

## Who is Udo Erasmus?

Udo Erasmus is an international authority on fats, oils, cholesterol and human health.

Udo received his B.Sc. in Honors Zoology from the University of British Columbia and followed this with graduate studies in Biochemistry and Genetics. In 1980, his life took a significant turn when he was poisoned by pesticides. When conventional medicine was unable to provide help, he concluded that his health was his own responsibility and turned his attention to nutrition. Several years of research culminated in his best-selling book, *Fats that Heal Fats that Kill* which earned him a PhD. in nutrition.

In 1983, he began to pioneer technology for pressing and packaging edible, fresh oils made with health in mind, under the exclusion of the three main factors which can transform nutritious oils into toxic ones - light, heat, and oxygen. Until that time, oils were highly processed by destructive methods, sacrificing health benefits in order to attain long shelf life.

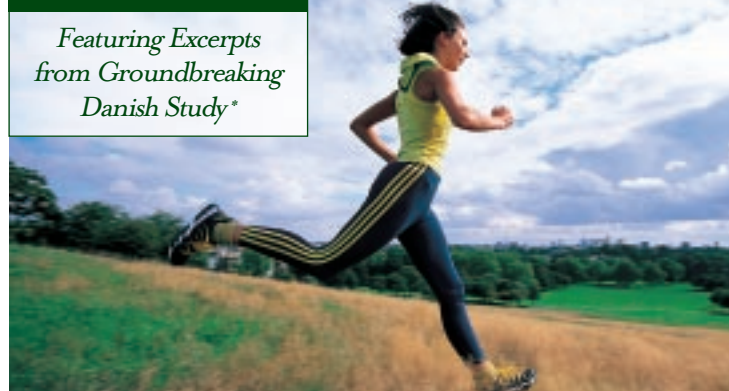
Over the past fifteen years, he has appeared on nationally syndicated radio and television shows and has given thousands of media interviews and lectures, educating audiences across Canada, the U.S., Europe, and Australia on the components of good health. Presently, Udo continues to develop steps towards optimum health and perfect The Right Fat Diet™ solutions for modern health concerns. Visit Udo at [www.udoerasmus.com](http://www.udoerasmus.com).



## Fitness Solutions

part of The Right Fat Diet™

Featuring Excerpts  
from *Groundbreaking  
Danish Study\**



# Perfected Oil Blend®

An ideal 2:1 balance of omega 3 and 6 essential fatty acids, shown to increase stamina and endurance, decrease recovery time and inflammation and promote lean muscle mass.

Formulated by Udo Erasmus  
Author of *Fats that Heal Fats that Kill*

\* OPEN CLINICAL TRIAL: *The Effects of Essential Fatty Acids on Athletic Performance, General Well Being and Cardiovascular Risk Factors*



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For more information on Perfected Oil Blend®

Please visit our website  
[www.florahealth.com](http://www.florahealth.com)

or call  
**1-800-446-2110**

# Essential Fats Improve Fitness Levels and Athletic Performance



The Right Fat Diet™ is a complete nutritional program for weight management, fitness and the prevention and/or reversal of degenerative diseases through optimum intake of the 14 components of health.

## The Truth About Fat

There are two components that come only from fat that are just as necessary to fitness and performance as are proteins, carbohydrates, vitamins and minerals. Of the many kinds of fats, only the ones called Omega 3 and 6 have been deemed 'essential' by scientists. They called them this because every living cell in the body needs these fats but they must come from the diet because the body can't make them on its own. A direct food source is always required.

Essential Fatty Acids (EFAs) play a crucial role in the complex workings of the human body. Every bodily function is dependent upon their presence. The main structural component of every cell membrane, they are necessary for cell growth and division, and they regulate vital cell activity. A balanced intake is absolutely essential for healthy cellular function and optimal athletic performance.



*Udo's Choice® Oil Perfected Oil Blend® is developed for people who want one product that gives them all of the good fats they need for optimum athletic performance, without any of the bad fats they should avoid.*

## Supplementation with EFAs Improves Athletic Performance and Fitness Levels

Research shows that EFAs can improve various biochemical and physiological reactions in the body and enhance athletic performance. When present in adequate and balanced amounts EFAs will:

- *Improve stamina and endurance*
- *Decrease recovery time and inflammation after exercise and competition and speed the healing of injuries*
- *Improve protein and amino acid utilization to help build and maintain lean mass*
- *Decrease fat storage and production and increase metabolic rate*
- *Improve oxygen uptake and utilization*
- *Optimize glandular function*
- *Decrease joint pain and strengthen bones*
- *Improve circulation and immune function*
- *Promote sleep and elevate mood*
- *Heighten reflexes and concentration*



# Udo's Choice Perfected Oil Blend

## Backed by Science

When choosing a source of EFAs we must consider the fact that the majority of EFA containing oils found on grocery store shelves have been damaged in many ways by heat, light and oxygen and may no longer provide healthful benefits. We should avoid such oils and choose EFA-rich oils made with health in mind. One of the best sources of EFAs is Udo's Choice Perfected Oil Blend. It is made with health in mind from organically grown seeds that are low temperature pressed under protection from heat, light and oxygen. The oil is then bottled in nitrogen flushed, amber glass bottles and stored in a refrigerator to ensure maximum stability. Udo's Choice Oil Blend also uses a ratio of 2:1 omega 3 to omega 6 to provide a synergistic amount of EFAs that work more efficiently to promote optimum performance.



\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

## Groundbreaking Danish Study on Fitness and Athletic Performance

*An extensive, groundbreaking study carried out in Denmark determined that an adequate amount of Udo's Choice Perfected Oil Blend improves athletic performance.*

The study was coordinated by sports and fitness expert Oscar Umahro Cadogan, who is a nutritional consultant to some of Europe's top athletes, and works in close association with Ivor de Lima, coach to some of the best boxers in Northern Europe, including current and former world champions.

Mr. Cadogan is an external lecturer for the Danish Institute of Optimal Nutrition, the Danish School of Heilpraktik, and the Danish Open University. He is also a member of a group of experts commissioned by the Danish Dietetic Association to establish better eating habits for future generations.



Ivor de Lima  
*former professional boxer,  
professional boxing coach*

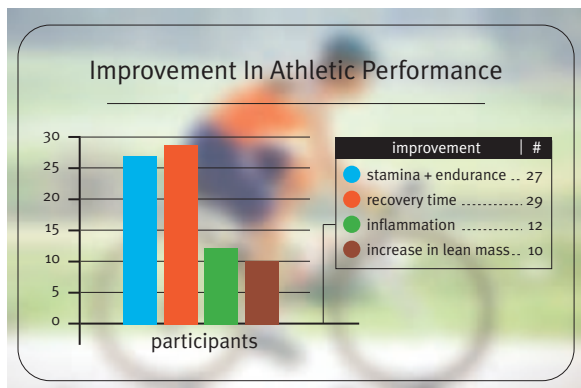
### Procedure

Sixty-one active males and females, ranging in age from 16 to 62, from diabetics exercising a few times a week to triathletes and professional boxers, ingested Udo's Choice Perfected Oil Blend for approximately 8 weeks (an average of 59 days). No changes were made to the participants' diet, supplement regime or exercise schedule. The initial dosage was set at  $\frac{1}{2}$  tablespoon of oil per 50 lb. of body weight daily, for the first 7 days;  $\frac{3}{4}$  tablespoon per 50 lb. of body weight from day 8 to day 14; and 1 tablespoons per 50 lb. of body weight onward. Measured in terms of energy, participants received an extra 2.5 calories per lb. of body weight daily in the form of Udo's Choice Perfected Oil Blend.

The participants' responses were obtained and compiled through questionnaires and interviews. Valid information on subjective responses was obtained from 47 of the 61 persons who initially enrolled in the trial, from the following disciplines:

- |                        |                                       |
|------------------------|---------------------------------------|
| <b>Basketball</b>      | <b>Cycling</b>                        |
| <b>Triathlon</b>       | <b>Boxing</b>                         |
| <b>Duathlon</b>        | <b>Kickboxing</b>                     |
| <b>Medium-distance</b> | <b>Weight-resistance,</b>             |
| <b>Capoeira</b>        | <b>Running &amp; fitness training</b> |

75% of participants experienced improvement in athletic performance while using Udo's Choice Perfected Oil Blend. The most significant improvements being made in the areas of stamina and endurance, recovery time, inflammation and lean mass increase.



## Recovery Time

62% of participants experienced a decrease in the time it takes them to recover from exercise and muscle strain. The anti-inflammatory effects of EFAs likely played a role in the decrease in recovery time. Mild inflammation occurs in various tissues - muscles, joints, connective tissue, etc. - after physical exercise when the immune system becomes engaged in breaking down dead and damaged cells. If this post-exercise inflammatory state becomes too pronounced, healthy cells may also be damaged and recovery time will increase.

*"I recover better and faster. This applies to both the time between individual practice sessions and within each practice session. Before entering the trial I would be dead tired after practice and aching and sore for an hour afterwards. Now I feel as if I can do another training session again after 20-30 minutes." L.N., age 24*

*"I have faster recuperation from physical exercise and after strenuous work days. I don't feel tired after physical workouts. One day I was working from 6 am to 8 pm and still felt recuperated the next morning after 8 hours of sleep, which did surprise me. Before entering the trial, such a working day would have left me exhausted." A.C., age 57*

## Stamina and Endurance

57% of participants experienced a significant increase in their stamina and endurance. This includes an increase in blood flow and oxygenation of tissues, as well as an increase in the ability to absorb and utilize oxygen (VO<sub>2</sub> max) .

*One runner went from running a total of approx. 54 miles a week, to running a total of 88 miles a week, without reaching the point of over training. One cyclist increased his 36-48 miles a day to a total of 60-72 miles a day without reaching the point of over training.*

*"I am able to train with as much weight as I did 10-15 years earlier, when I was training most intensely in my mid-30's. Some days I am even able to train with more weight than that. I can do my sets so fast that my training partner - in his late 20's - sometimes can't keep up with the pace and I still don't feel completely spent afterwards." P.K., age 50*

*"In the spring of 2001, I had my best season ever, even beating several of the pro-cyclists and consistently performing better than any previous season." N.K., age 27*

*"I wouldn't be able to do without the oil on my present training schedule." S.S., age 23*

## Inflammation

26% of participants experienced a decrease in inflammation in general but especially in weight bearing joints. Decreased inflammation can lead to increased nitrogen retention since less tissue is broken down by an overly pronounced post-exercise inflammatory state. A 50-year old male participant in the trial experienced the most dramatic decrease in inflammation. At the age of 35 he injured both knees and one shoulder, which needed surgery, in an accident and as a result suffered from continuous inflammation in both knees and especially in the shoulder. When he entered the trial he could train no more than twice a week, or the pain in the shoulder would become too intense. He experienced significant decreases in inflammation after using the oil blend for 4 weeks. After 8 weeks his knees and shoulder were pain-free even when he trained intensively. He consequently increased the number of workouts to 3 or 4 times a week without the pain coming back.

*“Before using the oil, I was troubled by knee problems. Within a month of starting on the oil and until now, I haven’t been troubled by my knee even during and after marathons, triathlons, duathlons, and long distance mountain biking competitions.”* S.S., age 23

## Lean Mass Increase *(Eat Fat, Gain Muscle)*

21% of participants experienced increases in lean mass. These are not the kind of fats that will make you fat. In fact, the exact opposite is true. A deficiency of EFAs can lead to substantial weight gain as the body desperately holds onto excess calories looking for the missing nutrients. When those essential fats are provided the body no longer needs the fat it has been storing and it will release it in the form of energy. The EFAs in Udo’s Oil Blend increase fat burning and decrease fat production and storage. EFAs can also increase the production of human growth hormone and the binding of insulin-like growth factor (IGF-1) to its receptors, which in turn stimulate increases in lean mass. Since the muscle that you have burns fat for fuel, the more lean muscle mass you have the more fat you can burn.

*“When I started taking the oil, I had reached a plateau in my muscular development. At that point, I’d been training for 9 years, but it seemed as if I couldn’t develop my muscle mass any further. After I began to take the oil, my muscle mass started developing again. My weight increased by another 33 lbs. since then. Also my hair grows much faster and is thicker.”* J.L., age 20’s

*“I have put on between 3.3 and 4.4 lbs. of muscle while my body fat went from 9% to approx. 7% in the same period. This happened within two months of taking the oil; my weight and body fat have been steady ever since.”* S.S., age 23

## Perfected Oil Blend Made the Difference

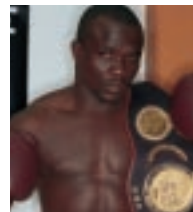
*“At one point, I did have a short break from the oil for only a few days. During this time, I experienced a regress in terms of energy levels, stamina, concentration etc. A few days after starting supplementation with the oil again, things went back to ‘normal’.”* J.D.K., age 54

## Who is using Udo’s Choice Perfected Oil Blend?



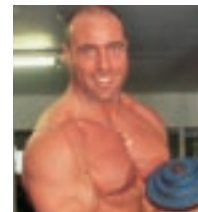
**Laurits Thorning Jakobsen**

triathlon, duathlon, cycling age-group champion (35-39 year olds) at the Iron Man World championships, Fredericia, Denmark 2001, Danish Police Duathlon Champion 2001.



**Evans Ashira Oure, “The African Warrior”**

professional boxer IBA World Middleweight Champion, IBF Intercontinental Champ Light Middleweight, WBA International Champ Middleweight.



**Gunnar Thor Madsen**

previous “strong man” Danish Male Bodybuilding champion 2001, Nordic Male Bodybuilding champion 2001, winner of Scandinavian Bodybuilding Grandprix 2001

*“I felt things getting better from day to day. Usually I get tired as the day progresses and can’t get the pulse up and going. But I had lots of energy and kept on training the whole day. Up in the morning, some swimming, running, then some weights, and on and on. It would be late and dark when I finished for the day, but I would still have lots of energy. Everyday, boom, out of bed at 8 o’clock and I’d be ready.”*

Laurits Thorning Jakobsen, age 37



## Serving Suggestions

Start with one **tblsp** per day and gradually increase to one **tblsp** for every 50 pounds of body weight per day.

- Perfected Oil Blend is compatible with all foods and can be used with cold, warm and hot foods (once off the heat source), but must not be used for frying, baking or other high temperature cooking.
- Athletes benefit by adding Perfected Oil Blend to their favorite protein shake.
- Favorite uses are in fruit or vegetable salads, protein shakes, yogurt, apple sauce and juices.
- Try it on steamed vegetables, rice and pastas and baked or mashed potatoes or add it to homemade soup (after cooking).
- Mix it with extra virgin olive oil in dishes such as hummus and tabouleh or serve with balsamic vinegar for dipping.
- Add to fresh vegetable juices along with Udo's Choice Beyond Greens, or Udo's Choice Wholesome Fast Food, for a nutritious meal replacement.

## Availability and Storage

**Liquid** (available in 8.5 oz. and 17 oz. bottles)

- Unopened bottles can be kept refrigerated for up to six months and for over two years in the freezer (oil shrinks when frozen; the glass bottle will not break). Once opened, use within 4–6 weeks and keep refrigerated between uses.

**Capsules** (available in 90 and 180 capsules per bottle)

- Store in a cool, dry place. Ideal for travelling, especially when intake of liquid oil is not practical. (14 capsules is equivalent to 15 ml (1 **tblsp**).

### References:

Cadogan, OU. The Effects of Essential Fatty Acids on Athletic Performance/General Well Being and Risk Factors For Cardiovascular Disease. 2000.

### Ingredients:

Flax oil\*, sunflower oil\*, sesame oil\*, medium chain triglycerides (MCT) from coconut+/- or palm oil, evening primrose oil\* (13mg GLA/15ml), soy lecithin (GMO-free), rice bran and germ oils, oat bran and germ oils, tocotrienols.

\*from certified organically grown seeds



## Easy & Tasty Recipe Ideas

### Protein Shake

1 serving of your favorite non-GMO whey or soy protein powder  
1-2 **Tbsp.** Perfected Oil Blend  
12-16 oz. soy or other milk substitute  
blend together

*optional ingredients*

1 **Tbsp.** Wholesome Fast Food Fiber Blend

1 **Tbsp.** Beyond Greens

1 capsule Digestive Enzymes (open capsule, empty into shake and discard casing)



### Pasta Dressing *1 serving*

1 **Tbsp.** Perfected Oil Blend  
1 **tsp.** crushed or chopped garlic  
1-2 **tsp.** of your favorite herbs to taste  
Shake thoroughly and pour over hot or cold pasta.



### Vegetable Dip

*savory*

1/4 cup drained yogurt  
1 **Tbsp.** Perfected Oil Blend  
add finely chopped or dried chives, oregano, basil, cayenne, and salt/pepper to taste

*sweet*

add freshly grated or powdered ginger, lemon, honey, grated apple and raisins to taste.





## Made with Health in Mind

The Udo's Choice Right Fat Diet™ is a family of quality health supplements that provides the basic nutrition required for optimum health and longevity.

Traditionally, our basic essential nutrients came from fresh, whole, organic foods but today, food is grown largely by modern farming and processing practices, which decrease nutrients and can add harmful molecules resulting in degenerative diseases, ill health and low energy.

A lifetime of research and study has culminated in a line of premium, back-to-basics products specially formulated by Udo Erasmus, PhD, author, researcher and natural health advocate.

Guaranteed to be made with health in mind, Udo's Choice products are easy, affordable, grassroots solutions for good health. To ensure you receive the most complete, healthfully balanced, highest quality sources and active ingredients, make Udo's Choice your choice.

## Udo's Choice Health Quiz

*You may see a direct benefit to your health by using one or all of the following Udo's Choice products. However, your highest scores will determine which Udo's Choice products are most appropriate for you.*

*Score one point each time you answer yes to each of the following questions.*

*Total your score for each section.*

### Perfected Oil Blend®

*An ideal balance of omega 3 & 6 essential fatty acids (2:1).*

- Do you struggle with body fat or weight issues?
- Do you have high triglycerides, high cholesterol or high blood pressure?
- Do you have skin conditions such as dry skin, eczema, acne or psoriasis?
- Do you consume hydrogenated oils or fried or deep-fried foods?
- Do you suffer from low energy?
- Are you now or have you ever been on a low-fat or no-fat diet?

**Total**

*... continued*

## Beyond Greens®

*A comprehensive blend of green foods, fiber and essential fats.*

- Do you eat less than 5 servings of fresh greens each day?
- Do you suffer from insomnia?
- Do you experience headaches or migraines?
- Do you perspire excessively?
- Do you have teeth that are sensitive to vinegar or acidic fruits?
- Do you experience burning sensations in the mouth or under the tongue?

**Total**

## Perfected Digestive Enzyme Blend

*Plant-based enzymes to break down fats, carbs, proteins & sugars.*

- Do you still feel full more than 2 hours after a meal?
- Do you have trouble with excess gas, bloating and pain after eating?
- Do you have allergies to certain foods?
- Do you get tired after you eat?
- Do you cook more than 60% of your food?
- Do you have acid reflux or acid indigestion?

**Total**

## Wholesome Fast Food Blend

*A tasty, nutrient-rich blend of 6 sources of fiber.*

- Do you consume at least 4 servings of fruit and vegetables each day?
- Do you have high cholesterol?
- Do you have unstable blood sugar (hypoglycemia or diabetes)?

- Do you use coffee or sweets to get your energy up?
- Do you suffer from bowel irregularity (constipation or diarrhea)?
- Do you have cravings for sweet or starchy foods?

**Total**

## Super 5 and Super 8 (Probiotics)

*Powerful probiotic blends with guaranteed viable beneficial bacteria.*

- Have you ever been on antibiotics?
- Have you ever travelled to a foreign country?
- Have you ever had food poisoning?
- Do you frequently eat non-organic red meats, chicken, farmed fish, cheese or other animal products?
- Do you drink chlorinated water?
- Do you suffer from bladder/urinary tract infections or yeast/fungal infections?

**Total**

*The Udo's Choice family of quality health supplements can be found at quality health food stores. For more information on Udo's Choice® products, please visit our website at [www.florahealth.com](http://www.florahealth.com) or call 1-800-446-2110*



**Make UDO'S CHOICE® Your Choice**