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Feel your best all year long!

Inside: How this small, family-owned company in Cedar Rapids, Iowa accidentally stumbled onto a single-nutrient secret that can turn your immune system into a veritable fortress...

From the desk of
Allan Spreen, MD
Chief Research Advisor
NorthStar Nutritionals

Dear friend,

When I first heard about PureImmune with EpiCor®, the word “excitement” became the understatement of the century.

As you’ll discover in the letter enclosed, this new natural breakthrough will change the way you think about immunity forever.

It can turn your body into a veritable *fortress* of immunity!

And we might never have discovered it at all, had it not been for a group of outspoken factory workers. At a company who saw their insurance premiums *drop*, year after year because people weren’t taking trips to the doctor!

So, read the enclosed letter now and hear the same story that had me, and the rest of the NorthStar Research Panel, on the edge of our seats.

Then find out how you can take the “Cold Season and Beyond Challenge.” And put this same nutrient to work for you, for up to a year, absolutely risk-free!

Yours in good health,



Allan Spreen, MD

Chief Research Advisor

NorthStar Nutritionals

P.S. This may be the century’s most incredible discovery in the world of natural medicine. And you have an opportunity to be among the first to experience its benefits. So read on and learn how you can put this amazing discovery to work for you, for a full year, absolutely risk-free!

Laugh in the face of cold season and feel your best all year long!

Learn how a small, family-owned company in Cedar Rapids, Iowa accidentally stumbled onto a single-nutrient secret that can turn your immune system into a veritable fortress!

Dear Reader,

Mike's wife was an ER nurse at their local hospital.

For years, not only was she bringing home a paycheck...she was also bringing home all sorts of occasional sniffles and sneezes that she'd picked up from her patients.

Mike would find himself having those occasional sniffles, too. That is, until about 13 years ago, when Mike took a new job as the Vice President of Operations at a local animal-feed additives manufacturing company (placing him in their manufacturing plant).

Suddenly, Mike noticed he stopped having those occasional sniffles.

And all he had done was change jobs.

What was going on?

It turned out Mike was just one of dozens in his company whose stories would lead to an amazing discovery...

Change the way you look at your health, immune system and overall well-being...forever

To get the full story, you have to go back to 1943.

Not in a lab, but in to the early days of that same, small, family-owned factory in Cedar Rapids, Iowa, that sold animal feed additives.

The company was called "Diamond V." Their products were designed to help boost the digestive and immune systems of farm animals—preserving the health of new litters and, in turn, the farmers' investments.

And for 60 years, that's all the company did. Until, in 2003, a unique set of complaints started to flow through the human resources department...

(over, please...)

No one in the factory was using their sick days...so they cried, "Not fair!"

Just like Mike, other employees of the company were staying healthy year round. So their five annual sick days were just going to waste. But here was something even more strange: the "suits" over in the corporate offices were using their sick days on a regular basis. It was mostly the factory workers who stayed unusually healthy.

So there was some grumbling.

Why should the healthy employees have to give up their time off while everyone else got to use theirs? It seemed like a strange complaint at the time... but the company had no choice. They let their unusually healthy factory workers use their sick days for vacation instead.

Then Vice President and Chief Operating Officer, Paul Faganel, started thinking. What could be happening? Paul took a look at the company's insurance premiums. So few employees were going to the doctor, the health insurance premiums actually remained flat for several years. That's right, no increase. Despite most other companies reporting double-digit increases!

Something about the factory was keeping the workers exceptionally healthy...so Paul decided it was high-time he figured out what it was...

And you wouldn't believe what he found!

Paul recruited volunteers who had been with the company for at least 10 years and had them submit blood and saliva samples. These samples were compared with a similar group of workers who had never worked in the factory.

As you can imagine, the room was filled with wide eyes, gaping jaws and raised eyebrows when they read the results of the in vitro study and found that every employee working in the factory had...

A much greater immune response!

There was no time to waste—Paul hired AIBMR Life Sciences in Puyallup, WA, experts in natural medicinal product research, to run some tests on the products Diamond V was producing in their factory. His theory: extended exposure to the product was what had turned his factory employees into veritable fortresses of immunity.

AIBMR ran some preliminary lab tests—they wanted to see if a test group would show better resistance to a specific bacteria than the untreated control group.

And they sure did!

Of course human trials will be needed to be sure, but at this point, it is abundantly clear that Diamond V's product is more than just a healthy animal feed ingredient. And the question sitting on everyone's mind was...

What is it about this product that turns your immune system into a veritable fortress?

Paul went to his board of directors with everything AIBMR had found out so far. Something, he told them, hidden in this product is protecting the health of our employees...

And it's actually seems to be keeping them stronger and healthier year-round!

They expanded their research efforts, and created a human products division, Embria Health Sciences—an off-shoot of Diamond V, with Paul at the helm and a singular goal:

To uncover the secrets that were lying within each and every molecule of this incredible product and then figure out how it can forever change the way we look at health, our immune systems and our overall sense of well-being.

They developed an improved, concentrated (still all-natural) form of the animal product specifically for human use, called EpiCor®. And the results of every test, evaluation and development surpassed their every expectation.

The nutrient content alone would be enough to make headlines. With a full spectrum of B vitamins, calcium, magnesium, potassium, zinc and eight other vital minerals. Plus a full assortment of phytosterols and phenolics.

But what's in it isn't nearly as impressive as what this stuff can *do* for you.

Feel your best all year long

Your body has many ways to protect itself from foreign invasion. And it goes way beyond the white blood cells you learned about in biology class.

Your body's defenses can be divided into specialized "teams" of immunity response, each with its own set of protective responsibilities.

If any of these teams ever slack off on the job, there's a good chance you'll know it.

So, the next set of tests sought to understand how EpiCor® impacted each line of the body's natural defense teams.

It's like having 60% more bouncers working at the same bar

Your first lines of defense are concentrated in areas of the body where invaders on the outside can try to get in—mucous membranes like your mouth, nose, throat and intestines.

So your body produces a substance called

All this good news couldn't possibly come without a catch...or could it?

Some of toxicology's shrewdest experts were called upon to ensure EpiCor® would be found to be generally recognized as safe. If anyone was going to be able to find a "bad side" to PureImmune, it would be:

Theodore M. Faber, PhD, DABT, with 20 years experience as the Director of the FDA's Division for Drug and Environmental Toxicology. Plus four years working as Chief for the EPA's Toxicology Branch.

Norbert Page, PhD, DABT, a former Director of the EPA's Scientific Affairs for Toxic Substances and Pesticides. He was also Chief to the Office of Hazardous Substances Information at the National Institute of Health (NIH) and former President of the Society of Toxicology.

Joseph Borzelleca, PhD, DABT, the professor emeritus of Pharmacology and Toxicology, Medical College of Virginia. He was also Chairman of the Board on Toxicology, Food Chemicals Codex Committee and a consultant to FDA, NIH, NCI, NATO, FAO/WHO, US Army and others.

**But it was clear as day:
PureImmune with EpiCor®
is all silver lining!**

You can be one of the first outside the factory walls to put PureImmune with EpiCor® to the test.

See reply form now and order your risk-free supply. Or call 1-800-705-2942 and order now!

(continued on page 5...)

EpiCor® Study **PASSED**

4

Analysis: Effect of EpiCor® on growth of three pathogenic bacteria, fungi and normal oral mouth bacteria.

Conclusion: EpiCor® can help the body protect itself from coliform bacteria and *Candida tropicalis*, which might help promote “good” bacteria in the mucous membranes.

4

Study Design: 20 rats were fed 2,000 mg of EpiCor® per kilogram of body weight (approx. 140 g for a human male) on day one and observed for 14 days.

Results:

- Normal body weight and weight gain
- No death occurred
- No toxic clinical symptoms
- No pathological changes

Conclusions: These results indicate that EpiCor® is not toxic at high doses in this particular species.

4

Study Design: Four groups of rats (20 male and 20 female per group) were fed either 30, 200 or 1,500 mg of EpiCor® per kilogram of body weight every day for 90 days. The

Results:

- No death or clinical symptoms
- No significant changes in body weight, food or water consumption compared to the control group
- No changes to the eyes
- No changes in sensory reactions, grip strength or motor activity
- No changes to the blood or clotting ability
- No changes in urine
- No lesions in the organs of the digestive, respiratory, circulatory, urinary, endocrine, reproductive, nervous and lymphoid systems.

control group received none.

Conclusions: EpiCor® was well tolerated and there were no undesirable side effects—even at very high doses taken orally for 90 days.

4

Results: There was no evidence of gene mutation by EpiCor® in any of the experiments.

Conclusion: Results indicate that EpiCor® does not mutate prokaryotic or mammalian cells or damage them at the dosage levels tested.

EpiCor® Study

secretory IgA (sIgA).

Like the bouncer at a bar, sIgA stands guard in all of the entryway membranes where an intruder may seek to get in. It's the most abundant type of antibody you have.

And in the tests conducted by Embria's research team, EpiCor® raised levels of sIgA up to 60%!

Knute Rockne was a one-of-a-kind football coach...but imagine if there were more of him

If, by chance, a nasty little pathogen makes it past your sIgA defenses, your body calls in a second team of helper cells (CD4) and two different types of "killer" cells—T-killer cells (CD8) and antibody-producing B cells.

The helper cells are like the football coaches of the immune system.

They call the plays and coordinate activities for the rest of the team.

When a pathogen makes it into your body, the helper cell sees that the body is under attack and sends the T and B killer cells into play—producing antibodies and thwarting the attack of the invader.

The more helper cells there are, the faster the immune system can spread the message to your killer cells. And it was no surprise when AIBMR's research team discovered that EpiCor® did exactly that—it seemed to not only boost the efficiency of the killer cells, but also it increased the ratio of helpers to killers.

So, imagine Knute Rockne were on the sidelines, calling the plays and sending his all-star team into certain victory...

Now imagine the EpiCor® team. With a dozen or so Knute Rocknes, putting their heads together, developing strategies and coordinating the plays—giving their unfettered support to

each of the strongest, fastest passers and runners on the team. Their opponents would never stand a chance.

Just try and stop a team like that!!

Your body has a ruthless task force of sharp-shooters...and EpiCor® can help run the recruitment and training

But the discovery didn't stop there. EpiCor® also increased the activity and efficiency of what are called NK cells.

NK cells, or Natural Killer cells, get their name because they're like your immune system's secret police force.

They work a lot like your T and B killer cells, roaming your body looking for pathogen-infected cells. But when they find them, a process called apoptosis takes place. In essence...

The NK cell forces the infected cell to commit suicide!

You stay healthy because the pathogens and the cells they've already infected die off before they can spread through your system.

It may even help you look and feel younger

EpiCor® wasn't just protecting test subjects against pathogens...it turns out it was helping them look and feel younger, too...thanks to EpiCor®'s astounding antioxidant power.

As you know, antioxidants are those substances that naturally fight free radicals. Free radicals break down your DNA spurring the body's immune-response, another stress that your body doesn't need.

Foods rich in antioxidants are your best defense against the ravages of free radicals.

Now, the food with the most antioxidant power up until now has been the black raspberry. Yet, for free-radical eradicating power, EpiCor® scored higher than the black raspberry, blueberry, strawberry, and cranberry combined!

So, not only does it help your body to protect itself from pathogen attacks, its free radical-fighting powers may actually have some natural anti-inflammatory properties—protecting your heart, keeping your joints comfortable and helping you stay young-looking and feeling your best!

Could EpiCor® be all silver lining?

The news just kept getting better and better. Who'd have thought, 60 years ago, that a simple animal feed ingredient would turn out to be the most powerful immune system-supporting agent ever discovered.

There had to be a catch.

So, Embria hired another team of the shrewdest experts, this time in the field of toxicology. Their combined resumes were impressive and included 20 years experience directing the FDA's Division for Drug and Environmental Toxicology, Director of the EPA's Scientific Affairs for Toxic Substances and Pesticides, Chief to the Office of Hazardous Substances Information at the National Institute of Health (NIH), the professor emeritus of Pharmacology and Toxicology, Medical College of Virginia, and more.

The early research showed all the benefits. Now they wanted the other side of the story. If there was any downside to EpiCor®—if it had even the slightest side effect when used by humans, these guys were going to find it.

Weeks and months had passed while the toxicology research team hit EpiCor® with additional tests. The anticipation was unparalleled.

When the smoke cleared and the dust had finally settled, they emerged from their lab and handed Paul a stack of research reports.

“We did the best we could...and we came up with nothing.”

A confusing statement at best, Paul started paging through the reports. After just a few pages, he got up out of his seat...after a few pages more, he found himself pacing back and forth in his office. Page after page had proven what no one thought possible.

EpiCor® passed every test, with flying colors!

Anti-microbial tests, blood tests, gene mutation tests, adverse reaction reports, stability tests, toxicity analyses, tests for pesticides—all passed.

When they said they would do their worst, they weren't kidding. And yet EpiCor® still proved to be the safest, most powerful boon to immune system function they had ever encountered.

And now, you can be one of the first people, outside the factory, to get your hands on it

Today, just about every employee of Embria and Diamond V takes a daily EpiCor® supplement. And I've included excerpts of their personal success stories throughout the pages of this letter.

There are longer-term studies currently underway. But we already know that EpiCor® can:

- „ Increase the number of sIgA “bouncers” guarding your “entry-

ways,” blocking pathogens before they even get into your system

- „ Boost the number of CD4 “star quarterbacks” to coordinate activity of T and B killer cells, ramping up your second tier immunity into a rapid-fire line of defense.
- „ Promote the activity and efficiency of Natural Killer cells, forcing already infected cells and pathogens to “commit suicide” before they can spread throughout your body
- „ Has powerful antioxidant and proper immune response properties
- „ Supercharge your free radical fighting power to actually help you look and feel younger
- „ All without any known side effects!

Even on that basis alone, it’s abundantly clear—EpiCor® can be an essential key to turning your immune system into a fortress against the forces that wear you down!

But this might be the most exciting part of the story yet...

Until now, only the workers in this one factory were getting the benefits of this amazing substance. Then Embria Health Sciences improved the original animal product, making it available for human use as EpiCor®. And now, they have generously granted NorthStar Nutritionals the right to offer EpiCor® to the public, in a brand new supplement called **PureImmune**.

Each daily capsule contains 500 mg of EpiCor®—the same powerful dose taken daily by almost every employee of the very company that created it!

As a NorthStar Nutritionals customer, you have the opportunity to be one of the first people, outside the walls of Embria Health

Sciences and Diamond V, to get your hands on it—risk-free!

Put PureImmune with EpiCor® to the test today.

You have the opportunity to be one of the first people, outside the walls of a small company in Cedar Rapids, Iowa, to get your

Lock in this low introductory price and never pay for shipping again!

Select the **SmartShip** option on your order form and you’ll never have to worry about reordering again.

That’s because when you select this FREE service, we’ll automatically send you a fresh supply of supplements right when you need them. No more forms, no more phone calls, no more hassle!

Best of all, you’ll lock in to this low, introductory price for 12 full months.

Plus you get to decide how many bottles we send and how often.

You can call to change your delivery schedule, change your delivery address or cancel the SmartShip service at any time. No obligations. And no cancellation fees!

Here’s how it works: just select the SmartShip option when you place your credit card order today. Then, just before your current supply runs out, we’ll charge the same credit card you use today, and get a fresh supply right out to you. It couldn’t be easier!

This is a totally FREE service. And you can simply call toll-free to cancel at any time—no obligations.

**Save time and money...
Choose SmartShip when you
place your order today!
Call toll-free 1-800-705-2942**

hands on this incredible supplement.

And for being a NorthStar Nutritionals customer, we are offering it to you at the low introductory price of just \$39.95 for a one-month supply (see reply form and learn how you can save \$49 on today's order!).

If you think about it, that's less than it might cost you to prepare for "cold season."

When you take into account tissues, tea bags, a few jars of honey, maybe a few containers of orange juice and some cans of chicken soup it can really add up!

Beyond cold season: Guaranteed for a full year

I really want you to put PureImmune with EpiCor® to the test. But I want you to understand that this is not something, like Airborne® or echinacea, for you to take when you need an extra boost for your immune system. And it won't do a thing to relieve your symptoms if you're already sick.

PureImmune with EpiCor® is something you take every day. It builds up in your body slowly, over weeks and works with your immune system to fortify your body's natural ability to fight off invaders—before they can get inside and wreak havoc on your health.

That's why I've created the "Cold Season and Beyond Challenge."

I'm giving you a **full year** to put PureImmune with EpiCor® to the test.

If, after a full year, you don't feel PureImmune with EpiCor® is everything I've promised you...I want you to send back any unused portion and we'll refund everything you spent on EpiCor® for the entire year (less shipping)!

How's that for a little health insurance?!

You've got nothing at all to lose and a veritable fortress of immunity—and well-being to gain. Order your risk-free supply of PureImmune with EpiCor® and take the "Cold Season and Beyond Challenge." Order now!

Yours in good health,



Allan Spreen, MD
Chief Research Advisor
NorthStar Nutritionals

P.S. Until now, nobody outside of a small group has had access to EpiCor®. You are among the first people to be offered an opportunity to put PureImmune with EpiCor® to the test. And you can do this, risk-free. Remember, you have a full year to try EpiCor®. If it doesn't line up to every expectation, NorthStar Nutritionals will give you back everything you spent on it (less shipping). This is an excellent opportunity, so call 1-800-705-2942, toll-free, and order now!

P.P.S. For all that PureImmune with EpiCor® can do for you, it's hard to justify not making it a part of your daily routine. Just imagine going a whole year with a healthier and stronger immune system to help you fight those nasty bugs! But we can't offer it at the low introductory price forever. So please take advantage of this insider's opportunity—order now!

RISK-FREE TRIAL CERTIFICATE

YES! I want to feel my best all year long! Please send me PureImmune at this special introductory price—RISK FREE. If I'm not 100% thrilled, I can return the unused portion within 1 year, for a full refund of the purchase price (less shipping & handling). No questions asked. [Each bottle contains 30 capsules. Recommended dosage is 1 capsule daily.]

- BEST DEAL! SAVE \$20** on 6 bottles and get FREE SHIPPING for a total savings of over \$49. I pay only \$219.70. (650SPRI-PRIA)
- GREAT DEAL! SAVE \$19** on 3 bottles for \$109.85 (plus \$4.95 shipping). I pay only \$114.80. (650SPRI-PRIA)
- GET ME STARTED!** Just \$39.95 for one bottle (plus \$4.95 shipping). I pay only \$44.90. (650SPRI-PRIA)
- SmartShip SAVE EVEN MORE ON YOUR ONE-BOTTLE SUPPLY!—OVER \$59 A YEAR**
I want to lock into today's low introductory price! Please sign me up for the free SmartShip delivery service. I will receive a fresh bottle every month with FREE shipping and handling. The credit card indicated below will be automatically charged each month. I pay just \$39.95 per month. I can call to personalize delivery options or to cancel anytime. *Credit card orders only.* (650SPRI-AUTO1A)

For Fastest Service, Call Toll-Free

1-800-705-2942

Monday-Saturday

Send your order form to: NorthStar Nutritionals
P.O. Box 970, Frederick, MD 21750-9805

Payment Method: (U.S. dollars only.)

- My check or money order is enclosed.
(payable to *NorthStar Nutritionals*).
- Please charge to my: Debit (Visa/MC) Visa MC
 Amex Discover

Card Number

Exp Date

Name (*as it appears on card*)

Signature

(*required*)

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Daytime Phone Numbers (in case we have a question)

E-mail Address (Optional: to receive order confirmation, product updates, news and special offers)

“Cold season & beyond” Challenge

Try Pure Immune, risk-free, up to a full year. If you aren't 100% satisfied—for any reason, at any time—just return the unused portion for 100% of your money back (less shipping)!