



HHG FIT HEALTH LATINO: 2016 Vol. 3

World Health Organization (WHO)

"The lower the consumption of traditional foods, the greater the reported prevalence of obesity, diabetes and other health issues in the family - studies are showing that as we move away from the diet of our ancestors we develop "modern" diseases."

WHO Technical Series Report 916 - 2001

"We should all eat a diet that is consistent with the diet our genes became programmed to respond to."

Michigan State University - 2002

"It takes 31,500 years for a human cell to adapt to a single new food source." Approximately 630,000 years - Human DNA is only +/- 250,000 years old

There is growing awareness that environmental changes (in diet & other lifestyle conditions) that began with the introduction of processed foods, high fructose corn syrup, added sugar & the reduction of quality soil to grow food occurred too recently on an evolutionary time scale for the human genome to adapt.

Healthy Habits Global

PURE COMPLETE bridges the discordance between our genetically determined biology and the nutritional needs of today. Recent studies show that when native people, of all ethnic groups, return to eating traditional foods they decrease rates of contemporary diseases. This has been observed cross culturally. ALL CULTURES HAD FUNCTIONAL FOODS THAT THEY PREPARED IN A MANNER THAT MAXIMIZED NUTRIENT AVAILABILITY!

NOTE: The head of research specifically tailored HHG's formula to address the gene variant

LATINO/HISPANIC GENETICS

The Hispanic Health and Nutritional Examination Survey (HHANES) documented a higher prevalence of obesity and diabetes among people of Mexican and Puerto Rican descent than among non-Hispanics, with central obesity (the most dangerous) being the most common type of obesity among Latinos:

- 29% of **Latino men** 20 years and older are obese
- **73%** of Latino women are overweight or obese
- Mexican American children between the ages 6-11 were **1.3 times** more likely to be **overweight** than non-Hispanic children

- According to the National Examination Survey, Mexican Americans are **50%** more likely to die from diabetes and health issues caused by obesity than non-Hispanics

WHY?

LATINO GENE VARIATIONS

ABCA1 R230C is one of the target genes of a university study **published** in **THE JOURNAL OF NUTRITION - 2012** about diet in the Latino/Hispanic populations regarding Metabolic Syndrome X diseases;

- Obesity
- Diabetes
- High Cholesterol
- High Triglycerides
- High Blood Pressure

The **ABCA1 R230C gene variant** was chosen for this study because the carriers of the variant are exclusive to Native Americans (North, Central & South America) and Hispanics with Native American ancestry.

THIS STUDY & PREVIOUS STUDIES HAVE DEMONSTRATED THAT ADULTS WHO CHANGED THEIR DIETARY PATTERN TO INCLUDE TRADITIONAL PLANT BASED FOODS SHOWED BENEFICIAL HEALTH EFFECTS!

- Greater reduction of body weight
- Less cholesterol accumulation in the cells
- improved glucose ((sugar) tolerance
- The **decrease in body weight** in participants in this diet pattern study group with the **ABCA1 R230C** gene variant was significantly greater
- The study results remain significant even after adjusting for weight and BMI (body mass index)

This study was done at UNIVERSIDAD NACIONAL AUTONOMA de MEXICO with 4 other major Latin American universities. The lead investigator was Martha Guevara-Cruz of UNIVERSIDAD NACIONAL AUTONOMA.

Healthy Habits Global:

PURE COMPLETE & PURE ESSENTIALS FRUITS & VEGETABLES formulas are genetically compatible & enhance the body's proper balanced nutrition at the cellular level:

- They are **WHOLE FOODS** that are part of the the traditional plant based diets of the majority of ethnic cultures, including ones with the **ABCA1 R230C gene variant**
- **PURE COMPLETE** and **PURE FRUITS & VEGETABLES** promote HEALTH & healthy weight management through nutrition and balancing of intestinal gut flora & the ratios of healthy gut bacteria. They provide the ingredients necessary for health & optimum weight loss

STRUCTURE FUNCTION CLAIMS

1. "PROMOTES WEIGHT REDUCTION" "REDUCES BODY WEIGHT"
2. "SUPPORTS **DNA** HEALTH"
3. "EFFECTIVE WEIGHT LOSS"
4. "INCREASED LEAN BODY MASS WHILE LOSING FAT"

5. "ENERGIZES THE ENZYMATIC ACTIVITY OF METABOLIC PATHWAYS AND METABOLIC & **ENERGY METABOLISM**"
6. "HELPS MAINTAIN HEALTHY CHOLESTEROL, TRIGLYCERIDE & BLOOD GLUCOSE LEVELS"
7. "PROMOTES MALE **VITALITY**"
8. "SOOTHES TENSION & STRESS"
9. "MAY HELP IMPROVE MEMORY PROBLEMS ASSOCIATED WITH AGING"
10. "MAY HELP ENHANCE MENTAL ALERTNESS"

The base formulas for **PURE COMPLETE & PURE ESSENTIALS FRUITS & VEGETABLES** were developed originally for my own family.

My wife is from Chihuahua, Mexico & my grandchildren live in Juarez, Chihuahua to this day.

Based on my genetic research, I realized that they needed proper nutritional support that they WOULD NOT GET from American food & the westernized processed & sugary food available to them in Mexico.

"I originally developed these formulas to support their health. I realized in working with Ms. Guevara-Cruz at the Universidad Nacional Autonoma de Mexico that they would be nutritionally deficient because of their genes & the food sources available to them. The only way to avoid the health problems associated with the Hispanic gene variant was to provide them with genetically compatible whole food nutrients that provided what their genes would recognize as a part of their traditional food sources."

I owned & operated 6 weight loss & diabetic health clinics in Sonora, Sinaloa & Jalisco, Mexico during the mid-1990's-2006 to do the original testing of the formulas.

John Payne

Head of Research and Product Development