

GENERAL USER INFORMATION

1 GENERAL

ZeoActiv8™ is produced by Natural Extracts Australia Pty. Ltd. (the 'Company' part of the Natroceuticals Group. The Company is all Australian and ZeoActiv8™ is manufactured and sold in Australia for the Company by a compounding pharmacy registered under the Pharmaceutical Act.

The Company has applied for listing and ultimate registration of ZeoActiv8™ and its associated products here in Australia with the Therapeutic Goods Administration ('TGA'). Other countries will follow. The Company has patents pending in relation to its products.

This document is a summary about the product, about health in general and the interrelationship between what we eat, the water we drink, the air we breathe and the environment we live in. These four factors determine our health. The statements below have been compiled on behalf of the Company by research consultants and from actual experience and discussions with medical practitioners, naturopaths and other health care professionals and their patients.

2 IS ZEOACTIV8 SAFE?

A great deal of scientific evidence has been carried out over the past ten to twenty years into the safety of ZeoActiv8's™ main ingredient, zeolite (also known as an aluminosilicate) <what is zeolite>. Clinoptilolite, the type of zeolite used in ZeoActiv8™, is considered safe and has GRAS (generally recognized as safe) status from the Food and Drug Administration in the United States.

Many research papers have looked at different aspects of the mineral from consuming it to inhaling it. We have assembled, in our Safety and Toxicity Information, 16 pages of articles, some in full, some summarised and others as abstracts; in relation to its toxicology and safety <safety and toxicology>. The full articles are to form part of a Scientific Compendium which is now being researched and compiled in relation to the science behind the products.

Clinoptilolite, one form of zeolite and the one used in ZeoActiv8™, is a sheet zeolite which is considered safe and non-toxic because its crystals tend to be rounded. Overseas scientific research over a long period of time has indicated that this type of zeolite does not cause damage to the body if it is ingested or inhaled. Collectively the research papers support the contention that clinoptilolite is certainly inert and a majority suggest that if it is ingested it appears to remain within the intestinal system and is expelled from the body in the faeces.

Nevertheless the Company, as part of its due diligence, has commissioned three independent scientific reports. The first is a general toxicology study by a registered well known independent Australian firm that specialises in this type of toxicology work and is involved in many product applications by various companies to the TGA. This firm analysed the major, published scientific data to determine a NOAEL (No Observed Adverse Effects Level) from many scientific trials conducted by other researchers all over the world in mice, rats, dogs, cows, bulls, poultry and humans. These many trial results have been compared to the dosages being used in ZeoActiv8™. The comparison showed that the level used in ZeoActiv8™ is more than 100 times below the NOAEL.

The second and third reports are both studies to show the effects of taking the product in large amounts by an independent scientific research laboratory which specialises in this work. Both these reports show conclusively that ZeoActiv8™ and its active ingredient are safe and non-toxic.

ZeoActiv8™ is a new product developed right here in Australia since the latter part of 2007. It has just come to the attention of a number of doctors, naturopaths and health care professionals and many of their patients. It is not a medicine, and is not intended for the treatment or prevention of any specific condition or disease.

3 THE NEED TO CLEANSE THE BODY

One of the most important things one can do to improve health is to start to purify the body. Today every living organism, whether found in the deepest ocean or on the highest mountain, is affected by toxins. These come to us in many different ways and in many different forms, but all end up in the food we eat, the water we drink, the air we breathe and what touches our bodies. (Collectively we call them all 'Toxins').

The Toxins can be divided into four major groups.

1 The Heavy Metals.

The most potent of these are, antimony, arsenic, barium, beryllium, cadmium, caesium, chromium, cobalt, copper, lead, mercury, platinum, tungsten and thallium. All of these have been directly linked to many diseases and disorders and to the deterioration of the central nervous and immune systems. All of these, over a period of time, can corrupt the body's DNA.

2 The Inorganic Compounds.

Everyday our bodies are subjected to residues of burnt coal and petroleum products, plastics, preservatives, smoking, the additives in processed food products, hormones and drugs, alcohol, pesticides, solvents, cleaning chemicals, industrial pollution, and many others. Today there are approximately 85,000 synthetic chemicals that are in use every day in products and industrial processes.

In the last 30 years hundreds of foods have new additives, many of which have never been tested for the long term effects on human life. For example, one needs to realise the thousands of tonnes of chemicals that are used in just keeping wheat and other grains from fungal infestation when they are being stored in silos, grain houses, ships and trains while being transported. The costs of chemicals used in the dairy, beef and agricultural industries is now measured in the billions.

3 The Invaders

In addition there are mycotoxins within the body secreted from bacteria, yeasts, moulds and fungi. These all live within the body and are increasing in number and variation, particularly over the last few decades. In fact the majority of cells in the human body are found in the intestinal tract and most of these are not ours, but the invaders who live there. Many of these have been directly linked to various diseases including autism, ADD, ADHD, chronic fatigue, allergies, diabetes, hepatitis, cancer and many others.

4 Electromagnetic Radiation (EMR)

These are the electromagnetic waves emitted from televisions, computers, mobile phones, high energy transmission lines, mobile phone towers, video games, microwaves for heating food, x-rays in relation to medical and dental examinations, airport, court, government, commercial and industrial security, gamma rays, ultra violet light and uranium, thorium and other forms of radiation, all of which destroy human cells. Children absorb far more EMR (up to 3 times more) than adults.

All living things are all increasingly exposed to these Toxins in their daily lives and when they accumulate over a period of time, they undermine the health, well being and longevity of the body, degrade the body's immune system and cause premature aging.

One of the most important factors in preventing disease is the reduction and elimination of these Toxins from the body. However the planet is becoming more toxic, not less, and it is happening at an ever increasing rate, so that it seems only a matter of time before future diseases will claim a majority of the population before the age of fifty.

Scientific testing and extensive industrial use has shown that zeolite is a very effective filter and purifier of nearly all fluids and solutions that pass over or through it. These qualities give the mineral a huge potential to help mankind. Because it is sub-micronized in a proprietary process, its surface area has been increased by almost a thousand fold.

This gives the product its great ability to draw in and trap many of the heavy metal and other chemical compound cations <cations> within its honeycomb, crystalline structure. It functions similarly to a magnet, where the magnet attracts iron filings and holds on to them. The ZeoActiv8™ is then passed naturally out of the body together with all its trapped Toxins within about six to eighteen hours of its ingestion.

4 ZEOACTIV8, HOW DOES IT WORK?

Zeolite is an alumino silicate and has been used in many foods, medications and other household products, both as a mineral supplement and as a binder.

Zeolites are currently used in water filtration and water purification, by governments, municipalities, industries and domestic users. It is extremely efficient in this role and is used to filter toxic water, sewerage and mine tailings. Clinoptilolite is also registered for, and used extensively in, animal and fish feeds to reduce the production of ammonia and increase nutritive value of the other foods. There are many published studies that have demonstrated that clinoptilolite binds a range of mycotoxins, benefiting the health of animals into whose feed clinoptilolite has been added. These foods enter the human food chain once the animals are prepared for the market place. It is also used in cat litter, animal feed lots and animal stalls where it reduces odour and bacterial infections.

Zeolites are increasingly used throughout industry as molecular sieves. They act as catalysts for chemical reactions which take place within their internal cavities. This is exploited in many organic reactions, including crude oil cracking, isomerisation and fuel synthesis. In powder detergents, synthetic zeolites replaced harmful phosphate builders, now banned in many parts of the world because of water pollution risks <uses>.

It is well established that the zeolite clinoptilolite, strongly attracts and binds all heavy metals in ionic form such as lead, cadmium, mercury, arsenic, (the big four) and many more. The molecules of these metals have had an electron stripped from them and become positively charged and are also known as free radicals. The majority of these metals have no known biological role within the body and are highly toxic.

Because zeolite has a natural negative charge it attracts and absorbs many of these positive charged molecules or ions. They are attracted to the negative charge of the zeolite and flow into the honeycomb structure becoming trapped or caught within its cage structure and are held there. Because of the strong electrical bonding they are not released back into the surrounding fluids. <about zeolite>

Zeolite has shown a hierarchy of affinities where it attracts mercury, cadmium, lead, arsenic and other heavy metals first because they carry a much higher positive charge than other molecules. Minerals and metals with a lower positive charge such as calcium, sodium, potassium and magnesium have a lesser affinity while the other, heavier metals, are present.

Zeolites also have an unusual property called their 'cation exchange'. They are able to attract and hold higher positive charged molecules and release lower positive charged particles that they may have attracted previously back into the surrounding environment. This cation exchange can be measured and varies from one zeolite to another depending on how the zeolite was originally formed <cations>.

The clinoptilolite used in ZeoActiv8™ has a high cation exchange and is treated and cleaned after its sub-micronisation process. This special cleaning process washes out any previously accumulated positively charged molecules so that the negative charge is brought back to its full cation exchange value. This process is known as 're-activating' the zeolite.

Once the zeolite in ZeoActiv8™ enters the body it begins to attract and hold as many positively charged particles as come into contact with it. At the same time it raises the body's alkalinity or pH. Once the positive charged particles have been attracted and trapped, they pass out of the body along with the ZeoActiv8™.

5 WHAT TO TAKE WHEN

Dosage is measured in either drops or mls. Therefore each bottle of ZeoActiv8™ is fitted with a dripolator which greatly assists in counting the correct number of drops that equate to the correct ml dosage to be measured. The recommended number of drops or ml dosage per person is presented in a separate sheet.

However as a general guide, the smaller the body weight, the lower the ml dosage should be. The applicable dosages will always be determined on a case by case basis and will require a different level of mls for each individual. In addition, as each user responds to the ZeoActiv8, the dosage will change

over time and will slowly be reduced to reach a stable maintenance level. For example, if the user reduces or increases their body weight the dosage should rise or fall accordingly.

If you are advised to take over 1.2 mls (30 drops) a day you may find it easier to take out the dripulator and use a pre-marked medicine measuring cup with ml equivalents. If you do this make sure, after taking the ZeoActiv8™ you flush the measuring cup with water and drink that water so you make use of any residue of ZeoActiv8™ left in the cup. Afterwards, rinse the cup again and let it dry so that it is ready to use next time. Immediately replace the cap of the bottle and leave in a cool place standing upright. It does not need to be put in the refrigerator unless the temperature rises over 38°C.

If you have had renal failure, a heart condition, faecal blockages or kidney problems you should be very carefully monitored during the initial commencement period. We will elaborate further upon application.

The drops may be taken with filtered or plain water, juice, cordial, milk or even directly into the mouth. It is not recommended to take ZeoActiv8™ with carbonated soft drinks (too acidic) or any alcoholic beverages as it will absorb the alcohol and become less efficient. ZeoActiv8 is better taken on an empty stomach or at least an hour or two before, and at least two hours after a meal.

6 DRINK PLENTY OF WATER OR FLUIDS

You will need to drink far more water than usual when taking ZeoActiv8™ as it has a dehydrating effect. As the ZeoActiv8™ works, it absorbs not only the positive charged particles, free radicals and other compounds, but also will trap and remove a large amount of liquid. If headaches develop then the fluid intake is insufficient. If this happens, reduce the number of mls to a lower level and drink more fluids before starting again. If headaches persist seek medical or professional advice.

To counter this fluid loss, the body will require more fluids than normal. This does not mean soft-drinks or beer but water based drinks such as sugar free cordials, juice or best of all, filtered or plain tap water. An increase in water is very beneficial for the body as most people do not drink enough water anyway. If not enough liquids are taken, then headaches and constipation may result.

Because of the increased fluid intake do not buy or drink from plastic bottles, [refer to our comments about plastics in section 15]. Store water only in glass bottles. There are many different types of glass bottles commercially available or wash and reuse glass bottles that you already have. Some square bottles like the attractive turquoise coloured *Bombay Sapphire™* gin bottle make good water bottles for the refrigerator once cleaned properly. Keep the bottles cool in the refrigerator and squeeze in some lime or lemon juice for flavour. You will be surprised how soon kids learn to like the taste of the water.

How much water should you drink each day? It has been recommended that one should drink approximately 32mls of water per kilo of body weight. An 80 kilo person should drink about 2.5 litres of water daily. Most people do not drink anywhere near this amount but certainly everyone needs to increase their intake as much as possible.

The best water to drink is from the tap after it has been through some type of water filter. It is essential that you purchase a water filter that best fits your needs. In our opinion this is even more important than having a new television or some other household appliance as all drinking water, and especially water used in cooking and cleaning, can contain heavy metals and inorganic compounds, and all these need to be removed. There are many different types available. They should incorporate a carbon filter and it is essential that they are a water alkaliser [see why this is so very important in section 11].

7 VITAMINS AND MINERALS

If already taking vitamins or other mineral supplements it is suggested that they are consumed about eight hours before or after taking ZeoActiv8™. This can be done either morning or early evening but it is best to stick with the same routine every day. This intake allows these supplements to be fully absorbed before/after the ZeoActiv8™ enters the digestive system.

Obviously this will not be possible when commencing on a higher dosage particularly where a patient is taking the ZeoActiv8™ more than once during the day. Try to put as much time between taking

ZeoActiv8™ and your mineral supplements. If you have heavy metal toxicity the ZeoActiv8™ will attract the heavier metals first so that the mineral supplements will be able to be absorbed.

We have specially formulated a range of mineral supplements for those that are interested. These supplements are available from the Company in a 500ml bottle and can be ordered by calling 1300-882-329 or ordering from our web site.

8 SIDE EFFECTS AND CAUTION WITH OTHER MEDICATIONS

ZeoActiv8™ should not be taken by anyone taking a medication containing heavy metals, such as lithium or platinum, (which is often found in some cancer medications). ZeoActiv8™ may remove from the body, supplemental lithium and the chemotherapy agents, cisplatin and carboplatin, both of which contain platinum.

It appears to be safe to take ZeoActiv8™ during chemo or radiation therapy and we have had some reports that it actually promotes the retention of hair and mitigates the feeling of nausea. However, because it is new, not all doctors may want their patients to be taking another supplement or product while undergoing chemo or radiation therapy.

If that is the case follow your doctor's advice. If your doctor would prefer you to stop taking ZeoActiv8 but is not sure of the timing, allow at least a week before and one week after, receiving the chemo or radiation therapy. Some patients may be allowed to use ZeoActiv8™ while taking lithium, but this should only be done on a case by case basis; consult your doctor or health care professional. We are preparing research to see how ZeoActiv8™ reacts with other medications, such as Warfarin.

Where a person already has a mineral or electrolyte deficiency, the ZeoActiv8™ will increase these deficiencies as it starts the chelation process. This could lead to atrial fibrillation. To prevent this, you will need to supplement your intake with colloidal minerals and in some cases extra magnesium, zinc, calcium and potassium. These should be in liquid form so that they are able to be rapidly absorbed. It may also be advantageous to take some form of electrolytes, which are available from your chemist, or Celtic salt during the first month of so.

If you have a faecal blockage or are constipated, you should try to eliminate the blockage or the constipation before you commence taking ZeoActiv8™. Zeolite acts as a binder and has been incorporated into products that have the ability to stop diarrhoea and very loose bowel movements.

9 METAL PRODUCTS, IMPLANTS

ZeoActiv8™ is totally inert. It will not attack hip replacement or breast implants or any other device implanted within the body. It is prudent, however, to keep undiluted ZeoActiv8™ from coming in direct contact for a long period of time with amalgam fillings which contain mercury.

If ZeoActiv8™ is taken directly into the mouth it is advised, just as a precaution, to swallow it and then drink a couple of mouthfuls of water. Patients should swish the water around in their mouths and then swallow and repeat. Any free mercury molecules, in either the mouth or in the stomach, will be absorbed by the ZeoActiv8™ and passed out of the body.

There is a growing consensus and a large, accumulating amount of evidence that all amalgam fillings should be replaced immediately. This is not a criticism of the dental profession for all parties were unaware of the danger of mercury in amalgam fillings until recently. However the evidence is now becoming overwhelming that there is a leaching of mercury from these fillings and the non toxic amount of mercury is stated to be one part per billion.

This becomes very important as heavy metal poisoning, especially mercury, which is particularly difficult to remove, has a devastating effect upon the body and many of its vital organs and their functions. There is a direct relationship between the rise in heavy metal body toxicity and disease, and an increasing reduction in body health and well being. In addition the presence of mercury makes it more difficult to remove other toxins.

10 ANTIFUNGAL TREATMENT

Yeasts, moulds, fungus, bacterial and viral infections all seem to be closely associated with many types of cancer and a huge number of other diseases. A direct link has not yet been established, but

there appears to be a strong connection between cancer and various fungi such as Candida. In fact, there is growing evidence that the two, or a closely related variation of Candida might actually be one and the same.

However, all of these organisms can mutate and adapt to most chemical and antibiotic treatments. They are becoming increasingly prevalent living within the human body and are increasingly difficult to remove. In addition, many of these organisms secrete their own individual mycotoxins that inhibit and confuse the body's own immune system, allowing them to live happily unseen and unhindered within us.

The medical definition of fungi is: 'a large group of spore-bearing organisms that derive their nourishment by absorbing nutrients through their surface. Many fungi can infect the body but, in people with healthy immune systems, infections tend to be limited to the epidermis [first layer of the skin] and the mucous membranes of the genital tract. Immune deficiency allows widespread, opportunistic fungus infections of all parts of the body.' Nexium esomeprazole, Collins Dictionary of Medicine, 4th. Ed. 2005.

The last sentence of the definition is all important. Look at it again. In our opinion, without realising the full implications of the words, they [Collins] have reduced into one sentence the disease problem of the twenty-first century. Add to that the sentence before and you have the reason why we all need to purify and cleanse our intestines to ensure a healthy immune system.

Just to confirm the point about yeasts, moulds, fungi and bacterium causing disease, in 1982, two Western Australian doctors, Marshall and Warren, discovered that a bacterium *Helicobacter Pylori* was the cause of 90% of duodenal [intestinal] ulcers and up to 80% of gastric [stomach] ulcers. In two studies involving almost 135,000 people, researchers found that the bacterium is strongly associated with the development of stomach cancer, the second most common cancer. Unfortunately, it took 15 years for the medical establishment to finally accept that the doctors were right.

In a report on the BBC dated 10/09/08 an Archives of Disease study found samples from babies who had died for no apparent reason often carried potentially harmful bacteria. Some researchers believe toxins produced by an infection caused by the bacteria *Staphylococcus Aureus*, a particularly virulent bacterium, were responsible as they produce potentially lethal mycotoxins. Associate Professor Paul Goldwater of the Woman's and Children's Hospital at the University of Adelaide, who carried out the research, believes bacterial infections may contribute to many sudden infant syndrome (SIDS) deaths.

He analysed the post mortem results of 130 babies who had died of various causes. Of those, 65 had died of SIDS, (these were split into two groups, 33 showed no cause and 32 whose post mortems confirmed they had died suddenly as a result of infection). The remaining 33 of the 130 had died from non-infectious reasons such as car accidents, drowning etc.

He then analysed isolates from 'sterile' sites in the 65 SIDS babies which are normally free of infections, such as heart blood, spleen and brain fluid. Infections at these sterile sites were rare in those 33 infants that had died of non-infectious causes but was relatively common in both SIDS groups. He said "given the findings, and similar findings by other researchers in the past, any cases of SIDS where *S Aureus* is isolated from sterile sites should be considered for reclassification", i.e. they died from an infection and not from SIDS. Could the remainder be also dying from a yet undiscovered bacterium, yeast, mould or fungus.

Another example is new research just released by French researchers [BBC News] that Crohn's disease may be caused by the lack of a bacterium in the gut. Crohn's disease is a disease that affects the lower end of the small intestine, the 'ileum'. The symptoms are inflammation, pain, ulcers, and diarrhoea which often require treatment by surgery, to remove part of the inflamed intestine.

The research indicated that patients with the disease have a marked deficiency in the bacteria *Faecalibacterium prausnitzii* and were more likely to experience recurrence of the disease if they had low levels of *F. prausnitzii*. They explained that this bacterium secretes a mycotoxin that provides an anti-inflammatory effect. Scientists believe that another harmful bacteria, yeast, mould or fungus was actually responsible for the disease, but was being neutralised or at least counteracted, by the presence of *F. prausnitzii*. This is a good example of needing the good bacteria to limit or exclude the bad bacteria. You may not be aware that the majority of the cells in the intestinal system belong, not to us, but to the organisms that live within us. It is estimated that these bacterium and other organisms can weigh as much as 1.5 kilos.

Further evidence that cancer could be either caused by a virus, yeast, mould or fungus or a combination of them, is shown by the fact nearly all cases of cervical cancer are caused by *Human Papilloma Virus* (HPV). HPV is an infection found in many women. Although not all women with the virus will develop the cancer, all the women with the cancer have had the virus. The Hepatitis B virus is a common cause of cancer that starts in the liver. We just don't know enough about these organisms yet.

Nearly all of these organisms require an acidic environment to live in, as do cancer cells. The very fact that most live in the intestinal system and bowel shows that they need an acid environment to survive. It is therefore imperative to raise the alkalinity of the body (see below). Raising the alkalinity of the body will reduce the effects of these organisms and the mycotoxins they produce, and eventually eliminate them. ZeoActiv8™ raises the body's pH through the release of its calcium, potassium, magnesium and sodium into the body and it already has a pH over 7.5. This is achieved through its cation exchange ability <cations> with heavy metals, free radicals and inorganic compounds. In addition, during the re-activation process the product is re-invigorated with extra calcium.

It is easy to pick up bacterial, yeast, mould and fungal infections from food and drink, from infected surfaces and from the air we breathe. Always wash your hands well with a good antibacterial soap before eating, and especially after using a toilet (especially a public toilet).

Soon, we will be marketing a new, all natural, anti-bacterial foam. It removes bacteria, fungus, mould and other organisms from the hands without having to use water. It is very effective and is compact enough to be carried in a handbag, car glove box or small school bag.

Every member of your family should also always wash their hands immediately they arrive back home, whether it be from shopping, working, sports, school, university or social functions as the spores of these organisms are spread by contact. We all touch unclean objects everyday when we shake hands with strangers, perform our work in our work environment, eat at coffee shops and restaurants, touch escalators, push shopping trolleys, open doors, catch a bus, train, ferry, plane. After coming home and washing the hands, how often do you notice that the water is grey, brown or black. We realise that this information is very basic but so many people don't bother anymore.

Cover all food even if taken out of the refrigerator or any container for a short period of time. Why? Because many of the yeasts, moulds and fungal spores abound in the air and all will settle on any exposed foods to contaminate them.

Make sure your refrigerator is operating at its correct temperature to reduce any possibility of mould or fungal growth in the food stored there. To do this you should use a refrigerator thermometer. These are available from some supermarkets, hardware and department stores. Your thermometer should show a temperature below 5°C in the main section of the refrigerator. Avoid crowding stored products in the refrigerator to ensure good air circulation around each item. Proper storage not only keeps the food in good condition and safe from bacterial growth, but also saves shopping time and money as it reduces waste. Any food that shows any sign of mould should be immediately discarded.

Wrap all scrap food items and wash out all tins, plastic containers, milk cartons etc that have held food or drink before placing them in the garbage. Once your garbage is getting close to being full, remove it from your kitchen. If anything in the garbage or the refrigerator smells, remove it immediately. What you smell is rotten food that is decomposing due to bacteria, yeasts, moulds or fungi.

When you replace plastic garbage bags clean the plastic receptacle that holds the bag at least every second or third time you change the bag (every time would be better). Don't just spray it, wash it using hot water and a mild bleach or disinfectant. This is often the breeding ground of germs, mould and fungi which will keep re-infecting the house or apartment unless destroyed.

11 RAISING THE BODY'S ALKALINITY

Proper pH is absolutely vital, we cannot stress that enough. There are thousands of chemical reactions taking place constantly within the human body. The pH of the body effects how well these reactions occur. If the Ph goes out of balance it will affect the results of these reactions and in turn, affect how well the body functions. The body, being mostly composed of water, tries to maintain a steady blood pH level of 7.3 which is slightly alkaline, 7.0 being neutral, (i.e. neither acidic nor alkaline).

Testing the alkalinity of the blood used to be a normal routine test ordered by most medical practitioners but for some reason they do not ask for this test to be done anymore. It appears to have fallen from favour as not having any practical meaning. We believe that this is one of the most important pieces of information you need in relation to the condition of your health.

However there are a number of litmus paper testing kits available in the chemist for testing pH. One group is for testing the saliva and the other, urine.

In the digestive process, all foods leave either an acid or alkaline ash in the body depending upon their chemical composition. Normally the body chemistry is approximately 20% acid and 80% alkaline, being the acid, alkaline balance. The body converts the food and other nutrients into energy. As the energy is utilised it is converted into mainly carbon dioxide and water. This dissolved carbon dioxide gas, as a by-product within the blood, makes it acidic.

Acids are also introduced directly by various foods and drinks (most soft drinks) or are due to other things such as inorganic pollution, smoking and alcohol. In relation to soft drinks, the pH of most cola drinks (cola is an old genetic term for most carbonated flavoured drinks) containing phosphoric acid is 2.8 to 3.2. As the urinary tract requires a pH near 5.0 to pass out the urine, the body must make up the difference and increase the urine's alkalinity.

To achieve this level researchers have calculated that a 350ml bottle of cola would need to be diluted 100 times requiring an additional 33 litres of urine. As this is impossible a corresponding amount of alkaline buffer is required to be drawn from other parts of the body and deposited into the urine. We have heard that many soft drinks will dissolve teeth because they are so acidic. These drinks have four major problems. They are acidic, they have high sugar levels, they are bottled in plastic and require a lot of calcium to buffer their acidity before the body can get rid of them.

Whenever the alkalinity of the body is reduced, even slightly, its ability to transport carbon dioxide and other wastes is reduced. This leads to an accumulation of acids in the blood which is a condition known as 'Acidosis'. Acidosis is a breeding ground for most diseases. When there is a substantial increase in the formation of acids in the blood, the body attempts to eliminate these acids through the lungs, kidneys and the bowels. The main cause of Acidosis is either consuming too many acid forming foods or other compounds or the reduction of alkalinity and calcium in the body so that it can't eliminate the acids already formed there. Usually it's both.

We have already discussed how critical and absolutely vital it is to increase the alkalinity of the body's blood to reverse Acidosis. Whenever a person has Acidosis, the higher the ratio of alkaline forming foods in their diet, the quicker and certain, will be their survival and recovery. Diet is absolutely critical and plays the most important part of this whole puzzle. Remember 'what you eat today, walks and talks tomorrow'.

There are many foods that can do this, so it is matter of changing one's food intake. Some of these are:-

Foods leaving an acid ash residue are: unripe bananas, beer, bran foods, bread, cakes, all processed cereals, cherries, cheese (all types using pasteurised milk), chicken, chocolate, other confectionery, coffee, corn, cranberries, eggs (non organic), hard liquor, lentils, mushrooms, nuts (except unprocessed nuts), oatmeal, peanuts, peas, plums, rice, sea foods, sparkling water, table salt (sodium chloride), soy sauce, sugar and black tea, (unfortunately all the things that we like to eat and drink, but should cut down on).

Foods leaving an alkaline ash residue are: alfalfa, almonds, apples, apricots, avocado, baking soda, ripe bananas, barley, beans (nearly all types), beets, cabbage, carrots, cauliflower, celery, coconuts, cottage cheese (and cheese made from raw milk not processed milk), cucumber, eggs (organic, free range only), egg plant, flax oil, all herbs, grapes, lemons, lettuce, limes, melons, milk, mushrooms, all unprocessed nuts, olive oil, onions, oranges, parsley, peaches, pears, pineapple, potatoes, pumpkins, sea salt, seeds (nearly all) soybeans, herbal teas, tomatoes, and nearly all vegetables and fresh vegetable juices, (usually the things that we really need, but don't like to eat).

A team of researchers from two Canadian Universities and the Centre for Chronic Disease Prevention and Control of Health, conducted a study to examine the possible link between pancreatic cancer risk and dietary intake. They found that lycopene, a substance found in tomatoes and tomato products, appeared to reduce the risk of pancreatic cancer by up to 31%. Tomatoes may seem acidic but they convert into an alkaline ash once inside the body, much the same as lemon juice does.

One of the most agreeable and convenient means of alkalisating the blood is the consumption of fresh citrus fruits, other fruits and fruit juices. The alkalisating value of citrus fruits is that they contain a large percentage of alkaline salts, which convert inside the body to a form of potash.

A very simple way to do this is to squeeze the juice of a third or half of a fresh lemon or lime into a glass of water and drink through the day. Repeat as many times as possible placing the unused portion of the lemon face down on a plate or saucer in the refrigerator to keep it fresh. It is quite pleasant to drink and makes drinking plain water far more palatable. Don't be concerned if pieces of the lemon fall into the water, just drink those too. Although the juice is acidic inside the lemon/lime, it rapidly becomes alkaline inside the body. The health benefits of juice bars can now be understood as the juice is always fresh and therefore alkaline.

Eat as many fresh fruits as you can, particularly in the morning before noon. Cut up a number of different fruits and have them for breakfast and throughout the morning with a fork. Alternatively, if you have no time, you can buy already cut up fruit salads from most good fruit, green grocer and health food shops. Drinking the juice of fruits and vegetables from a home juicer will also help.

Not only does their consumption raise the alkalinity of the blood, but it cleanses the intestinal tract and helps the bowels excrete the faeces, toxins and other organisms and substances the body needs eliminate. Do not eat heavy, breakfasts that include chicken, steak, ham, sausages and/or eggs before noon more than once or twice a week, if possible. Eating heavy meals in the morning will increase acidity but more importantly, is completely counterproductive to the flushing and cleansing process our bodies desperately need.

Another way that is simple and an inexpensive solution to raise the alkalinity of the blood is to take half to one teaspoon of bi-carbonate of soda (baking soda) once a day in water or better yet, juice. This is an old grandmother's remedy but it is still very effective. In fact there is a treatment called 'the bicarbonate maple syrup treatment'.

This treatment was first reported on the Cancer Tutor web site but is referred to in writings from the last century. The treatment is to combine pure (real 100%, not an essence) maple syrup and baking soda together.

The glucose in the maple syrup is rapidly absorbed by the fungus, yeasts and moulds (cancer cells also consume at least 15 times more glucose than normal cells) and the baking soda in the mixture is absorbed with it. It is like giving the fungus or cancer cells a Trojan horse. It causes the organisms to rapidly alkalisate, raising their pH and thus increasing the oxygen inside the cells killing the organisms or those cells. We believe that you could substitute honey for the maple syrup.

The reported formula is placing one part baking soda to three parts maple syrup (or honey) into a saucepan and mix together, then heat the mixture for 5 minutes while stirring briskly to ensure that the mixture doesn't burn. Cool and placed in a covered container. Make sure that the baking soda is one that does not contain aluminium

In addition try taking a weekly bath to which has been added between half to one cup of bi-carbonate of soda. Your skin will feel fresh and clean and it will greatly assist with the elimination of any fungal infection, particularly thrush, chronic itching and skin infections.

Both the fruits and the baking soda are also highly antifungal treatments so you are getting two remedial actions for the price of one.

ZeoActiv8 has been especially formulated using purified, filtered liquids that have a very high pH. Its purification process includes deionisation, ultraviolet light treatment, demineralisation and filtration using three filters, the last down to less than one micron. Calcium, magnesium, sodium and potassium boost the body's alkalinity while sulphur, phosphorous and chlorine make it acidic. ZeoActiv8 contains all of the alkaline minerals and no sulphur, phosphorous or chlorine.

12 INCREASING THE OXYGEN

Acidosis promotes low oxygen in the blood. Alkaline solutions (pH over 7.0) absorb oxygen, acidic solutions (pH below 7.0) expel oxygen. For example a mild alkaline solution can absorb up to 100 times as much oxygen as a mild acidic solution. Dr Otto Warburg stated in a 1966 conference of Nobel

Laureates held in Lindau Germany, that whenever any cell is denied more than 35% of its oxygen requirements, the cell can become cancerous.

Since Warburg's discovery, this difference in respiration has remained the most fundamental physiological difference consistently found between normal and cancer cells. He based his work on meticulous experiments that have been verified by other scientists and medical researchers many times over. Dr Warburg explained that the number one cause of cancer is simply just too little oxygen actually getting into the cells. American researchers and physicians have conclusively proved Warburg right as far back as 1953 and again in 1955.

Ma Lan and Joel Wallach, American MDs point out that one type of white blood cells kill cancer cells by injecting them with oxygen, creating hydrogen peroxide in the cells. It therefore becomes imperative to drastically increase cellular oxygen levels and to detoxify the body so that more cells stay oxygenated.

Most lab research technicians know that when working with cell cultures of fungus, yeasts and moulds in the lab, if they want the organisms and cells to mutate and grow they turn down the oxygen and to stop and kill them, the oxygen is turned up. Oxygen is essential to metabolise food and create high energy, and it is also impossible for cancer to exist in a strong alkaline, oxygen-rich environment.

Some misguided people claim that exercising alone will increase the oxygen levels sufficiently to do the job. Lance Armstrong the world champion cyclist and many other famous sporting stars who exercise regularly and are at the peak of their fitness still have developed cancer. Exercise alone is not enough!

The daily intake of oxygen has been determined to be approximately 1,300 milligrams per day. The oxygen needs to be in a form that gets into every one of the body's 100 trillion cells. Most of these cells are in the intestinal system and belong, not to us, but to the organisms that live within us all. That is why all the pieces of the puzzle set out in this document are required and must be combined together so that enough oxygen is able to get to all the cells of the body. Yes the old saying is absolutely correct: 'prevention is far better than the cure'.

Once the oxygen is in the blood the body requires special fats that make it possible for sufficient oxygen to actually get into the cells via the cellular membranes. These fats are highly oxygen absorbing and are called 'essential fatty acids' (EFA's) and these must be sourced from outside the body as the body does not manufacture them. The most important of these are omega 3 and omega 6 (often called 'parent omega-6' and 'linoleic acid'). These are sometimes referred to as 'oxygen magnets'

A course of co-enzyme Q10 should also be started to help increase the amount of oxygen in the blood. There are a number of brands on the market and they should be taken as directed.

These EFA's in the cellular membrane attract the oxygen that's in the blood stream and transfer it into the cell just like a sponge absorbs water from a pool and then can release the water into a container when squeezed. We will be bringing out in the near future a liquid supplement that will greatly increase the oxygen levels within the body and that the body can absorb easily. This product will include natural liquid co-enzyme Q10 and a special, highly oxygenated, alkaline water.

13 THE CALCIUM FACTOR

The blood has chemical substances called 'buffers' that resist pH changes. Two of the most important are carbonic acid, used to create more acidity and bicarbonate, used to create more alkalinity. A compound called 'mono-ortho-calcium phosphate' is the main chemical alkaline buffer and is used to maintain the correct alkalinity level of the blood.

Calcium makes up approximately 1.6% of our body weight. The calcium ion is the work horse of the body. No other mineral is capable of performing as many biological functions as calcium. It is responsible for feeding every cell. It is so biochemically active that it can hold onto seven nutrient molecules and one water molecule and pull them through the blood stream. It then detaches its load, picks up the waste and returns to repeat the process. No other ion can do this. It is small enough to be able to get into and out of human cells. It carries nutrients into the cell and takes away the acids and other cellular wastes.

Another important biological job for calcium is DNA replication, which is crucial for maintaining youth and a healthy body. DNA is the basis for all body repairs and can only occur on a substrate of calcium. Therefore low calcium means low body repair and premature aging. As important as all the many other functions calcium performs for maintaining body health, none is more important than the job of pH control.

Calcium's reaction to acid is the same as water is to fire. Calcium quickly neutralises acids that reduce oxygen in the cells. The more calcium there is, the more oxygen. The more oxygen in the cells the less there are of the yeasts, mould, fungi and all the other organisms that cause degenerative diseases. The biggest problem is that our calcium becomes depleted over time. To enable the body to maintain enough calcium for buffering, the body must receive replacement calcium from the foods we eat. If the calcium intake is not sufficient, serious problems will occur.

The human body is very intelligent. If we do not have enough calcium available in the blood, the body simply steals or pulls the calcium out from other parts of the body, the saliva, spinal fluid, tissues, teeth and bones. If the blood remains acidic for prolonged periods the constant buffering of the blood from bones brings on a condition called 'osteoporosis'. It is predicted that one in two women and one in three men will suffer from osteoporosis during their lifetime.

There have been many studies done and articles written about the role of calcium. In February 1999, in an article in the Readers Digest, it was reported that a 1977 US federally funded trial found that a diet containing 1200ml of calcium significantly lowered blood pressure in adults. In the same article under a heading "The Super Star Nutrient" it was reported that a trial on colon cancer showed that, upon reaching 1500ml of calcium a day, participants' colon cancer growths reduced.

The New England Journal of Medicine reported that adding calcium to the diet can reduce and eliminate tumours from the large intestine. In October 1988, the New York Times reported a study published by the Journal of the American Medical Association wherein they found that increasing calcium may prevent cancer in the breast, prostate and pancreas.

The key is finding a balance where the body has enough calcium for buffering and for its other roles. If the alkalinity is at the correct level there is no need for the blood to take calcium from other parts of the body. It appears we need around 1,200mg of calcium, 700mg of magnesium and 500mg of potassium as part of a daily mineral supplement.

Our calcium intake from natural sources has been falling, not only because we don't eat enough foods containing calcium, but also the amount of calcium in vegetables has been steadily falling due to the over-utilization of the land for agriculture and its depletion of available minerals. For example in the chart below shows the depletion over the years.

Comparison of data between 1948 and 1991

| FOOD | FOOD VALUE | 1948 | 1991 |
|--------------|---------------|----------|-------|
| Apples | Vitamin C | 25mg | 5mg |
| Artichoke | Magnesium | 27.2mg | 17mg |
| | Calcium | 43.5mg | 29mg |
| Asparagus | Calcium | 25.8mg | 10mg |
| Butter beans | Protein | 19.2% | 2.3% |
| Broccoli | Magnesium | 160mg | 29mg |
| Carrots | Beta Carotene | 25,000IU | 9IU |
| Potatoes | Potassium | 650mg | 450mg |
| | Calcium | 27mg | 3mg |
| | Iron | 2mg | 0.5mg |
| | | | |

Note the big drop in calcium

Probable Document Source as suggested by CSIRO is understood to have been published in 'Eco Age' Feb 1991 page 3

The best calcium to take is in the form of Cesium carbonate. Because of its electrical properties this mineral will raise the alkalinity of the cell faster than any other form of calcium. Cancer cannot live in a cell that has a pH of 7.5 or above. Cesium is natural and should not be confused with Cesium 137 which is artificially produced and radioactive.

We are currently researching the best combination of mineral supplements that the body needs in order to maintain its calcium and other required minerals.

14 ALL ABOUT SUGARS

The average Australian diet is very high in sugars, refined carbohydrates and starch. These are not conducive to maintaining a normal sugar level which the body needs to maintain for its balance and good health. In addition many people eat high sugar and starchy foods and consume too many alcoholic and soft drink beverages. Most of these turn or ferment into sugars once in the body.

As part of any anti-fungal treatment, sugar intake should be dramatically reduced. We recommended that one should eliminate alcohol, soft drinks (these are particularly bad because they are acidic and have sugars), syrups, cakes, sweet biscuits, any other foods that are high in sugar and all other confectionery, at least during the term of all major medical treatments. Eliminate sugar from tea or coffee (if possible). The reason for this is that all yeast, mould, bacterial and fungal infections feed on sugars. Incidentally, so does cancer.

In 1931 Dr. Otto Warburg was awarded two Noble Prizes in science for the discovery that cancer cells rapidly proliferated (a) in the presence of fermented sugars and (b) due to a lack of oxygen. He stated in his 'The Prime Cause and Prevention of Cancer' that whenever a cell is denied less than 65% of its oxygen requirements, cancer will grow. All normal body cells obtain their energy needs by respiration of oxygen, whereas cancer cells obtain their energy needs in a great part by fermentation. When respired oxygen is replaced by fermented sugars because of acidity, a climate is created for the growth of cancer cells.

Therefore it makes sense that if one eliminates or reduces the sugars, the food for cancer cells, their rate of growth will decrease and hopefully cease altogether. Coincidentally, fermented sugars are also the food that fungus, yeasts and moulds need to survive. If fungus and cancer are associated or even if they are one of the same, the reduction of sugars in the body is vital to arrest and/or eliminate any potential for cancer or microbial growth.

At the turn of the century we consumed about 2.5kgs of sugar a year. Today this has increased to over 50kgs per person, per year. Don't be fooled by low calorie labelled products, look at the sugar levels. Often the low fat labelled product has far more sugar than the normal fat content product. It is these sugars that make you fat, that's part of the reason there is so much obesity today especially in teenagers. Cut down on the sugars and you will not only lose weight without doing anything else but you will stop feeding the microbes as well as the cancer.

15 THE TRUTH ABOUT PLASTICS

We cannot stress it enough. **Absolutely no plastic containers are to ever be used in the microwave. No plastic water bottles to be ever put in the freezer.** Place no food covered by plastic wrap in the microwave.

The reason: As the food is cooked, the high heat causes poisonous toxins to explode out of hard plastic containers and melt out of the plastic wrap and drip into the food. It has been reported that the combination of fat, high heat and plastics releases minute amounts of dioxin into the food and ultimately these will pass into the cells of the body. Dioxins are highly poisonous to the cells of our bodies. Dioxin has been identified as one of the underlying most common cause of the high levels in breast cancer, especially in Australia.

All food should be covered when heating even on a plate. If you need to heat food take off the plastic wrap and place a paper towel over the bowl or plate to stop food splatter. An uncleaned microwave will start to grow yeasts, moulds and fungi. Not the thing you need near food.

So such things as TV dinners, instant ramen and soups, etc., should be removed from the plastic or styrofoam™ container and heated in something else. Use glass, china, pyrex™ or ceramic containers. There are many now that will do the job. Try to store food in these containers, if possible. Don't freeze your plastic bottles with water in them as this also releases dioxins from the plastic. As plastic expands with heat, and contracts with cooling, it becomes stressed. This stress causes it to release trace compounds which are used in the manufacture of the plastic to give it certain characteristics.

These are:-

Bisphenol-A ('BPA'). This is a compound put into plastic to strengthen it that easily migrates into the blood stream. It is also found in the lining of canned foods such as aluminium and tuna cans, baby bottles and plastic utensils. Animal studies suggest exposure can lead to reproductive issues and it has also been linked to breast cancer.

It was reported recently in *Time Magazine* [December 1st. 2008 issue] that the chemical industry has argued that the average dose of BPA is far too low to be harmful and the US Drug Administration ('FDA') agreed. However animal studies have connected even low doses of BPA exposure with cancer and other medical problems. The chemical can also mimic the hormone estrogen.

After the FDA ruled the chemical safe, research published in the *Journal of the American Medical Association* found that higher levels of BPA in humans were associated with greater incidences of cardiovascular disease, diabetes and liver problems. In October, a review panel commissioned by the FDA science board found that the FDA's original assessment that BPA was safe, was flawed and that it should re-establish its original ruling.

Phthalates (pronounced 'fill-lates'). This is used to soften plastics. Some studies link low dose exposure to reduce sperm count. It is also linked to breast cancer. Found in water bottles, shower curtains, children's toys, cosmetics and perfume.

BPDE used as a flame retardant. Animal studies show that it appears to cause neurological problems.

Scientists believe that BPDE and phthalates are endocrine disruptors which mimic hormones. Estrogens and other hormones, even in relatively tiny amounts, can cause vast changes especially in young children.

Never drink from a plastic bottle left in your car or any place where it is subject to daily temperature changes. The constant heating and cooling causes the toxins to quickly leach from the plastic into the water creating a deadly cocktail and researchers have found these same toxins in breast tissue.

This constant heating and cooling is also a problem as many supermarkets and other shops selling bottled water have the bottles in plastic wrap sitting outside. During the day they can be in the sun and/or heat, and then they get cold at night. As stated previously, the plastic chemical compounds of the bottle have been claimed to be a potential cause of breast cancer. Sheryl Crow, who appeared on the Ellen show, claims this is how she got her breast cancer. If you need to have water in the car use a stainless steel canteen or a glass bottle at all times.

When using plastic bottles for gym, jogging, doing or viewing sports, at work, wherever, as soon as you have finished the activity, tip out any remaining water in the bottle and leave it empty until you need it again. Store the bottle in a cool place away from sunlight. At home use glass bottles at all times. If you are concerned about breakage, buy a rubber sleeve for the bottle so that it will not break if dropped on tiles.

16 WHAT DOES THE FUTURE HOLD?

The world is at a turning point. For the first time in the history of this planet, the next generation may not outlive its parents. How can this be? What have we done to our environment and to ourselves to allow this to happen?

Each person's future is in their own hands. Think of this statement for a minute. For many it will be a very scary statement or, for others, it will be a very comforting statement. It just depends on how each of us wants to take control of our own destiny and how each of us is prepared to survive by changing the way we eat and drink and what we eat and drink. No one but you will decide what your diet will be. Those that change will live healthy lives. Those that don't face a very bleak future of chronic disease and painful deterioration with its inevitable consequences.

Why should we change our diet and the way we live? There is no point in taking medications hoping that they will work and yet do nothing about why we need the medication in the first place. If you have a disease you need to change what caused the disease so it won't recur. It is up to each one of us.

There will be people who won't believe in any new product or think it is too hard to change to take it, or just don't want to. That's ok, that's their choice. Taking ZeoActiv8 is hard because it is different to what most people are used to. Yes the process does intrude on some daily activities and initially a big change in food regimes.

There is a saying that 'the definition of stupidity is repeating the same thing over and over again and expecting a different result'. If we want to 'change something in our lives, the first thing we need to do is change something in our lives'. In other words to achieve a different result will require us to do something different than what we have done before. Unfortunately the vast majority of us are either too sick, too tired, too busy or just too disinterested to take responsibility for our own health. Again it is your choice.

Therefore, if we are serious about our health and the health of our family, each one of us needs to understand the very toxic world we have created, the world we now live in, and realise the body's central nervous and immune systems cannot cope anymore. They desperately need help.

We must immediately change our diet, eat no more processed foods, quit smoking and stop drug consumption, reduce alcohol and get more sleep, exercise and do the other things necessary to maintain a balanced, healthy life. However nothing will work if the environment is too toxic to support life, too toxic to grow food, too toxic to have clean drinking water. We need to cleanse and change both at the same time.

To summarise, these are your ten steps to a healthy life:-

- 1 Purify the body of the heavy metals, inorganic compounds, mycotoxins of the invaders and electromagnetic radiation.
- 2 Modify or change the diet to help the remaining steps.
- 3 Raise the alkalinity of the blood.
- 4 Start anti-fungal treatment.
- 5 Increase the calcium.
- 6 Oxygenate the blood and increase the EFA's.
- 7 Reduce sugar intake.
- 8 Take mineral supplements and herbal tonics to replace deficiencies.
- 9 Don't use plastics, cut use of chemicals and immediately reduce the intake of processed foods and any other contaminants.
- 10 Exercise to tone muscles and build stamina.

Now don't just think about it, do something! You will absolutely amazed at the changes these steps will bring to you and your family in just a few weeks.

Then, we must FIX THE ENVIRONMENT WE LIVE IN, otherwise all else is in vain. There will nothing left for our children.

We are preparing a list of articles and books that more fully explain what is happening in our world today and the toxic environment in which we have created and now have to live in.

These are our suggested guidelines and our opinions only. They are based upon our researched information, common sense and discussions with those already using our products. The information is not new and certainly not exclusive to this article. The information is everywhere on the net. We have put this document together because it explains common health care information in relation to diet, minerals and sugars. The medical advice and information herein is no substitution for any advice that you receive from your medical practitioner, naturopath or health care professional.

If you have any questions, criticisms or affirmations, if you agree or don't agree, about our user information or other information about our products, they can all be sent to info@naturoceuticals.com. We will try to answer everyone.

Remember, all our futures are intertwined, we all sink or swim together. As we have stated before, your future is in your hands. So what are you going to do? It is now your choice.

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