



Meet Dr. Michael Tempesta, aka *Dr. Phenol* Learn about the amazing power of phenols in PHENOLMENAL! BALANCE™

Dr. Michael Tempesta, aka Dr. Phenol, is the foremost authority in the United States on the subject of the extraction and benefits of PHENOLS, having been involved with research and development in plant-derived natural product chemistry since 1978. He has led and founded both academic and corporate entities, has 15 patents on the discovery and development of natural products, and is a global presence, having lectured throughout the world on the discovery and development of natural products useful in pharmaceutical, cosmetic, dietary supplement and herbal arenas. Dr. Tempesta earned graduate and doctoral degrees in Organic Chemistry from the University of Arizona.

You're arguably the best known PHENOL researcher in the United States. What gave rise to your passion for PHENOLS?

I was a young, junior professor at the University of Missouri, and a friend who worked at NCI (National Cancer Institute) contacted me. He knew I got my Ph.D. at Arizona involving work with anti-cancer medicinal plants. He suggested I look at a relatively well-known botanical medicinal plant that was suspected to be effective in treating infections, useful in wound-healing and the treatment of ulcers. When purifying the substances found in this plant, I found that it had an abundance of PHENOLS. I later discovered that an abundant source of high-quality PHENOLS are the super-fruits, like colored berries. And I was on my way!

What are PHENOLS and what are the best sources of them?

PHENOLS are widely occurring molecules in nature. One of the highest concentrations of PHENOLS is in fruit such as berries. The sub-class of PHENOLS in berries is called anthocyanins and proanthocyanins -- and we believe this class of PHENOLS delivers the greatest health benefit. Their concentration of PHENOLS dwarfs vitamins like C or E. I like to call natural PHENOLS "VITAMIN P" – they are quite literally the "next generation" of antioxidants.

We've heard about Oxidative Stress. Can you explain how PHENOLS fight Oxidative Stress?

Oxidative stress is a precursor to disease and could impact our longevity. Oxidative stress is caused by several factors, including the environment, what we eat, and even our emotional state. All of these "stressors" cause a higher level of oxidation -- that is, the body takes in oxygen, cannot properly process it, and then turns it into damaging "free radicals". Through oxidation, the body rusts away, much like a car rusts over time and with age. From a physiological perspective, this release of free-radicals causes inflammation in the body and may be the precursor to many diseases. However, we can affect our oxidation rate by consuming compounds that enhance or fortify the body's ability to combat Oxidative Stress. That's where PHENOLS come in – they capture these free radicals, neutralize them, and they are then metabolized without damage to the body.

How did you create the breakthrough, patented PHENOL extract contained in PHENOLMENAL! BALANCE? How does the process work?

At Hauser Labs (Colorado) in the late-1990s, we examined whole berries and fruit juice concentrates and the best methods for extraction. I had studied European manufacturer processes working with bilberry, but wasn't impressed with their extraction process due to the addition of sulfites. Over two intense years of development involving much trial and error, we created a completely "green and clean" method of isolating and extracting PHENOLS from berries. We treat the berries with enzymes, and flow the juices through a cylinder containing tiny resin beads, which attract and isolate the PHENOLS. The end result is a super-concentrated PHENOL powder.

Is it true that the PHENOL extract used in PHENOLMENAL! BALANCE delivers 150 times the concentration of PHENOLS compared to raw fruit? How is that possible?

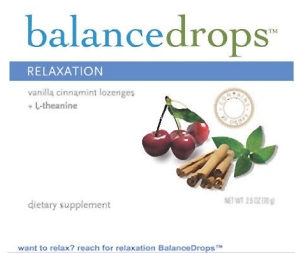
Yes indeed! The resulting PHENOL extract powder contains 150 times the concentration of PHENOLS compared to the raw fruit we start with! As mentioned earlier, a natural liquid base persuades the PHENOLS to come off and stick to the resin beads. The removal of sugars makes more room for PHENOLS and organic acids. This was a huge breakthrough, as this was the first process to create a solvent-free, sulfite-free, sugar-free PHENOL powder, 150 times more concentrated than raw fruit, without the extra sugars from those fruit sources.

What is the one thing you would tell the general public about PHENOLS?

Dr. James Joseph, USDA scientist, has done anti-inflammatory, anti-cancer (neurological) work studying individual fruits, reporting more synergy and enhancement when blended. What matters is total PHENOL delivery! PHENOLMENAL!, with its rich diversity and super-concentration of PHENOLS from a variety of berries, is superior to the un-concentrated juice products on the market.

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products

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For more information, contact
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