

Dr. Chen's Talks About The Product Part 6



I have been focusing on the Philosophy of Regeneration™ to show the huge difference between our products and other products. If we do not share this information, customers will not understand

or appreciate the value of our products. They will instead assume our products are the same as others and compare the prices. In this economy, customers are looking for the best value. They still want high quality products that are safe and effective.

My product advice is not for your customers to read, but for you to learn how to share the products. After understanding the Sunrider difference, it is your job as a Business Leader to share it and find new customers. Then from those customers, you will find Business Leaders to help your business grow. When you introduce a product, you should first explain the problems with conventional products, and then talk about our Sunrider® products.

The Philosophy of Regeneration™

Principle 1:

Nourish + Cleanse = Balance This is the first principle of the Philosophy of Regeneration™. Our products are designed to nourish and cleanse your body, bringing it into balance. When Sunrider started, I first developed the SunPack®. The products in the SunPack® are the foundation for optimal health: 1) NuPlus® fills in your nutritional gaps with micronutrients, 2) Calli® contains antioxidants that assist the body's natural cleansing process, and 3) Quinary® balances the body's five systems.

Today, the SunPack® is still one of our most popular product packs because it works. It's helped many people enjoy better health and

energy. NuPlus®, Calli®, and Quinary® are our foundational products, but as I've gotten older, I've developed more products to address my own specific needs. Two recent products have especially helped me: MetaBooster® and MetaShaper™.

Our bodies are like automobiles. We "burn" food to create energy and emit "pollution" as a by-product. In a car, the pollution goes out of the exhaust. In our bodies, some of the pollution is excreted, but some of the pollution remains in the form of free radicals. Free radicals are unstable, reactive molecules. They collide or attack healthy cells to stabilize themselves, and can cause aging, cellular damage, and disease. Antioxidants are big news right now because they help stabilize free radicals and prevent further damage.

Dr. Chen™ MetaBooster® is the "antioxidant of the antioxidants." When antioxidants stabilize free radicals, they themselves can become unstable. MetaBooster® gives you long-lasting energy and helps you recover more quickly from strenuous exercise. I recommend eating it with food because it is so powerful. Tei-Fu™ MetaShaper™ is also another antioxidant product, but the formula is entirely different from MetaBooster®. MetaShaper™ contains resveratrol, an ingredient that is getting a lot of publicity for its anti-aging properties. However, MetaShaper™ is not just a single ingredient formula. I used a combination of antioxidants in the right proportions to enhance their anti-aging properties. This product also has a great side-effect: my body had an easier time staying lean and trim. For a man of my age, this is remarkable!

Principle 2:

Foods, not chemicals Our body is designed to digest foods, not chemicals. We need to eat foods with proteins, carbohydrates, fats, vitamins, etc., to survive. However, when you isolate a protein or vitamin, it is no longer a food, but a chemical which our body has a hard time digesting.

If you eat too many chemical isolates that are in most protein powders or vitamin pills, it can cause a lot of problems. Too much protein may cause irreversible kidney damage. Too much vitamin C increases the aging process. When vitamin C is left intact within an orange, it is part of what makes an orange a food, but the minute you pull it out of its original “life structure”, vitamin C becomes a chemical called ascorbic acid.

Sunrider’s trade secret process preserves nutrients in their food form for easier digestion and absorption.

Principle 3:

Variety There are many kinds of foods with good and bad points, but there is no perfect food. Even antioxidants are not perfect. Unfortunately, many people overlook this important principle. They focus on one ingredient, one juice, or one category of nutrients as a cure-all because it’s Dr. Chen’s Business Advice (*continued from the first page*) simple. The reality is that our bodies are very complex and we need to eat a variety of foods. We have five major systems, and each system requires different foods to provide the proper nourishment and support. I could easily make synthetic protein powders, juices, and vitamin pills, but I do not because at best, they don’t benefit your health, and at worst, they cause damage.

Principle 4:

Formulation & Concentration Successful formulation—how to put the foods together in the right combinations, proportions and concentrations—requires knowledge, experience, creativity, and the ability to utilize the knowledge and experience of the past. All of these elements are necessary to fully realize the Philosophy of Regeneration™. Sunrider borrows from China’s 5,000 years of practical experience and improves upon it. Over time most things in life change, but food is not one of them.

Most of the emperors in China died young, not because they did not have access to the very best nutrition and medical technology of their time, but because the doctors who treated them

were basing their treatments on a flawed philosophy. Emperors were viewed by their subjects as powerful, fearless, and strong leaders so their doctors emphasized that in their care. Unfortunately, boosting one system overwhelmed the other four systems and created dangerous imbalances in the body, leading to many emperors’ untimely deaths. They were essentially drugged to death because their doctors’ philosophy lost sight of the importance of maintaining balance and harmony within the body.

Modern research suggests that drinking one cup of red wine every day may be good for your health because of resveratrol, but this research is based on laboratory experiments that subjects animals to dosages equivalent of 1,000 bottles of wine per day! I also believe that resveratrol has remarkable benefits, but without proper formulation and concentration you would never be able to drink enough wine to achieve the desired health effects.

It is widely accepted that green tea contains certain beneficial antioxidants; however, the good also comes with the bad, which includes tannic acid, certain alkaloids, and caffeine. That’s why Calli® undergoes a trade secret process to extract and concentrate the beneficial ingredients, while minimizing the negative.

You cannot copy Sunrider® products merely by looking at the labels because the same ingredient can work much differently without extraction and concentration. For example, Conco™ and Assimilaid® both contain licorice, but for each product this ingredient is processed differently to achieve a different effect. The licorice in Conco™ is dried in a cool place in order to preserve the benefits of the glycoside content while this same ingredient in Assimilaid® is oven dried to destroy the glycosides. The way that Sunrider customizes the manufacturing process of ordinarily recognized ingredients is impossible for other companies to duplicate. This is just a simple example of the importance of formulation and concentration, especially when considering products that use multiple ingredients.