

BETTER HEALTH + A RICHER LIFE

# EXCELLING

€ Fall 2017

*Special Anniversary Edition*

3€  
STRONG



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EXCELLING MAGAZINE Fall 2017

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# E. EXCEL Products Still Going Strong after Three Decades

True quality stands the test of time—and that’s exactly why E. EXCEL’s outstanding products are still available 30 years after Dr. Jau-Fei Chen started the company in 1987! In fact, not only has E. EXCEL survived, we have thrived as we have committed ourselves to our mission—sharing the gift of health and the knowledge of Nutritional Immunology.

At the very heart of E. EXCEL is our quality product line based on real science. Nutritional Immunology has proven that the wisest way to enjoy good health is through whole foods.

But don’t take our word for it. A growing number of experts are pointing to research that proves what we’ve been teaching for decades. Eating healthy is perhaps the single best thing we can do to live long and healthy lives.

It is virtually impossible to consume the huge variety of essential micronutrients found in E. EXCEL products by eating the amounts of fruits and vegetables that our government recommends. Even if you could eat enough to supply your body with the micronutrients found in Nutrifresh®, you’d likely spend a significant amount of time—and money—purchasing, cleaning and preparing those healthy foods.

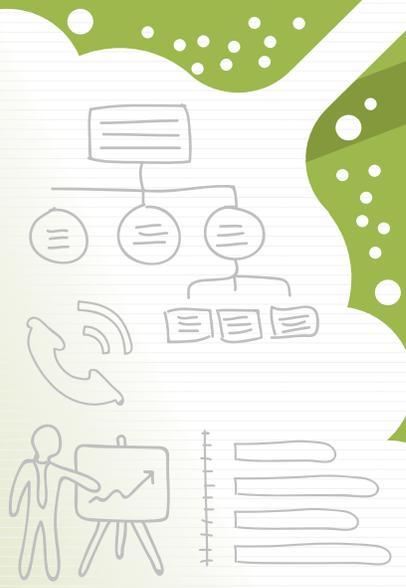
Choosing E. EXCEL means that you can enjoy convenient, affordable, delicious wholefood products packed with essential micronutrients that your body needs. You won’t find an easier, more effective way to live a rich, healthy life!

30  
STRONG





# Only Half The Story



Better health is only half of the E. EXCEL product story. Thanks to Dr. Chen's vision and insight, E. EXCEL products are part of a powerful business opportunity that allows people to build their own business and achieve whatever level of success they desire. So not only do E. Excellers look and feel better than they ever have before, they're living richer lives too!

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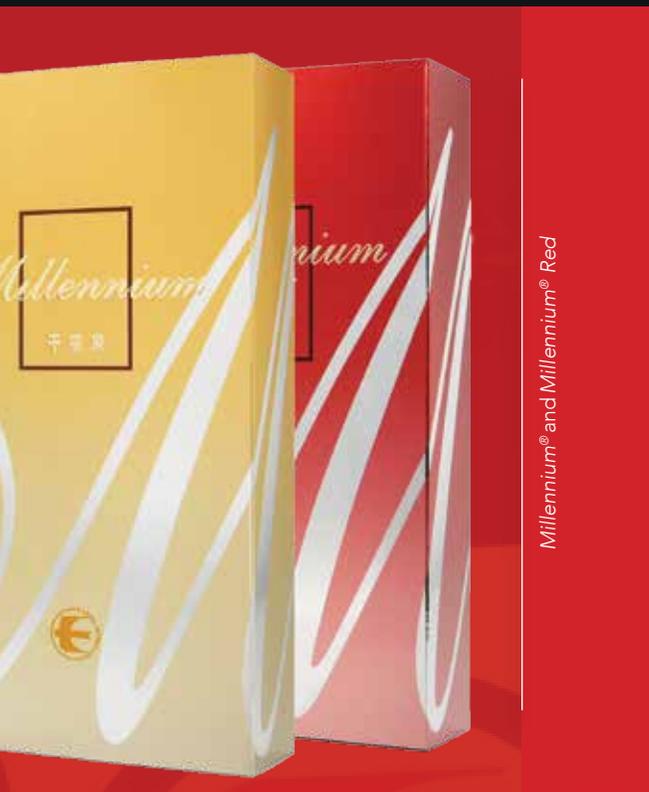
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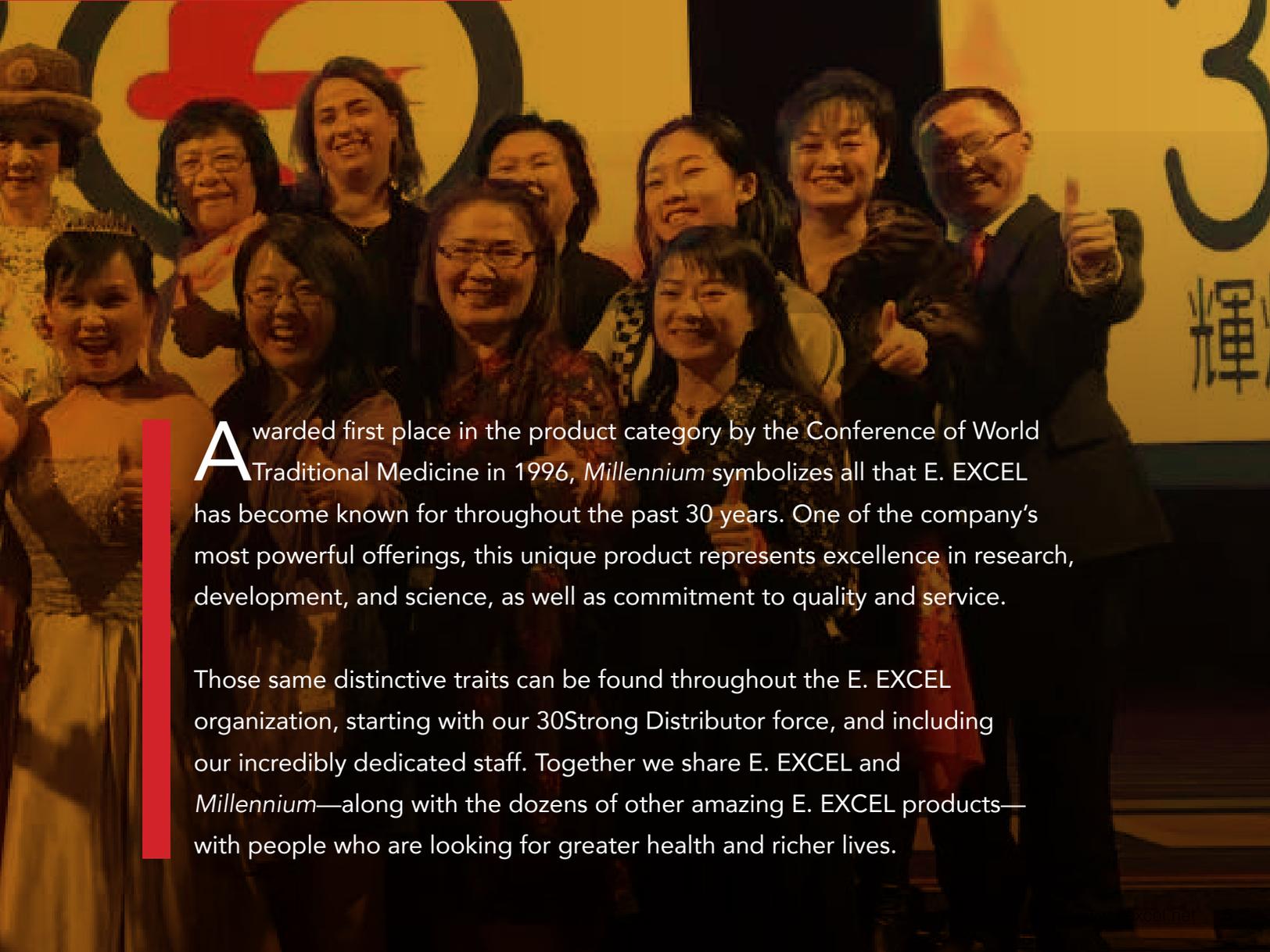
INVESTING IN  
MANUFACTURING







Millennium® and Millennium® Red



**A**warded first place in the product category by the Conference of World Traditional Medicine in 1996, *Millennium* symbolizes all that E. EXCEL has become known for throughout the past 30 years. One of the company's most powerful offerings, this unique product represents excellence in research, development, and science, as well as commitment to quality and service.

Those same distinctive traits can be found throughout the E. EXCEL organization, starting with our 30Strong Distributor force, and including our incredibly dedicated staff. Together we share E. EXCEL and *Millennium*—along with the dozens of other amazing E. EXCEL products—with people who are looking for greater health and richer lives.

# Multivitamins VS. WHOLEFOOD Concentrates



In 2006, the National Institutes of Health released the findings of an independent panel on the use of over-the-counter multivitamin/mineral supplements (MVMs) by the American people. What they found was disturbing.



From our beginning in 1987, Dr. Jau-Fei Chen and her team of developers focused on formulating unique products based on the science of Nutritional Immunology. The first year E. EXCEL's product line included these 15 products, which are still available today! People around the world have been using these beloved E. EXCEL products for 30 years, and they are still best sellers!

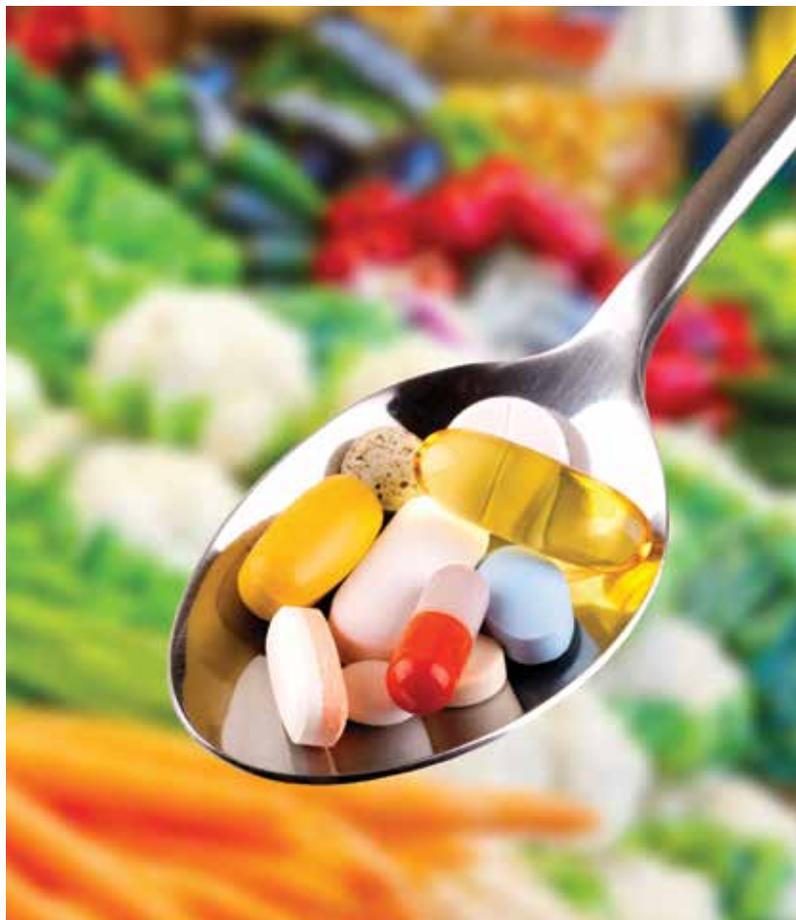
1987

Nutriall<sup>®</sup>, Triflora<sup>™</sup>, Concenergy<sup>®</sup>, NOCO<sup>®</sup>, Circle<sup>™</sup>, Pearl<sup>™</sup>, S•T<sup>®</sup>, D•I<sup>®</sup>, ART<sup>™</sup>, W•L<sup>®</sup>, Ji-Lin Ginseng, ACT<sup>™</sup>, Dong Quai, DNP<sup>™</sup>, and Gwei-Hua Balm<sup>™</sup>



“More than half of American adults are taking dietary supplements, the majority of which are MVMs [multi-vitamins/minerals], and the bottom line is that we don’t know for sure that they’re benefiting from them. In fact, we’re concerned that some people may be getting too much of certain nutrients,” said J. Michael McGinnis, M.D., M.P.P., Senior Scholar with the Institute of Medicine of the National Academy of Sciences, who chaired the independent panel convened by the National Institutes of Health, Office of Medical Applications of Research and the Office of Dietary Supplements.<sup>1</sup>

This 13-member panel, composed of experts in food science and human nutrition, biostatistics, biochemistry, toxicology, geriatric medicine, family medicine, pediatrics and pediatric endocrinology, cancer prevention, epidemiology, disease prevention and health promotion, and consumer protection, found that most people assume that the components of MVM supplements are safe. After all, the products are available over the counter. Actually, many consumers may unwittingly be exceeding the safe upper limits of consumption when combining these synthetic mega-vitamin supplements with fortified foods, fresh foods, and other elements of their diet.



*“My favorite E. EXCEL product has to be Pearl. My bone density is extremely high, and I believe it’s because of all the calcium I get from taking Pearl. Fantastic product—I am so grateful! It gives me good health.”*

**Sharene Moores, Mount Pearl, NF**





The NIH independent panel found little evidence that most synthetic vitamin supplements do any good. On the other hand, it found strong evidence to specifically caution smokers against taking beta-carotene, a vitamin A supplement that was linked to an increase in lung cancer among smokers who took it regularly. The panel found insufficient data to make a firm recommendation for or against using MVMs for chronic disease prevention.

E. EXCEL's wholefood nutritional products, on the other hand, ensure the integrity of the nutrients that the body uses; they do not attempt to isolate specific nutrients but to preserve their natural associations with each other. In addition, they maintain the natural balance of nutrition found in whole foods so there is no risk of accidentally ingesting too much of a good thing. By adhering to the wholefoods approach found in the science of Nutritional Immunology, consumers can rest assured that the phytochemicals and antioxidants they are receiving come in the appropriate amounts and combinations that nature supplies.

[1 http://www.nih.gov/news/pr/may2006/od-17.htm](http://www.nih.gov/news/pr/may2006/od-17.htm)

1990

### *Refresh™ Herbal Tea Beverage and Enjoi™ introduced*

Both benefit kidneys which:

- process ~200 quarts of blood and remove ~2 quarts of waste products and extra water per day
- regulate the levels of sodium, phosphorus, and potassium in the body
- regulate the pH and water in the blood
- produce hormones:
  - Erythropoietin, or EPO, stimulates bone marrow to make red blood cells
  - Renin regulates blood pressure
  - Calcitriol helps maintain calcium for bones and normal chemical balance in the body

And Refresh Herbal Tea Beverage helps kidneys function smoothly.





# KNOWING YOUR NUTRITION FACTS

Every day science discovers another compound in another plant that benefits the human body—lutein, isoflavones, resveratrol, oligomeric proanthocyanidins (OPC), to name just a few. It's getting quite difficult for the average consumer to keep up with all of them! Luckily, nature provides all the plant combinations we need to be healthy, and E. EXCEL Nutritional Immunology strives to make it easy to receive the broad range of nutrients naturally found in wholeplant foods.

*"Among the many good E. EXCEL products I have tried, Refresh Herbal Tea Beverage stands out! Both my husband and I experienced the cleansing effects to our urinary systems shortly after we started consuming it. It helps to support our kidney function, and I am so happy to have these products."*

Leona Fung, Burnaby, BC



However, all of this new and exciting scientific research takes considerable time to duplicate, provide proof, and become accepted nutritional doctrine—and ultimately reach the labels on food and supplement products. The United States Food and Drug Administration (FDA) and Health Canada have strict regulations regarding nutritional product labeling. They have established specific daily values on the commonly accepted essential vitamins and minerals. This RDI<sup>1</sup> (Recommended Daily Intake) was originally established for 25 substances, and only the top four (vitamins A and C, calcium, and iron) were required to appear on nutrition labels. This is now changing slightly as the FDA is revising its label requirements to include 27 substances—adding potassium and choline—and requiring only vitamin D, calcium, iron, and potassium to appear on the labels. You will also see the actual amount of these four nutrients shown per serving size on labels when the law takes effect.

The FDA establishes very specific regulations about what can and cannot appear on a nutrition label on a packaged food or dietary supplement. Health Canada has similar regulations. The US FDA regulations can be found in Title 21 Food and Drugs. Section 101.9, paragraph (c)(8)(B)(iii), specifies rounding procedures that must be used when placing percentages of RDIs on nutrition labels: “The percentages for vitamins and minerals shall be expressed to the nearest



**1994**

**Millennium®  
introduced**

- E. EXCEL's signature product
- Produced from old-growth Opuntia ficus-indica cactus for abundant phytochemicals
- Won 1<sup>st</sup> place at Conference of World Traditional Medicine in 1996



2-percent increment up to and including the 10-percent level, the nearest 5-percent increment above 10 percent and up to and including the 50-percent level, and the nearest 10-percent increment above the 50-percent level. Amounts of vitamins and minerals present at less than 2 percent of the RDI are not required to be declared in nutrition labeling but may be declared by a zero.”<sup>2</sup>

Therefore, based on these strict regulations, by law E. EXCEL cannot indicate levels that are less than 2 percent of the recommended daily intake of the now 27 recognized nutrients—even though they are present in the product.

But wholeplant foods contain more than just 27 essential vitamins and minerals. The principles of Nutritional Immunology emphasize the benefits of wholeplant foods because of the many valuable polysaccharides, antioxidants, and phytochemicals found in them. In fact, each individual plant food may contain hundreds of different compounds, and science is just beginning to realize the synergistic effects of these compounds.

Dr. Michael S. Donaldson in *Nutrition Journal* stated, “There are many substances that are protective in fruits and vegetables, so that the entire effect is not very likely to be due to any single nutrient or phytochemical.”<sup>3</sup>



*“My favorite product is Millennium. I love E. EXCEL products because of the convenience of having high-quality nourishing foods available whenever I want, and I appreciate the health benefits they provide.”*

Peggy Ann Neufeld, Winlaw, BC

**1996**

**VegiWash™ and HandyGel® introduced**

Staying healthy isn't just about eating healthy, it's also about keeping your food—and your hands—clean!





Researching and formulating its products specifically from a wholefoods approach, E. EXCEL creates balanced daily nutrition in forms that make it easily accessible for today's busy, on-the-go lifestyle. This balanced, wholefoods approach means you may see a smaller percentage of the RDI of a particular nutrient on a nutrition label, but that nutrient is far more bio-available—meaning your body is more likely to use all of what it gets to better advantage. It also means your chances of hypervitaminosis or adverse effects from chemically extracted or laboratory-manufactured compounds are nil because E. EXCEL doesn't add extra vitamins and minerals to its products. They remain as nutritionally whole as nature made them.

<sup>1</sup>Title 21 – Food and Drugs, Chapter I – Food and Drug Administration, Department of Health and Human Services Part 101 – Food Labeling [http://www.access.gpo.gov/nara/cfr/waisidx\\_04/21cfr101\\_04.html](http://www.access.gpo.gov/nara/cfr/waisidx_04/21cfr101_04.html)

1997

### *Vision™, Nutrifresh®, and EverNew® introduced*

#### *Vision™:*

- may help support eye function
- helps defend the cardiovascular and nervous systems from free radical damage
- enhances liver function
- helps cleanse toxins from the liver

#### *Nutrifresh®—everything you need for a quick pick-me-up anytime, anywhere!*

- 3 grams of soy protein
- over 20 fruits getables
- Original (soy), chocolate, strawberry, mixed fruit flavors; Nutrifresh D also available

*Enjoy the daily fiber you need with 9g of dietary fiber (36% of your daily requirement) in every packet of EverNew®!*



The FDA and Health Canada label requirements are designed to protect consumers and make sure that they have the necessary information to make good decisions about their food and supplement choices. However well-intentioned, though, labels do not tell the whole nutritional story of a product, especially a wholefoods product. They are only allowed to tell a very limited and severely restricted part of that story—the part that has already gone through decades of extensive research. Who knows? Fifty years from now lutein, isoflavones, resveratrol, oligomeric proanthocyanidins (OPC), and others may make their way to the FDA’s RDI list.

## Reference Daily Intakes (RDIs)

Based on National Academy of Sciences’  
Recommended Dietary Allowances

Vitamin A	5,000 International Units
Vitamin C	60 milligrams
Calcium	1,000 milligrams
Iron	18 milligrams
Vitamin D	400 International Units
Vitamin E	30 International Units
Vitamin K	80 micrograms
Thiamin	1.5 milligrams
Riboflavin	1.7 milligrams
Niacin	20 milligrams
Vitamin B <sup>6</sup>	2.0 milligrams
Folate	400 micrograms
Vitamin B <sup>12</sup>	6 micrograms
Biotin	300 micrograms
Pantothenic acid	10 milligrams
Phosphorus	1,000 milligrams
Iodine	150 micrograms
Magnesium	400 milligrams
Zinc	15 milligrams
Selenium	70 micrograms
Copper	2.0 milligrams
Manganese	2.0 milligrams
Chromium	120 micrograms
Molybdenum	75 micrograms
Chloride	3,400 milligram

<sup>2</sup>Title 21 – Food and Drugs, Chapter I – Food and Drug Administration, Department of Health and Human Services Part 101 – Food Labeling [http://www.access.gpo.gov/nara/cfr/waisidx\\_04/21cfr101\\_04.html](http://www.access.gpo.gov/nara/cfr/waisidx_04/21cfr101_04.html)

<sup>3</sup>Michael S Donaldson. Nutrition and cancer: A review of the evidence for an anti-cancer diet. Nutr J. 2004; 3: 19.

*"I love sharing these products with my friends:*

- Nutrifresh - excellent products with over 20 different kinds of fruits and vegetables, and with different flavors that fit everyone*
- Enjoi - excellent product for women, lotus-based good for their skin and digestive system, also nutritious, they would appreciate it after taking it for one to two months*

*They're both affordably priced and taste great!"*

Givon Yan, Vancouver, BC



# The NI Way to *Beauty*



The body and skin work together every day to combat harmful elements, such as germs and ultraviolet (UV) rays. This daily fight requires a robust body system that is able to vigorously defend against infectious microbes, keeping us healthy and strong.

We must be acutely aware of the barrage of pollutants and harmful substances bombarding our body and skin daily. According to the science of Nutritional Immunology, a properly nourished immune system is the key to better health, both inside and out. In other words, Nutritional Immunology emphasizes complete nutrition.

Complete nutrition for men and women, young and old, is only achieved through internal and external nourishment. In the quest for complete nutrition, we must first understand the role Nutritional Immunology plays in nourishing the body and skin, thus protecting our overall health.

**1998**

## *Millennium® Red* introduced

- E. EXCEL's signature product (without honey and royal jelly for those allergic to bee products)
- Also produced from old-growth *Opuntia ficus-indica* cactus for abundant phytochemicals
- Fits a low-sugar lifestyle



**2002**

## *POLY5® Complex* introduced



## NUTRITIONAL IMMUNOLOGY AND OUR SKIN

Clear, beautiful skin is achieved by fortifying the body inside and out. The same nutrients that are good for your body are also vital for healthy skin. Antioxidants are a prime example of such nutrients. Apart from combating free radicals in the body, antioxidants nourish the body's first line of defense—the skin.

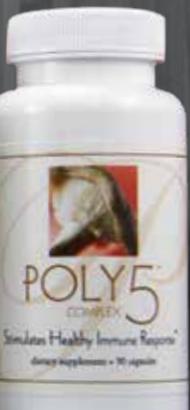
Ginseng berry, cactus fruit, cactus, grape seed, rose, and seaweed are packed with powerful antioxidants, nutrients, and trace minerals to reduce the threat of free radicals and the visible signs of aging while promoting skin renewal.

When you nourish your skin with the nutrients it needs both inside and out, your skin will better protect your body and reflect your care through clear, smooth, beautiful skin!

Good skin is not just a reflection of beauty. Covering more than 20 square feet and weighing a full 10 pounds, it is the body's largest organ. The skin is the body's first line of defense against foreign pathogens, chemical agents, and minor degrees of trauma. This barrier protects the integrity and promotes daily functioning of the body's internal organs. Imagine leaving the body's internal organs raw and exposed to the external



*"POLY5 is a concentrated polysaccharide product, not merely a dried mushroom powder. Because the dosage of polysaccharide is very important, POLY5 uses concentrated polysaccharides, standardizing the polysaccharides in the product. With other products, the exact amount of polysaccharides is not known, and each batch may have different amounts."*



Founder, Dr. Jau-Fei Chen



2003

EverNew®-D and Nutrifresh®-D introduced

EverNew®-D and Nutrifresh®-D (the "D" stands for dietary), as well as other "D" products, are ideal for those with special dietary needs, such as allergies and low-sugar diets.



Nutrients and antioxidants in cactus and cactus fruit may help defend against DNA damage, promote wound healing, encourage phagocytic activity, and improve the skin's texture and appearance.

CACTUS AND CACTUS FRUIT

Stress and poor blood circulation can lead to a dull complexion. Ginseng root protects against the adverse effects of mental and physical stress and improves blood circulation.

GINSENG

Ginseng berry contains significant amounts of antioxidants that are vital for radiant skin.

GINSENG BERRY



*"My son comes once a month to visit me. Our usual ritual is a great big hug and a big kiss on the cheek. One day, my son expressed, 'WOW! Mom, your skin is soft as a baby's butt. What did you do?' My son stepped back a few times and told me, 'Mom, you look extra beautiful tonight.' You can't imagine how I felt—it was an E. EXCEL Elemente magical experience!"*

Valerie Lee, Hacienda Heights, CA

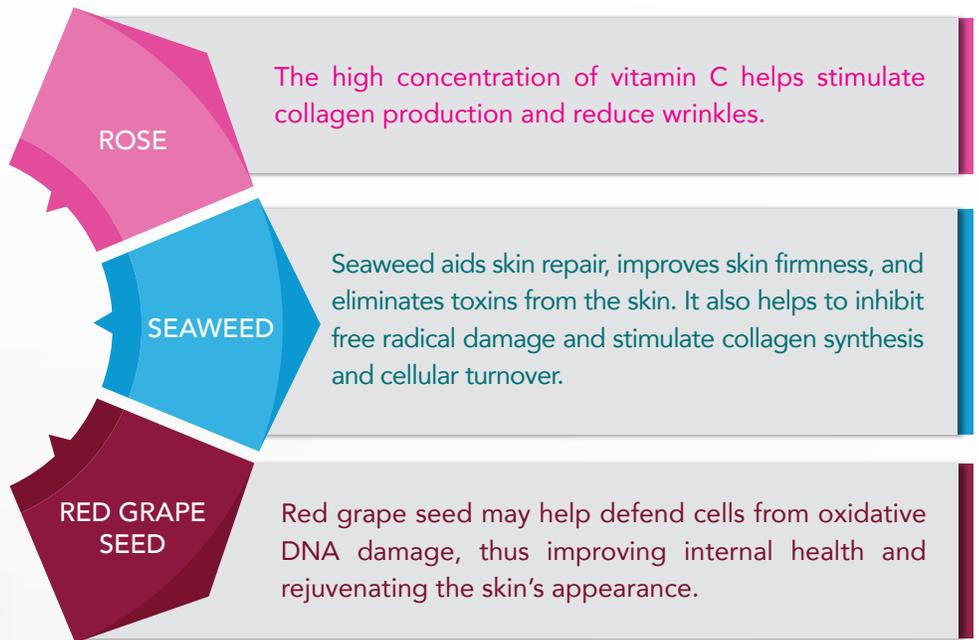
environment. It would only be a matter of time before they succumbed to a barrage of possible infections.

The skin also defends the body against harmful effects of ultraviolet rays by producing melanin—the pigment that contributes to the dark color of the skin. Unfortunately, many people have weakened this protective mechanism through indiscriminate exposure to the sun.

Good nutrition is key to healthy skin. What's more, nutrients that contribute to beautiful skin also contribute to general well-being. Bolster your skin health with wholesome plant foods. Your skin (and overall health) will thank you for it!

## OXYGINBERRY® COMPLEX INGREDIENTS

The Benefits of Whole-  
Plant Foods for the Skin



2007

*E. EXCEL Elemente® introduced*

*Oxygenberry™ Complex*—the secret ingredient in all Elemente products—contains cactus, cactus fruit, ginseng berry, grape seed, rose, and seaweed. This complex sustains and supports the skin against cell-damaging pollutants, resulting in healthy and vibrant skin.

*Oxygenberry®  
Beverage introduced*



# The Plant Kingdom's Great Riddle

RIDDLE: What plant is a fruit, vegetable, and flower all in one?  
ANSWER: The prickly pear cactus

2008



*EverNew® Orange and a'Romantic® introduced*

*a'Romantic provides 14% of your daily calcium requirements, with no caffeine and only 25 calories per serving—in a delicious coffee-flavored beverage!*

## Tasty Tidbit

A packet of *a'Romantic®* and *Nutrifresh® Chocolate* mixed together make a great-tasting—and healthy!—mocha drink. Try it today!



For centuries, the prickly pear cactus has generated intrigue, allure, and curiosity because of its rare status as a fruit, vegetable, and flower—all in one. This unique member of the botanical kingdom has served as a staple food on the menus of native people living in the southwestern portion of the United States, throughout Central and South America, and even in parts of Europe and the Middle East. Many cultures have also used it for medicinal purposes.

Today the plant is experiencing renewed popularity as both a food and medicine; medical research on the prickly pear cactus includes its use for management of type II diabetes, management of obesity, investigation of antiviral properties, wound-healing properties, management of hyperlipidemias, and anti-inflammatory action.

Natural approaches to health, such as prickly pear cactus, are gaining popularity as more people turn to nature for aid. Research and studies increasingly look at natural remedies, confirming their effectiveness in improving many health challenges. Much of this effectiveness is attributed to the phytonutrients and flavonoids found in herbs and plants, which naturally protect the plant from harmful and deadly bacteria; these same phytonutrients have been found to serve the same function in studies with humans.

仙人掌掌葉

THE PAD > NOPAL

仙人掌果實

THE FRUIT > CACTUS PEAR

2009

1-SHAPE™ and 1-SHAPE Lite™, Celebration™, Millennium® Powder Beverage and Millennium® Red Powder Beverage introduced

*"As a pharmacist, I appreciate the high-quality products E. EXCEL offers. There are many diet aids and diet fads out there, but as a healthcare professional, I know the ill effects that diet aids and fads have. 1-SHAPE is the only safe and effective product I chose to use because it is thoroughly researched and made from wholesome, nutritional plants. I have undergone a total body transformation, losing fat and gaining muscle with 1-SHAPE!"*

Chu Bing Low, Atlanta, GA



The fruit, nicknamed the cactus pear, appears near the end of summer on the cactus. It contains pectin and vitamins. The color (ranging from green to red to purple) and size (2 to 4 inches long, 1 to 2 inches in diameter) of the fruit varies, depending on the species of the plant. Low in calories, the fruit is one of the tastiest parts of the cactus and is full of nutrients that strengthen the immune system. It can be eaten raw or prepared in a variety of different ways.

Like the pad, the fruit is high in minerals, antioxidant compounds, and flavonoids; daily intake of these important nutrients has been proven to have a significant effect on a person's health and well-being. Research examining the connection between cactus and cholesterol has mainly focused on the cactus fruit, which produces a high-fiber, gelatinous pectin. Although many fruits and vegetables produce pectin, the pectin from the cactus fruit appears to be particularly potent, making it one of the most popular food choices for those looking to lower their cholesterol.

Another unique aspect of the prickly pear cactus is that each part of the plant can be used. The pad, sometimes called the nopal, contains several naturally occurring vitamins (especially antioxidant vitamins A and C), minerals (potassium, magnesium, calcium, and iron), and amino acids, including the eight essential amino acids that are not manufactured by the body.

In Mexico and Central and South America, the prickly pear pad has traditionally been used to control a variety of conditions, including hyperglycemia. Recent research has confirmed the pad as effective for type II diabetes. Additional research has shown the flavonoids in the pad can reduce low-density lipids, or "bad" cholesterol.

2010

### Nutricardia® introduced

Nutricardia® supports healthy cholesterol levels, liver function, blood pressure levels, and blood vessels, supporting the efficient, effective functioning of every cell in your body!



*"Nutricardia® contains a natural extract from the plant Stevia rebaudiana. The stevia extract in Nutricardia® is over 400 times sweeter than sugar and does not have a bitter aftertaste. Our stevia is imported from Japan, and contains a high concentration of Rebaudioside A, the sweetest compound in stevia. Stevia is 100% natural, non-caloric, does not cause cavities, and is ideal for those on low-sugar diets."*

Founder, Dr. Jau-Fei Chen



**THE  
FRUIT**

**THE  
PAD**



*"I LOVE Nutricardia! It has awesome flavor and helped lower my blood pressure with no harmful side effects."*

Betty Jo Nicodemus, Daniel, WY

Like the pad and fruit, the petite cactus flower contains powerful compounds that can make a difference in a person's health. They bloom in the spring and appear as yellow, orange, or red rose-like flowers produced from the cactus body.

## THE FLOWER

Cactus flowers are safe to use, with no adverse reactions from internal or external use. The petals are harvested, dried, and used in a variety of ways.



### CACTUS TIDBITS

- The cactus family is one of approximately 350 families of flowering plants and is one of the youngest plant families. The cactus family contains approximately 2,000 different species.
- Most cactus plants have thorns, but they vary dramatically in terms of their appearance. Some thorns prick at the slightest pressure; others can handle a great deal of pressure before dislodging. No thorns are poisonous!

#### References:

Knishinsky, Ran. Prickly Pear, Cactus Medicine: Treatments for Diabetes, Cholesterol, and the Immune System. Healing Arts Press, 2004.

2011

Esserene®, Vegaplex™, G-ART®, and O-Seed® introduced



*"I use three Vegaplex capsules every morning and evening, and my ferritin test surprised my doctor, who had never seen my ferritin level rise. I told my doctor I'm not using the iron supplements but only E. EXCEL's healthy foods. The doctor's response? 'I don't care what you are using, keep using it!'"*

Mei Yu, Richmond Hill, ON

# Dr. Chen Answers

YOUR MOST POPULAR QUESTIONS

from the Past 30 Years



## DR. JAU-FEI CHEN

Founder of E. EXCEL, Dr. Chen, has spent much of the past 30 years answering questions regarding Nutritional Immunology and the various E. EXCEL products she has formulated. Here is a small sampling of some of those questions and her answers.



*"G-ART is my favorite product because after taking it for about three months, my left knee was fine. I am able to squat down without difficulty and can move around freely. I believe the ingredients in G-ART have helped my body to repair the cartilage in my knee. I will continue to take it to maintain the health of my joints."*

Iris Tsui, North York, ON

## What happens when the immune system malfunctions?

A malfunctioning immune system makes the body susceptible to a host of issues.

When the immune system is overactive, that is, when it produces certain antibodies in overabundance, allergic reactions can occur. For example, the overproduction of the antibody IgE can cause skin allergies and hay fever. When the immune system is not active enough, or is too weak, we are prone to contracting contagious diseases and viral or bacterial infections.

Autoimmune problems such as rheumatoid arthritis, systemic lupus erythematosus (SLE), and other degenerative issues occur when the immune system cannot recognize the body's own cells from enemy cells and begins attacking healthy tissue.

## What is the relationship between health, nutrition, and the immune system?

According to the science of Nutritional Immunology, when the body is deprived of essential nutrients, the immune system is weakened and loses its ability to ward off the bacteria and pathogens that cause disease. However, many harmful illnesses can be avoided through a properly nourished immune system. When functioning properly, the immune system has the ability to ward off disease, combat illness, and even overcome the constant attacks of environmental pollutants and toxins.



*"Since I've been taking V-ESTRO, I feel better, happier, and more relaxed than ever, and my menopause symptoms are almost gone!"*

Carmen Xie, Brooklyn, NY

## What are phytochemicals, and why are they important for my health?

Phytochemicals are chemical compounds found in plants. Many of these chemical compounds aid the plant in life-sustaining ways, protecting it from such things as disease, damage, oxidation, and predation by animals and insects. A single plant may contain thousands of different phytochemicals. Science has discovered that many of these phytochemicals also defend the human body from damage. A classic example is the antioxidants we ingest from plants that protect our bodies from oxidative damage. Antioxidants are just one form of phytochemicals that can help

our immune system defend us. Others offer anti-inflammatory, anti-tumor, anti-aging, and other beneficial effects.

Many of these phytochemicals have been exploited by pharmaceutical companies to create very effective medications. However, science has discovered that when our bodies receive phytochemicals in the combinations in which they naturally occur in wholeplant foods, the result is often far more effective and never as potentially dangerous as isolated, refined drugs.



2012

### Orchestra™ and V-Estro® introduced

Orchestra introduced new ingredients to E. Excellers:

- Kumazasa: antibacterial, antiseptic, and widely available as a health promoting tea;
- Ashitaba: antioxidants, chlorophyll, coumarins, and chalcones providing very strong antioxidant effects and powerful anti-allergic effects

Kumazasa is also called bear leaf in Japan because in the spring it is the first thing bears look for after winter's hibernation. It helps to cleanse their systems of toxins built up over the long winter sleep. These cleansing properties are what makes kumazasa such an effective ingredient in Orchestra.



## How do I choose between Celebration™, Millennium® Powder Beverage, and Millennium® Gold (Powder Beverage)?

All are excellent for promoting general well-being. Millennium Powder Beverage has exceptional levels of phytochemicals, which have astonishing abilities to boost immunity and help the body recover from debility.

Millennium Gold is rich in polysaccharides and other nutrients from Cordyceps mycelium that increase energy, vitality, and resistance to stress, in addition to high levels of phytochemicals from cactus.

Millennium Powder Beverage and Millennium Gold are suitable for those on low-sugar diets and those who cannot consume royal jelly and honey.

In addition to phytochemicals, Celebration contains polysaccharides and American ginseng to nourish the body, and is extremely beneficial for those who need nourishment, such as the aged and those suffering from debility.



	Millennium Powder Beverage	Millennium Gold (Powder Beverage)	Celebration Powder Beverage
Contains cactus?	Yes	Yes	Yes
Contains Cordyceps mycelium?	No	Yes	Yes
Contains American ginseng?	No	No	Yes
Suitable for people on low-sugar diets?	Yes	Yes	No. It contains honey.
Suitable for people who are allergic to bee stings and bee products?	Yes	Yes	No. It contains honey and royal jelly.

**2013**

*Millennium® Powder Beverage replaced the two powdered Millennium products; Millennium® Powder Beverage Gold Edition with Cordyceps mycelium introduced*

Of the over 400 species of Cordyceps, only about 10 species of the mushroom have nutritional value, with the nutritional value differing greatly among these 10. E. EXCEL uses only Cordyceps mycelium that has been authenticated by authorities for polysaccharide content and species for its premium quality and nutritional value.





## What is unique about *POLY5*<sup>®</sup>?

*POLY5* contains E. Excel's exclusive five-mushroom formula, providing the optimal level of polysaccharides necessary for good health. The polysaccharides contained are not only from the mushroom itself but also from the mycelium of the mushrooms.

## Most products on the market contain only one mushroom. Is it necessary for *POLY5*<sup>®</sup> to use five different mushrooms?

Yes, because all mushrooms contain different polysaccharides, and each polysaccharide has its own unique beneficial effect. E. Excel has chosen the five best polysaccharide-containing mushrooms to give the most optimal overall health.



The mushroom, *Cordyceps sinensis*, helps nourish the body and promote longevity. Because of its scarcity in the wild and the inability to cultivate the actual mushroom, it's very expensive. A mycelium is a growing stage in the life cycle of any fungus. *Cordyceps* mycelium can be cultivated without producing the actual mushroom stage of the fungus. The mycelium has considerable nutritional value on its own, while offering a constant, less-expensive source.



*"I enjoy liquid Millennium most of the time. I can store in the fridge, and it boosts my energy within half an hour. Millennium Powder Beverage is convenient for traveling. I am happy to have both available from E. EXCEL!"*

Michelle Pang, Mississauga, ON

## How do I choose among EverNew®, EverNew® Orange, and EverNew®-D?

With soluble and insoluble fiber, all three products have the same effect but use different ingredients to cater to different needs. If you love the sweet, tart taste of oranges, and want almost half of your daily fiber needs in one serving, EverNew® Orange is the one for you. With one-third of your daily fiber needs, EverNew® makes an excellent choice too, as a convenient source of wholesome fiber. And, with a milder flavor, it mixes well with other beverages you may enjoy. If you are on a low-sugar diet or have special dietary needs, EverNew®-D is more suitable for you as it does not contain fructose (fruit sugar).



*"As I am aging, beside Vision™ I am taking E-View to avoid cataracts and glaucoma, and I don't have presbyopia problems as most people do when they get older. I don't feel fatigue or eye strain, but I can feel my eyes light up more. Therefore, I give the impression of being full of energy and look young to other people!"*

Raymond Yang, Union City, CA



## How do I choose between E-VIEW and Vision?

Vision's main ingredients of cassia tora and grape seed are rich in OPCs and antioxidants, such as vitamin C and E, that may be beneficial for retinopathy and cardiovascular disease. E-View, on the other hand, contains an assortment of wholesome fruits and vegetables that are naturally high in the antioxidants, lutein, and zeaxanthin, which have a particular affinity for tissues and structures of the eye. Lutein and zeaxanthin occur in high concentrations in the lens, retina, and macula. For this reason, lutein and zeaxanthin appear to be crucial to healthy vision. Many studies combine lutein and zeaxanthin with other antioxidants, such as vitamins C and E. This combination of nutrients may be more helpful than any single nutrient, making E-View and Vision a great combination for your eye health.



2014

*E. EXCEL Essential Blend*®, *E-View*™, *Oxyginberry*® Capsules, and *Elemente*® Youth Rejuvenator introduced

The introduction of *E. EXCEL Essential Blend* signaled Dr. Chen's desire to offer an oil that would provide the ideal one-to-one ratio of omega-3s and omega-6s for better health. This blend of macadamia nut oil and perilla seed oil does the trick—even better than olive oil for delicious, healthy cooking!

*Elemente's Youth Rejuvenator Facial Moisturizer* caused quite a stir at *E. EXCEL's* 2014 Conference as conference attendees saw firsthand the effects of this extraordinary moisturizer and its power to help keep your true age a secret!



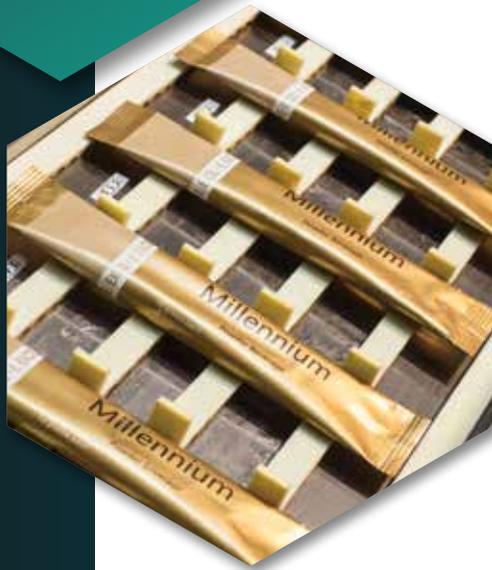
*"I started using Youth Rejuvenator every day! I added Cactus Essentials Hydrating Lotion and the result was very visible. I feel so good. My whole face looks moist and glowing. It makes me feel like I just went to the spa for a facial!"*

Li Qiu Huang, Mississauga, ON

# INVESTING IN Manufacturing

One vital aspect of a successful company is maintaining the highest quality products for its Distributors and consumers. E. EXCEL spares no expense in providing that quality.

While other companies may hire manufacturing companies to source, produce, and package their products, E. EXCEL controls all aspects of product manufacturing. We source our materials to ensure we start with the best. And we do not simply assume the ingredients we receive are fine, so we test each lot individually.



A high-quality product is not just the premium ingredients. Quality also depends on how those ingredients are controlled through the manufacturing process. E. EXCEL follows Good Manufacturing Practices, as outlined by the federal government, in handling, processing, and presentation to our valued Distributors.

E. EXCEL controls the manufacturing environment and equipment used for our products. We comply with the U.S. Food and Drug Administration's (FDA) current Good Manufacturing Processes (cGMP). These processes strictly control our manufacturing as outlined by the FDA in the Code of Federal Regulations. This ensures the highest quality standards possible for all of E. EXCEL's

2015

## *E-Memories™ and Vegecolor® introduced*

Your brain and nervous system depend on Nerve Growth Factor (NGF), a vital protein that supports the health of existing and growing neurons. The human brain contains about 100 billion neurons, but age, illness, and environment can affect NGF levels. *E-Memories™* may help support the normal level of NGF in the human brain.



2016

## *Triflora™ Jasmine, EverSure-D™, and Sure-D™ introduced*

*EverSure-D™* and *Sure-D™* are specifically formulated to assist those who have difficulty maintaining a normal blood sugar level and are ideal for those leading a low-sugar lifestyle.

exceptional products. Our facilities and everyday practices in the United States, Shanghai, and Singapore meet all cGMP requirements.

We use the most up-to-date manufacturing processes, specifically designed to maintain the highest level of natural nutrition available in an ingredient. We use various methods, always choosing the best process for the ingredient and the product. E. EXCEL packages each product to protect and deliver the most phytochemicals, antioxidants, and polysaccharides possible. You'll find some products in stick packs, some in specialized cartons, and others in capsules, because there is no one-size-fits-all package! We choose the best methods to preserve and protect our products and retain each product's high-quality nutrients.

E. EXCEL has chosen to make a sizable financial investment in facilities, equipment, training, and employees to produce and package our own products. We strive to maintain and provide products above industry standard. Quality is our number one goal.

When you choose to partner with a company and distribute its products to your family, friends, and acquaintances, you want to know that company is committed to product quality and your health. At E. EXCEL, we are committed. We make the investment to ensure the quality we demand and you deserve.



E. EXCEL's food products are simply that—food designed to support the functions of the human body. Nature provides a plentiful abundance of plant foods that contain the nutrients your body needs to stay healthy—and for 30 years, E. EXCEL has made that abundance available to you in convenient, easy-to-use products that work. We look forward to continuing this strong tradition far into the future.

*"Dr. Chen has already done the hard part; we only share her work. Sharing the importance of prevention can bring better health and a richer life to all of us."*

Lixian Huang, Flushing, NY





For more than three decades, E. EXCEL has led the way in providing convenient, affordable, delicious whole foods packed with essential micronutrients to support your immune system and all of your crucial body systems. You won't find an easier, more effective way to live a rich, healthy life.



For more info, contact: