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and Canada*

CELLFOOD NEWSLETTER

Winter/Spring Edition 2010



**Cellfood: The Gold Medal
Standard for Supplements**



**Featured Products:
Cellfood and Silica—
The Ultimate Workout Duo**



**Top Ranked Hurdler's
Cellfood Edge**



**Cellfood Awarded Gold Seal
of Excellence from the
NAPCC**



**Cellfood User Reports
Improvement in Energy
and Stamina**



**Athletic Performance
Enhancement Research
Study**





Cellfood— Gold Medal Standard for Supplements



In conjunction with the recent 2010 Winter Olympics in Vancouver, Canada, it is very timely to highlight Cellfood's usefulness for athletic training and competition. According to the European Specialist Sports Nutrition Alliance (ESSNA)[1], 90% of the 11,000 athletes attending the Beijing Olympics used dietary supplements during their training and competition, without reporting one single supplement contamination case. Athletes from around the world extol the

value of using Cellfood as a part of their training programs. Cellfood provides truly extraordinary benefits, yet does not contain any ingredients listed as banned substances for any Olympic, international, collegiate or scholastic competition. Best of all, one doesn't need to be a world-class athlete to notice the Cellfood difference! Whether you're just starting a workout program, or already are an established weekend warrior, Cellfood can also provide the needed edge to help boost your performance.

Right now is a great time to prepare for the active spring and summer months. Besides being an excellent detoxification agent, Cellfood can help get you started on a healthy and active way of life. Paired with Silica, it serves as an excellent all natural, vegan, and gluten-free performance enhancing tool.

[1] Dietary Supplements win Olympic Gold - Nutraingredients.com
<http://www.nutraingredients.com/Industry/Dietary-supplements-win-Olympic-gold>

Featured Products: Cellfood and Silica— The Ultimate Workout Duo

The combination of Cellfood and Silica can provide a much-needed boost to any workout. Along with excellent benefits to cell health and structure, Cellfood can increase stamina during workouts and intense training periods. Cellfood can help to replenish lost nutrients and lower lactic acid levels, which are both vital benefits during any workout. Enhanced alertness can increase the focus factor required when following a strict training regimen. Also, taking Cellfood right after your workout can aid your body's recovery time and replenish electrolytes, without any sugar or artificial flavoring.

Cellfood Essential Silica helps to build bone strength and

elasticity. Adding Cellfood Essential Silica to your daily regimen helps to improve your cardiovascular system, and may help to regulate blood pressure; both accentuated functions improve your workouts. Silica helps in the building process of fiber-forming cells, important for the creation of collagen, which helps to strengthen and re-calcify bone tissue. This factor alone is beneficial for injury prevention during training/workout routines, or for helping to provide a speedy recovery period after an athletics-related injury. And, Silica is useful in the prevention of osteoporosis, which may prolong the flexibility of female athletes looking to maintain their competitive status, or who simply wish to enjoy an active, sports-related life into their senior years.





Featured Cellfood Advocate: **Damu Cherry-Mitchell**

Damu Cherry-Mitchell is a world-class high hurdler who finished 2009 ranked number 2 in the U.S and number 7 in the world. Based in Tampa, Florida, she is an avid fan of Cellfood and Cellfood Essential Silica, and uses them as a part of her strict, daily training schedule. Ms. Cherry-Mitchell finished 4th at 2008 Olympic Games after being runner up in the 2008 Olympic Trials. She finished 7th at the 2006 World Indoor Championships and 2nd at the World Athletics Final, and 3rd at the recent U.S. Indoor Championships.

She wrote to us recently: "I love the product and I've not been sick and my track workouts are going great! I'm getting ready for 2010 season and I'll keep you posted!" We wish Damu the very best in the upcoming season, and in her pursuit of staying healthy and winning a medal at the 2012 Olympics in London.



Damu (on the left) winning a race in 2009

Letters from Cellfood Customers

Disclaimer:

Please note that Lumina Health Products makes no health claims about any of our Cellfood products. Our products are not intended to diagnose, treat, cure, or prevent any disease.

Testimonials are not intended to imply that your results will be similar.

We'd like to hear about your own experience with Cellfood products. Please share your results with us!! Send an email to:

testimonials@luminahealth.com

I would like to share with you my experience with your product. Sometimes you find unexpected treasures at yard sales. I found the book by Dr. David S. Dyer on Cellfood at a yard sale. I struck GOLD! I am quite interested in retaining health with dietary supplements. I started to read and after a few pages I went straight to our local health food store and purchased 2 bottles of Cellfood.

My husband is at a crossroads in life. He is 59 and it seemed that his vital energy and stamina were in decline. We take vitamins and try to live a fairly clean lifestyle, but something was missing. He went to our doctor and had blood tests which showed results of low hemoglobin counts. These tests were done before implementing Cellfood. After two months my husband had a second set of blood tests done and the results were very encouraging. His hemoglobin count was up, his endurance and stamina have increased, and he made comments that he has the energy of a 20 year-old. Needless to say I am impressed— the proof is in the pudding, so to speak!

Cindy Hooser
Stony Plain, Alberta, Canada

Cellfood Awarded Gold Seal from Cancer Coaching Association

The National Association of Professional Cancer Coaches has awarded Lumina Health Products and Cellfood its prestigious “Gold Seal of Excellence” Award. This endorsement is granted based on a product’s ability to safely assist cancer patients during their treatment.



The NAPCC, established in 2008, is a federally registered non-profit association, with the mission of matching professionally trained cancer coaches, with men and women who want an evidence-based cancer prevention or recovery program. The NAPCC’s cancer coaches are registered and licensed health care professionals (registered nurses, psychologists, registered nutritionists, naturopaths, pharmacists, etc.) who are educated and experienced in conventional, integrative, and holistic cancer medicine.

These NAPCC cancer coaches provide expert assistance regarding cancer patients’ treatment options, dietary needs, and mental health challenges. NAPCC cancer coaches are also available to conduct a free, 6-Step Patient Program throughout North America, which educates the participants about conventional, integrative and holistic cancer treatment options, and enhances their knowledge of cancer-related medical terms and diagnosis explanations.

In addition to providing this vital healer-to-patient matching service, the NAPCC also reviews and investigates various resources and products that have been — or have yet to be — used to treat cancer patients. The three levels of the NAPCC Seal— Gold, Silver, and Bronze — use different criteria, pertaining to the various stages of cancer. Cellfood met NAPCC’s rigid guidelines, which test a product’s ingredients and manufacturing processes for effectiveness, purity, and safety. According to NAPCC, products receiving its “Gold Seal” are encouraged for use in order to reactivate the body’s ability to heal itself when used with additional holistic, integrative and/or conventional treatment. They may also be used to encourage cancer prevention.

For more information regarding the NAPCC and Cellfood’s Gold Seal Award, visit the following web page:

<http://www.napcc.ca/page.aspx?menu=39&app=160&cat1=519&tp=2&lk=no>

**The NATIONAL ASSOCIATION of
PROFESSIONAL CANCER COACHES**

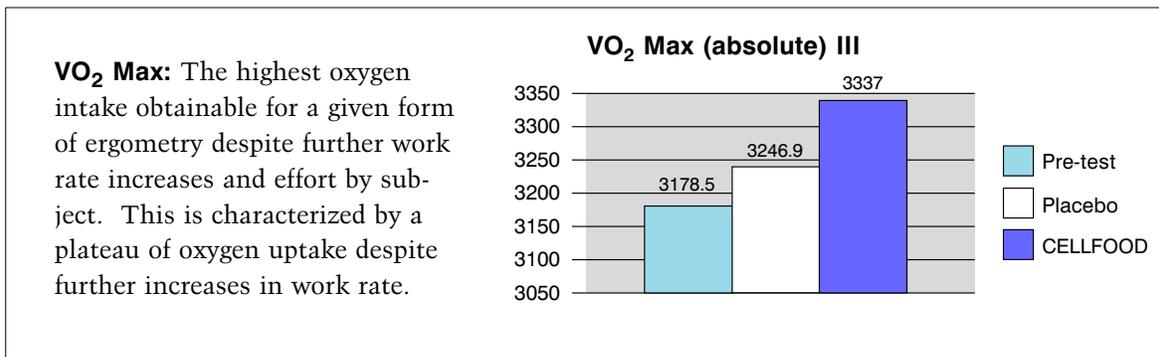
A FEDERALLY REGISTERED NON-PROFIT ASSOCIATION

**Athletic Performance Enhancement
Research Study conducted by
The Sports Institute of the University of
Pretoria (South Africa)**

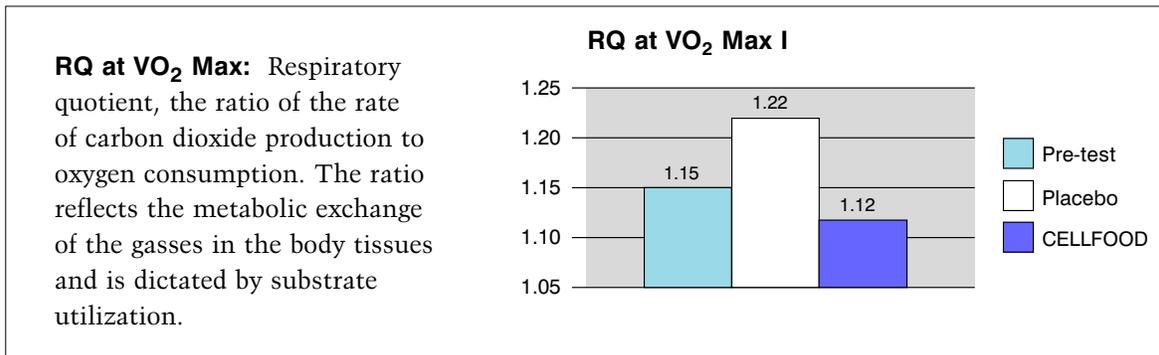
The statements in this article have not been evaluated by the F.D.A. They have been drawn from reports and theories put forth by a variety of researchers and health professionals. They are not intended to diagnose, treat, cure or prevent any disease.

The following excerpts are statistical charts representing the results of an 18-week research project conducted at the Sports Institute of the University of Pretoria in South Africa. This project was established to determine the effects of CELLFOOD– distributed by Lumina Health Products and manufactured by NuScience Corporation in the United States– on professional and amateur athletes as a performance enhancing supplement. Under the guidance, direction and supervision of Heinrich Nolte, Kim De’Ath, and Dr. Johan Van Herdeen, 45 heterogenic athletes were subject to a placebo controlled double blind study. Data analysis was based on the Kruskall Wallis method with the level of statistical significance set to $p < 0.05$. The participants were given the recommended dosage of 8 drops of Cellfood in 8 ounces (or more) of purified water 3 times a day.

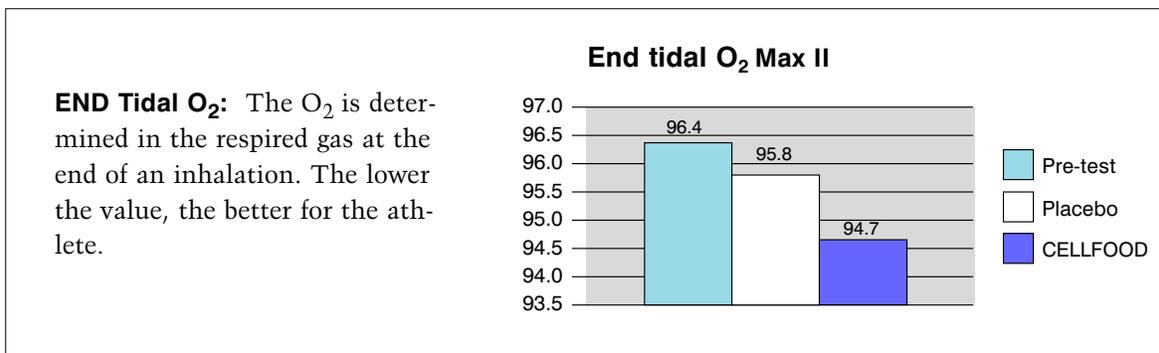
The research included such results as an 11% reduction in pulse rate, a 10% increase in red blood cell count, an 11% increase in disease-fighting white blood cells, a 15% increase in blood platelets, and an 18% increase in hemoglobin.



Graph indicates higher production of oxygen despite increased use during activity.

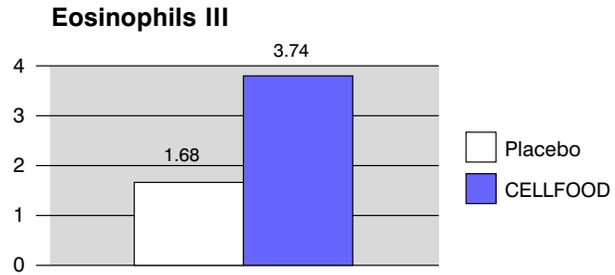


Graph indicates more oxygen provided to the system during breathing during activity.



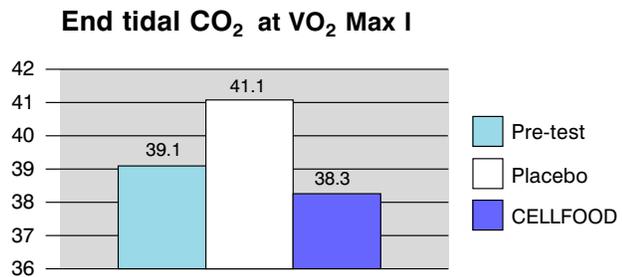
Graph indicates athletes retain more oxygen with Cellfood use.

Eosinophils: Phagocytic cells. Important in the defense against large multi-cellular parasites, their numbers increase during allergic reactions. They are also attracted to the sites of inflammation and control its spread to adjacent tissues.



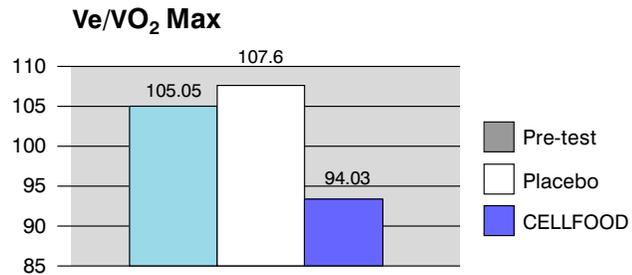
Graph indicates higher production of phagocytic cells, providing bodily defense mechanism.

END Tidal CO₂: The CO₂ is determined in the respired gas at the end of an exhalation. The lower the value, the better for the athlete.



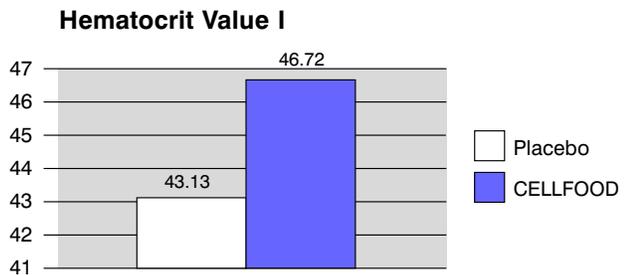
Graph indicates athletes expel less carbon dioxide during exhalations with Cellfood.

VE/VO₂ Max: The amount of air that needs to be ventilated per minute to extract 1 liter of oxygen. The lower the value, the better for the athlete.

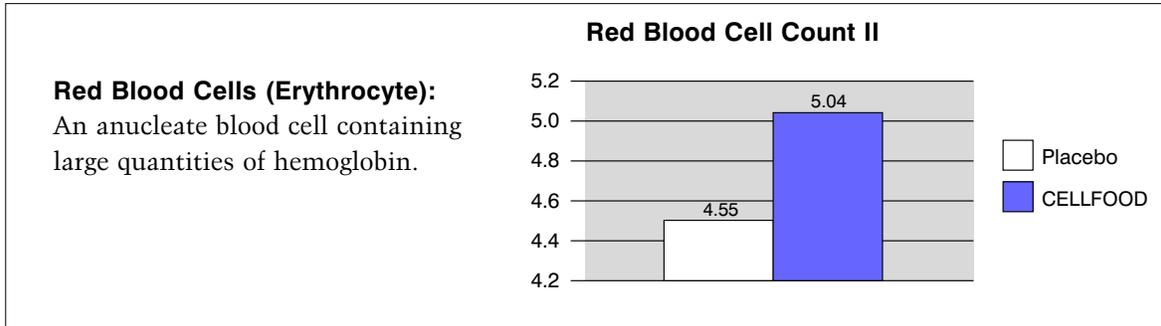


Graph indicates less air is needed for the athlete to be fully oxygenated.

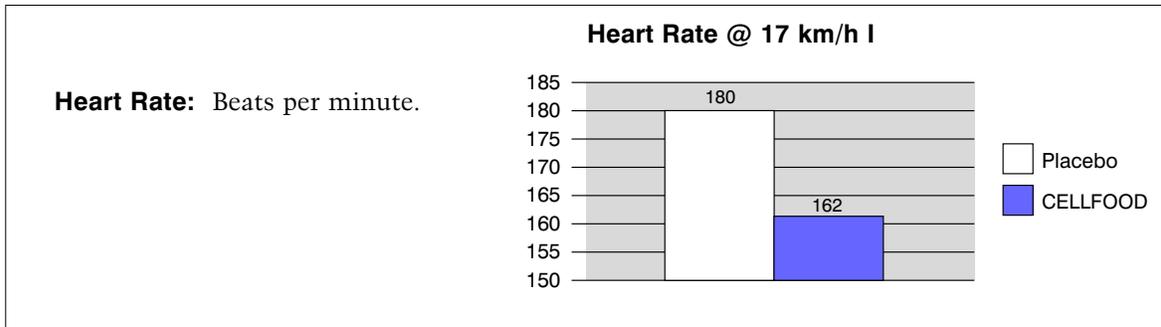
Hematocrit: Percentage of the volume of whole blood contributed by cells.



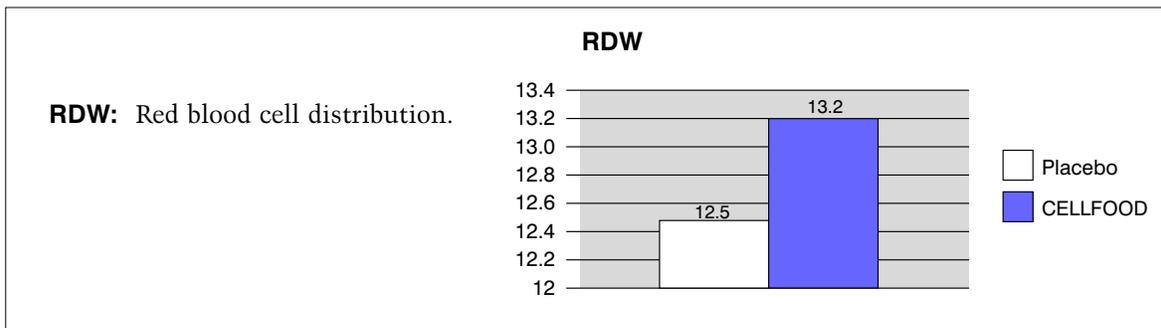
Graph indicates more blood provided to the cells using Cellfood.



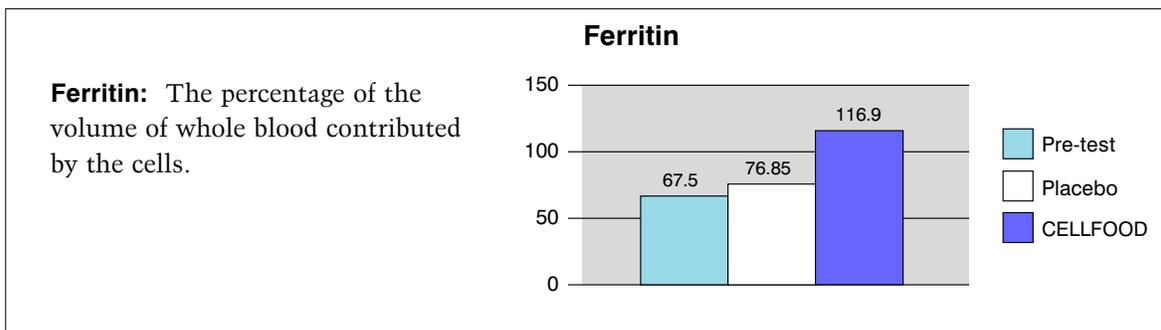
Graph indicates an increased red blood cell count when using Cellfood.



Graph indicates a reduced pulse rate when using Cellfood.

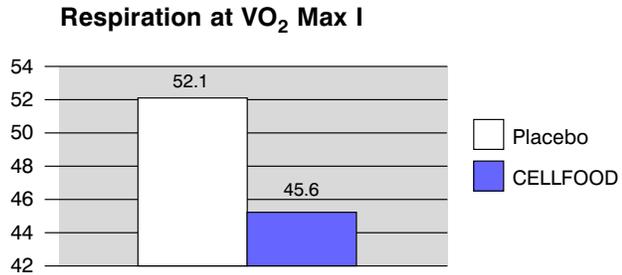


Graph indicates increase red blood cell distribution throughout the body when using Cellfood.



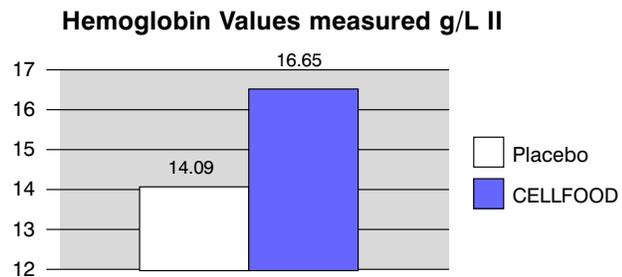
Graph indicates an increased volume of iron in the blood.

Respiration at VO₂ Max I: The respiration rate refers to the number of breaths taken per minute. This rate multiplied by tidal volume is an indication of a person's minute ventilation. The lower the number, the better.



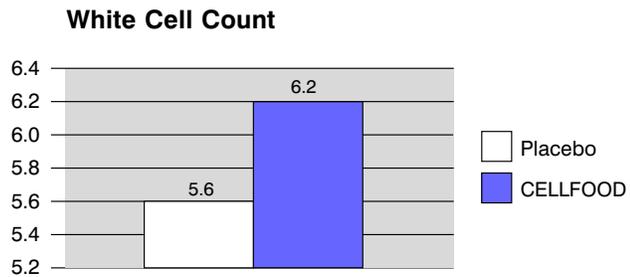
Graph indicates lower respiration was required for full breath ventilation when using Cellfood.

Hemoglobin: The protein found in red blood cells that gives them the ability to transport oxygen in the blood.



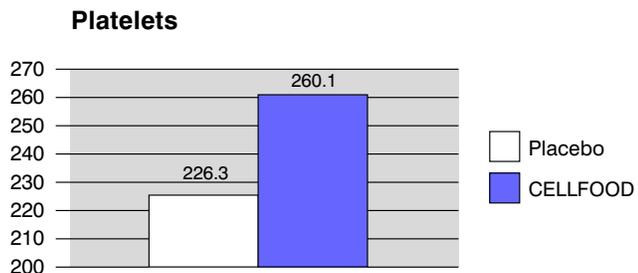
Graph indicates increased protein levels in athlete's red blood cells enhancing oxygen flow.

White Cell Count (Leukocytes): The granulocytes and agranulocytes of the blood. White cells help defend the body against invasion by pathogens and remove toxins, wastes, and abnormal or damaged cells.



Graph indicates increased white blood cell production, thereby removing toxins and boosting immunity.

Platelets: Transport of chemicals important in the blood clotting process.



Graph indicates using Cellfood increases platelet production, which is vital to blood clotting.