

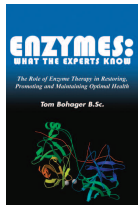
Enzymedica Receives Awards FOR DIGEST GOLD AND ACID SOOTHE

by Ken Babal, C.N.



PORT CHARLOTTE, FLORIDA, JUNE 4, 2007—Enzymedica, Inc., a manufacturer of indication-specific enzyme-based products, recently received two first-place 2007 Vity Awards from *Vitamin Retailer Magazine* for two of its signature products, Digest Gold and Acid Soothe.

Resources



Purchase your copy of *Enzymes: What the Experts Know* from your local health food store, natural health retailer or online booksellers (www.amazon.com). You can also view the book at the Enzymedica website at <http://www.enzymedica.com/products/>.

To find a local source use their store locator service at www.enzymedica.com or call them toll free at 888-918-1118.

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request@enzymedica.com

General Inquiries:
info@enzymedica.com

Receive a **FREE SAMPLE** of Digest Gold or Acid Soothe (while supplies last) by calling 888-918-1118 and mentioning this article.

Ken Babal has a nutrition counseling practice in Los Angeles and is author of *Good Digestion: Your Key to Vibrant Health* (Alive Books, 2000).

Once a year, *Vitamin Retailer Magazine* asks health store retailers to vote for the best sellers in various supplement categories. In the digestion category, Enzymedica received the most votes for Digest Gold™, its most potent enzyme formula, and Acid Soothe™, an antacid alternative.

As a nutritionist in the industry for many years, I was not surprised that Enzymedica walked away with the awards. Enzymedica is the premier enzyme company today, offering a host of popular products, including a complete line of digestive formulas. Their attention to potency, purity and research is why I have frequently recommended Enzymedica products—and so many people can benefit from an excellent digestive enzyme formula.



DIGESTIVE DISORDERS A BIG PROBLEM

Approximately 70 million Americans suffer from digestive diseases, which accounts for about 10 million hospitalizations (13 percent of all hospital visits) and 50 million office visits per year. More shocking, esophageal cancer is now the fastest growing cancer in the U.S. among men age 30 to 50.

Doctors prescribe acid blockers like Nexium® and Prevacid® for acid reflux, a condition in which the esophagus becomes inflamed due to chronic irritation. Problem is, these drugs were never meant to be taken long term. The normal condition of the stomach is an acid environment. Stomach acid helps us assimilate protein, fats, minerals and vitamin B₁₂ and sterilizes our food of bacteria. So, in stopping its secretion we are giving up a part of our immunity and compromising nutrition. A more sensible, long-term approach is to change what we eat and how we eat, manage stress and use natural products like Digest Gold and Acid Soothe that facilitate digestion rather than inhibit it.

ENZYME SUPPLEMENTATION

Most of the digestive process occurs in the small intestine. There, enzymes are secreted by the pancreas to finish the chemical breakdown of food. Specific enzymes work on each component of food. For example, lipase works on fat, amylase on carbohydrate, and protease on protein. Sometimes, due to stress, overeating, the aging process or wrong foods, we exceed our enzyme capacity and experience discomfort in the abdomen.

Enzyme supplements can be taken routinely to enhance digestion and assimilation of food and nutrients and to reduce symptoms related to food allergies. In fact, it's easier to prevent problems than try to deal with them once they've occurred.

Bestselling Digest Gold represents the most potent digestive enzyme supplement formula available. The product enhances the digestive process while reducing the body's need to produce digestive enzymes. Digest Gold is the product of choice for anyone suffering from less than optimal health due to ongoing digestive difficulties.

Award-winning Acid Soothe replaces antacids and is designed to help alleviate gastrointestinal discomfort associated with heartburn, acid reflux and diarrhea.

Two capsules of Acid Soothe can be taken after meals or as needed, and one capsule of Digest Gold may be taken before each meal.

THE ENZYMEDICA DIFFERENCE

Enzymedica uses an exclusive Thera-blend process for its protease, lipase, amylase and cellulase. Each of these enzymes actually represents multiple strains that are blended for their ability to break down numerous bonds in varying pH levels.

In terms of label description, Enzymedica sacrifices active units to provide the best blend possible. A single protease, for example, could provide more units per milligram than a multiple protease. However, the active pH would be narrow and the number of protein bonds it could break down would be limited. Count on Enzymedica to provide you with the most effective enzyme products available. ■