the University of Iowa looked at over 400 Iowans 70 and older living independently in rural areas and found that 80 percent reported consuming inadequate amounts of four or more nutrients. In findings important to disease prevention, 73 percent of those people consumed too little folate, a B vitamin that helps prevent heart disease and stroke. And 83 percent did not get enough vitamin D and 63 percent got too little calcium, both essential to preserving bone and preventing osteoporosis and fractures.

Other nutrients commonly in short supply were vitamin E, magnesium, vitamin B6, vitamin C and zinc. Nutrient deficiencies were especially prominent among participants who relied on a limited number of foods.

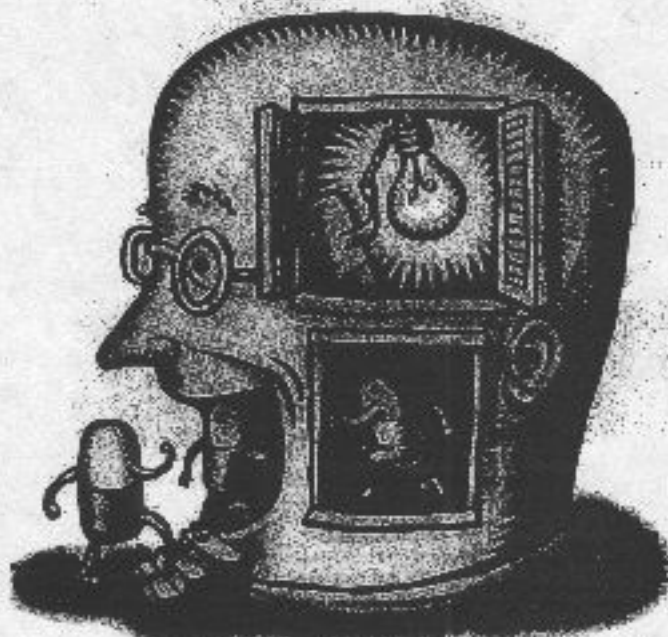
In a report in the journal *Nutrition* last month, the authors recommended that older people be encouraged to increase the variety of foods they eat, especially nutrient-rich fruits, vegetables and whole grains, and to take daily nutritional supplements.

"Supplement use allowed a small number of subjects to have adequate nutrient intakes," the authors wrote. "However, a substantial number of subjects who might have benefited from supplement use did not consume them."

Sharper Minds

In the newest report on better nutrition among the elderly, Dr. Ranjit Kumar Chan-

dra, a pediatrician and immunologist at Memorial University of Newfoundland, demonstrated that a nutrient supplement with modest amounts of 18 vitamins, minerals and trace elements could improve cognitive function in apparently healthy people over 65. The study involved 88 people who were living independently and randomly assigned to take either the 18-nutrient supplement or a dummy pill for a year. The participants and the researcher did not know who was



Lisa Harvey

taking what until the study was finished.

As described in Dr. Chandra's report in *Nutrition* this month, those who took the supplement showed significant improvement in short-term memory, problem-solving ability, abstract thinking and attention. Even the participants who started out with adequate nutrition got some mental benefits from the daily nutrient supplement, although the greatest improvements occurred in people whose blood contained deficient amounts of one or more nutrients, Dr. Chandra said. No change occurred in long-term memory, which has long been known to be relatively immune to aging's effects.

Dr. Chandra said the cognitive benefits from improved nutrition could significantly improve the lives of the elderly. They would be better able to perform the activities of daily living and would presumably discover more joy. He emphasized that megadoses of nutrients were not necessary or desirable because high doses of certain nutrients could have serious negative effects. The supplement he suggests contains the recommended daily amounts or less of most vitamins and minerals and somewhat larger amounts of beta carotene and vitamin E.

How might nutrients improve brain function? One possibility is that taking a modest nutrient supplement daily can improve immune function. "An enhanced immune response in those receiving the nutrition supplement may be instrumental in preserving

the anatomy and function of neurons and their appendages," he wrote in the new report.

Improving Immunity

Dr. Chandra suggested that by improving immunity, the supplement may prevent the accumulation of beta-amyloid, neurofibrillary tangles and other harmful deposits associated with serious neuronal damage and neuropsychiatric disorders like Alzheimer's disease. But it remains to be shown whether a nutrient supplement can delay or prevent the onset of dementia.

In a report nearly a decade ago, Dr. Chandra showed that the same supplement resulted in a significant improvement in standard immunological tests, including the number of natural killer cells and helper T-cells, the production of interleukin 2, and the antibody response to the influenza vaccine.

He also found that the supplement could restore a lagging immune response in six months, and sometimes as soon as three months. No improvement was found in those who took a dummy pill.

To be sure of the supplement's benefits, the researchers checked on the participants every two weeks to determine whether they had experienced an infectious illness or needed antibiotics. Infectious-related illnesses occurred an average of

23 days in the year among those taking the supplement, while those taking the dummy pill averaged 48 days of infectious illness.

Dr. Chandra said that while it was most desirable to consume a nutritionally adequate diet, he was struck by the cost-effectiveness and simplicity of a nutritional supplement to prevent or delay illness and functional decline in the elderly. Based on his findings, he has calculated that for every dollar spent on such a nutrient supplement, \$26 would be saved in health care costs.

The precise amounts of the nutrients in the supplement used in Dr. Chandra's studies were determined by how much of each nutrient had shown a maximum benefit to the immune system in his studies.

For comparison with the vitamin supplements sold to older adults, here are the contents of Dr. Chandra's supplement: 400 retinol equivalents (1,333 International Units) of vitamin A, 18 milligrams of beta carotene, 1.2 milligrams of thiamine, 1.5 milligrams of riboflavin, 16 milligrams of niacin, 3 milligrams of vitamin B6, 400 micrograms of folate, 4 micrograms of vitamin B12, 84 milligrams of vitamin C, 4 micrograms (160 I.U.'s) of vitamin D, 44 milligrams (44 I.U.'s) of vitamin E, 16 milligrams of iron, 14 milligrams of zinc, 1.4 milligrams of copper, 20 milligrams of selenium, 0.2 milligrams of iodine, 200 milligrams of calcium and 100 milligrams of magnesium.