

The Missing Link® Master Nutrient Formula™ Frequently Asked Questions

What is The Missing Link®?

The Missing Link® is an all-natural SuperSupplement formulated entirely from whole foods and food concentrates. These "superfoods" are especially rich in essential nutrients, fibre, enzymes and friendly bacteria, as well as being storehouses for hundreds of "phytochemicals" ... non-nutrient molecules from plants that have health-benefiting properties.

The Missing Link® is a dry granular powder, vacuum-packed for freshness to protect its precious nutrients. The Master Nutrient Formula™ can be mixed with vegetable juice, yoghurt, apple sauce, sprinkled on salads or cereals, mixed into shakes or used with other food combinations as desired.

Why is The Missing Link® so important to good health?

Our health is threatened by inadequate and less than optimal levels of "essential" nutrients that our bodies need but cannot make, and that must therefore be supplied by our foods.

Modern manufacturing of our food supply and many other factors are forcing people to take charge of their own health. These factors include the failure of drugs used in treating degenerative conditions, serious drug side effects, negative effects of stress, higher risk of disease from a largely urban and increasingly mobile world population, and nutrient-poor "twenty-first century" diets. Nutrient-poor foods also result from soil exhaustion due to poor farming and harvesting practices, food storage methods, as well as nutrient-destroying food preparation methods that use overheating, hydrogenation, preservatives and other additives.

What is the Master Nutrient Formula?

The Master Nutrient Formula™ is formulated especially for humans, made from human-grade whole foods and food concentrates, never synthetic products, so there is no risk of over-supplementation. The product is processed and packaged to the highest quality standards. The Missing Link® is intended to put raw, fresh, whole foods back into our diets.

What is the difference between The Missing Link dog and human formulas?

The Missing Link® Master Nutrient Formula™ for humans does not include animal-based ingredients such as bone meal, liver or fishmeal.

How do I take The Missing Link Master Nutrient Formula?

The Missing Link® Master Nutrient Formula™ can be taken in many different ways. For example, it can be taken in juice, sprinkled over cereals or salads, mixed in yogurt or made into a smoothie with your favourite fruit.

Why is our packaging so important?

We developed processing and packaging methods with health in mind. The preparation, handling and packaging is so unique that the company has patented both the formulation and process by which the products are made. We have vacuum packed it to protect the sensitive ingredients from heat, light and oxygen ... the three main factors leading to degradation and loss of effectiveness of its nutrients.

What are "essential fatty acids"?

Essential fatty acids (Omega-3 and -6) in their natural molecular state are absolutely essential to health, vitally important for every cell, tissue and organ, as well as for membrane function, hormonal regulation, skin health, brain function and energy (stamina) production.

From Omega-3 essential fatty acids, the body produces series-3 prostaglandins. These act on the cellular level in a variety of disease fighting ways, including anti-clotting actions in the blood stream, anti-inflammatory responses that alleviate or prevent such auto-immune diseases such as: arthritis, psoriasis, and asthma. They are involved in mechanisms of transport and metabolism of both cholesterol and triglycerides that result in a strong lowering effect on both of these cardiovascular factors. Series-3 prostaglandins increase vitality, energy, and stamina due to their involvement in the body's process of oxidation, which, on a cellular level, is the way molecules are broken down to produce energy.

What is a "nutraceutical"?

Nutraceuticals contain bioactive naturally-occurring chemical constituents termed "phytochemicals."

What is a "phytonutrient"?

Phytonutrients are disease-fighting, health-benefiting, naturally-occurring plant molecules. Phytonutrients include pectin, carotenoids, glucarates, flavonoids, terpenes, liminoids, lycopenes, coumarins, and phenolic acids. Flaxseed, garlic, ginger root, sage and hesperidin (citrus pulp) are excellent sources of phytonutrients.

What are "probiotics"?

Probiotics are the beneficial flora that support gastrointestinal bacteria. They act by producing organic acids that inhibit the growth of many of the undesirable bacteria, whilst at the same time ensuring healthy intestinal walls.

What are "lignans"?

Lignans are a class of phytonutrients that have anti-fungal, anti-bacterial, anti-viral, and anti-carcinogenic properties. Flaxseed is the richest known source of lignans.

Can I over supplement?

No. The Missing Link is an all-natural, whole-food supplement. There is nothing synthetic added to the product, therefore there is no risk of over supplementation.

Does The Missing Link contain yeast?

The Original formula contains nutritional yeast. Now, most people aren't aware there are **three** different **types** of yeast - **two** good and **one** bad. The first type is fermentation, or brewer's yeast, that is used in making bread, beer and wine - that's one of the good ones. The **bad** yeast is **Candidas**, which causes infections of the skin, nails, mouth, lungs and yeast infections in women, and may even enter the blood stream. There is a difference between the two good yeasts and the bad yeast, and Candidas yeast should never be confused with the yeast that we ingest in our diets.

Now, even though brewer's yeast has great nutritional value, we chose the **other** good yeast - **nutritional yeast** - because it contains **saccharomyces cerevisiae**, which is **richer** in proteins and not carbohydrates like brewer's yeast. Nutritional yeast is naturally **low** in salt and is a valuable source of vitamin B-complex, including essential B-12, which is created from **natural** fermentation and not from a **synthetic** process, or from **animal** sources. It is **pure** - with **no added preservatives, highly digestible**, and provides much easier absorption of its many nutrients. Nutritional yeast also **enhances** the **immune** system.

A yeast free formula is also available, OMEGA 3 BASIC™ Master Nutrient Formula Yeast Free. All the goodness of the original Missing Link Master Nutrient Formula without the yeast.

Can I store The Missing Link Master Nutrient Formula in something other than its bag?

The Missing Link can be stored in any type of container where it will not be exposed to light, air or moisture. It should be refrigerated after opening and consumed within 90 days.