

Front Cover:

**Live Healthier Live Happier Live Longer**

A 5,000 year-old cereal grass is one of the most powerful antioxidants available today!



**Health Forever's**

**Jobelyn**

A Powerful Herbal Nutritional Supplement

Extracted from the gluten-free Sorghum bicolor grass.

Jobelyn has more proven Oxidative Radical Absorbance Capacity (ORAC) than 14 well-known antioxidant-rich vegetables and fruits – combined! (*See chart inside*)



HEALTH FOREVER  
PRODUCTS LIMITED

Inside Left Panel:

## **Sorghum bicolor**

### **In Continuous and Widespread Use Since the Days of the Pharaohs in Ancient Egypt**

**Jobelyn's** primary active ingredient is a concentrated extract drawn from the leaves of the Sorghum bicolor plant, first cultivated in Egypt in 3000 B.C., and is one of the most important cereal crops grown in the world today.



Sorghum bicolor

Two Nigerian university research centers <Name them> have confirmed the Erythropoietic (blood building) properties of Jobelyn. Brunswick Laboratories in Boston, Massachusetts, USA and Vivacell Laboratories in Germany have also confirmed that Jobelyn has an extremely high antioxidant concentration ( 3,123 times more powerful than Vitamin E) and possesses other highly beneficial anti-inflammatory properties <Name them>.

Inside Center Panel:

## What Can Jobelyn Do for You?

- Strengthen, energize and maintain your body's immune system
- Eliminate toxic waste from your body
- Correct metabolic disruptions
- And slow the ageing process

**Used for Thousands of Years by Tribal Herbalists in Remote Regions of Tropical West Africa, Jobelyn is Now Available in Stores Throughout the World !**

**Jobelyn** is a dietary supplement based on an ancient herbal formula. Natives of South Western Nigeria have used it for untold generations to treat a variety of ailments.

When chemists and scientists from Nigeria's premier nutraceutical company, Health Forever, first heard of the curative powers associated with this herbal remedy they immediately began a scientific study of its effect on cases of weak blood <"weak blood" is not very scientific or medically specific – name the incidence>

But what they discovered in numerous conclusive laboratory tests... truly surprised them!

### **An Antioxidant Goldmine, and much, Much More!**

This once primitive herbal formula, now standardized and marketed under the name **Jobelyn**, stimulates the rapid production of red blood cells (hematinic), and is also a powerful antioxidant.

Plus, **Jobelyn** is brimming with proteins, minerals, carbohydrates and soluble fiber.

**Jobelyn is one of the most powerful antioxidant and nutritional dietary supplements available today!**

Inside Right Panel:

## **“Free Oxygen Radicals” – the Scourge of Humanity**

### **Jobelyn – the “Free Oxygen Radical” Solution!**

Free Oxygen Radicals have long been known to damage our cellular structures, genes, DNA and RNA – causing premature ageing and over 4000 diseases.

#### **Factors that increase Free Oxygen Radicals (FOR's):**

- Processed, synthetic, fried and smoked foods
- Chemicals and pollutants, pesticides and tobacco
- UV-rays, obesity and a sedentary life style
- Alcohol and sugar consumption

To help eliminate FOR's, our bodies produce four natural super-antioxidant enzymes, (CoenzymeQ10, SuperOxide Dismutase, Catalase and Gluthatione Peroxidase). Unfortunately, our production of these four natural super-antioxidants decreases significantly after age 30.

To correct this deficiency, we typically ingest large quantities of “single source” antioxidant vitamins and supplements: A, C, E, Alpha-Lipoic Acid, Resveratol in red wine, Epigallocatechin Gallate in Japanese green tea, Ferulic Acid, to name but a few.

But, as recently demonstrated in clinical intervention trials at the Institute for Nutrition Research at the University of Oslo, Norway, “single source” antioxidants are not strong enough to effectively rid our bodies of most FOR's.

A more comprehensive solution is needed.

Jobelyn provides your answer.

### **Anti-Oxidants and Foods with High ORAC Values**

To maintain optimum health, nutritionists and the USDA recommend that your diet include 5 – 7 daily servings of fruits and vegetables in order to obtain a daily intake of 30 to 50 ORAC Antioxidant units. A 250mg. capsule of Jobelyn, on the other hand, contains 750 units of ORAC Antioxidants (as certified by Brunswick Laboratories).

Jobelyn also contains a class of compounds **<name them>** that, in its effect, are similar to super oxide dismutase (SOD), a powerful enzyme and cellular antioxidant which is often lacking within the body. Jobelyn thus acts as a super scavenger of superoxide anions, ferreting out and destroying them throughout the body.

Jobelyn also contains antioxidants that act against NORAC and HORAC, cell-killing free radicals involved in the pathogenesis of aging and neurodegenerative diseases.

<b>ANTIOXIDANT VALUES OF SELECTED FRUITS</b>			
	(ORAC) per mg.		(ORAC) per mg.
Tart Cherry Juice Concentrate	128.00	Canned Waterpacked Tart Cherries	17.00
Dried Tart Cherries	68.00	Strawberries	15.40
Prunes	57.70	Raspberries	12.20
Blueberries	24.00	Plums	9.49
Blackberries	20.36	Oranges	7.50
Frozen Tart Cherries	20.33	Red Grapes	7.39
Acai Berries	997.00		
<b>JOBELYN</b>	<b>3,123</b>		

As you can see from the chart above...

**Jobelyn has more proven Oxidative Radical Absorbance Capacity (ORAC) than 14 well-known antioxidant-rich vegetables and fruits – combined!**

**For more information call now:**

**Tel: 1-888-328-5279  
Tel: 44-7932-424-060  
Fax: 1-315-571-1168**

Outside Right Panel:

## **People are raving about the powerful antioxidant and red blood cell fortifying properties of Jobelyn!**

“It is with great pleasure I write to you regarding the great improvement of my son’s health. There has been such a drastic turn around in his condition that the doctors are even amazed themselves. I gave the Jobelyn to him yesterday around 5p.m. 3 capsules, and saw results within a few hours. Since then, his appetite has increased, he has greater levels of energy...”

*-- Omar Shobola, Florida, USA*

“This product is incredible! My cellulite disappeared! I am slightly anemic and Jobelyn gave me an incredible amount of natural energy all day long. This is one of the best products that I have ever used!”

*-- Brooke Gutherie, NY, USA*

“Quite often in the past, fatigue was my problem, but after using Jobelyn, I discovered I’m now invigorated, bouncing with vitality.”

*-- Mrs. Hilda Ogbe, Benin*

“Jobelyn is a herbal preparation, it doesn’t leave any toxic substance in your liver, it doesn’t give your kidneys more work to do and because it s completely natural, it s just the best for our bodies and I do recommend that everybody at least try it. If you are not ill then take it for general well-being...”

*-- Dr. Charles Obinwanor, Medical Director, Golden Heart hospital, Ojota, Lagos*

“...Thanks to your life-saving product my son was able to have his operation and is making progress. Our family is very grateful in making this product available to the whole world...”

*-- Marc Manklow, Hampshire, England*

“With the use of Jobelyn, I have had a magical return of PCV (packed cell volume) from 21% to 32% within eight days of operating on a patient with an ectopic pregnancy.”

*-- Dr. J.A. Adagba, Medical Director, Makurdi Polyclinic, Nigeria*

Outside Center Panel:

**Health Forever's**

# Jobelyn

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**{For more information, contact us}**

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