

# IMPOSSIBLE NUTRITION?

Why virtually no one gets complete nutrition through either raw or cooked, organic, whole foods.

Is there a solution?



# DEFICIENT NUTRIENT UPTAKE

Plants are robbed of nutrients by depleted soils, monocropping, tillage, compaction, and lack of mulching.

- Traditional techniques, like composting and mulching are rarely done, yet are essential for creating healthy soil.
- Heavy farm equipment combined with modern tillage (overturning the soil) creates compaction and soil erosion, further damaging a plant's growth environment.
- Monocropping (growing one crop only) or even simple 2-crop rotation causes a series of issues only corrected with heavy fertilizers and additives to combat insects and soil fungi.

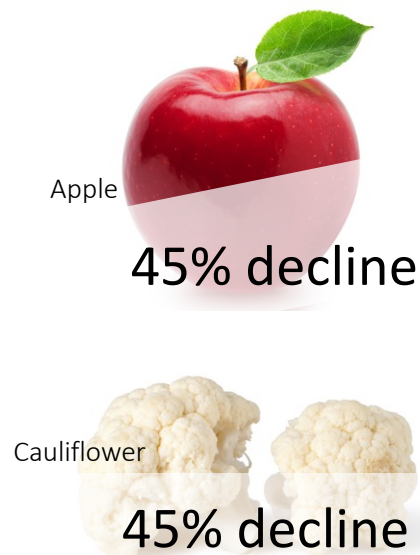


*Modern tilling and heavy equipment can damage a growth environment*

## **Nutrients in our food have declined over the past 30 years**

*USDA's nutritional values for fruits and vegetables: 1975 vs. 2005*

Apples	Vitamin A, <b>down 41%</b>
Sweet peppers	Vitamin C, <b>down 31%</b>
Watercress	Iron, <b>down 88%</b>
Broccoli	Calcium, <b>down 50%</b> Vitamin A, <b>down 50%</b>
Cauliflower	Vitamin C, <b>down 45%</b> Vitamin B1, <b>down 48%</b>
Collard Greens	Vitamin A, <b>down 45%</b> Potassium, <b>down 60%</b> Magnesium, <b>down 85%</b>



# REFERENCES DEFICIENT NUTRIENT UPTAKE

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**These issues are not hype. They have been studied and reported by very credible sources. Below is a list of a few of the many research articles and reports.**

1. Sustainable Agriculture Research & Education. **“Rotations and Soil Organic Matter Levels.”** SARE, (n.d.) Retrieved March 13, 2019, from <https://www.sare.org/Learning-Center/Books/Building-Soils-for-Better-Crops-3rd-Edition/Text-Version/Crop-Rotations/Rotations-and-Soil-Organic-Matter-Levels>
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10. Rodriguez-Eugenio, Natalia et al. **“Soil Pollution: A Hidden Reality.”** United Nations Food and Agriculture Organization, 2018. Retrieved March 13, 2019, from <http://www.fao.org/3/I9183EN/i9183en.pdf>

# REASON NUTRIENT LOSS OVER TIME

Plants lose nutrients through prolonged handling, shipping and storage.

## How do nutrients get lost over time?

1. **Many are harvested before ripe.** The remaining nutrients start to degrade immediately. (~50% of disease-fighting nutrients are lost within a week.)
2. **Shipped 1,500+ miles** to the store. (time from field to consumer: 5-14 days.)
3. May be **placed in cold storage** for several months.
4. Set **in the grocery aisle** for hours/days.
5. Sits **in refrigerator** for days



## Vegetables Lose up to Half their Nutrients Before Eaten

Source: *Journal of the Science of Food and Agriculture*

Nutrient	Loss	Condition
<b>Vitamin C</b> (Spinach)	90% in 24 hours	Refrigerated
<b>Vitamin C</b> (Green beans)	77% in 1 week	Refrigerated
<b>Folate and Carotenoids</b> (Spinach)	50% in 1 week	Refrigerated
<b>Folate and Carotenoids</b> (Spinach)	50% in 4 days	68 degrees

## REFERENCES

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# REASON NUTRIENT DESTRUCTION WITH HEAT AND PROCESSING

Plants lose nutrients caused by separating, peeling, pasteurizing, drying, and cooking.

- Enzymes are deactivated at wet-heat temperatures above 118 degrees (f) and dry-heat temperatures above 150 degrees (f).
- Milling grain removes more than 90% of its nutrient value.
- Many vitamins (especially B and C group) are very unstable and easily destroyed.
- Most nutrients exist close to the surface of the plant. Peeling and trimming can significantly reduce the available nutrients.



## Typical Maximum Nutrient Losses vs Raw Food

Source: USDA Table of Nutrient Retention Factors (2007)

Vitamins	Drying	Cooking	Reheating
Vitamin A	50%	25%	10%
Lycopene	50%	25%	10%
Vitamin C	80%	50%	50%
Thiamin	30%	55%	40%
Riboflavin	10%	25%	5%
Niacin	10%	40%	5%
Vitamin B6	10%	50%	45%
Folate	50%	70%	30%
Vitamin B12	0%	45%	45%

## REFERENCES

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3. Better Health Channel. “Food Processing and Nutrition”. From: <https://www.betterhealth.vic.gov.au/health/healthyliving/food-processing-and-nutrition>
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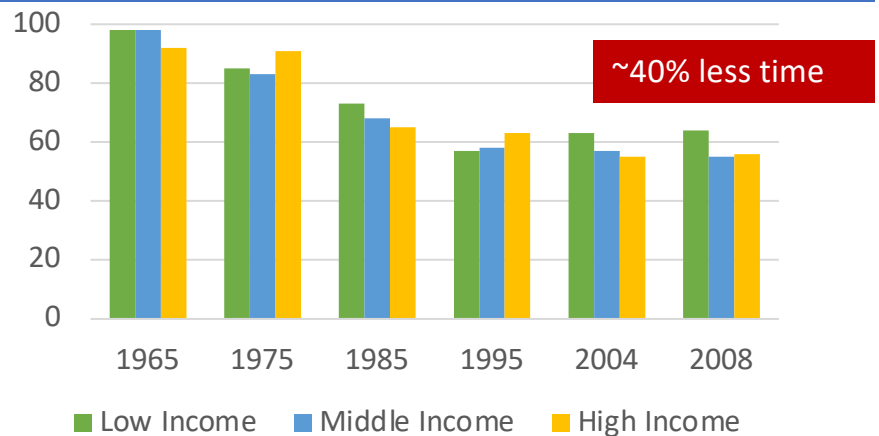
# REASON 4 AMERICANS DISLIKE GROCERY SHOPPING AND COOKING

Fewer people like shopping and cooking, while processed foods are considered more tasty, convenient and often cost less.

- In the last 17 years the number of Americans that love to cook has declined by 30% to a mere 10% of the population.
- Americans now spend more money on food in restaurants than in buying groceries.
- Most families do not have one person with sufficient time to buy and prepare meals “from scratch”.
- The brain’s taste center prefers sugar, fat and salt included in processed foods. Natural foods often lose the taste war.



Mean time cooking meals in America since 1965 (minutes/day) Source: Nutrition Journal <sup>3</sup>



## REFERENCES

1. Yoon, Ed. “The Grocery Business Faces a New Problem” Harvard Business Review. Sept 23, 2017
2. Drewnowski, A., & Eichelsdoerfer, P. (2010). Can Low-Income Americans Afford a Healthy Diet?. Nutrition today, 44(6), 246–249. doi:10.1097/NT.0b013e3181c29f79
3. Smith, L. P., Ng, S. W., & Popkin, B. M. (2013). Trends in US home food preparation and consumption: analysis of national nutrition surveys and time use studies from 1965-1966 to 2007-2008. Nutrition journal, 12, 45. doi:10.1186/1475-2891-12-45
4. US Government Dietary Guidelines 2015-2020. From: <https://health.gov/dietaryguidelines/2015/guidelines/>

# IS THERE A NUTRITIONAL SOLUTION?

OPTIVIDA HEALTH has created Complete Essentials, a plant-based whole food supplement with essential daily nutrients.

**FOR LESS THAT \$3 A DAY YOUR BODY GETS ALL OF ITS ESSENTIAL NUTRIENTS. YOU DON'T NEED TO SHOP OR COOK. THERE IS NO LOSS OF THE ORIGINAL NUTRIENTS.**

## Each serving contains:

- 22 Essential vitamins and minerals from 29 fruits and vegetables
  - 4 grams of 8 alkalizing greens, grasses and juices\*
  - 21 full-spectrum plant-derived enzymes aid with digestion of gluten, dairy/casein and other food sensitivities\*
  - 15 probiotic strains - enhances immune function
  - 23 body balancing herbs, spices, and botanicals\* All ingredients are traceable from farm to fork
- Tested pre- and post-production for nutritional integrity
- Even kids love the taste!



## Supplement Facts

Serving Size 1 pack (0.38 oz)  
Servings per box 30

Amount Per Serving	%Daily Value	Amount Per Serving	%Daily Value
Calories	40	Proprietary pH Balance Blend	4000 mg ++
Total Carbohydrate	10 g 3%**	Lemon Juice Powder, Organic Wheatgrass Juice Powder, Organic Oat Grass, Organic Spirulina Powder, Organic Chlorella Powder, Organic Barley Grass Juice, Organic Kelp, Organic Alfalfa Juice	
Dietary Fiber	2 g 8%**	Proprietary Digestive Blend	2335 mg ++
Sugars	<1 g ++	Organic Gum Acacia, Xanthan Gum, Alpha Galactosidase, Amylase, Amylase II, Dipeptidyl Peptidase IV, Protease I, Protease II, Protease III, Peptizyme SP EN®, Peptidase, Bromelain, Papain, Lipase, Cellulase, HemiSEB®, Lactase, Glucoamylase, Diastase, Invertase, Catalase, Phytase, Xylanase, <i>Bifidobacterium breve</i> , <i>DDS-1<sup>^</sup> Lactobacillus acidophilus</i> , <i>Lactobacillus brevis</i> , <i>Bifidobacterium bifidum</i> , <i>Lactobacillus paracasei</i> , <i>Bacillus coagulans</i> , <i>Lactobacillus reuteri</i> , <i>Bifidobacterium longum</i> , <i>Lactobacillus bulgaricus</i> , <i>Lactobacillus plantarum</i> , <i>Lactobacillus rhamnosus</i> , <i>Lactobacillus salivarius</i> , <i>Bifidobacterium lactis</i> , <i>Streptococcus thermophilus</i> , <i>Lactobacillus casei</i> (2.5 Billion CFU*)	
Vitamin A (Beta Carotene) (*Plant Phytonutrient Complex)	900 mcg RAE 100%	*Proprietary Phytonutrient Complex	1391 mg ++
Vitamin C (*Plant Phytonutrient Complex)	90 mg 100%	Organic Kale, Broccoli Extract, Pomegranate Juice Powder, Passion Fruit Juice Powder, Orange Juice Powder, Organic Nopal Cactus, Spinach Extract, Kale Extract, Pumpkin Extract, Squash Extract, Sweet Potato Extract, Sunflower Seed Extract, Chlorella Extract, Kelp Extract, Maitake Mushroom Extract, Shiitake Mushroom Extract, Grape Seed Extract, Acai Juice Powder, Acerola Cherry Extract, Blackcurrant, Blackberry Juice Powder, Strawberry Juice Powder, Organic Grape Juice Powder, Pineapple Juice Powder, Organic Banana, Organic Baobab Fruit, Organic Chia Seed, Organic Cocoa, Flax Seed Powder, Organic Agaricus Bisporus mushroom, Wild Blueberry Extract, Strawberry Powder, Cranberry Powder, Wild Bilberry Extract, Elderberry Extract, Raspberry Seed Powder	
Vitamin D (*Plant Phytonutrient Complex)	20 mcg 100%	Proprietary Whole Body Balance and Micro-Nutrient System	530 mg ++
Vitamin E (*Plant Phytonutrient Complex)	15 mg 100%	Licorice Powder (Deglycyrrhizinated), Organic Aloe Vera, Parsley Leaf Powder, Ashwagandha Extract, Curcumin (Turmeric) Extract, Cinnamon Extract, Citrus Bioflavonoids, Organic Ginger Extract, Organic Turmeric Root, Peppermint Leaf Powder, Rose Hips Powder, Hops Flower Powder, Orange Peel Powder, Organic Garlic, Cayenne Fruit Powder, Organic Ceylon Cinnamon, Fennel Seed Powder, Black Pepper Extract, Bacopa Monnieri Extract, Artichoke Leaf Extract	
Vitamin K (*Plant Phytonutrient Complex)	120 mcg 100%		
Thiamin (*Plant Phytonutrient Complex)	1.2 mg 100%		
Riboflavin (*Plant Phytonutrient Complex)	1.3 mg 100%		
Niacin (*Plant Phytonutrient Complex)	16 mg NE 100%		
Vitamin B6 (*Plant Phytonutrient Complex)	1.7 mg 100%		
Folate (*Plant Phytonutrient Complex)	400 mcg DFE 100%		
Vitamin B12 (*Plant Phytonutrient Complex)	2.4 mcg 100%		
Biotin (*Plant Phytonutrient Complex)	30 mcg 100%		
Pantothenic Acid (*Plant Phytonutrient Complex)	5 mg 100%		
Iron (*Plant Phytonutrient Complex)	18 mg 100%		
Iodine (*Plant Phytonutrient Complex)	150 mcg 100%		
Zinc (*Plant Phytonutrient Complex)	11 mg 100%		
Selenium (*Plant Phytonutrient Complex)	55 mcg 100%		
Copper (*Plant Phytonutrient Complex)	0.9 mg 100%		
Manganese (*Plant Phytonutrient Complex)	2.3 mg 100%		
Sodium (*Plant Phytonutrient Complex)	35 mg 1%		
Chromium (*Plant Phytonutrient Complex)	35 mcg 100%		
Molybdenum (*Plant Phytonutrient Complex)	45 mcg 100%		

\*\*Percent Daily Values are based on a 2,000 calorie diet.  
++ Daily Value (DV) not established.  
\*2.5 Billion CFU at the time of manufacture

OTHER INGREDIENTS: Organic and natural non-GMO flavors, non-GMO citric acid (from tapioca), non-GMO stevia.

SUGGESTED USE: As a dietary supplement, mix 1 pack with 8-16 ounces cold water or a favorite beverage. Drink within 15 minutes for optimal results.

Consume 1 to 2 servings daily. Do not expose to heat. Store in a cool, dry place. Keep out of reach of children.

<sup>^</sup>DDS-1 patent #3,689,640.