

*Learn more about  
EMPowerplus Advanced™  
and experience it for yourself.  
Get in touch with us at:*

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**TRUEHOPE®**  
MENTAL & PHYSICAL WELLBEING  
**THE LEADERS IN BRAIN HEALTH**

# LEADING THE WAY FOR A NEW PARADIGM IN HEALTH CARE



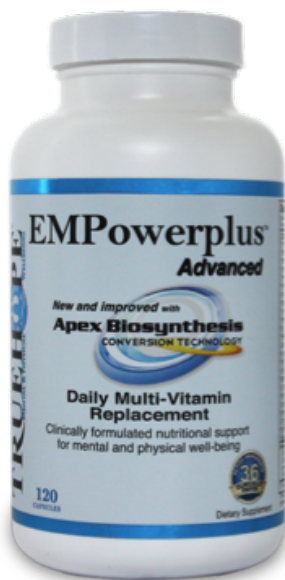
*“...I see it as a part of  
mainstream, physiologically,  
chemically enlightened  
medicine...”*

***MicroNutrient Medicine.”***

*Dr. Charles Popper, Harvard Medical School on the  
EMPowerplus Advanced™ formula*

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*“My perspective is that EMPowerplus™ helps the brain to move to its natural state of balance or homeostasis. Psychiatric meds alter the homeostasis in the human brain so they work at counter-purposes to each other.”*

*Dr. Scott Shannon, Assistant Clinical Professor of Child Psychiatry at the University of Colorado Children’s Hospital on using EMPowerplus™ over psychiatric meds. Dr. Shannon is also the renowned author of Please Don’t Label My Child: Break the Doctor-Diagnosis-Drug Cycle and Discover Safe, Effective Choices for Your Child’s Emotional Health.*

~ ~ ~

*“Make no mistake, this is a historically significant piece of work that’s being done.”*

*Dr. Charles Popper, Harvard Medical School on using the EMPowerplus Advanced™ formula in his practice.*

# EXECUTIVE SUMMARY

*The incredible outcomes documented from using **EMPowerplus Advanced™** have garnered interest from health professionals around the world and even inspired the “Micronutrients in Mental Health” conference that has taken place in San Francisco and New York City.*

This one of a kind conference shone light on a new paradigm in the way mental health is treated overall. In 2010 and 2012, the MMH Conference brought together health professionals of all types from North America, New Zealand, Canada and other areas around the globe. The forum provided researchers and healthcare professionals the opportunity to share and expand their knowledge on the role of micronutrients in mental function, and the application of evidence-based research to nutritional treatment.

A network of Psychiatrists, Psychopharmacologists, Scientists, and other experts in the field of healthcare collaborated on **EMPowerplus Advanced™**. Speakers included Bonnie J. Kaplan, Ph.D. from the University of Calgary, Julia Rucklidge, Ph.D. from the University of Canterbury, NZ, L. Eugene Arnold M.Ed., of Ohio State University, Charles M. Popper, M.D. Child and Adolescent Psychiatrist and Psychopharmacologist of McLean Hospital at Harvard, Dr. Carol Banyas, M.D., Ph.D., Private Practice, Danville, CA. They continue to collaborate and are conducting more research on the **EMPowerplus Advanced™** micronutrient formula.

It was once thought that the brain was static, unable to grow or change. But extensive research and in-depth studies of epigenetics has shown that the brain is remarkably adaptable, able to create new neural pathways in response to stimuli. The brain can also create new tissue, neurons and neuropeptides with direct treatment of MicroNutrient supplementation. Additionally, it is now understood that the difficulties associated with a wide range of learning disorders and neurobehavioral issues result primarily from environmental influences that affect genetic expression and are; therefore, often correctable through the use of top tier MicroNutrients such as **EMPowerplus Advanced™**.

Independent Researchers dating back to Dr. Linus Pauling in the 1970's have suggested that *“The genes for mental illness are likely the genes that regulate brain metabolism of essential nutrients.”* In 2004 Dr. Bruce N. Ames states “A parallel approach that focuses on micronutrient malnutrition is overdue and might be more successful, because it should be easier to convince people to take a multivitamin/mineral pill as insurance against ill health than to change their diet appreciably.” A 2007 study by Kaplan Et Al on Vitamins, Minerals and Mood from the Psychological Bulletin points out “... that mood symptoms may be expressions of inborn errors of metabolism, manifestations of deficient methylation reactions, alterations of gene expression by nutrient deficiency, and/or long-latency deficiency diseases.” A 2011 publishing in BMC Psychiatry states, “This compilation of safety and tolerability data is reassuring with respect to the broad spectrum approach that employs complex nutrient formulae as a primary treatment.”

Taking these profound statements into account, the natural question is, “Is this a long-term outcome?” The answer is yes. A 2012 BMJ Case Reports: “Efficacy and Cost of Micronutrient Treatment of Childhood Psychosis”, which studied a boy in an on-off-on-off trial with sustained results after 4 years. The study also showed a comparison between the cost of Micronutrients and inpatient mental healthcare costs. **EMPowerplus™**, the Micronutrient used in the study cost “less than 1% of his inpatient mental health care.” The brain is approximately 2% of our body mass, yet consumes 20-50% of our metabolic resources. As the brain can change, and because difficulties can be corrected, people suffering from nutrient deficiencies can be greatly helped by taking **EMPowerplus Advanced™**.

# INDEPENDENT RESEARCH

There is a growing body of Independent Academic Research on *EMPowerplus Advanced™* formula proving that neurobehavioral function can be improved in the vast majority of cases with regular use. An estimated \$25 Million has been spent by 15 Universities around The World proving superior results over traditional medications with:

- *Psychosis*
- *Anxiety*
- *OCD - Obsessive Compulsive Disorder*
- *Depression*
- *Bipolar Disorder*
- *Stress*
- *Attention Deficit Hyperactivity Disorder*
- *Neuro-cognitive Impairment*
- *Autism*
- *Brain Injury*
- *Mood Lability*
- *Explosive Rage*
- *ODD - Oppositional Defiance Disorder*
- *Severe Mood Dysregulation*
- *Addictions*

At esteemed institutions such as:

- *University of Lethbridge*
- *University of Calgary*
- *University of Alberta*
- *Harvard University*
- *Canadian Centre for Behavioural Neuroscience*
- *University of Canterbury, NZ*
- *Ohio State University*
- *New York State University*
- *University of Hawaii*
- *University of Manitoba*
- *University of Saskatchewan*

*View abstracts at <http://www.truehope.com/new/research.aspx>*

# PRICING FOR HEALTH PROFESSIONALS

*EMPowerplus Advanced™*  
is available to health professionals at a special rate.

Get in touch with  
**Truehope Nutritional Support Ltd.**  
**1-888-TRUEHOPE.**

*“...my own opinion is that this stuff works - in many cases dramatically and much better, for many people, than conventional medications have.”*

*Dr. Charles Popper, Harvard Medical School on the  
*EMPowerplus Advanced™* formula*

*Dr. Charles Popper is a child and adolescent psychiatrist and Psychopharmacologist who has been affiliated with McLean Hospital and Harvard Medical School since the late 1970's.*

# TRUEHOPE SUPPORT SERVICES:

**Truehope Support** is an independent, third party specializing in MicroNutrient and mental health research and education. Over the last 15 years, **Truehope Support** has compiled the most extensive collection of data and research about **Truehope** products and supplementation programs available anywhere in the world. They provide this information to individuals and health care providers.

*If you or your customers have questions about **EMPowerplus Advanced™** that aren't addressed in corporate literature or communications, you may contact:*

**Truehope Support**  
*1-888-TRUEHOPE*  
*www.truehope.com*



**Kaplan, BJ, Crawford, S., Field, C, and Simpson, JSA. (2007). Vitamins, minerals, and mood. Psychological Bulletin, 133(5), 747-760.**

## **ABSTRACT**

In this article, the authors explore the breadth and depth of published research linking dietary vitamins and minerals (micronutrients) to mood. Since the 1920s, there have been many studies on individual vitamins (especially B vitamins and Vitamins C, D, and E), minerals (calcium, chromium, iron, magnesium, zinc, and selenium), and vitamin-like compounds (choline). Recent investigations with multi-ingredient formulas are especially promising. However, without a reasonable conceptual framework for understanding mechanisms by which micronutrients might influence mood, the published literature is too readily dismissed. Consequently, 4 explanatory models are presented, suggesting that mood symptoms may be expressions of inborn errors of metabolism, manifestations of deficient methylation reactions, alterations of gene expression by nutrient deficiency, and/or long-latency deficiency diseases. These models provide possible explanations for why micronutrient supplementation could ameliorate some mental symptoms.

*View abstracts at <http://www.truehope.com/new/research.aspx>*

*Safety and tolerability of a complex micronutrient formula used in mental health: A compilation of eight datasets.*

BMC Psychiatry, 11:62. Simpson, JSA, Crawford, SG, Goldstein, ET, Field, C, Burgess, E, Kaplan, BJ (2011).

**OBJECTIVES.** The aim of this project was to compile all known safety and tolerability data collected on one complex nutrient formula.

**DATA SOURCES AND RESULTS.** Data were assembled from all the known published and unpublished studies for the complex formula with the largest amount of published research in mental health. Biological safety data from 144 children and adults were available from six sources: there were no occurrences of clinically meaningful negative outcomes/effects or abnormal blood tests that could be attributed to toxicity. Adverse event (AE) information from 157 children and adults was available from six studies employing the current version of this formula, and only minor, transitory reports of headache and nausea emerged. Only one of the studies permitted a direct comparison between micronutrient treatment and medication: none of the 88 pediatric and adult participants had any clinically meaningful abnormal laboratory values, but *tolerability data in the group treated with micronutrients revealed significantly fewer AEs and less weight gain.*

**CONCLUSIONS.** This compilation of safety and tolerability data is reassuring with respect to the broad spectrum approach that employs complex nutrient formulae as a primary treatment.

<http://www.biomedcentral.com/1471-244X/11/62>

*Truehope Nutritional Support Ltd.  
is pleased to announce the launch of the next  
generation of MicroNutrient™ Supplements,  
EMPowerplus Advanced™*

Truehope's history of constant innovation continues with yet another cutting-edge improvement to the flagship product, *EMPowerplus Advanced™* and has now partnered with Truehope Support Services to gain access to the most advanced Micronization Technology available. The new technology, "Apex Biosynthesis Conversion" is designed to increase the absorption of key ingredients in *EMPowerplus Advanced™*, and thus results in lower daily requirements of the supplement while achieving the same results.

*"This latest improvement has enabled us to greatly increase the supplement's bioavailability and as such our clients success rates,"* reported Truehope CEO and Co-founder Anthony Stephan. *"When we first started producing EMPowerplus™, the majority of our clients required no less than 32 capsules per day to achieve the desired results seen in the 20 medical journal publications we now have. Even now, our first generation product would be seen as one of the highest quality supplements available to the public."*

Truehope, well known as a pioneer in brain health, has been clinically formulating multi-vitamin and mineral supplements since 1996. Since the first generation of the Truehope program there have been six major improvements to the formulation that have bolstered its effectiveness and set it up as quite possibly the World's most powerful and effective supplement. Add to this the improvements in the technology used to track and analyze the progress of the Truehope clients and you have a recipe for success.

FOR MORE INFORMATION  
PLEASE CONTACT  
**TRUEHOPE**  
1-888-TRUEHOPE



# ABOUT TRUEHOPE

## *WORKING TOWARDS A NEW UNDERSTANDING OF MENTAL WELLNESS*

**Truehope Nutritional Support Ltd.** is a non-profit company dedicated to promoting mental wellness through non-invasive, nutritional means. Founded in 1996 by Anthony Stephan and David Hardy, the company is completely independent.

The company has developed and currently produces *EMPowerplus Advanced™*, a specialized MicroNutrient™ treatment designed to address the unique nutritional deficiencies associated with mental illnesses. **Truehope** also offers several other related MicroNutrient™ treatments that have been found to be useful to their clients. **Truehope** supports numerous independent research projects that explore the role of nutrition in mental wellness.



*British Medical Journal Pub. November, 2012*

Rodway M, Vance A, Watters A, Lee H, Bos E, Kaplan BJ (2012 Nov 9 in press), Efficacy and cost of micronutrient treatment of childhood psychosis. *BMJ Case Reports*. doi:10.1136/bcr-2012-007213

### **SUMMARY**

Psychosis is difficult to treat effectively with conventional pharmaceuticals, many of which have adverse long-term health consequences. In contrast, there are promising reports from several research groups of micronutrient treatment (vitamins, minerals, amino acids and essential fatty acids) of mood, anxiety and psychosis symptoms using a complex formula that appears to be safe and tolerable. We review previous studies using this formula to treat mental symptoms, and present an 11-year-old boy with a 3-year history of mental illness whose parents chose to transition him from medication to micronutrients. Symptom severity was monitored in three clusters: anxiety, obsessive compulsive disorder and psychosis. Complete remission of psychosis occurred, and severity of anxiety and obsessional symptoms decreased significantly ( $p < 0.001$ ); the improvements are sustained at 4-year follow-up. A cost comparison revealed that micronutrient treatment was <1% of his inpatient mental healthcare. Additional research on broad-spectrum micronutrient treatment is warranted.

*Note: Medical Costs of 1st six months \$158,829.53  
MicroNutrient™ Treatment Costs for remaining six months \$2849.83.*

*<http://casereports.bmj.com/content/2012/bcr-2012-007213.abstract>*

# OVERVIEW OF EFFICACY

The *EMPowerplus Advanced*<sup>™</sup> formulation has been examined in a variety of human conditions, such as bipolar disorder, major depressive disorder, anxiety disorders, ADHD, OCD addictions and autism. The formulation holds the distinction of being the most researched Micro-Nutrient<sup>™</sup> formula in the world.

In addition to twenty-two published studies demonstrating effectiveness, and several ongoing double-blind placebo controlled clinical trials, a laboratory study conducted through the Canadian Centre for Behavioural Neuroscience demonstrated that rats, fed the formulation, showed accelerated microscopic and functional recovery following experimentally-induced brain lesions. These findings demonstrate the value of broad-based micronutrients in enhancing neuronal recovery following brain injury.

The unique formulation of *EMPowerplus Advanced*<sup>™</sup> based on specialized technological advances in MicroNutrient<sup>™</sup> delivery, allows the body to rapidly absorb and utilize these essential nutrients for optimum physical and mental health.

## Dorsal View of Frontal Lobe



Slide 1 Dorsal View: Showing a surgically induced frontal lobe brain lesion in an un-supplemented control rat.



Slide 2 Dorsal View: Showing resulting recovery following a surgically induced brain lesion (same as slide 1 above) Supplemented with the EMPowerplus Advanced<sup>™</sup> formulation



# *EMPowerplus Advanced*<sup>™</sup> IN YOUR PRACTICE

*EMPowerplus Advanced*<sup>™</sup> is easy to incorporate into your practice. Full Doctor and patient support is provided by Truehope Support Services for a seamless integration that maintains patient-doctor interactions. More doctors and medical professionals than ever before are prescribing *EMPowerplus Advanced*<sup>™</sup>, Truehope Nutritional Support's specialized MicroNutrient<sup>™</sup> treatment. Many doctors across the U.S. and Canada are currently using *EMPowerplus Advanced*<sup>™</sup> in their clinical practice as a treatment option for bipolar disorder, depression, ADD, and other mental disorders. Research has shown a strong connection between brain function and nutrients, and several preliminary studies of *EMPowerplus Advanced*<sup>™</sup> have shown very positive results.

At Truehope Nutritional Support, we have many inquiries from health professionals about *EMPowerplus Advanced*<sup>™</sup>, the Truehope Support Program, and our research projects. We welcome the involvement of all medical practitioners who want to help their patients achieve and maintain mental and emotional health.

We invite you to take a moment and review the current literature relating to the use of micronutrients for mood disorders. There is a growing body of evidence that suggests that micronutrient interventions such as *EMPowerplus Advanced*<sup>™</sup>, may be the most effective approach to certain mood disorders.

Truehope has published a comprehensive package for health care professionals that is designed to answer any questions you may have regarding *EMPowerplus Advanced*<sup>™</sup> and the nutrient protocol for its usage. *Please call us at 1-888-TRUEHOPE for more information on how to obtain your copy.*