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Stephen Cavallino, M.D. - Founder & Chairman (Italy) • Amid Habib, M.D. • David Sim, M.D. • Robert Nemer, D.O.

THE PHYSICIAN'S CONCISE GUIDE TO:

- 27 -

The Essential Role of Physiologic EFAs (PEOs) Sports Medicine & Bodybuilding Applications

Prof. Brian Scott Peskin, B.Sc. — M.I.T.
Founder: *Life-Systems* Engineering Science

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Dedicated to advancing and publicizing breakthrough discoveries in the health sciences

There is simply no one better in the 21st century at developing practical health-related solutions based on the world's leading medical and nutritional science. **"Science - Not opinion" is Brian's trademark.** When Brian is through explaining a topic it is "case closed!" When he says it, you "can take the information to the bank!"

Unlike most of his peers' recommendations, Brian's health and nutritional recommendations have stood the test of time. **Brian has never had to reverse or significantly alter any of his medical reports – reports that have tackled everything from the dangers of soy, to the wrongly popularized need for fiber in the diet, to his warning about the potential harm of supplementing with copious amounts of omega-3.** In 1995 he published the report "Fiber Fiction" and finally, eleven years later, others in research are acknowledging the silliness of recommending fiber in the diet of a human being. Brian's latest crusade is to warn of the dangers of excess omega-3 (in particular, fish oil) and how it will lead to increased cases of skin cancer. The list goes on and on...

Brian received an appointment as an Adjunct Professor at Texas Southern University in the Department of Pharmacy and Health Sciences (1998-1999). **The former president of the University said of his discoveries: "...His nutritional discoveries and practical applications through *Life-Systems Engineering* are unprecedented."** Brian earned his Bachelor of Science degree in Electrical Engineering from Massachusetts Institute of Technology (MIT) in 1979. Brian founded the field of *Life-Systems Engineering Science* in 1995. This field is defined as *The New Science of Maximizing Desired Results by Working Cooperatively with the Natural Processes of Living Systems*. To many, Brian is THE MOST TRUSTED AUTHORITY ON HEALTH AND NUTRITION IN THE WORLD.

Brian continues to be a featured guest on hundreds of radio and television shows both nationally and internationally. His sheer number of accomplishments during the last decade of the 20th century and into the 21st century are unprecedented and uniquely designate him as the #1 authority in the world of what really works and why. Forget listening to the popular press or most popular so-called health magazines. Their editors simply don't understand the complicated science that they write about - they merely "parrot" what everyone else says without independent scientific verification. Their recommendations often have no basis in reality of how the body works, based on its physiology.

Brian has dedicated his life to provide the truth - which is almost always opposite to what everyone says. Here's why Brian is the #1 man in America to listen to when it comes to your health.

* Brian Peskin earned his Bachelor of Science degree in Electrical Engineering from Massachusetts Institute of Technology (M.I.T.) in 1979. He received an appointment as an Adjunct Professor at Texas Southern University in the Department of Pharmacy and Health Sciences (1998-1999). The former president of the University said of Brian's discoveries: *"...His nutritional discoveries and practical applications through Life-Systems Engineering are unprecedented."*

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Newsflash: Fish Oil starves muscles of essential fuel making you less effective in the gym—the OPPOSITE of what is required for success

This finding published in a top medical journal is shocking.

Fish oil significantly reduces the glucose metabolic clearance rate, **an awful effect for an athlete!** Athletes need to know that *British Medical Journal of Nutrition* (2003), 90, 777-786 published, “Fish-oil supplementation reduces stimulation of plasma glucose fluxes during exercise in untrained males”:¹

- “It is concluded that **fish oil reduced Rd [rate of glucose disappearance] glucose by 26% by reducing glucose metabolic clearance rate ...**”
- “[I]t was observed in healthy human subjects that a 3-week supplementation of the diet with **fish oil (6g/day) decreased by 40% the insulin response** to an oral glucose challenge without altering either endogenous glucose production or plasma glucose utilization.
- “[N]-3 long-chain fatty acids are incorporated into **membranes whose composition remains altered at least 18 weeks after interruption of fish-oil supplementation...**
- “The main observation of the present study is that a supplementation of the usual diet with **6 grams fish oil / day during a period of 3 weeks reduced stimulation of both HGP [hepatic glucose production] (-21%) and Rd glucose (-26%)** during exercise.” (Emphasis added.)

1. This awful effect was predicted from the work of colleague and eminent diabetes specialist Samuel E. Crockett, M.D., Director Emeritus of the *Diabetes Institute*, Florida Hospital/Orlando in the publication titled “Dose-Response Effects of Dietary Marine Oil on Carbohydrate and Lipid Metabolism in Normal Subjects and Patients With Hypertriglyceridemia,” Stacpoole, P, Alig, A., Ammon, L, and Crockett, E., *Metabolism*, Vol. 38, No 10 (October), 1989, pages 946-956.

► Life-Systems Engineering Science Commentary

- *This effect from fish oil will hurt any athlete's training — effectively **“short-circuiting” your training**. The decrease in available glucose energy could even be worse in an elite athlete such as a bodybuilder.*
- During training, **glucose is the muscle's #1 fuel**.
- This article explains how fish oil supplements both decrease fuel production AND STOP fuel delivery of glucose to your muscles during exercise.
- Muscle's GLUT 4 receptor requires plenty of glucose as muscle's *prime* fuel during training.

If you are easily exhausted during training while taking fish oil, this is the reason why. **There is a simple solution — STOP taking fish oil and replace it with fuel rich PEOs.**



Mice Run Faster On High-grade Oil

ScienceDaily (July 1, 2009) — Between the 1932 and 2008 Olympic Games, world record times of the men's 100m sprint improved by 0.6 seconds due to improved training techniques and technological advances. Imagine if this improvement could be achieved by a simple change in diet. Scientists at the Research Institute of Wildlife Ecology in Austria have managed to achieve an equivalent feat in mice fed on a diet high in polyunsaturated fatty acids.

Polyunsaturated fatty acids are important dietary components which mammals cannot synthesize de novo. The research, to be presented on the 29th of June 2009 at the Society for Experimental Biology Annual Meeting, has shown that mice fed for two weeks on a diet high in sunflower oil, which contains

n-6 polyunsaturated fatty acids, ran on average 0.19m/s faster than mice fed a diet rich in linseed oil, which is high in n-3 fatty acids.

This means that, over a 2 second sprint, a mouse fed on a high n-6 fatty acid diet would have a 0.4m advantage. This represents a 6.3%

improvement which equals that achieved in the 100m world records over more than 75 years. For a mouse, or other small mammal, this would be significant in evolutionary terms when escaping from a predator or catching prey. "The results of the current study on mice suggest that moderate differences in dietary n-6/n-3 polyunsaturated fatty acid intake can have a biologically meaningful effect on maximum running speed", says Dr Christopher Turbill who will be presenting the research.

A previous study by the group, which looked at a range of mammal species, found that those with a relatively high n-6 fatty acid content in their skeletal muscles had a greater maximum running speed. Combined, these two studies suggest that diets enriched in these fatty acids "could also affect the maximum (or burst) running speed of other vertebrates, including humans" says Dr Turbill. "The application of this research to the performance of elite

athletes (specifically those in sports that involve short distance sprints, including cycling) is uncertain, but in my opinion certainly deserves some further attention" he says.



Mice fed on a diet high in polyunsaturated fatty acids can sprint faster. (Credit: iStockphoto/Sarah Salmela)

The Greatest Bodybuilding Discovery of the Century— PEOs

Monday, September 28, 2009 at 8:46 AM

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I have been a runner initiated into the sport with a pair of Tiger Cortez running shoes in 1971. Now close to 60 I am still running and enjoying it more than ever. Part of the reason I believe for this is the absence of any running caused or related injuries in the last 2 years. Even though my running has actually increased in both distance and the rigors of long distance trail running during this time period I have not been sidelined, a common runner's predicament that would stop me over the last 30 years.

Why is this?

I am older now and I run smarter, more efficiently, overall eat better, cross train and take rest days. But most strikingly was the use of balanced whole plant essential oils 6 and 3 (Parent Essential Oils). It was very palpable within the first few workouts on these oils that my exercise tolerance, especially during hard exercise, was much better. It felt like I had more oxygen supply going to contracting muscles as well as an improved recovery. I was able to achieve two consecutive hard workout days, which I had not been able to do before. A recent example makes the case nicely. A long trail run on Friday, followed by a long bike ride on Saturday followed by an 18 mile trek up Half Dome on Sunday. By Sunday night and into Monday, I was refreshed, exuberant, no fatigue and an overall sense of athletic well being. My impressions seem to be directly related to using the balanced plant oils. Improving oxygenation to the cells during exercise seems to have the following effects for me: Improved exercise tolerance, better recovery and no injuries.

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|--------------------------|---|---|
| Fewer Injuries | ⇒ | Better Training |
| Oxygen Saturation | ⇒ | <ul style="list-style-type: none"> • Greater Intensity • More Muscle • Faster Recouperation • Less Injury |

Oxygenation Long-Term (4+ hours): Real-life results!

TESTIMONIAL: FLAG FOOTBALL – ITALY

“The opening day of our home game ‘Ferrara Bowl,’ I asked for three players to take EFAs as recommended in your program before the first game, and we had at least three more games to play.... well, all the players **did incredibly great because they had no muscle pain, nor any tiredness!!!**

“The thing that hit me the most was in our 3rd game we had already played for 4 hrs (with a small break) and an extra 2000 mg of EFAs were phenomenal.... we were outstandingly powerful and had much energy.

“Other teams needed me for medical exhaustion and sickness related to excessive lactic acid as well as metabolic acidosis!!!”

“THANKS A LOT FOR YOUR HELP AND YOUR SOLID KNOWLEDGEABLE INFORMATION.”

DR. STEPHEN CAVALLINO

More Real-Life Increased Oxygenation Results

PEOs = The Athlete’s Advantage the competition may already have.

“Dear Brian,

“I MUST inform you about our positive outcome that my fellow players of the ‘Banditi Flag Football Team’ in Ferrara expressed very strongly this past Sunday. We played in a Championship Bowl where teams from all over Italy competed...

...“The majority of the ‘Banditi’ players were full of energy and said to me that the EFA-containing oils that you suggested were remarkable and they couldn’t believe the positive outcome. No player from the ‘Banditi’ team had muscle spasms or any signs of muscle lactic acid (meaning increased oxygenation) due to over-use or exhaustion, except for 3 players who refused to take the EFA oils. These, Brian, are real-life results and proof that the oxygen exchange is far more open to relieve and prevent muscle metabolic exhaustion thanks to the EFAs’ biological and physiological properties.

“I would like to give you the maximum credit for this discovery because all my teammates said that your EFA recommendations are fantastic and miraculous....”

“We all met up at practice last night and **all the players that followed your oil recommendations were painless and never experienced such an outcome. Last year, after any ‘bowl game,’ many players needed 2 to 3 days to relieve the metabolic insufficiency, especially for the pain syndrome.**”

“Please feel free to contact me in reference to this remarkable outcome of real-life results!!!! “Thanks for your time and consideration.

Dr. Stephen Cavallino
Italy

“P.S. We must really get this EFA discovery into sports medicine.”

EFA [PEOs] and Flag Football – A Winning Combination!

Dear Brian,

I, as the medical doctor/player of the “Italian National Flag Football” team, would like to share and extremely thank you for your concern and help that we recently achieved in our “European Cup” on September 15-17, **thanks to those fantastic EFAs oils....**

All the Italian players except one were given your oils before any game and also during the matches with a **fantastic energy outcome but most of all, NO muscle pain after workout and NO signs of tiredness. The total of 10 players took a total of 9 capsules per day and also reported an appetite reduction.**

We all have trust in your formula Brian, and all my teammates are going to use your EFAs from now on.... Please see if you can get our team picture in the local Houston paper stating that you were part of Italy’s success in the European Cup 2005 as we came home with the silver medal.

Ciao,

Dr. Steven Cavallino M.D.
Italy

**Less Pain = Better Performance
Less Lactic Acid = Greater Endurance**

PEO TESTIMONIAL
Christine Boss RPh, CPT
Pharmacist and Master Trainer
The Firm U Studio

FITNESS THROUGH SCIENCE NOT FICTION

Brian,

Sept 2010

The *Firm U Personal Training Studio* has implemented Parent Essential Oils (PEOs) for just **over a year now with significant results**. Describing a cross section of our experiences starting with BOBYBUILDERS will illustrate the remarkable character the PEOs:

I am a competitive bodybuilder (women's light weight to middleweight). My business partner, Ray, is also a **competitive bodybuilder** (men's middle weight to light heavy weight). The PEO essential oils have changed our pre-contest dieting completely. Before the PEOs, I was consuming 240gm carbohydrates a day during contest-prep. The oils have allowed me to reduce carbs to 50gm at the most with ZERO starches (brown rice and oatmeal used to be diet staples). Ray has had similar good fortune. We are able to add in cardio training 2-3 times daily besides our usual daily resistance training and full client loads while maintaining energy levels, strength and stamina.

- We have placed 1st or 2nd consistently in all classes this season. I was able to get leaner than ever and conditioned while maintaining full muscle.
- Ray obtained these same physique benefits and was able to end the season with an incredible finish of 3rd place in the Pittsburg NPC Masters Nationals. We are both in our fifties.

Among other bodybuilders:

- A 74-year-old client has placed 1st in several competitions this season and is still going strong for 1 more. He has an **improved lipid profile, excellent cardiovascular markers** as well as good stamina and physique.
- A six-year veteran marathon runner client included the PEOs in his training for this year's race and finished 1 full minute under his best time ever. He is 60 years old. PEOs improved performance in our strength as well as endurance athletes.

The *Firm U* also serves clients with chronic medical conditions such as cardiovascular problems, obesity and metabolic syndrome. *As a Registered Pharmacist and Biochemist I do many nutrition consultations in my personal training setting.*

One thing that is consistently reported immediately with *everyone* regardless of health status or fitness level is noticeably improved restful sleep. This is extremely important to both athletes for maximum recuperation in minimal time, and to those with health impairments for maximal recovery.

A final group of clients to mention are cancer patients:

“To share my experience w/PEOs, I started them in late September 2009, about 6 weeks into chemotherapy. I actually had to skip a weekly chemo dose around then because my blood counts were too low. But, after increasing my daily dose [of PEOs], my blood counts made a recovery and stayed up through the remainder of the weekly treatments. Then, when my chemo regimen switched to a stronger concoction, my blood counts recovered very well within the 3 weeks, just in time for the next dose. **I owe this to the PEOs**. Also, I retained energy to continue working and doing my strength workouts during my 6 months of chemo – something I don’t think I would have been able to do without them.

I did not suffer a lot of the side effects from chemo that I expected. I did not lose all of my hair – only about half. I was told my skin would be dry and peel and my fingernails would also be problems. I had artificial nails for a long time because my nails would always chip, split and break. After 4 months on PEO’s, my nails have never been stronger!!! Also, many folks on chemo get sick due to low immune system. I was exposed to environments (office building, airplanes, hospital) where people were sick – some diagnosed with H1N1 and **I did not get sick**. I seem to get a lot of paper cuts – those heal faster than ever!

I gave my brother and his wife a bottle of the PEO’s and asked them to start taking them without describing what possible benefits they might see. Both of them indicated immediately that they were less hungry and could sleep better!”

“Brian, we at The Firm U are looking forward to improving Houstonian’s health, looks, and athletic performance to levels they never thought possible with the help of your PEOs! Thank you.”
