

Heart Formula

A HEALTHY HEART—FOR LIFE!



How does Heart Formula support my cardiovascular health?

Heart Formula is designed to support your entire cardiovascular system, including the heart, arteries and veins.◊ It contains a unique complex of synergistic nutrients, including special vitamins, minerals, amino acids, enzymes, peptides, specific phytonutrients, and herbal extracts, which provide unparalleled support for the heart and circulatory system.◊ Healthy circulation is important to every cell in the body. In order to nourish, oxygenate, and remove waste from our cells, we need a healthy heart, and flexible veins and arteries. Heart Formula is a leading-edge product designed to assist your circulatory system in supporting all of the cells and organs in your body.◊

SUPPORTS THE ENTIRE CARDIOVASCULAR SYSTEM◊

Heart Formula is scientifically formulated to support the entire cardiovascular system, including the heart, veins, and arteries, based upon the latest scientific information.◊ Its roots are in a physician-formulated product, that has continually evolved since we introduced it in 1983. Good cardiovascular function is extremely important to overall health because oxygen and nutrients needed by the trillions of cells in the body are delivered by the bloodstream, and likewise, the waste products of metabolism are carried away to the cleansing organs by the bloodstream. Heart Formula's nutrients also aid in the maintenance of healthy blood pressure.◊

IMPORTANT NUTRIENTS THAT ENHANCE CARDIOVASCULAR FUNCTION◊

Heart Formula contains:

- **Important antioxidants such as vitamins A, C, E and beta-carotene complex.** These antioxidants may be useful in promoting healthy circulation by protecting LDL cholesterol from free radical attack.◊
- **Nutrient factors involved in maintaining already healthy homocysteine levels (vitamins B6, B12, folic acid and betaine).**◊ These have been present in the formula since its original 1983 version for the purpose of supporting homocysteine levels already in the normal range, though few people were aware of the potential significance of homocysteine until the late 1990s!
- **Additional methyl donating nutrients, including choline (tetramethyl glycine).** Along with betaine (trimethylglycine), vitamin B-12, B-6, and folic acid, these nutrients produce and maintain healthy levels of S-adenosyl methionine (SAME), which is one of the most active methyl donating compounds present in the body. Constant availability of methyl group donating compounds is crucial. In addition to maintaining healthy levels of homocysteine, they are needed to make the neurotransmitter compounds that are essential to healthy moods, and also regulate gene expression, thus helping to maintain healthy DNA structure and function.◊
- **Lipotropic (helping the body process fats) factors such as choline, inositol, l-carnitine, and betaine.**
- **Important minerals, trace elements, and ultra-trace elements, such as magnesium, selenium, copper, and manganese.**
- **Proteolytic enzymes, such as bromelain, papain, trypsin, and chymotrypsin.**

- **Important herbs for support of healthy circulation, such as garlic, ginger, turmeric root curcuminoids, Japanese knotweed (*Polygonum cuspidatum*) and rosemary.**◊
- **Policosanol, a mixture of long chain lipid alcohols present in a variety of plants, but most often commercially derived from the waxy coating of sugar cane stalks (*Saccharum officinarum* L.) from which the sugar has been extracted.** More recently policosanol has been commercially derived from other sources, but the bulk of clinical studies thus far have used the sugar cane derived material. A great deal of clinical trial evidence suggests that policosanol supports heart health in a variety of ways, including potent antioxidant activity, maintaining already healthy cholesterol levels, and maintaining already healthy blood platelet function.◊
- **Specific sulfhydryl-containing amino acids (L-cysteine, D,L-methionine and L-aurine) that chelate and help the body remove environmental waste.** The heart muscle contains large amounts of the amino acid L-aurine, which specifically supports healthy heart muscle function.◊

The roots of *Polygonum cuspidatum* are the richest known natural source of the same polyphenol contained in red wine, and thought to be the primary reason for the “French Paradox” (the observation that the French people, despite a very high fat diet, have less than half the heart disease prevalence of the U.S.).

It is this broad spectrum and specific combination of nutrients that provide such extraordinary support for a healthy cardiovascular system, that have made Heart Formula such an outstanding product for so many years.◊

SUSTAINS HEALTHY HOMOCYSTEINE LEVELS◊

Scientific evidence suggests, although it isn't conclusive, that folic acid, vitamin B6, and vitamin B12 may also help maintain cardiovascular health.◊ Studies in the general population have found that these vitamins help maintain already healthy levels of homocysteine, an amino acid found in the blood.◊ Many studies have found those who enjoy good coronary

artery function have healthy overall homocysteine blood levels.

In the Framingham Heart Study, maintaining homocysteine concentrations below a certain threshold was associated with healthy blood flow through the carotid arteries that supply oxygen and nutrients to the brain.

Healthy homocysteine levels also correlated with adequate levels of folate and vitamin B12 in the blood. Studies that will directly evaluate whether lowering homocysteine levels improves cardiovascular health are not yet complete.

In order to maintain a healthy cardiovascular system, a person should avoid a diet with a high intake of saturated (dairy and meat) fat, trans-fatty acids* (in most margarine and processed foods containing hydrogenated vegetable oils), and refined carbohydrates; engage in moderate exercise; eat a diet high in fruits and vegetables (5-9 half-cup servings daily), fiber, and cold water fish; stop smoking and avoid exposure to “second-hand” smoke.

Heart Formula contains over 40 distinct nutrients including vitamins, minerals, amino acids, enzymes, peptides, specific phytonutrients, and herbs, as well as the exclusive Life Plus PhytoZyme™ base which provides concentrates from over 30 specially selected fruit, vegetable and herbal sources.

Together, Heart Formula, as part of a diet of whole foods that is low in saturated and unhealthy trans fats*, high in fruits, vegetables, fiber, quality protein, essential fats, and clean water, plus an active lifestyle, can help you be heart healthy—for life!◊

*We feel that it is important to explain that many trans fats are not healthy. However, a few naturally occurring trans-fatty acids are healthy. Some of these healthy trans fats may be used in dietary supplements, such as the two isomers of conjugated linoleic acid (CLA, which are fatty acids formed by bacteria in stomachs of milk producing animals and found in the fatty component of their milk. These natural CLA isomers may each have separate health benefits such as facilitation of fat-burning (one isomer), and cancer inhibition (another isomer).

Trans-fats which are formed when liquid vegetable oils are made into solids or semisolids through hydrogenation, are generally considered “unhealthy” or “bad”. Preliminary studies suggest that these trans-fats may raise the levels of LDL (the so-called “bad” cholesterol), lower levels of HDL (the “good” cholesterol), and increase the risk of heart disease. The sources of these trans-fats include hydrogenated and partially hydrogenated oils found in many convenience foods and are the ones you should avoid.

Supplement Facts

Serving Size

5 Tablets

Servings Per Container

60

Amount Per Serving		% Daily Value
Vitamin A (Preformed)	2500 IU	50%
Carotenes	7500 IU	*
Vitamin C (Ascorbic Acid)	1000 mg	1667%
Vitamin D-3 (Cholecalciferol)	180 IU	45%
Vitamin E (D Alpha Succinate)	100 IU	333%
Niacin (Nicotinic Acid)	5 mg	25%
Vitamin B-6 (Pyridoxine HCl)	25 mg	1250%
Folic Acid	350 mcg	88%
Vitamin B-12 (Cyanocobalamin)	300 mcg	5000%
Magnesium (Total)	213 mg	53%
Selenium (as Sodium Selenite)	80 mcg	114%
Copper (as Copper Gluconate)	0.1 mg	5%
Manganese (as Manganese Gluconate)	2 mg	100%
Policosanol	10 mg	*
L-Carnitine	75 mg	*
Lemon Bioflavonoids Whole Fruit	30 mg	*
Rutin	30 mg	*
Superoxide Dismutase	25 mg	*

Amount Per Serving		% Daily Value
L-Cysteine	150 mg	*
D,L-Methionine	100 mg	*
L-Taurine	60 mg	*
Garlic Clove	10 mg	*
Ginger Root Extract	70 mg	*
Japanese Knotweed (<i>Polygonum cuspidatum</i> Sieb. & Zucc.) Root Extract	20 mg	*
Rosemary Leaf Extract	30 mg	*
Turmeric Root Curcuminoids	29 mg	*
Inositol	40 mg	*
Betaine HCl	200 mg	*
Choline Bitartrate	40 mg	*
Alpha-Chymotrypsin	5 mg	*
Trypsin	150 mg	*
Bromelain	225 mg	*
Papain	21 mg	*

*Daily Value not established.

INGREDIENTS: Magnesium Ascorbate, Microcrystalline Cellulose, Bromelain, Betaine HCl, Magnesium Oxide, L-Cysteine, Trypsin, Dicalcium Phosphate, Silica, DL-Methionine, Vitamin E (D Alpha Succinate), Stearic Acid, L-Carnitine, Ginger Root Extract, Carotenoid Complex, L-Taurine, Choline Bitartrate, Inositol, Magnesium Stearate, Croscarmellose Sodium, Lemon Bioflavonoids Whole Fruit, Rosemary Leaf Extract, Rutin, Turmeric Root Extract, Vitamin B-12 (Cyanocobalamin), PhytoZyme® proprietary blend (Bromelain, Papain, Aloe Vera, Alfalfa, Parsley, and vegetable and fruit concentrates from Carrots, Broccoli, Spinach, Cauliflower, Asparagus, Celery, Beet, Chili Pepper, Green Bean, Pea, Sweet Potato, Cucumber, Pumpkin, Snow Pea, Tomato, Zucchini, Lima Beans, Mushroom, Banana, Cantaloupe, Cranberry, Guava, Lemon, Mango, Orange, Papaya, Peach, Pineapple and Grapefruit), Vitamin B-6 (Pyridoxine HCl), Superoxide Dismutase, Papain (preserved with Sulfite), Japanese Knotweed (*Polygonum cuspidatum* Sieb. & Zucc.) Root Extract, Polyvinylpyrrolidone, Manganese Gluconate, Garlic Clove, Natural Caramel and Vanilla Flavor, Policosanol, Magnesium Gluconate, Alpha-Chymotrypsin, Niacin (Nicotinic Acid), Vitamin A Acetate, Copper Gluconate, Vitamin D-3 (Cholecalciferol), Folic Acid, and Sodium Selenite.

Formulated in the exclusive PhytoZyme® base of plant enzymes for bioavailability and over 30 synergistic fruit, vegetable and herbal concentrates for "extra" phytonutrient cofactors.

Allergy Information: This product is processed in the same facility that processes products containing fish/shellfish, soy and dairy.

The only ingredients from animal sources are Trypsin and Alpha-Chymotrypsin, and Superoxide Dismutase.

This product was not tested on animals.

DIRECTIONS: Take five tablets in the morning and five before lunch.

US.SF. MOD 3E

REFERENCES:

1. Sinatra, DeMarco. Free radicals, oxidative stress, oxidized low density lipoprotein (LDL), and the heart: antioxidants and other strategies to limit cardiovascular damage. *Conn Med* 1995 Oct; 59.
2. McKay, Perrone, Rasmussen, Dallal, Blumberg. Multivitamin/Mineral Supplementation Improves Plasma B-Vitamin Status and Homocysteine Concentration in Healthy Older Adults Consuming a Folate-Fortified Diet (abstract). *Jean Mayer U.S. Department of Agriculture Human Nutrition Research Center on Aging at Tufts University, Boston, Mass. J Nutrition* 2000; 130: 3090-3096.
3. Danesh, Whindup, Lennon, et al. Low grade inflammation and coronary heart disease: prospective study and updated meta-analyses. *British Medical Journal* 2000 Jul 22; 321 (7255): 199-204.
4. Izaka, Yamada, Kawano, Suyama. Gastrointestinal absorption and anti-inflammatory effect of bromelain. *Jpn J Pharmacol* 1972; 22: 519-34.
5. Azuma, Sawamura, Awata, et al. Double-blind randomized crossover trial of taurine in congestive heart failure. *Curr Ther Res* 1983; 34 (4): 543-57.
6. Pons P, Rodriguez M, Robaina C, et al. Effects of successive dose increases of policosanol on lipid profile of patients with type-II hypercholesterolemia and tolerability to treatment. *J Clin Pharmacol Res* 14: 27-33 (1994).
7. Fuhrman B, Rosenblat M, Hayek T, et al. Ginger extract consumption reduces plasma cholesterol, inhibits LDL oxidation and attenuates development of atherosclerosis in atherosclerotic, apolipoprotein E-deficient mice. *J Nutr* 2000, May, 130 (5) 1124-31.
8. Stusser R, Batista J, Padron R, et al. Long-term therapy with policosanol improves treadmill exercise-ECG testing performance of coronary heart disease patients. *Int J Clin Pharmacol Ther* 36 (9): 469-73 (1998).
9. Sato M, Maulik G, Bagchi D, Das DK. Myocardial protection by protykin, a novel extract of trans-resveratrol and emodin. *Free Radic Res* 2000 Feb; 32 (2): 135-44.



LIFE PLUS® INTERNATIONAL • P.O. Box 3749, Batesville, Arkansas 72503 • 800-572-8446 • www.lifeplus.com
This information is for use and distribution only in the United States.



ITEM NUMBER 7915 05/07
© 2007 Life Plus International. All rights reserved.

⋄These statements have not been evaluated by the Food and Drug Administration.
These products are not intended to diagnose, cure or prevent any disease.