

Rationale For Super Flour™

For decades, scientific nutritionists have been bent on breaking food down into its simplest components and attempting to describe the nutrient requirements for humans and animals according to these components. Thus was born the notion that we require such-and-such a percent of protein, such-and-such a percent of fat, such-and-such an amount of a certain vitamin, etc. Nutritionists further claim that it makes no difference what the source of these components is, as long as minimums they have established are achieved.

**SUPER
FLOUR™**

W Y S O N G

PURPOSE:

To preserve the high nutrient content of whole, natural ingredients grown on fertile, pesticide-free soils. When used in place of other flours, Super Flour™ provides the natural, synergistic nutrition found only in whole foods.

INGREDIENTS:

Ground Whole Organic Soft Winter Wheat, Ground Whole Organic Kamut, Ground Organic Oat Sprouts, Ground Organic Quinoa Sprouts, Ground Organic Spelt Sprouts, Wysong Organic Whole Soy™, Wysong Oxherphol™ (A Natural Antioxidant Consisting of Vitamin E Tocopherol Epimers, Fat-Soluble Vitamin C, Organic Chelators and Natural Botanical Oleoresins), Fructooligosaccharides, Milk Calcium and Coral Calcium.

DIRECTIONS:

To add natural nutrition, use Super Flour in recipes for general cooking and baking purposes. Substitute for other flours on a one-to-one basis or partially. Excellent in breads, baked goods, waffles, pancakes, and more.



Whole natural food is like a complete alphabet. Although some letter can be removed and many words still formed, such removal can seriously impair language. Remove just the letter “U” and almost 3,000 words are lost. Similarly, although life may function with many food components removed, the fullness of life – its optimal health – will be compromised by doing so.

Natural creatures have adapted throughout eons to natural whole foods. We could not have a nutritional requirement beyond that which natural foods could provide. Otherwise, we wouldn't exist today. But modern logic argues that we must eat from an arbitrary four food groups daily, and that fortified, fractionated foods have merits equal to or surpassing those of natural foods themselves.

Evidence is abundant in the scientific literature to demonstrate the benefit of whole, complex, natural foods over their isolated, synthetic, processed or fractionated counterparts. Particularly with regard to grains, whole grains have been shown to be superior to fractionated grains without a doubt.

For example, whole grain consumption is associated with reduced incidence of cancer of the large bowel, stomach, oral cavity, pharynx, esophagus, rectum, liver, gallbladder, pancreas, larynx, breast, endometrium, ovary, prostate, bladder, kidney and other organs, as well as Hodgkin's disease and non-Hodgkin's lymphomas. Eating whole grains rather than fractionated grains has also been shown to reduce the risk for developing heart disease and Type II diabetes, and to moderate the postprandial (after eating) glucose response in those who do have diabetes. Whole grains are even thought to help control the development of dental caries.

The protective effect of whole grains against chronic, degenerative diseases is often attributed to their high fiber content. Fiber, although not considered a nutrient, softens and

PROCESSING DESTRUCTION OF NUTRIENT PROTECTION

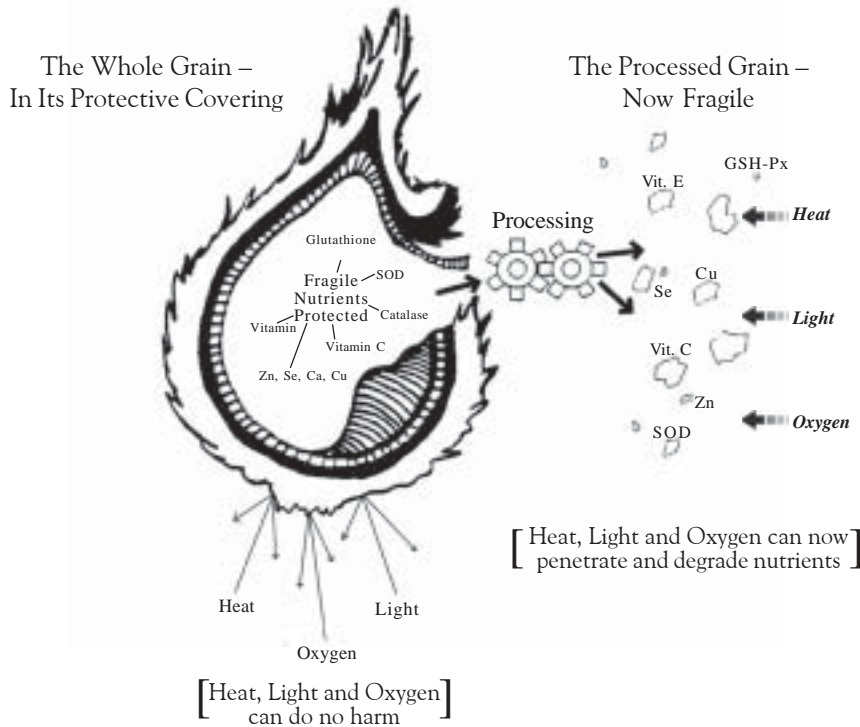


Figure 1. Within whole plants, nutrients are protected by a variety of natural antioxidants and other protectants. Once food is processed and fractionated, these protective elements are lost, exposing the fragile nutrients to degradation.

gives bulk to the waste products of digestion, thereby easing their elimination from the body. The physiological effect of fiber depends on several factors, including the extent of fermentation in the large intestine, chemical composition, solubility, physical form, and presence of lignin or other compounds. However, all of these factors are altered by isolation of a fiber source from the whole grain. In fact, recent research indicates that high-fiber supplements alone will not affect colorectal cancer risk – a condition for which fiber has long been prescribed. Additionally, high isolated fiber intake can bind important minerals, leading to deficiency diseases such as osteoporosis, arthritis and heart disease.

The many benefits of whole grains, therefore, must be linked to the synergistic relationships of the many nutrients found in the grain itself, not simply the

fiber. In addition to fiber, whole grains are known to be rich in protein, essential fatty acids, antioxidants, trace minerals, vitamins, phenolic compounds, phytoestrogens, oligosaccharides and other micronutrients. Further, these nutrients are naturally protected from degradation by the protective covering of the whole grain (see Figure 1).

Wysong Super Flour™ contains a blend of whole grains including whole wheat and kamut, as well as Wysong Whole Soy™ (request literature) to provide a variety of natural nutrients in their natural substrate to promote health. This is much different than processed white flour, which functions only to add to the modern carbohydrate glut.

For example, when whole wheat grain is milled and refined into a white flour to create pastries, pizza dough,

breads, cookies and pastas, huge losses of essential nutrients occur (see Figure 2). Then, to give us the impression that food scientists have everything taken care of and have our best interests at heart, the resulting products are “enriched” or “fortified” by replacing just four of these nutrients – riboflavin, niacin, thiamin and iron – with isolated synthetics (see Figure 3).

Further, these supplements are not the only synthetics found in white flour. In the Federal Register Standard, the following chemicals are allowed in the bleaching and aging of white flour: nitrogen trichloride (which causes running fits in dogs), chlorine dioxide (which destroys vitamin E), oxides of nitrogen, chlorine (which causes starch to swell), nitrosyl chloride and chlorine dioxide. To the bleached flour, the following can be added: benzoyl peroxide (common in topical acne medications) mixed with potassium alum, calcium sulfate, magnesium carbonate, dosium aluminum sulfate, tricalcium phosphate or calcium carbonate. To this “flour” can also be added acetone peroxides and

NUTRIENT LOSS WITH WHOLE WHEAT PROCESSING

Protein	34%
Fiber	97%
Vitamin E	39%
Folacin	57%
Riboflavin	77%
Niacin	83%
Vitamin B6	66%
Pantothenic Acid	55%
Thiamin	90%
Calcium	67%
Iron	44%
Magnesium	77%
Potassium	79%
Zinc	62%

Figure 2. The substantial nutrient loss caused by milling, bleaching and other processing methods. White flour contributes little more to the diet than empty calories.

azodicarbonamide. All together, 93 additives can be used in the production of white flour – none of which have to be declared on the label.

In addition to natural, whole, ground grains, Super Flour contains sprouted grains of oats, quinoa and spelt. Several nutritive factors such as vitamin concentrations, bioavailability of trace elements and minerals, activity of hydrolytic enzymes and levels of essential amino acids, increase during germination. Nutrients, therefore, are multiplied with sprouting (see Figure 4). The digestibility of storage proteins and starch are also improved due to their partial hydrolysis during sprouting. In addition, sprouting decreases the starch and anti-nutrient levels of the grains.

All of the whole grains, legumes (soy) and sprouts in Super Flour are

organically grown. Organic produce is grown without the use of toxic fertilizers, pesticides, herbicides, GMO's (genetically modified organisms) or chemicals, and is minimally-processed to maintain the integrity of the food without artificial ingredients, preservatives or irradiation. The use of pesticides in conventional agriculture has continued to rise and has increased by 200% over the last 19 years. Various toxic pesticides impregnate food-producing plants that no longer (due to

PERCENT OF NUTRITIONAL ENHANCEMENT ACHIEVED BY SPROUTING

Barley		
Pantothenic Acid	200%	increase
Riboflavin	600%	increase
Edible Seeds		
Pyridoxine	100%	increase
Mung Beans		
B Vitamins	200%	increase
Oats		
Folic Acid	200%	increase
Pyridoxine	600%	increase
Riboflavin	1460%	increase
Peas		
Growth Support Effectiveness ...	100%	increase
Vitamin B12	556%	increase
Vitamin K	2500%	increase
Rice, Wheat, Corn		
Carotene	1200%	increase

Figure 4. Germination, or sprouting of grains, greatly enhances both their digestibility and their nutritional value by increasing vitamin content and decreasing antinutritional factors found in the dormant seed.

PROCESSING OF WHOLE WHEAT INTO WHITE FLOUR

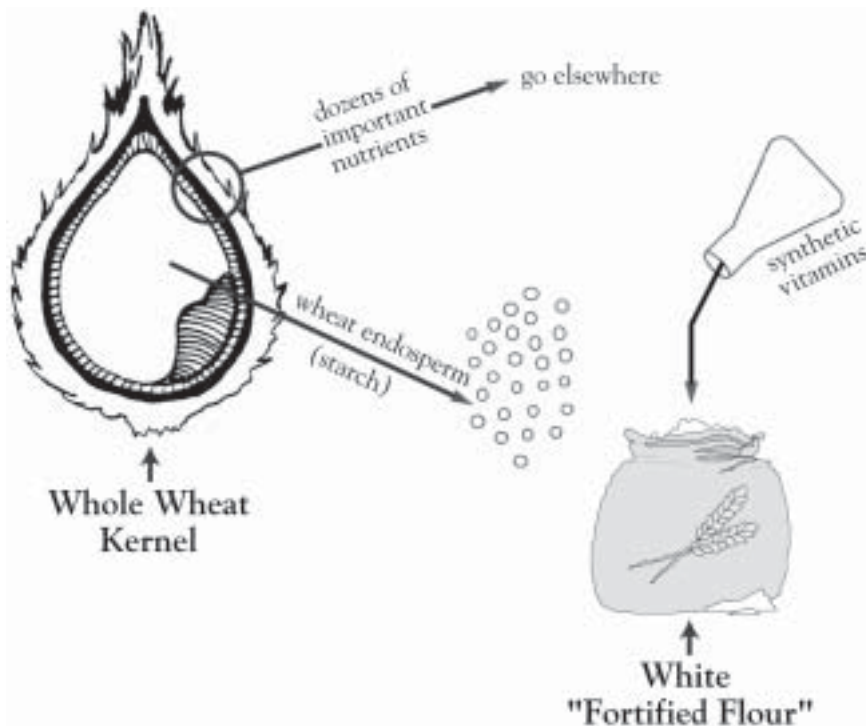


Figure 3. Refining wheat compromises its nutritional value. Over 24 nutrients are removed with the bran. White flour is then "fortified" with three of the vitamins and one mineral. This is like fortifying a fort by tearing out its brick walls and replacing them with straw.

monocultured industrial farming) have innate resistance to pests. Health hazards that are thought to be associated with these toxins include interference with hormones, interruption of antibody production, alteration of white blood cell levels, immune suppression, chronic fatigue syndrome, hyperactivity in children and various forms of cancer.

Organic farming is a commitment to the land, the soil itself, and to working with nature as an ally rather than an adversary. Organic food production replenishes the fertility of the soil. Modern trends in agriculture result in the exhaustion of soil quality through intensive farming practices. Soil minerals are removed by crops year after year without being replaced. For example, a 1-acre planting yielding 1 ton of tomatoes will remove 800 pounds of the soil's minerals. With more than 23 elements essential to human health being taken out of the soil, obviously just fertilizing with NPK (ni-

AVERAGE MINERAL LEVELS: ORGANIC VS. COMMERCIAL

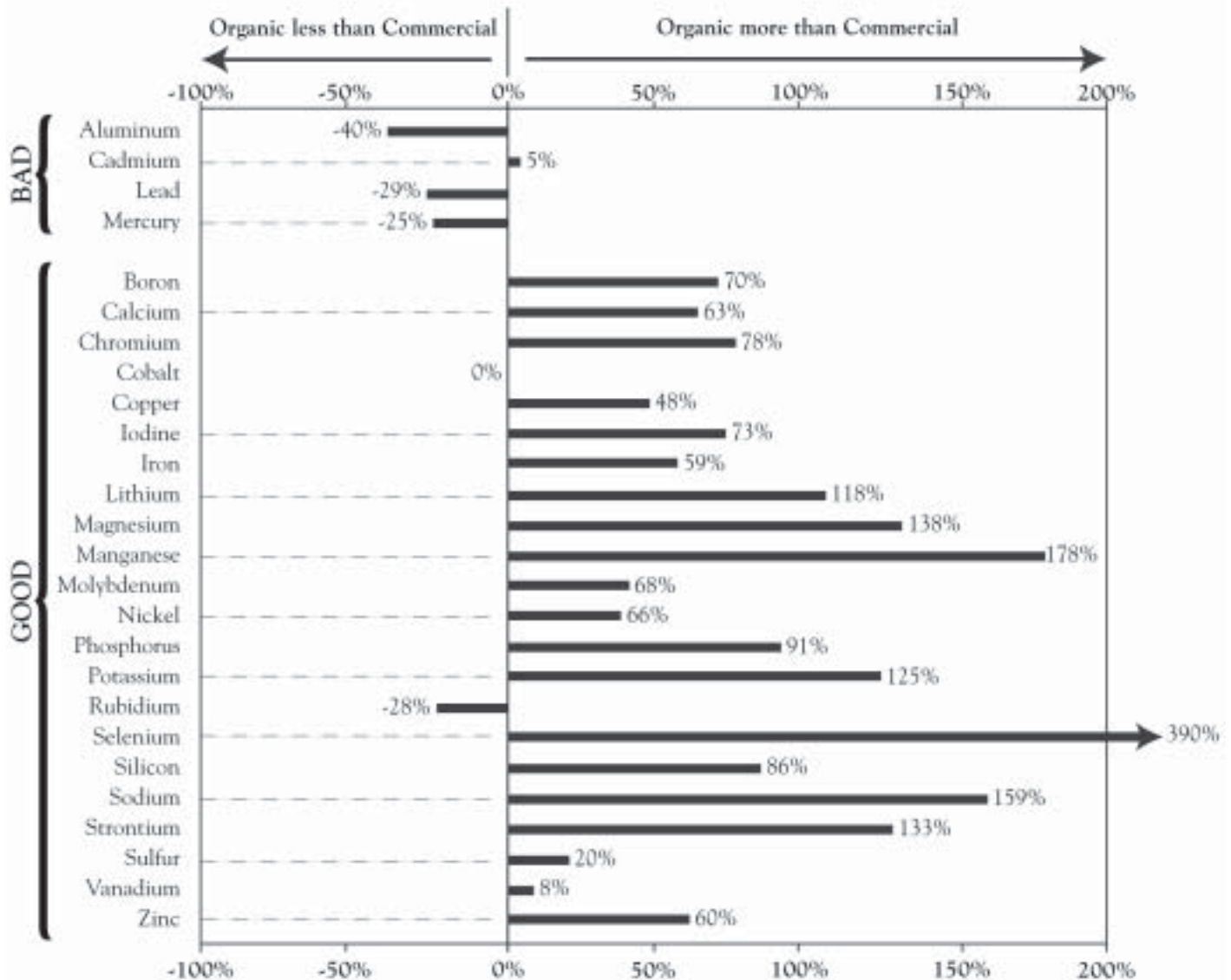


Figure 5. Moving towards the most natural, archetypal diet will promote optimal health. Organic produce has been shown to be richer in most beneficial minerals and to contain lower levels of those that can be toxic.

trogen, phosphorus and potassium), as is customary, hardly replaces what is lost. In contrast, organic farmers use natural biological cycles involving microorganisms, soil flora and fauna, plants and animals, and take very seriously the wider social and ecological impact of the farming system. Such systems seek to emulate natural ecosystems, which achieve stability through diversity, complexity, and the recycling of energy and nutrients.

This common-sense consideration for the rules of nature brings forth great

nutritional rewards. Studies have proven that organic crops are more nutritious than those that are commercially grown. In fact, organic produce has at least twice the nutritional content of regular supermarket produce, and far less of the dangerous heavy metal residues of aluminum, lead and mercury (see Figure 5). Additionally, studies show that organic crops contain higher levels of ascorbic acid (vitamin C), lower levels of nitrate, and improved protein quality compared to conventionally grown crops. Organic food consumption is also

linked to improved growth and reproduction. Many would attest to the fact that organically grown foods even taste better.

Wysong Super Flour also contains prebiotic fructooligosaccharides (FOS). Fructooligosaccharides are indigestible carbohydrates, which pass intact into the colon where they promote the growth of certain “friendly” bacteria (probiotics). The selective stimulation of probiotic bacteria is accompanied by a significant reduction in

the number of pathogenic bacteria via competitive exclusion. Oligosaccharides also inhibit pathogen growth by preventing attachment to the intestinal epithelium. High intakes of FOS have also been linked to lowered incidence of colon cancer, bolstered immune system, enhanced bioavailability of calcium and magnesium, reduction in serum triglycerides, and improved bowel transit time. Due to its sweet flavor, stability at high temperatures and health-promoting properties, FOS is also used as a common baking ingredient in most European countries.

Natural mineral sources from milk and coral are added to Super Flour for their numerous health-promoting properties, and because minerals are often deficient in the modern diet. These are highly bioavailable sources of calcium and also provide balanced levels of essential trace elements. Improved mineral nutriture can promote optimal body pH, increase assimilation of vitamins and minerals, combat degenerative conditions such as arthritis, protect the body from free radical damage and help control digestive problems.

Selected on the basis of yield – not nutrient content – commercial flours are milled and processed by methods that recklessly strip valuable nutrients, fiber and flavor. While the final product may enjoy a cosmetically attractive appearance and a long shelf life, it misses the real goal of food... to provide wholesome, natural nutrition.

Wysong Super Flour is specifically designed to preserve the high nutrient content of whole, natural ingredients grown on fertile, pesticide-free soils that have been nurtured – not mined. When used in place of other flours, Super Flour

provides the natural, synergistic nutrition found only in whole foods.

To add natural nutrition, use Super Flour in recipes for general cooking and baking purposes. Substitute for other flours on a one-to-one basis or partially. Super Flour is excellent in breads, baked goods, waffles, pancakes, and more.

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

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