

The Ultimate Nutritional Experience

THE ONLY REASON FOR USING DIETARY SUPPLEMENTS is to obtain the nutrients missing in modern foods. Thus, if a supplement also fails to supply such nutrients, it fails in its only reason for being.

The modern diet is commonly deficient in vitamins, minerals, trace elements and enzymes, but even more so in phyto-nutrients, and anti-oxidants. It follows, then, that the most healthful supplements are those that provide the widest varieties of these factors in the levels the body needs. In this regard, Life Essence™ is in a world of its own.

In short, Life Essence™ is superior to other multiples in five ways:



1. Life Essence™ provides ideal potencies of every vitamin and mineral, all in the forms the body uses best. Vitamin E is complemented with mixed tocopherols, beta carotene with mixed carotenoids, and so on. These vitamins and minerals activate the body's enzyme systems, so that energy may be more efficiently liberated from foods.

2. For superior anti-oxidant protection, it provides a wealth of factors that are missing in other multiples. These factors include grape seed extract, alpha lipoic acid, l-cysteine, MSM, phycocyanin, SOD, and hundreds of anti-oxidant factors that occur within its profound base of Superior Tonic Herbs.

3. It contains a built in memory module, with 120 mg. of standardized ginkgo biloba, which doubles as a heart and circulation tonic. Better circulation helps distribute all its nutrients to cells throughout the body.

4. With over 4000 mg. of Nature's most potent SuperFoods (far more than in other multiples), it provides the energy to get you through even the most hectic day. In fact, it's guaranteed to provide more energy than any other multiple you've ever used.

5. It provides the equivalent of over 8500 mg. per day of the world's most revered Superior Tonic Herbs (up to 60 times more than other multiples). These herbs support immunity, enhance mental clarity, promote longevity and improve every aspect of metabolism.

The FDA has not evaluated these statements.

These products are not intended to diagnose, treat, cure or prevent any disease.

Life Essence™ is guaranteed to your complete satisfaction. If you are anything less than delighted with your personal results, return the unused portion (or your empty bottle) with your receipt to your place of purchase for a complete refund.

We welcome your questions, comments and suggestions.

Pure Essence Labs • P.O. Box 95397, Las Vegas, NV 89193
888-254-8000 • www.pureessencelabs.com

MODELS USED FOR ILLUSTRATION PURPOSES ONLY.

authorized distributor www.h2healthsolutions.com 877-426-4584

Each Day's Usage of Life Essence™ Provides:

Life Essence™ Tablets

Supplement Facts

Serving Size: Four Tablets

Ingredient	Amount Per Serving	%DV
A [natural beta carotene]	15000 IU	300
D [ergocalciferol]	400 IU	100
E [d-alpha tocopherol]	400 IU	1333
C [calcium ascorbate]	1000 mg	1667
B-1 [thiamine]	45 mg	3000
B-2 [riboflavin]	51 mg	3000
B-3 [niacinamide, niacin]	100 mg	500
B-5 [ca. pantothenate]	150 mg	1500
B-6 [pyridoxine HCL]	60 mg	3000
B-12 [methylcobalamin]	200 mcg	3333
Folate [folic acid]	800 mcg	200
Biotin [d-biotin]	300 mcg	100
Vitamin K [phyloquinone]	40 mcg	50
Calcium [ascorbate, citrate]	350 mg	35
Magnesium [oxide, malate]	400 mg	100
Potassium [glycinate]	49 mg	**
Zinc [malate]	25 mg	167
Manganese [citrate]	3 mg	150
Copper [glycinate]	2 mg	100
Selenium [l-selenomethionine]	200 mcg	285
Chromium [niacinate]	200 mcg	166
Iodine [kelp]	150 mcg	100
Molybdenum [glycinate]	50 mcg	65

Minerals: Boron (glycinate), 3 mg; vanadium (glycinate), 25 mcg; silica, (horsetail) 1000 mcg; 78 trace minerals. An average of less than 1 mg. of naturally occurring iron is present in Life Essence's food base.
Bioflavonoids: Hesperidin, 300 mg; quercetin, rutin, 25 mg each; naringin, eriocitrin, 1 mg each.
Superfoods: Spirulina, 1000 mg; blend of barley, kamut, oat and wheat grass juice powders, (100% gluten free), (33:1), 90 mg (equals 2970 mg); Norwegian kelp, 38 mg.
Plant Enzymes: Protease, amylase, lactase, lipase, cellulase, maltase, sucrase, 33 mg.
Herbal Extracts: Ginkgo biloba (28%, 8%), 120 mg; codonopsis (10:1), 30 mg; lycii berries (12:1), 30 mg; schizandra (10:1), 25 mg; poria cocos (8:1), 25 mg; astragalus (12:1), 25 mg; American ginseng (12:1), 25 mg; eleuthero (50:1), 25 mg; he-shou-wu (16:1), 19 mg; prepared rehmannia (16:1), 13 mg; zizyphus seed (18:1), 11 mg; aged citrus peel (4:1), 25 mg.
Co-Nutrients: Choline bitartrate, 150 mg; inositol, 25 mg; chlorophyll, 6 mg; mixed carotenoids, 4 mg; octacosanol, 300 mcg; mixed tocopherols, 38 mg; RNA, 20 mg; DNA, 6 mg.
Antioxidants: Grape seed extract (95% anthocyanadins), 23 mg; alpha lipoic acid, 10 mg; L-cysteine, 50 mg; MSM, 50 mg.
PhytoNutrients: Life Essence's foods and herbs yield hundreds of valuable phyto-nutrient compounds.
Other Ingredients: Cellulose, magnesium stearate, silica dioxide, modified cellulose gum.
** less than 2%.

Life Essence™ Powder

Supplement Facts

Serving Size: Two Scoops (8.7 grams)

Ingredient	Amount Per Serving	%DV
A [natural beta carotene]	15000 IU	300
D [ergocalciferol]	400 IU	100
E [d-alpha tocopherol]	400 IU	1333
C [calcium ascorbate]	1000 mg	1667
B-1 [thiamine]	30 mg	2000
B-2 [riboflavin]	34 mg	2000
B-3 [niacinamide, niacin]	100 mg	500
B-5 [ca. pantothenate]	150 mg	1500
B-6 [pyridoxine HCL]	40 mg	2000
B-12 [methylcobalamin]	200 mcg	3333
Folate [folic acid]	800 mcg	200
Biotin [d-biotin]	300 mcg	100
Vitamin K [phyloquinone]	40 mcg	50
Calcium [ascorbate, lactate]	350 mg	35
Magnesium [carbonate]	400 mg	100
Potassium [citrate]	99 mg	**
Zinc [lactate]	25 mg	167
Manganese [citrate]	3 mg	150
Copper [gluconate]	2 mg	100
Selenium [l-selenomethionine]	200 mcg	285
Chromium [niacinate]	200 mcg	166
Iodine [kelp]	150 mcg	100
Molybdenum [glycinate]	50 mcg	65

Minerals: Boron (glycinate) 3 mg; vanadium (glycinate), 25 mcg; silica, (horsetail) 1000 mcg; 78 trace minerals. An average of less than 1 mg. of naturally occurring iron is present in Life Essence's food base.
Bioflavonoids: Hesperidin, 300 mg; quercetin, rutin, 25 mg each; naringin, eriocitrin, 1 mg each.
Superfoods: Spirulina, 500 mg; blend of barley, kamut, oat and wheat grass juice powders, (100% gluten free), (33:1), 150 mg (equals 4950 mg); Norwegian kelp, 38 mg.
Plant Enzymes: Protease, amylase, lactase, lipase, cellulase, maltase, sucrase, 33 mg.
Herbal Extracts: Ginkgo biloba (28%, 8%), 120 mg; codonopsis (10:1), 75 mg; lycii berries (12:1), 25 mg; schizandra (10:1), 25 mg; poria cocos (8:1), 25 mg; astragalus (12:1), 25 mg; American ginseng (12:1), 25 mg; eleuthero (50:1), 25 mg; he-shou-wu (16:1), 25 mg; prepared rehmannia (16:1), 25 mg; zizyphus seed (18:1), 25 mg; aged citrus peel (4:1), 25 mg.
Co-Nutrients: Choline bitartrate, 125 mg; inositol, 100 mg; chlorophyll, 6 mg; carotenoids, 4 mg; octacosanol, 300 mg; mixed tocopherols, 38 mg; RNA, 20 mg; DNA, 6 mg; Lactitin, 400 mg.
Antioxidants: Grape seed extract (95% anthocyanadins), 25 mg; alpha lipoic acid, 10 mg; L-cysteine, 50 mg; MSM, 100 mg.
PhytoNutrients: Life Essence's foods and herbs yield hundreds of valuable phyto-nutrient compounds.
** less than 2%.

Dear Friend,

While working in a health food store in the 1970's, I noticed that, while my customers rarely reported any great benefit from simple vitamin and mineral products, they raved about Spirulina and other "Super-Foods." Since most people at that time, however, would use only one supplement (and since vitamins and minerals were getting all the publicity), few people were getting these foods.

Because of this, I urged the manufacturers whose products we stocked to make a multiple that would provide SuperFoods along with vitamins and minerals. After two years, when none of them would do so, a friend and I started a company of our own, and introduced the world's first "Super-Food Multiple". Because this product provided the living energy found only in whole foods, and the scores of nutrients those foods contain, it delivered benefits its users could actually feel, and became an instant bestseller.

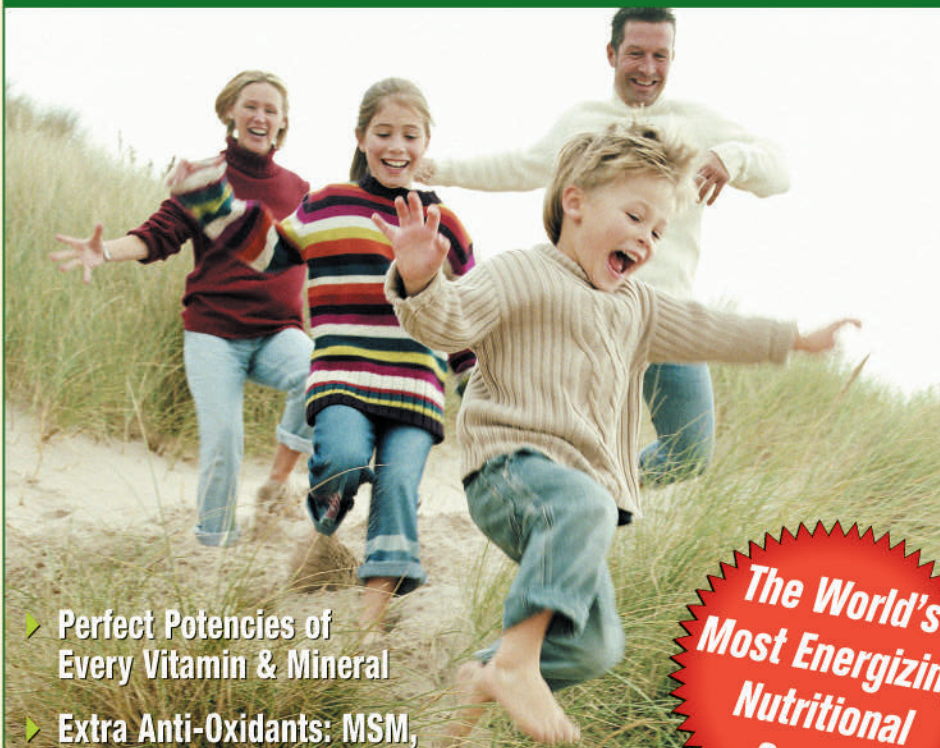
In 1990, I sold that company to devote myself to the study of various systems of holistic health care. During this study, I came across the most profound health building system on Earth. It is called Superior Tonic Herbalism, and has been improving and maintaining health in Asia for 4000 years.

Superior Tonic Herbs build health by providing hundreds of anti-oxidant nutrients that are found in no other plants on Earth. And, in all the world, Life Essence™ is the only multiple that provides these herbs in meaningful levels.

In short, Life Essence™ is a whole new standard of nutritional excellence. So, if you want the very best, please accept our invitation to try Life Essence™. You'll be amazed at the difference it makes.

Sincerely and in Health,
Jery K. Cochran

The World's First Superior Tonic Multiple™



The World's Most Energizing Nutritional System

Perfect Potencies of Every Vitamin & Mineral

Extra Anti-Oxidants: MSM, Grape Seed, L-Cysteine, Alpha Lipoic Acid, and Phycocyanin

120 mg. of Standardized Ginkgo Biloba

4100 mg. worth of Nutrient-Dense Green Foods

8500 mg. worth of Superior Tonic Herbs



Life Essence™: The World's First Superior Tonic Multiple™



IN EVERY MOMENT OF EVERY DAY, our bodies are busy conducting hundreds of thousands of different metabolic reactions. These reactions control digestion, immune response, hormone production, pH balance, the five senses and every other aspect of human function. Thus, **health is simply a reflection of how efficiently these reactions occur.**

Metabolic efficiency is limited by the amount of energy that is available to the cells in which metabolic reactions occur, and by the health of the cells themselves. The energy available to the cells depends on the quality of foods we eat, and on the presence of vitamins and minerals, which activate enzyme systems that liberate energy from foods. The health of our cells can be damaged by many things, such as dehydration, glycation and free radical oxidation. We can avoid dehydration by drinking plenty of pure water, and glycation by avoiding processed carbohydrates. While it is impossible to avoid free radical oxidation, the damage from it can be minimized, and even reversed with anti-oxidant nutrients. Maximum protection, however, requires an incredibly wide variety of such nutrients.

Because modern foods do not provide the levels of vitamins and minerals we need for maximum metabolic efficiency, the world's most prestigious medical publication recommends that all Americans use a multiple vitamin and mineral supplement every day. Research shows that such supplements improve health, reduce colds and flus, and help prevent serious disease.

Until 1981, multiple vitamin and mineral supplements provided nothing *but* vitamins and minerals. While these products helped liberate energy from foods, people who used them rarely

FOR OVER 4000 YEARS, the peoples of Asia have benefited from the most holistic, natural health systems on Earth. Superior Tonic herbs form the foundation on

The Ancient Wisdom of the Superior Tonic Herbs

which these systems were built.

In Traditional Chinese Medicine, every cell in the body belongs to one of five major organ systems (Heart, Lung, Spleen, Kidney and Liver). When energy is flowing freely between these systems, and when each system is working efficiently, health is abundant. When energy flow is disturbed, however, imbalances occur. If not corrected, these imbalances become impediments to efficient metabolism, and lead to disease.

Throughout the centuries in which Chinese Medicine has flourished, over 15,000 herbs have been used as medicines. Yet, in all that time, only 22 have been classified as true Superior Tonics.

To qualify as a Superior Tonic, an herb must strengthen, invigorate or restore normal function to at least one of the body's major organ systems, help renew at least one of the three major types of

energy, and be safe for regular, daily consumption. Superior Tonic Herbs are used daily by hundreds of millions of Asians, as dietary supplements that generate energy, enhance immunity, promote mental clarity, maximize longevity, and so on.

Superior Tonic Herbs bestow such profound health benefits by providing hundreds of phyto-nutrients that exist in no other plants on Earth. Many of these nutrients are anti-oxidants that protect cells from free radical oxidation. Because the anti-oxidants in each herb are different, and

protect cells in different organ systems, the right combination of Superior Tonic Herbs can help protect every cell in the body.

Obviously, healthy cells can conduct their operations with greater efficiency than unhealthy ones. And, again, metabolic efficiency is the gauge by which all health is measured.

Superior Tonic Herbs are, in short, the world's oldest and safest dietary supplements. Their benefits have been documented by over 300 generations of holistic physicians, and they are provided, even today, exactly as Nature makes them. They should, along with the nutrient dense SuperFoods (or Green Foods), form the foundation of every nutritional regimen. There is, quite simply, nothing else on Earth that can match the benefits they offer.

Following is a brief description of how the foods and tonic herbs in Life Essence™ help support optimal health.

reported feeling much better, because most of the foods in the American diet require so much energy to digest that only a small amount of net energy is gained for use in the metabolic process. Since the early 1980's, however, the better multiple vitamin and mineral supplements have been fortified with Nature's most energy packed green foods (spirulina, barley grass, kelp, etc). These products have drawn raves from people throughout the country, because their green food bases provide vast amounts of energy, so that our metabolic reactions can occur more efficiently.

Even these products, however, had limits, in that they could do little to improve the health of cells that had been damaged by free radical oxidation. Thus, the team that originally developed them (Pat Bailey and Jerry Cochern) never quit working on improvements. Now, they have created *the world's first Superior Tonic Multiple™*. It is called Life Essence™, and it is light years beyond anything else that has ever been available.

Life Essence™ is the only multiple in the world that provides meaningful levels of the world's great Superior Tonic Herbs. When combined correctly, these herbs tonify (strengthen, invigorate or renew) every cell in the body by providing hundreds of anti-oxidant factors. Each of these factors has affinities for particular groups of cells in specific organ systems. Thus, at least some of the damage that has been done to these cells by free radical oxidation is reversed, and further damage is at least somewhat prevented. This means, of course, that all metabolic reactions can occur more efficiently. And, as mentioned above, metabolic efficiency is the most accurate measure of health.

In truth, even the most poorly made multiples have *some* anti-oxidant values. Vitamin C, Vitamin E,

Spirulina: This amazing algae provides Nature's most perfect protein, along with rich levels of pre-made glycogen (for instant energy), beta carotene and phycocyanin (an anti-oxidant with profound immune enhancing properties).

Wheat, Barley, Oat, Kamut Grass Juice Powders: Rich in chlorophyll and SOD, (an anti-oxidant that is thought to slow the aging process). Great sources of vitamins and minerals.

Ginkgo biloba leaf: Superb heart, circulation and memory tonic. Provides flavone-glycosides (anti-oxidants that help prevent premature aging).

Codonopsis root: Tonic to Spleen and Lung Systems, and to the Blood. Rich in immune builders. Superb nutritive tonic.

Schizandra: The "Five Flavor Herb". Tonic to all five organ systems; strengthens all three major energy types through all twelve body meridians. A true giant in tonic herbalism.

Lycii berries: Tonic to Liver, Kidney, Lung Systems. Also a noted blood tonic that is among the most prized of all longevity herbs. The Chinese say that a "handful a day makes a happy person."

Astragalus root: Tonic to Spleen and Lungs. Highly treasured immune tonic; supports digestive, metabolic, respiratory, eliminative functions.

Eleuthero: Tonic to all organ systems. Amazing adaptogen. Neutralizes the negative effects of stress.

American ginseng: Premiere lung tonic. Also strengthens spleen, stomach. Better for Americans than Asian ginsengs because of cooling properties.

Poria cocos: Another prized longevity herb. Tonic to Heart, Spleen, Kidney. Helps water flow through body; combats stress; supports immunity.

Polygonum multiflorum: Also known as He-Shou-Wu. Tonic to Kidney and Liver Systems. A premiere tonic to "Kidney Essence," which is the energy we rely on for survival in times of illness or injury. This is also the type of energy we pass on as our genetic legacy to our children.

Aged Citrus Peel: Helps energy move smoothly. Improves the function of tonic herbs by insuring proper digestion. Eliminates dampness and stagnation in the digestive tract.

Prepared Rehmannia root: Tonic to Kidney, Liver and Heart Systems. Called "Kidney's Own Food," and considered strongly rejuvenative and life-lengthening. Used in nearly every reproductive tonic in China because it supports Kidney Essence.

Zizyphus seed: Tonic to Heart and Liver. Marvelous for combatting stress, and helpful when experiencing insomnia.

zinc, selenium and several other major nutrients serve as anti-oxidants in the body. However, these anti-oxidants have limited applications, and can provide only a fraction of the total value found in Life Essence™.

Life Essence™ does, of course, provide a complete spectrum of vitamins and minerals – all in the forms and amounts research shows are most effective. It also provides many co-nutrients and supporting factors missing in other products. But, its real secret lies in its living base, which provides hundreds of phyto-nutrients that energize and repair damaged cells.

There is simply no better way to revitalize cellular function and, thus, to maintain good health, than Superior Tonic Herbs. They are completely safe and unbelievably effective. For over 4000 years, they have protected the health of hundreds of millions of Asians. Now, they can protect you, too. Through Life Essence™. The World's First Superior Tonic Multiple™.

What Life Essence™ Doesn't Have

The body treats different forms of the same nutrients in entirely different ways. Calcium carbonate, for example, is very poorly absorbed, while calcium citrate is absorbed quite well.

Most consumers do not understand these finer nutritional points, because they have not been trained about how the body treats specific nutrient forms. And, even astute nutritionists can be fooled by complex labeling laws.

Many *micro*-nutrients like folic acid, vitamin B-12, selenium, chromium and biotin are used in such small amounts that the only way to disperse them evenly through a large batch of nutrient mix is to first "triturate" them (spray them onto a carrier substance). Such carriers are almost always di-calcium phosphate, baby laxatives or sugars, which are substances we would not want our own families to use. Legally, when these ingredients are used only as carriers for other nutrients, they can be present in supplements without being listed on labels.

Because raw material suppliers do not stock triturerated nutrients without the carriers mentioned above, we make our own, so that we can be sure they are sprayed on calcium citrate and other materials that provide legitimate nutritional value. The same care is taken with other ingredients.

We pay three to four times more than the market price for our tonic herbs to insure that they are never treated with hexane, benzene, ethylene oxide or other synthetic chemicals. This also insures that they are "full spectrum" extracts, so that you get every nutrient with which Nature blessed them, rather than having many such nutrients stripped out during processing.

Naturally, as one who uses supplements, you don't want to worry about all this. And, as long as your supplements are our supplements, you won't need to, because we do it for you. So, for the ultimate nutritional experience, step up to Life Essence™. It's the cleanest, purest, most energetic, and most healthful multiple ever offered. And, as with all Pure Essence products, it's guaranteed to your complete satisfaction.

Quality



Assured