



The Evolution Of Immune System Care

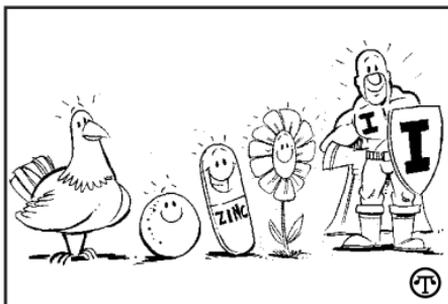
(NAPSA)—Did you know your body's first line of immune defense is what scientists call GALT, Gut-Associated Lymphoid Tissue? The GALT is comprised of many islands of immune system cells sprinkled throughout the stomach and intestinal lining. It acts like a separate organ in our bodies to help defend against bacteria and germs. But GALT doesn't resist everything that enters the body; therefore humans can take supplements to assist the body's natural immune defenses.

From soup to science, centuries of natural immunity enhancers have proven to be beneficial as humans attempt to stay healthy throughout the year.

Early 20th Century: Chicken Soup—Comforting and warm, chicken soup was a soothing solution of the past. Although mom's homemade recipe tasted delicious going down, the real value may have been its steam and much needed liquids for your body.

1970s: Vitamin C—Based on his experiments, Nobel Prize-winning chemist Linus Pauling championed megadoses of vitamin C as a way to support the immune system. Vitamin C rich foods such as oranges, grapefruits and kiwis are well known for their immune enhancing and antioxidant properties.

1979: Zinc—When leukemic toddler Karen Eby wasn't feeling well and couldn't swallow her prescribed zinc, her father insisted she let it melt in her mouth. Based on the unexpected immune-enhancing results, two doctors began researching zinc's benefits as an immune system supplement. Unfortunately, many of the extras added to improve the bitter, metallic flavor of zinc lozenges may hinder its effects.



From soup to science, natural immune enhancers have aided humans for centuries.

Early 1990s: Echinacea—The power of this flower, originally recognized by North American Plains Indians, reached \$230 million in sales nationwide in 1998, making it one of the nation's top five herbal supplements.

2002: ImmunoLin—The dawn of the new millennium brings the next generation of immune support ingredients: ImmunoLin. ImmunoLin supplements a person's level of immunoglobulins (or antibodies) to support the body's natural defenses and boost the immune system. The use of oral immunoglobulins for immune support is backed by scientific studies.

"Consumers want natural ways to strengthen and care for their immune systems, as witnessed by the millions of people who have popularized products such as Echinacea and vitamin C," explains Luke Bucci, Ph.D., vice president of research for Schiff Vitamins. "ImmunoLin harnesses an important ingredient in a concentrated formula and delivers it in a choice of convenient forms, including daily support tablets and great-tasting drink mixes."

If you're interested in learning more about immune system supplements such as ImmunoLin, visit www.SchiffVitamins.com or call 1-800-526-6251 (Mon. to Fri. 8 a.m. to 5 p.m. MST).