



# The Friendly Force

The Friendly Newsletter – December 2009 - Volume 23 Edition 12



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## MERRY CHRISTMAS AND A HAPPY NEW YEAR!

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- **LIVE THE LIFE WITH OPPORTUNITY 2010**  
You cannot afford to miss this one!
- Full Motion 4 yr joints!
- Calmag 4 your bones!

Hi Friendly Folks... WOW! And Congratulations on a superb result for October! The Friendly Group finished on over 41 000 Group PV ... Awesome Stuff! In retail terms that is a turnover of plus R600 000! The Friendly achieved their goals and targets for November and qualified in status... An Absolute Awesome Result! Life is great here in the Gauteng and in South Africa! I thank God for my life, my family, my friends and all my great blessings everyday! I have the Best Team in the Whole Wide World and I love you all dearly! My Team have become my dearest friends and family too! If you are new to the Friendly Force Team then we welcome you and wish you every happiness as you build your business towards your success! You have joined the 'Simply the Best Team' ... BE FRIENDLY! WHAT A FORCE!

December is truly the time of the year when every one reassesses their situation... Reflects on the past year and re-evaluates their future... and sets resolutions for the New Year. On average most people tend to set goals in the following areas ...

- Physical... either to lose weight or to start an exercise regime to get fitter and stronger.
- Financial... To get promoted at work, or to change jobs or careers or to start their own

business... any of these options are usually to make more money and become more financially secure.

- To spend quality time with their loved ones or to free up some time to pursue a favourite hobby.

**There are likely to be other areas but you will find that our GNLD Opportunity will fulfil every ambition. This month of December is the perfect time to offer your products and opportunity to people around you and to make an exciting difference in their lives!**

The December Month is also a joyous time! People generally wind down, take leave and there is a Festive, Holiday spirit in the air... It is also the time of giving... so, do not forget to give your GNLD products as Christmas Gifts ... This could be the seed that develops into ongoing orders... Also remember those going on holiday do need your Personal care besides which, the Personal Care Concentrate and/or LDC can fulfil most emergency needs...

Take time this December to plan 2010 and your future! **SOS** – Situation-Where are you now? Objective- Where, What would you like to be? And Solution, What do you have to do to get there and be what you want to be! These would be your goals for the future of things, situations you would really love to achieve... Set yourself goals that you can get **PASSIONATE** about! ... Make your **DECISIONS** about these issues and then sit down and **write them down**. Be Specific about what you want out of life, **Write it Down!!!** This would be the start of great things to happen for you ... but it carries on in the form of **BELIEF, FAITH AND VISUALISATION OF YOUR DREAMS!** See yourself clearly in the way you have written down your goals! **PRACTICE** makes PERFECT... **SO DO THIS OFTEN!** Your thoughts will become things!

So be careful what you think about! Also your thoughts will manifest into actions and your actions will become your habits and your habits good or bad will determine your future success and who you are!

Get yourself organised too by filling in your 2010 Planner with the GNLD dates...We would like to take this opportunity to wish each and every one of you a most Joyous Christmas, Blessed peace, happy and safe holidays and a most successful start to 2010.

## May your GNLD Businesses achieve the Perfect 10 in 2010

Do these ... It's great for your motivation! Turn your speakers on real loud...

<http://www.212movie.com/>

<http://www.butterflyeffectbook.com/>

... And see what a difference your Attitude can make! Lyn Banks.

**We wish everyone a Merry Christmas, Happy Chanukah, Happy Holidays...  
A Fantastic Festive Season and AN AWESOME NEW YEAR!**



## It's December Already and I have done absolutely NO Christmas shopping yet!!!

Most women say this ... "The older (gasp) I get, the more I want to really give (and receive) a gift that is useful and meaningful".

Raiding shopping mall isles is not appealing – what with the hoards of people, mass produced festive gifts, too many options, long queues, low stock of the item you want, size issues, colour and style confusion...ultimately leading you buy an impersonal gift vouchers!

Now that the thought of doing your shopping at a mall seems unbearable, here's an alternative...

**Here's a gift that fits all sizes**, and is **age appropriate** and will truly **keep on giving** even after the wrapping paper has disintegrated. **A gift that enhances lives!**

Choose Gift options in the form of a **personalised gift vouchers**.

Choose an amount that suits your budget, *or chip in as a group and treat a friend/Family Member.*



**GREAT IDEA! These Vouchers can be used to discount purchases of GNLD Products and/or even The Business Opportunity! PEOPLE EMPOWERING PEOPLE TOWARDS A BETTER & BRIGHTER FUTURE!**

## Avoid the Christmas Backlash... Take Steps to Protect Your Liver from this Season's Festive Folly - Today!

Your liver is the largest organ in your body and its size is testament to its importance. It performs numerous essential tasks, one of the most important being the breakdown of toxins into less harmful substances - which is vital considering the ever-increasing amount of toxic substances we're now exposed to. For example, your poor liver has to work hard to detoxify everything from food additives, alcohol and medical drugs (such as painkillers and antibiotics) to pollutants like traffic exhaust fumes and cigarette smoke.

Common toxins like these can cause excessive fat to build up within your liver, which impairs its ability to function. Your liver is then no longer able to handle fats properly; which allows fat to start accumulating around your waistline. When your liver is damaged in this way, it is also unable to regulate your cholesterol levels properly. It fails to manufacture enough 'good' HDL cholesterol, which allows 'bad' LDL cholesterol to build up in your arteries - increasing your risk of suffering a heart attack or stroke. It also increases the risk of serious conditions like liver cirrhosis and liver cancer.

Eating the right foods can improve the condition of your liver and prevent a toxic overload.

To prevent a build up of toxins and fat in your liver, both of which impair its ability to function, keep your intake of alcohol, salt and saturated fats low and avoid processed foods, sugar, caffeine and starchy foods like potatoes, bread and rice. Try to steer clear of drugs (however, you shouldn't stop taking any prescription medicines without talking to your doctor first).

Instead, eat plenty of fish, meat, poultry; eggs, green vegetables, fruit, beans, nuts and seeds. Essential fatty acids are particularly beneficial so eat more avocados and have cold-pressed oils, such as olive oil, sunflower oil and linseed oil. Fibre is vital in helping to eliminate fats and toxins from your body - otherwise these are simply re-absorbed. Remember to drink at least two litres (eight glasses) of water a day to help flush harmful toxins from your body.

### GNLD Absolute 'Musts' this Festive Season

- **Formula IV Plus** (Vitamins, Minerals, 8 Essential Amino Acids, Essential Fatty Acids, Phytolipids, Omega 3, Omega 6, Digestive Enzymes)
- **Aloe Vera Plus** (Aloe Vera, Chamomile, Ginseng)
- **Digestive Herbal Formula** (Dandelion Root, Caraway seed, German chamomile, Gentian root, liquorice rootmint leaf, ginger root, Aloe Vera Extract, Malt extract, Pineapple Extract, Papaya Extract).
- **Acidophilus Plus** (5 Billion Good Bacteria).
- **Vitamin B Complex – Sustained Release** (All the B Vitamins)
- **Vitamin C Sustained –** (Vitamin C, Rosehips, Rutin, Lemon Bioflavonoids, Hesperidin Complex, Acerola Cherry)
- **Fibre Tablets** (All 6 different types of fibre)
-

## ***Here are some dates to put into your 2010 Diary!***

Dr. Barry Bland (Nutrition + Opportunity) ... Saturday morning 16<sup>th</sup> January 2010... VTBA...

2010 Convention with Jerry Brassfield – Emporers Palace – 06/02/2010

### **Month End Dates for 2010**

Monday 04/01, Monday 01/02, Monday 01/03, Tuesday 30/03, Monday 03/05, Tuesday 01/06, Thursday 01/07, Monday 02/08, Wednesday 01/09, Monday 04/10, Tuesday 02/11, Wednesday 01/12...

### **Rally Dates for 2010**

Saturday 09/01, Saturday 20/02, Saturday 06/03, Saturday 10/04, Saturday 08/05, Saturday 05/06, Saturday 17/07, Saturday 07/08, Saturday 04/09, Saturday 09/10, Saturday 06/11, Saturday 04/12...

## Twitter, Facebook, Blogging Delicious!

**Building your Business in 2010... Check it out and be motivated to use your Imagination and Creativity especially with electronic media! Friendlies, we are in a period of change ... Don't be afraid to explore the possibilities...it could make a huge difference to your success... Do the following whilst still networking socially! December is one of the best months for Recruiting wonderful new Distributors into your GNLD Network and you will probably meet them socially at functions and on holiday...**

If there was one word to encapsulate the last decade, that word would be change. Just like everyone else, small businesses have gone through a lot of it in the last ten years. Looking back, these are the five most important small business trends of the last decade, the most important because they are trends that small businesses today can continue to profit from.

### **Small Business Trend # 1: Having (and managing) an online presence.**

At the beginning of the decade, there were online businesses and offline businesses. The number of online businesses has grown steadily since 2000 as more consumers got Internet services and became more comfortable with purchasing things online – and quite a few of these online businesses weren't new businesses but retail brick-and-mortar types that figured it would be profitable to be where the eyeballs were.

Small businesses were not as quick to get online but did (and are) following the business trend, to the point that it seems strange to find a small business that doesn't at least have a website of its own. The latest small business trend is to have a social media presence, using social media such as Twitter and Facebook to find out what customers are saying about their small businesses and promote their products and services.

### **Your Action Plan to Profit From the Trend**

- If you don't have one, create a website and/or a blog for your small business.
- If you haven't, start exploring social media, finding out about the different channels available and doing a bit of dabbling to see which social media might be the best fit for you in terms of time and usefulness. If you're just starting, Twitter is recommended, because it is one of the most accessible and easiest to use.
- If you're already using social media, review your goals for being there and evaluate your social media efforts to date.
- If you're not satisfied with your results so far, create a plan to refocus your social media efforts.

### **Small Business Trend #2: The greening of products and services.**

This past decade there has been a notable interest shift in environmental interest. Environmental issues are no longer only the concern of the fringe few but of the bulk of the population. Enough people are concerned enough about issues such as climate change, global warming, flora and fauna preservation (such as preventing polar bears from becoming extinct or saving forests) and pollution prevention, for instance, to demand action – and be willing to spend money on actions that they see as making a difference.

In response, businesses have invested in greening their products and services in the hopes of capitalizing on consumers' environmental concerns. This involves both greening existing products, such as cutting down on packaging or changing a process to make a product or service more environmentally friendly, and creating new products that claim to do little or no environmental damage.

### **Your Action Plan to Profit From the Trend**

- Review your products and services from an environmentally friendly point of view. Your GNLD products have green benefits that you could be playing up! If so, create a marketing campaign that will target the "green Rand".

### **Small Business Trend #3: Focusing on customer service as differentiation.**

The big box and the chain have been dominant business forces this past decade and small businesses have been forced to sidestep into niches or get run over. For many small businesses, good customer service has been the competitive shield that's allowed them to survive. Small businesses generally can't compete with big box or chain stores on price as they just can't match the buying power or supply chains of the bigger players. But they can compete by offering something that big box stores don't or can't and good customer service is an obvious target.

**Your Action Plan to Profit From the Trend...** Research your competition's customer service and consider how you can offer better customer service than they do.

## Social media Definition:

Twitter. Facebook. Delicious! These are all examples of social media, and I bet as soon as you hear these words, you can add at least another three sites to the list off the top of your head. But what is social media?

**Social media** is a type of online media that expedites conversation as opposed to traditional media, which delivers content but doesn't allow readers/viewers/listeners to participate in the creation or development of the content.

I particularly like Ron Jones' social media definition: "Social media essentially is a category of online media where people are talking, participating, sharing, networking, and bookmarking online."

There is a wide variety of social media, ranging from social sharing sites such as YouTube and Flickr through social networks such as LinkedIn and Facebook.

In my opinion, social media has shot to the forefront of people's attention because it's fun. Thanks to social media, it's easy to share your ideas, photos, videos, likes and dislikes, with the world at large - and find out what they think of them. You can find friends, business contacts and become part of a community or a bunch of different communities. Social media gives you what TV never could - a chance to be engaged and engage others.

Because of this, social media is of particular interest to businesses. Currently, businesses of all sizes are experimenting with social media marketing, grappling with the question of how to get in on what appears to be an especially viral way to get their message (and their products) out there.

Twitter promotion is one of the main reasons that businesses of all sizes have been flocking to Twitter.

Twitter lets you instantly get the word out about your product, service, project, or idea. But to use Twitter promotion, you have to be the sort of Twitterer that people will choose to follow, as only your followers will ever see your tweets (posts).

What you have to do to get followed? Just follow these Twitter promotion rules:

### How to Use Twitter

#### Twitter Promotion Tip #1) Don't sell - converse.

Twitter has been described as a virtual water cooler. Imagine you were really standing by one chatting with your co-workers and a stranger walked up and launched into a high-pressure sales pitch. What would you do? Uh huh. Thought so... And doing the same sort of thing online by sending out sales pitch after sales pitch will get the same response. Your goal on Twitter is to converse with people, not send them running. They'll get interested in your products and/or services without you waving them in their faces all the time.

#### Twitter Promotion Tip #2) Listen more than you tweet.

Beginners especially should pay close attention to this rule. Being on Twitter at first is like being at a party full of strangers. The first thing to do is to find out who they are and what they're talking about. That's the only way you can figure out how you might fit into what's going on and make your own contribution. So the first step in learning how to use Twitter is to choose people to follow and read their tweets. Use Twitter Search to see what people are saying (tweeting) about particular topics that interest you.

#### Twitter Promotion Tip #3) Be helpful.

Of course you should tweet, too! It's just that for successful Twitter promotion, you have to make sure that your tweets aren't perceived as ads. Your posts need to offer people something, whether it's information or entertainment. And don't forget that you can reply to other people's tweets, too, answering their questions or commenting on their ideas. Helpful people are people that other people want to converse with. People that you actually converse with are going to be the most receptive to your message.

#### Twitter Promotion Tip #4) Give your followers what they want.

I'm guessing that you don't care that I'm sipping a decaf coffee as I write this or have a doctor's appointment later today. That's okay - I understand. You're reading this article because you want information on how to use Twitter effectively, not because you have a burning desire to know what I do every minute of the day.

Twitter is the same... "When you choose to [follow me on Twitter](#), you can tell from my account name and my bio (Small business expert and writer) that I am going to tweet about small business. That's what you expect. So if I go off into rants

about what a great band Led Zeppelin was or asking advice on how to keep rabbits out of my garden, you're going to be confused or worse, irritated". If I did want to go on about this sort of thing, I would set up another Twitter account. Keep your follower's expectations in mind and be sure you're meeting them.

### **Twitter Promotion Tip #5) Don't just feed them feeds.**

If you have a website with a RSS feed, [it's easy to set up Twitter](#) so it will automatically read and send out your feed - which is great. But don't just leave it at that. Twitter is a virtual water cooler, remember, not a bulletin board. You need to be there, to be participating in the conversation. So, yes, use [Twitterfeed](#) to get your RSS feed picked up and sent out automatically as part of your Twitter promotion strategy, but make sure you're also reading other tweets, responding to them, and sending out other tweets of your own.

### **The Bottom Line**

Like any other social media application, the more you put into Twitter, the more rewarding you'll find using it. And if you follow the rules, Twitter can be an excellent promotion tool for your small business. If you run a small business and aren't using Twitter, I have to ask, why not? It seems that just about everyone else on the planet with access to the web or a cell phone is. Twitter seems to be following the same pattern that blogs did. First a few, and just for personal use – (please!) Then a lot more and an expansion of uses... And then a belated awakening by businesses that something is happening over there and it might be worth getting in on it. Remember Letterman's reverse lists? Well this is one of those, listing the reasons you'll want to get twittering from least to most important. Something is happening over there at Twitter and it's well worth getting in on.

### **Your small business should be using Twitter because:**

1. **Everyone else is doing it.** The guy who runs the convenience store down the street. The landscape architect. The shoe store owner. And lots of big companies, such as Dell, HP, AT&T and Microsoft. Having your business on Twitter is hot.
2. **Twitter is good optics.** Using Twitter is evidence that your small business is participating in this whole social media thing and obviously a "with-it" kind of outfit that people might be interested in doing business with. It's just not enough to have a website anymore.
3. **Twitter is a fast way to get the message out.** Assuming your potential and existing customers are on Twitter, you can instantly let them know your news, whether it's an announcement or a new product, a special deal, or an upcoming event they may be interested in.
4. **Twitter will help you stay on top of your industry and/or market segment.** Twitter lets you hear what other people are saying. Using <http://searchtwitter.com> Twitter Search you can find out what people are saying about a particular topic, enabling you to keep your ear to the ground about your company and the competition.
5. **Twitter will help you refine your brand.** By participating in Twitter (that is, using it to communicate with others, rather than just spamming product announcements) you can present and develop the kind of image that attracts your potential customers, and refine your brand. (Remember; communication is a two-way thing.)
6. **Twitter is a great networking tool.** Being on Twitter will give you opportunities to meet and talk to oodles of people, some of whom you would never get the chance to talk to otherwise. And some of those people might be the very business contacts you've been seeking, people you want to start projects with, source product from or even hire.

### **And the most important reason your small business should use Twitter – because Twitter lets you engage your customers.**

Posting information about your products and/or services is the obvious use. But Twitter also gives you another channel for listening to and finding out about your customers – what they like or dislike about your company, how they feel about your brand, what suggestions they have for improvement, what their favourite products are and why... all kinds of nuggets that you can use to make your business more successful. So there you have it. In a nutshell, Twitter can provide your small business with another channel to inform and engage your current and potential customers – and every opportunity to do that is worth exploring. You will want to make sure, though, that you're following the Twitter promotion rules for small businesses. If you don't use Twitter properly, you can end up being seen as a spammer and damaging your small business' reputation. Being on Twitter is one of those "be there or be square" things – but it's also a great opportunity to market your small business. And compared to a lot of [social media](#), Twitter has a small learning curve and doesn't take a lot of time. Want to tweet but don't know how to Twitter? Even if you've never seen a Twitter page before, this article will show you how to twitter and introduce you to basic Twitter tools that will make participating in Twitter regularly easy.

# **How to Twitter !!!**

## **1) Set up a Twitter account.**

Go to [the Twitter sign up page](#) and follow the instructions.

## 2) How to Twitter – Following

Following is the most basic Twitter activity and the best way to start using Twitter because you always want to study an environment a bit first before you plunge into it. And as always, you'll learn a lot more about your potential customers if you listen first and talk later!

When you follow someone, you choose to receive their tweets (messages). You can find people to follow by using the 'Find People' link on the main Twitter menu at the top of your home page, which will open a dialogue box with a selection of tabs where you can search for people already using Twitter by real name or user name, search for people on other networks, or choose from 'Suggested Users'.

### Twitter Tools to Help With Following:

You can also use [Twitter Search](#); pick a 'Trending Topic' or type one into the search box and browse the tweets that come up to find interesting people to follow. [WeFollow.com](#) is like a catalogue of Twitter users organized by topic. You can find interesting people to follow by clicking on a topic and browsing the profiles of people in that category. Add yourself to WeFollow so more people can find you – and you can check your ranking in the categories that you join. Be warned, though; this part is addictive! Many people now add their Twitter links to their email, blogs and other communication – another great way to find people you're interested in following.

## 3) How to Twitter - Tweeting & Retweeting

Tweeting is the term used to describe talking on Twitter. To tweet, just type into the box at the top of your page and hit 'Update' – and you've sent a message to everyone who's following you. Retweeting is tweeting something that someone else has posted; just be sure to attribute what you're reposting properly by crediting the person who tweeted it with an RT in front of it for retweet.

### What should you tweet?

In a nutshell, things that are going to interest other people. Do **not** post a blow-by-blow of what you're doing unless you are one of the five people on the planet who lead truly interesting lives. Your posts need to offer people something, whether it's information or entertainment. Post relevant links and articles and ask questions. Reply to other people's tweets. (When you drag your cursor over the right hand side of a tweet, you'll see a curved grey arrow; click on it to reply to that person. Be aware that your reply will show on your public list of tweets where everyone can see it, unlike a Direct Message (DM) that only the person you're sending the message to will see.) Don't be afraid to post tweets promoting your business; just make sure that you do it less than 40% of the time and never post the same promotional message repeatedly, a practice that will make many people stop following you right away.)

### Twitter Tools to Help With Tweeting:

When you start sending out tweets with links in them, you'll notice one problem right away; those long URLs suck up a lot of characters. Solution: use URL Shorteners to condense them. [Bit.ly](#) is one URL Shortener I really like; besides shortening URLs, it also tracks the performance of your bit.ly links in real time. [TinyURL](#) is another.

## 4) How to Twitter: Auto-tweeting

One of the most useful Twitter tools I've ever come across is [TwitterFeed](#) because it lets you auto-tweet, so to speak, by tweeting your [RSS](#) feed. Just go to TwitterFeed and sign up, add your RSS feed, and it automatically ports every post to Twitter.

## 5) How to Twitter: Staying Organized

If you're like most small business people, Twitter is just one of your forays into social media. [TweetDeck](#) is one of those Twitter tools that lets you connect with your contacts across Twitter, Facebook, MySpace etc. and it help you stay organized because it uses a column format where you can see everything that's happening all at once. [HootSuite](#) is another such Twitter application you might really like; one of its great features is the ability to schedule and drip tweets. And besides letting you organize your Twitter experience by using tabbed columns and creating groups, it also offers link statistics and Ping.fm Integration so you can update your Facebook, Wordpress, MySpace, and LinkedIn accounts all at once.

### Get Tweeting

So there you have it; a basic How to Twitter guide that should have you tweeting away in minutes, and, with just a little more effort, coordinating your Twitter communications with your other social media efforts.

**Question: What is a blog? Excuse Me!**

**Answer:**

According to [Webopedia.com](http://Webopedia.com), a blog (short for Weblog) is "a Web page that serves as a publicly-accessible personal journal for an individual. Typically updated daily, blogs often reflect the personality of the author".

The definition of blog is constantly evolving, though, as blogs move into the mainstream, shedding their image as the bastion of the self-obsessed who just have to self-express. Thousands of new blogs are being created every day, for all sorts of purposes. Rather than existing to catalogue someone's personal life, many blogs serve as discussion communities about particular issues.

Nor does a blog have to have one author. Some of the most interesting blogs that I've read have multiple regular contributors. And some large corporations are using blogs internally as communications channels.

In light of how blogs are being used, I offer my own updated definition; a blog is a regularly updated online journal of information and opinions. What sets blogs apart from other online writing, IMHO, is their dynamic nature (as opposed to static Web pages) and their voice (style).

And these very qualities are what makes blogs such an incredibly useful tool for businesses.

## GREEN GNLD GREEN GNLD GREEN

Show potential customers that your GNLD business follows green business practices and you could reap more green on your bottom line. [Green marketing](#) isn't just a catchphrase; it's a marketing strategy that can help you get more customers and make more money. But only if you do it right.

For green marketing to be effective, you have to do three things; be genuine, educate your customers, and give them the opportunity to participate.

### 1) **Being genuine** means that

a) that you are actually doing what you claim to be doing in your green marketing campaign and  
b) that the rest of your GNLD business policies are consistent with whatever you are doing that's environmentally friendly. Both these conditions have to be met for your business to establish the kind of environmental credentials that will allow a green marketing campaign to succeed. With GNLD all of this happens! GNLD have been green and in business in SA since 1971.

2) **Educating your customers** isn't just a matter of letting people know that you have 'green' products and you're doing whatever you're doing to protect the environment, but also a matter of letting them know why it matters. Otherwise, for a significant portion of your target market, it's a case of "So what?" and your green marketing campaign goes nowhere! So let everyone know the great 'Old hat' news about your GNLD products ... that we have been green since 1971 and will assist them in greening their homes!

3) **Giving your customers an opportunity to participate** means personalizing the benefits of your environmentally friendly actions, normally through letting the customer take part in positive environmental action... They do this by purchasing and using your GNLD products...

**STRESSED!@#\$\$%&\***

## **Over the Holidays!**

Take a Swig of your Aloe Vera Plus  
and feel the Peaceful Calming Power  
of Aloe Vera, Ginseng and Chamomile!

Stress and the Holidays! What do You do when You need a little break, from the hustle and bustle of the season? And You only have a few minutes to spend? That's all You will need to change Your mood and get in the true spirit of the Holidays... Kick back and relax with a glass of Aloe Vera ... You will be revitalised and refreshed and distressed! Try it ... You will love it and yourself!

There will be **4 products discontinued by GNLD** and attached is A letter explaining all the details. Fortunately they are products that don't 'go off' so we can stock up! **Buy now!**

GNLD recently audited manufacturing facilities regarding minimum volumes required to manufacture quality products. In line with the high international standards expected by GNLD, the manufacturers could no longer meet the criteria without a significant price increase of the four products based on the volumes required for production. It was therefore decided to discontinue the products as it would not be economically feasible to manufacture the small volumes. GNLD will continue to sell the current stock while stocks last. See list of stock at local Distributor Centres. It is expected that stocks will be depleted in the first quarter of 2010.

Product	Code
Lemon Drops	2780
Protein Powder	2581
Fresh	2122
Oxygen Bleach	2431

GNLD has carefully considered this action and is fortunate that we have alternatives in our range that would allow Distributors to continue supporting their business. In the case of Lemon Drops and Protein Powder good alternatives are LDC and GR2 Meal Replacement Protein Shakes respectively.

GNLD will always attempt to provide you with the finest quality products that offer the best value for money - based on our scientific philosophy, "Based in Nature, Backed by Science:

Providing quality non-toxic, environmentally friendly, bio-degradable products to build your business will always be our aim.

### **MOTIVATIONAL QUOTES FOR DECEMBER ON SKILLS**

"What ought one to say then as each hardship comes? I was practicing for this, I was training for this." -- Epictetus

"Do not pray for easy lives. Pray to be stronger men. Do not pray for tasks equal to your powers. Pray for powers equal to your tasks." -- Phillips Brooks

"A winner is someone who recognizes his God-given talents, works his tail off to develop them into skills, and uses these skills to accomplish his goals." -- Larry Bird.

"Learn to hide your need and show your skill." -- Jim Rohn.

## **Defend yourself** against the new breed of disease...

Antibiotic resistant 'superbugs' are growing stronger by the month. Bacteria are winning the battle against antibiotics. New flu strains are hitting us harder and harder each year... There are simple and natural steps you can take to protect your body from 'mutant microbes'.

GNLD RECOMMENDATIONS - PHYTODEFENCE - CAROTENOIDS...

## **Say NO to pain, inflammation and arthritis**

## **Side effect-free natural alternatives to prescription medication**

**Arthritis is one of the most debilitating of all conditions. According to Arthritis Research Campaign, nearly 9 million adults in the UK (that's 19% of the adult population) have seen their GPs in the last year for arthritis or a related condition, and 45% of us experience symptoms such as joint pain and stiffness.**

Arthritis means inflammation of the joints, and like all inflammatory diseases it is characterised by pain, redness and swelling. Most people just accept arthritis as a natural symptom of ageing, but there is always a reason why the body falls into a state of inflammation. In the case of arthritis, the most common triggers are:

- o Poor posture, lack of muscle strength and physical injury
- o Poor liver detoxification
- o Disturbed blood sugar control
- o Allergies
- o Excess oxidants and a lack of antioxidants
- o Lack of essential fats
- o Lack of bone-building minerals

The NHS spends more than £200 million a year on prescriptions for non-steroidal anti-inflammatory drugs (NSAIDs) alone, and hundreds of millions more on the other main class of anti-inflammatory; cortisone-based drugs such as prednisolone. The dangers of these drugs are well documented: NSAIDs work by blocking the production of the body's inflammatory 'mediators', but their side effects include damage to the gut lining. Cortisone-based drugs are very dangerous long term as they suppress the production of cortisol, the body's own anti-inflammatory hormone.

Luckily, there are a number of natural anti-inflammatory agents, some of which have been proven to be as effective as drugs but without the side-effects:

1. **Omega 3 Salmon Oil Plus...** One of the most well known anti-inflammatories is the omega 3 oil from oily fish such as salmon, trout, mackerel, fresh tuna, herrings, sardines and anchovies. Research has conclusively shown that fish oil supplementation can reduce the inflammation of arthritis. Eat oily fish 3 times a week, and supplement with Omega 3 Salmon Oil Plus...
2. **Carotenoid Complex... Referred to as 'Super Antioxidants'...**
  - USDA CAROTENOID COMPLEX STUDY PUBLISHED in the "The American Journal of Nutrition" – March 1997 Volume 65 Number 3. This scientific testing was done by the United States Departments of Agriculture on GNLD Carotenoid Complex which contains all 600 known carotenoids.
  - Carotenoid Complex increased the immune capacity known as "Lymphocyte Proliferative Response" by 37% in just 20 days compared to Beta Carotene alone. It is this aspect of our immune systems that keeps us healthy from day to day, and fights off bacteria, viruses and other health challenges. (United States Government Study).
  - Carotenoid Complex increased the immune capacity know as "Natural Killer Cells" by more than 20% in just 20 days. Natural killer cells are known as our body's first line of immunologic defense against cancer.
3. **Full Motion 90 Tabs** This is an awesome product that will change lives for good.... It's going to give tons of people loads of relief... FROM JOINT PAIN!!!  
It's called **FULL MOTION**.... and will give comfort, flexibility and Mobility....90 tabs in a bottle....  
Literature available....
  - Brand New Product Catalogue... code 133.
  - Full Motion Pamphlet... Code 280
  - Full Motion DVD ... Code 292

Sport, ageing, overweight/obesity can cause damage to the cartilage.

(Cartilage - the tough elastic tissue that is found in the nose, throat, and ear and in other parts of the body (between joints) and forms most of the skeleton in infancy, changing to bone during growth.)

**Each dose of Full Motion delivers GNLD's proven advantages of:-**

- **Natural bio-functional, pharmaceutically-pure Glucosamine -The 1500mg dose** shown in studies to reduce pain and stiffness associated with joint degeneration.-The Sulphite - free form eliminating allergic reactions for those susceptible to sulphites.-Easy to digest Hydrochloride form minimizing the risk of digestive discomfort.
- **Herbal Comfort Complex** to boost the body's natural anti-inflammatory capacity and provide additional comfort. White Willow is a natural pain reliever. Boswellia is an anti-arthritis herb. Bromelain – Natural occurring enzyme – a plant enzyme extracted from pineapples, used in alternative medicine to help the digestion of proteins, reduce blood clotting, counter inflammation, and boost immunity.
- **Regenerative Mineral Complex** to help ensure the abundance of biologically critical minerals necessary for healthy cartilage. Minerals used Zinc – particularly good for inflammation ... and very good for inflammation caused by repetitive motion such as running, swimming, cycling. Boron – This prevents degenerative joint disease... such as arthritis - a painful joint condition affecting a joint or joints, causing pain, swelling, and stiffness. Silica – produces the enzyme which stimulates production of cartilage.
- **3D advantage** - our unique manufacturing technology maximizes the three critical steps of digestion to deliver optimal bio-availability. - Disintegration - tablets break down quickly. - Dissolution - active ingredients dissolve smoothly and efficiently -Dispersion ... active ingredients spread widely and efficiently throughout the body. By assuring these three steps take place quickly and efficiently, the 3D Advantage makes FULL MOTION the undisputed leader when it comes to product performance and user benefit....

**Glucosamine the basic building block of cartilage...**

(A combination of an amino acid- Glutamine and a sugar - glucose) normally efficiency of Glucosamine and cartilage is a necessity for growth and development. Scientists believe that as the body ages its capacity for producing glucosamine declines, resulting in prolonged periods where demand for glucosamine production for cartilage regeneration exceeds supply.

Throughout our lives there is constant demand on the body to create, maintain, repair and regenerate cartilage and the glucosamine from which it's made... With the loss of glucosamine production through ageing and an increase in demand

due to physical activity or age-related cartilage degeneration, the result is pain, stiffness and loss of mobility.... Scientists believe that providing the body with increased amounts of preformed glucosamine will help keep supply ahead of demand and thus stop or even reverse degenerative cartilage loss.

Glucosamine has been shown to slow down or stop the progression of cartilage damage of the knee, finger, joints, hip and spinal disks. Studies have shown glucosamine is also effective in addressing joint stiffness, pain and decreased range of motion....

This is going to be awesome for many people...

Sports people as well who do a lot of running, rowing and cycling.... etc.

People with Joint disease... such as Arthritis.

People with joint pain and stiffness.

#### FULL MOTION: Frequently Asked Questions

**Q. Can I take Full Motion if I am taking other supplements?**

A. Absolutely! You can use Full Motion in conjunction with any other GNLD nutritional supplements, and you continue with your existing GNLD supplementation program.

**Q. Can I still take Full Motion if I am taking medication?**

A. There are no known negative interactions associated with the ingredients in Full Motion and prescription drugs; however, as with all of GNLD's nutritional supplements, if you are under a doctor's care for a serious medical condition and using prescription medication we recommend that you first consult with your doctor before using Full Motion.

**Q. Both Full Motion and Formula IV Plus contain 100% of the daily value of zinc. Will I be taking too much zinc if I take Full Motion and Formula IV Plus?**

A. In general, a daily intake up to 75 mg of zinc is considered safe for the vast majority of the population. The total amount in Formula IV and Full Motion together is well within a safe daily intake.

**Q. Many glucosamine products contain Chondroitin, why did GNLD choose not to include it in Full Motion?**

A. Although Chondroitin is used in many products; there is no significant scientific proof Chondroitin works. When Chondroitin is absorbed it is digested into components, and there is no evidence it is "reassembled" once absorbed. Cells need glucosamine to make cartilage, not Chondroitin.

**Q. Can I take all three tablets at one time?**

A. Yes. Spreading your consumption of Full Motion throughout the day may enhance absorption efficiency but there is no reason why you cannot take all three tablets at one time.

**Q. Why didn't GNLD use MSM in Full Motion?**

A. MSM or Methyl Sulfonyl Methane is a derivative of the solvent DMSO. MSM is not part of the human food chain and there is no dietary need. Additionally there is no evidence MSM promotes cartilage repair or re-growth.

**Q. Why didn't GNLD use a vegetarian source for the glucosamine?**

A. There is no commercially viable vegetarian source for glucosamine that meets our stringent requirements for purity and following 'nature's blueprint'

**Q. If I am allergic to shellfish can I still use Full Motion?**

A. Allergies are normally a reaction to the protein in shell fish; Full Motion glucosamine is derived from the shell and is so pharmaceutically pure that there should be no problem with allergic reactions.

**Q. Why did GNLD choose glucosamine Hydrochloride, instead of glucosamine sulfate?**

A: Full Motion utilized glucosamine hydrochloride instead of sulfate for several important reasons. First, the sulfate form carries a high allergic potential for the many individuals allergic to sulfites. Secondly, glucosamine hydrochloride is more concentrated, thus the tablets can be smaller and easier to swallow. The hydrochloride form is easier on the digestive tract. Finally, glucosamine hydrochloride has less sodium than the sulfate form, and limiting sodium intake should be a concern for all adults.

**Q. Can diabetics safely take products such as Full Motion which contain glucosamine?**

A. Absolutely! Diabetics can take Full Motion without worry about affecting insulin or blood-sugar levels.

**Q. Can Full Motion cause my blood pressure to rise?**

A. There are no ingredients in Full Motion that would cause or exacerbate (existing) hypertension.

**Q. Are there any side effects with Full Motion glucosamine?**

A. Because Full Motion is not a drug, there are no side effects.

**Q. Do athletes need Full Motion?**

A. Any athlete will put more stress on his or her joints when compared to a sedentary individual, and joints often do prematurely degenerate from sports or overuse. Full Motion can support joint health in athletes and possible delay or reduce future joint degeneration associated with overuse.

**Q. What is the purpose of the Herbal Comfort Complex (HCC)?**

A. When GNLD formulated Full Motion, our goal was to address the full-spectrum joint health needs of the customer. Because joint renewal or regeneration involves more than what glucosamine alone can provide, we included our exclusive Herbal Comfort Complex. HCC provides White Willow, Boswellia, and Bromelain; all ingredients strongly associated with the body's natural mechanisms for minimizing joint pain and inflammation in biological pathways that glucosamine alone cannot address.

**Q. What is the purpose of Regenerative Mineral Complex (RMC)?**

- A. Specific minerals play critical roles in joint health protection and regeneration. RMC is an exclusive blend of Zinc, Boron and Silica that supports healthy collagen synthesis, synovial fluid balance and bone to joint structure. It's presence in Full Motion assures a dietary abundance of these biologically critical minerals.

-----Original Message-----

**From:** Barry & Pat Bland [mailto:blandb@iafrica.com]

**Sent:** 01 December 2006 05:58 PM

**To:** Kemble Morgan

**Subject:** HCl or Sulphate?

Hi Kemble

There appears to be some confusion as to HCl or Sulphate. Have a quick look at

[www.quackwatch.org/01QuackeryRelatedTopics/DSH/glucosamine.html](http://www.quackwatch.org/01QuackeryRelatedTopics/DSH/glucosamine.html) . I have had a query second hand from a distributor who went to see her rheumatologist who categorically stated that it must be the Sulphate?

There are always going to be the differences of opinion but is there some credible reference we can use and say 'go look for yourself'?

Thanks

Barry

(Dr. Barry Bland – GNLD's Health Professionals Council)

**From:** [Kemble Morgan](#) (GNLD's Locally Resident Pharmacist)

**To:** [Barry Bland](#)

**Sent:** Thursday, January 04, 2007 11:58 AM

**Subject:** RE: HCl or Sulphate?

Q. Why did GNLD choose glucosamine hydrochloride, instead of glucosamine sulfate?

A. Full Motion utilizes glucosamine hydrochloride instead of sulfate for several important reasons. First, the sulfate form carries a high allergic potential for the many individuals allergic to sulfites. Second, glucosamine hydrochloride is more concentrated, thus the tablets can be smaller and easier to swallow. The hydrochloride form is also easier on the digestive tract. Finally, glucosamine hydrochloride has less sodium than the sulfate form, and limiting sodium intake should be a concern for all adults.

The following may clear things up:

1. *The Discovery Period (1956 – 1978)*

- a. 1956 – The first major paper entitled "Effect of Hexosamines on the Synthesis of Chondroitin sulphuric acid in vitro" by Lennart Roden of the Karolinska Institute (Stockholm, Sweden) was published in *Arkiv for Kemi (Band 10 nr 23)*.

*This benchmark work involved Glucosamine HCl and Galactosamine HCl and showed that Glucosamine HCl stimulated production of Chondroitin Sulfate in slices of cartilage by as much as 250 to 320% of the control value. Under identical circumstances, Galactosamine only stimulated production of chondroitin sulfate by only twice the control value.*

- b. 1971 – The second significant paper entitled "Effects of Hexosamine Derivatives and Uronic Acid Derivatives on Glycosaminoglycane Metabolism of Fibroblast Cultures" by Karzel et al at the Institute of Pharmacology, University of Bonn was published in *Pharmacology 5: 337-345 (1971)*.

*Karzel studied the effects of Glucosamine HCl, Glucosamine Iodide and Glucosamine Sulfate on the secretion of mucopolysaccharide (aka glycosaminoglycan) of murine embryonic fibroblast monolayer cultures. This work showed clearly that glucosamine and the glucosamine derivatives (Glucosamine HCl, Glucosamine Iodide and Glucosamine Sulfate) are capable of enhancing the release and probably the production of mucopolysaccharides by fibroblasts in vitro. The data further shows that, on a weight to weight basis, Glucosamine HCl seems to possess a somewhat stronger effect than either Glucosamine Sulfate or Glucosamine Iodide. However, when the results are calculated with reference to the molecular weights of the three compounds, no difference is demonstrable.*

- c. 1974 – The third paper of interest entitled "Effect of D-Glucosamine Concentration on the Kinetics of Mucopolysaccharide Biosynthesis in Cultured Chick Embryo Vertebral Cartilage" by Kim & Conrad (Dept. of Biochemistry, University of Illinois, Urbana, IL) was published in *The Journal of Biological Chemistry (Vol. 249, No. 10, Issue of May 25, pp. 3091-3097, 1974)*.

*The work utilizes C<sup>14</sup>-tagged Glucosamine HCl and C<sup>14</sup>-tagged Galactosamine HCl and measures the effect of both on the rate of chondroitin sulfate synthesis in the specified cultures. Kim was able to show that the tagged glucosamine hydrochloride not only has a pronounced effect on hyaluronic acid and chondroitin sulfate synthesis but is incorporated into chondroitin sulfate at 10 times the rate of the tagged galactosamine. No sulfur source was added to any of the cultures tested. (NOTE: Hyaluronic Acid consists of repetitive units of glucosamine-uronic acid while chondroitin sulfate consists of repetitive units of galactosamine-uronic acid. Glucosamine is incorporated into chondroitin sulfate only after conversion from glucosamine to galactosamine during biosynthesis)*

- d. 1978 - The fourth paper entitled "Articular Cartilage Pharmacology: I. In Vitro Studies on Glucosamine and Non Steroidal Anti-inflammatory Drugs" by Plana et al (Rotta Research Laboratories S.p.A, Milan, Italy) was published in *Pharmacological Research Communications, Vol. 10, No. 6, 1978*.

Plana worked exclusively with Glucosamine HCl and was able to show that Glucosamine HCl stimulates in a dose dependent manner soluble mucopolysaccharide release by "in vitro" cultured mouse fibroblasts. According to Plana, these results are in agreement with those reported by Karzel. He was also able to demonstrate agreement with Kim's earlier work. Plana further showed that the dose-dependent enhancing activity of Glucosamine HCl not only contrasted to the dose-dependent depressing activity of non-steroidal anti-inflammatory drugs but also could diminish in a statistically significant way the depressing activity of the NSAID on protein and mucopolysaccharide synthesis.

2. The Clinicals

- a. In 1980, two years after Plana's work on Glucosamine HCl, Rotta Research Laboratories began sponsoring a series of clinical trials utilizing Glucosamine Sulfate as the preferred therapeutic drug for osteoarthritis. The objective of these trials was to achieve drug status in the European pharmaceutical marketplace. Why the sulfate form after taking such care to confirm the early in vitro studies? Rotta claims that the sulfate from the glucosamine is beneficial but does not offer any science to support this contention. In fact, the published work shows no preference for the sulfate over the hydrochloride.
- b. Real World Economics: Like almost all pharmaceutical companies, money is spent on new drugs only if the sponsor can protect their investment. Rotta was able to protect their investment by acquiring the rights to an existing production patent (US Patent 3,683,076 issued in 1972 to Luigi Rovati, no assignment) on the sulfate form and hiring the inventor Luigi Rovati. This was followed in 1987 by a second production method patent (US Patent 4,642,340 issued to Luigi Rovati et al and assigned to Rotta). No such protection was available on Glucosamine HCl. In fact, it is the difficulty of making a stable Glucosamine Sulfate that presented the patent opportunity. Glucosamine HCl is relatively easy to make and very stable.

3. Proof Positive: The Pharmacokinetics of Glucosamine

- a. In 1986 and 1993, Rotta Research published pharmacokinetic data on Glucosamine Sulfate in both dog and man. Close examination of this work shows the following:
  - i. The tagged glucosamine used in the testing was C<sup>14</sup>-tagged glucosamine hydrochloride, which was subsequently mixed with untagged glucosamine sulfate. The results, which are reported as glucosamine sulfate, should be reported as glucosamine hydrochloride.
  - ii. The 1986 study also sheds light on what happens to orally administered glucosamine sulfate. Under paragraph 4.1 entitled "Physical properties of glucosamine" the authors establish that glucosamine has a pKa of 6.91 at 37 degrees C and state that orally consumed glucosamine is 100% ionized in stomach acid (pH 1-3). This means that glucosamine sulfate exists in the stomach as free glucosamine ions and sulfate ions in a vast sea of Chloride ions from the gastric (hydrochloric) acid. As the stomach contents move to the small intestine, the pH rises to approximately 6.8 and glucosamine now is 46% ionized and 54% not ionized. It is also not glucosamine sulfate. If any salt reforms, it will be the hydrochloride due to the overwhelming preponderance of chloride from the stomach acid. In fact, the "not ionized" portion is the neutral aminosugar glucosamine. This is fortunate because neutral compounds move through cell walls much more readily than do charged ions. Thus, neutral glucosamine moves from the small intestine into the blood stream where, at a pH of 7.4, 25% of the glucosamine is ionized and 75% is not ionized.
- b. Fact from Fiction
  - i. Based on the preceding, there is no valid science to claim that glucosamine sulfate is more readily absorbed from the gut than is glucosamine hydrochloride. What is absorbed in either case is glucosamine – the salt is irrelevant.
  - ii. As to the claim that the sulfate ion from the glucosamine is important to subsequent formation of sulfated mucopolysaccharides like chondroitin sulfate also has no basis in science. Sulfate ions are eliminated as waste products. The sulfur used in the synthesis of sulfated mucopolysaccharides comes from the protein sulfur linkages as old collagen breakdowns. If you want to supplement bioavailable sulfur, you would need to consume products like methionine and MSM (methylsulfonylmethane) or just good old protein.
  - iii. The active ingredient in the treatment of osteoarthritis is glucosamine. Like many other drugs, the hydrochloride or sulfate acid salt is the delivery vehicle. Once it has entered the stomach, the salt's job is done and it is the glucosamine that is released to perform its function.

Comparative Attributes	Glucosamine HCl	Glucosamine Sulfate•2KCl
Purity (as the acid salt)	99+%	75% (25% KCl)
Weight % as Glucosamine	83.1%	59.5%
Dosage Delivery Equivalents:		
1,500 mg Glucosamine	1,805 mg tot. weight	2,521 mg tot. weight
Manufacturing Source	US Plant-cGMP/DMF China-None /None	China - No cGMP/No DMF Italy / ? /No Other US/ ? /No

4. Summary Comparison

- a. The following table shows the differences between Glucosamine HCl and commercially available Glucosamine Sulfate • 2KCl (Glucosamine Sulfate is cocrystallised with 2 moles of potassium chloride or sodium chloride in order to maintain stability):

## December 2009 Results - Friendly Force Top 20 Business Builder Awards

The results for November and December for this contest will not be published until the end of December...  
The Awards will take place at the Team Rally Saturday 9<sup>th</sup> January 2010.

### Recognition for November 2009

3/30

#### 3 signings

Elthia Mafilika

#### 1 Signing

Althea & Bob Tizzard  
Shirley Aarons  
Octilia Mutsena + Dhekumuzi  
Maseko  
Merle Du Plooy  
Erwin & Gilda Dedekind  
Trevor & Marina Smith

	Top Twenty 2009		Upgrade to	Jan-Oct 2009	
Pos	Distributorship	Start	Current Title	GPV	Recr
1	Jeanette Baigent	1RD	1 Ruby Director	184 762	6
2	Erwin & Gilda Dedekind	ED	Emerald Director	45 058	6
3	Wayne & Carol Walker	ED	Emerald Director	34 614	4
4	Shirley & Richard Aarons	D	Director	25 373	8
5	Merle Duplooy	D	Director	22 784	4
6	Susi Muller	D	Director	12 585	3
7	Jean Wetselaar	SM	Senior Manager	9 598	4
8	Chrissie Dorfling	D	Director	8 326	7
9	Daniel & Zodwa Nguessen	D	Director	7 847	5
10	Elthia Mafilika	Distr	Senior Manager	4 130	4
11	Hilary Boada	Distr	Manager	2 993	5
12	Byron + Denise Tait	Distr	Qual. Snr Man.	1 834	4
13	Bongiwe Sibiya	Distr	Senior Manager	1 000	3
14	Ralph + Ann Yelverton	Distr	Manager	750	3
15	Fabian & Juanita Kaatz	Distr	Manager	727	3

### New Managers

Hendrietta & Barlow Kaunda (Du Plooy),  
Colleen & Christopher Jousse (Muller CT),  
Flora & Daphne Lobello (VD Walt),  
Rachel & Simon Hebron (Banks).

Don't forget this contest ... Become a Director by end February and win a Hamper of GNLD Products to the worth of \$500.

### LIVE THE LIFE WITH OPPORTUNITY 2010

Distributors from every corner of the world are getting excited about GNLD's global tour, OPPORTUNITY 2010, which welcomes in the New Year. GNLD Executives will be travelling around the world to share the Opportunity with this once-in-a-lifetime Event, taking place in Africa in the first part of the year

- Saturday 6 February Johannesburg Emperor's Palace
- Sunday 7th February Durban Int. Conference Centre
- Tuesday 9th February Cape Town Grandwest Casino
- Saturday 13th February Lagos Welcome Centre, Airport Rd
- Sunday 14th February Oweni TBA
- Saturday 20th February Abuja Sheraton Hotel
- Saturday 8 May Nairobi Moi International Sports Centre
- Sunday 9th may Kampala Serena Hotel
- Tuesday 11th May Dar-es-Salaam Diamond Jubilee Hall

### HOW TO BECOME RICH AND RETIRE YOUNG

by Robert Kiyosaki

The following is the story of how my wife Kim, my best friend Larry Clark and I, began our journey from broke, to rich, to retired in less than 10 years. When Kim and I started, we were nearly out of money and filled with doubt. We all have doubts. The difference is what we do with those doubts.

In December 1984, Kim, Larry and I were on a skiing holiday. At night we would discuss our plans for the future. Kim and I were on our last few dollars and Larry was in the process of building another business. On New Years Day, we tried to set some goals. Larry wanted to do more than just set goals for the coming year; he wanted us to set goals that changed our lives.

"Why don't we write a plan on how we can all become financially free?" he urged. I had talked about it and dreamt about it. But the idea of being financially free was always in the future, not today.

"Let's write it down," Larry said. "Once we write it down, we have to do it, and we'll support each other on the journey."

Kim and I looked at each other doubtfully. "It's a good idea but I think I would rather just focus on surviving for the next year."

"Come on," said Larry. "Let's go for freedom. I don't want to spend my life working just to pay bills. I want to live. I want to be rich. I want to travel the world while I'm young enough to enjoy it."

I recalled the words of my rich dad: "The biggest challenge you have is your own self-doubt and your laziness. It is your self-

doubt and your laziness that defines and limits who you are. It is your self-doubt and laziness that deny you the life you want."

It was time to choose. "OK, let's set the goal to be financially free." That was New Year's Day 1985. In 1994 Kim and I were free. Larry went on to build his company, which became one of Inc. Magazine's fastest growing companies of the year in 1996. Larry retired in 1998 at the age of 46 after selling his company.

We can take a lesson from the above story! Notice when they sat down to write up their goals... Notice that they wrote down their goals... see my comments on the front page...

We can achieve whatever we put our minds to and believe ... that we can Achieve!

... Make the most of your GNLD Business in December ... Get your Month's production in by the 24<sup>th</sup> December ... anything after that will be the Cherry on the Top... TonSA Succes for December.... See you in the New Year! Lyn.XX

## Africa - South Africa - Upcoming Events

### *Business Building Impending Events for December 2009!*

FRIENDLIES Every Wednesday Morning !!!	10:30A M Till 12am	FRIENDLY TRAINING Awesome Training provided By Friendly Leaders	GNLD Head Office 2 Ayrshire Boulevard Longmeadow Business Estate, Edenvale , SA  <b>NB...This training has now closed for December and will start again on Wed 13<sup>th</sup> January 2010... See you Next Year!!!</b>	Lyn Banks Jeanette Baigent Also by Dedekind, Walker + Aarons	Lyn Banks 011 880 0942 082-5645542
FRIENDLIES Saturday 5 <sup>th</sup> December	2-4pm	Friendly Team Rally	GNLD Head Office 2 Ayrshire Boulevard Longmeadow Business Estate, Edenvale , SA  <b>Cocktail Party after... Guys Bring Drinks + Ladies to bring a Plate of snacks! (Savories only)</b>	Rory Mc Dermid Dr. Barry Bland Nola Mc Dermid Lyn Banks Jeanette Baigent	Lyn Banks 011 880 0942 082-5645542
Sun 6 Dec	TBA	Jhb	Vision Year End Party - Barnyard Theatre Cresta Shopping Centre, Randburg, Jhb	Host – Rory & Nola Mc Dermid By Invitation on Qualification	Rory Mc Dermid
December 9 Wednesday	12:00 PM	Experience Meeting	GNLD Convention Centre 2 Ayrshire Boulevard, Longmeadow Business Estate Edenvale, South Africa	B Masondo, N Nwoashai, S Jele	Muret van Rensburg +27114093015
December 9 Wednesday	6:00 PM	Experience Meeting	GNLD Convention Centre 2 Ayrshire Boulevard, Longmeadow Business Estate Edenvale, South Africa	B Masondo, N Nwoashai, S Jele	Muret van Rensburg +27114093015
☺☺☺☺☺☺☺☺ ☺☺☺ FRIENDLIES Sat 12 <sup>th</sup> Dec	12pm onwards	FRIENDLY SOCIAL GET TOGETHER	Facility: <b>Zoo Lake Swimming Pool</b> Activities: Address: Cnr Prince of Wales and Parkwood drives, Parkwood Swimming, coaching, water polo, stroke corrections Tel No: 011 646 8495  Bring 'n Braai : Bring a gas braai if you have one! Bring your meat, salads, Rolls, coldrink and anything else you fancy?! Or bring a Pic' Nic Basket! Bring an Umbrella (There is very little shade). Like you were going to the beach! Bring the kids! Bring the grandparents! All welcome! Bring your Cozies! Bring cooldrinks ... no Alcohol allowed unfortunately! But hey we can always have a glass of wine after around Zoo Lake. R5 for Adults + R3 for kids (Children under 2 are free). There will be a Polo game to watch as well in the afternoon! And swimming as well!	All the Friendlies ☺ ☺☺☺☺ ☺☺☺☺☺☺☺☺☺☺☺☺☺☺☺☺ ☺☺☺ Let's have some fun!	Lyn Banks 011 880 0942 082-5645542
FRIENDLIES Monday 4 <sup>th</sup> January 2010	If it is to Be, It is up To me!	MONTH END	<a href="http://WWW.GNLD.CO.ZA">WWW.GNLD.CO.ZA</a> Request your PIN No. from Head Office to check your Production	Good Luck with taking your\ Next Step\PPV\QPV and signings	Lyn Banks 011 880 0942 082-5645542
FRIENDLIES Saturday 9 <sup>th</sup> January 2010	2-4pm	Friendly Team Rally & 2009 Awards!!!!	GNLD Head Office 2 Ayrshire Boulevard Longmeadow Business Estate, Edenvale , SA	Lyn Banks Jeanette Baigent & Warren Brosnihan	Lyn Banks 011 880 0942 082-5645542
Sat 16 Jan	10:30	Nutrition	Dr. Barry Bland... VTBA... JHB	Dr Barry Bland	Lyn Banks

# GNLD'S NATURAL CHELATED CALCIUM

## Calcium

**Of all the minerals essential for life, Calcium may be the most important.**

- Calcium is the most abundant mineral in the body.
- 98% of the body's total Calcium is contained in bones - a living tissue that is constantly undergoing change.
- 1 % of the body's Calcium is contained in the teeth.
- 1 % of the body's Calcium is distributed throughout the other body tissues, including the circulating blood.

### Calcium in your bones and teeth.

Do you want to grow up big and strong? Mother's voice echoes down the corridors of time and science has proven that Mother knows best. One of the best ways to grow up big and strong is to get plenty of Calcium in childhood and adolescence. Calcium is **essential for sturdy, healthy bones and teeth**. Inadequate Calcium can contribute to periodontal disease (receding gums and loose teeth) and Osteoporosis (deterioration of bones which leads to frequent bone fractures and hunched posture).

### Calcium in your blood.

- **Is involved in all muscle activity.**  
Heartbeat, breathing, the simple wink of the eye or running at full speed all require Calcium.
- **Transmission of nerve impulses requires Calcium.**  
Without adequate Calcium, the nerve may send and receive improper impulses which may result in cramps or twitching muscles.
- **Many enzymes** involved in the production of energy from carbohydrates, fats and proteins **require Calcium for their activation.**
- **Calcium is involved in maintaining healthy cell walls** so that nutrients and waste products can flow freely in and out.
- **Blood coagulation** as a result of injury requires Calcium.

### Calcium levels are controlled by hormones.

- The circulating blood level of Calcium is maintained at a constant level by the action of hormones.
- If needed in the blood, hormones will cause Calcium to be taken from bone and added to circulation.
- A prolonged deficient intake of Calcium results in the excessive removal of Calcium from the bones, leading to thinning and weakening, e.g. during pregnancy the body will take from the mother's bones whatever Calcium is necessary for normal development of the baby if sufficient Calcium is not available in the blood.

## Magnesium

Magnesium is important for the bones and connective tissues.

- It helps promote absorption and metabolism of Calcium and other minerals.

## Chelation

This exclusive process used to manufacture Golden's

Cal-Mag Complex significantly increases absorption ratios of these essential minerals.

### Why are we getting so little Calcium?

The reason we are getting so much less calcium than we need is largely because South Africans are concerned about their health. Sounds crazy? It IS not.

- The best dietary sources of Calcium are dairy products: milk, cheese, butter, yoghurt and ice-cream. However these full-cream dairy products are relatively high in calories. If one suddenly decided to drink a litre of milk a day to boost calcium intake one would put on weight and further stress the bones!
- South Africans are concerned about heart disease and atherosclerosis and whole-fat dairy products are high in fat.
- It is also desirable to take Magnesium into the body in amounts similar to the amount of Calcium and unfortunately milk contains relatively little Magnesium
- In addition, many adults suffer from lactose intolerance which makes it difficult for them to eat dairy products.
- Calcium is a difficult nutrient for the body to get enough of because some foods contain substances that inhibit the absorption of Calcium.

## Osteoporosis

Our bones, like every other component of our bodies, are living, growing, flexing and changing throughout the course of our lifetime. There are many changes that occur in the body as a result of the ageing process. One of the most startling age deteriorations however, primarily occurs in the female. This is bone density loss or deterioration known as Osteoporosis. This IS a bone condition whereby there is an absolute decrease in bone mass while the remaining bone appears to be biologically normal. The result is weak, slow to heal bones, severe spinal curvature, loss of height and in some cases, a great deal of discomfort.

### Product Information

- As a result of the Chelated Process, Golden Life Chelated Cal-Mag has one of the highest bio-available factors, giving you 83% bio-availability. This means you get more milligrams of Calcium in your metabolism per 100 mg swallowed.
- Magnesium in addition helps manufacture a hormone in your thyroid that makes your heart beat have a better rhythm. It also helps your breathing rate.
- Women need more calcium than men. After monthly cycle starts, women need 1 200 mg per day and after menopause, women need 1 500 mg of Calcium per day, whereas men need 690 mg per day.
- The Calcium has a 50% ratio of Magnesium for optimum results.

### 3 Tablets supply:

Calcium (Glycinate) 300 mg  
Magnesium (Glycinate) 150 mg

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