

# LECITHIN

## A powerful nutritional factor... vital to both mind and body!

IF LECITHIN were a drug instead of a natural food, your Doctor would probably be prescribing it as beneficial to the brain, nervous system, cardiovascular system, liver and other vital parts of your body. In fact, no other nutrient does so much in so many ways to improve and preserve good health and youthful vim and vigor.

While lecithin is found in every living cell, its highest concentration is in the vital organs - the brain, the heart, the liver and the kidneys. Our brains show a dry composition of 30% lecithin. It performs an astonishing range of vital functions directly affecting our health and well-being. Just what is the miracle substance and what does it do? To a biochemist, lecithin is just another name for phosphatidyl choline since this is its most important ingredient. What it does however, is far more complex. Briefly, here are some, but by no means all, of the benefits lecithin provides.

★ In the brain, lecithin choline will be transformed into acetylcholine, a vital compound for the transmission of messages from one nerve to another. This has a proven effect on memory, thinking ability and muscle control.

★ In the blood-stream, lecithin helps prevent cholesterol and other fats from accumulating on the walls of your arteries and may help dissolve deposits away that may already be there.

★ In the liver, lecithin metabolizes clogging fat and reduces the chance of liver degeneration.

★ In the intestinal tract, lecithin helps the absorption of Vitamins A and D and influences the utilization of other fat-soluble nutrients such as Vitamins E and K.

★ The list could go on, including skin, nervous system, distribution of body fat etc. But, let's look at how it works in two vital respects - as an emulsifier and as a brain tonic.

### LECITHIN - THE EMULSIFIER

By helping to dissolve fats and cholesterol, lecithin functions as the body's emulsifier. Fats and oils are an essential part of the diet, yet they must function within the watery environment of the body. Although oil and water do not mix, a lecithin molecule can hold them together. One end of the molecule (containing fatty acids) is attracted to the oil, and the other (containing phosphorous and nitrogen) is attracted to the water. Thus, lecithin acts as a bridge between water and oil. It has the ability to keep fat-like cholesterol particles in solution while they journey through the arteries so they are unable to settle out and form dangerous deposits on the walls of the blood vessels. A buildup of these deposits can narrow or shut off a blood vessel, the consequences of which could be atherosclerosis and heart attack.

Lecithin helps remove fatty liver deposits as well, so you can enjoy a healthier liver and a more youthful metabolic process.

### LECITHIN - THE BRAIN TONIC

In 1975, scientists at the Massachusetts Institute of Technology discovered that lecithin choline has a prompt effect on the brain's ability to make an important chemical for nerve signal transmission called acetylcholine. The most surprising part of the discovery was that choline is taken up by the brain directly from the circulating blood.

It had long been believed that something called the "blood-brain barrier" protects the brain from such direct influences. Only a few substances, notably alcohol and narcotics were, heretofore, known to be able to penetrate the barrier. This means that each time you take lecithin there can be an immediate effect of the production of chemicals essential for signal-transmission in the brain.

We know that all animals, including humans, show some degree of memory loss with aging. What now looks exciting, is the possibility of prevention. Scientific studies indicate that we can repress or minimize

those age-related changes by long-term use of lecithin as a dietary supplement.

Do we actually need to supplement our diet with lecithin? For most people, "yes", especially older people or those with higher than normal cholesterol. The body, without dietary sources, is unable to synthesize an adequate supply. Small amounts of lecithin are found in many foods, but significant dietary sources are few. Daily use of lecithin granules is beneficial to most people.

Unfortunately, some products that describe themselves as lecithin list choline chloride as an ingredient. These products are not true lecithin. Choline chloride is a synthetic, while true lecithin contains natural phosphatidyl choline. Look for it on the label.

Do not accept liquid lecithin, usually found in gel capsules. It is primarily designed for commercial use as an emulsifier in food, cosmetics, paints, etc. It is a bad-tasting sticky material and consists of about 37% oil and only 60% phosphatides. Capsules contain even more oil and are a high calorie, low potency supplement.

Other products listed as lecithin powder, or even lecithin granules, may not be pure lecithin. Many consists of soy flour, milk solids or other inexpensive materials on which liquid lecithin has been spray-dried. If no phosphatide content is given on a label, beware. If protein or amino acid content is listed, it cannot be pure lecithin. Lecithin contains NO protein or amino acids.

There are a few good quality lecithin products on the market. None have the same superior taste, texture and quality of "The Lecithin from Lewis Laboratories". It is 95% phosphatides of the type recognized as most beneficial. Approximately 300 lbs. of soy beans are required to produce the pure lecithin granules in each 1 lb. can.

The Lecithin from Lewis Laboratories is available at leading health food stores. If your store is out of stock send \$15.00 (inc. S&H) for a 1 lb. can to Lewis Labs, P.O. Box 373, Southport, CT 06490. Credit cards call 1-800-243-6020.