CAN A FOOD SUPPLEMENT IMPROVE BLOOD CIRCULATION?

CAN ATHEROSCLEROSIS BE REVERSED OR PREVENTED?

CAN PROPER NUTRITION

- CORRECT HIGH BLOOD PRESSURE?
- ALLEVIATE ARTHRITIS AND BURSITIS?
- MODERATE GLAUCOMA?
- PREVENT STROKE?
- RELIEVE PHLEBITIS?
- RAISE ENERGY LEVELS?
Heart diseases, of which atherosclerosis is probably the most common, and other ailments related to poor blood circulation, are Western civilization's greatest killers. Each year, these diseases account for more fatalities than any other cause, including famines, wars, accidents and dreaded cancer! Yet, even in cases where death is avoided, the victims of atherosclerosis, high blood pressure, stroke and other malfunctions of the heart and arteries, are forced to lead lives of quiet despair, with all but the most sedentary activities severely curtailed if not completely eliminated.

It was the threat of just such a dreary existence that led one scientist to seek new answers to the age-old question: "Are heart disease and related problems curable and/or preventable?" The result of this search was a revolutionary nutritional concept painstakingly developed over a seven year period by this physical chemist for his own critical need. His formula, first used to treat his personal life-threatening ailment, was then made available to the European market and now is being introduced to the American market. It appears to have the possibility of helping millions of heart disease victims and would-be heart disease victims and others with problems resulting from poor blood circulation.

**ATHEROSCLEROSIS DEFINED**

Though principally a medical problem, atherosclerosis cannot be understood without adequate knowledge of the basic sciences including physics, physiology, bio-chemistry and nutrition. The complexity of the problem is indicated by a report on it from the New York Academy of Sciences that contains over 1000 references.

One school of thought views atherosclerosis as a metabolic disturbance which manifests itself by deposits of cholesterol and solidified blood components in many blood vessels of the body. Walls of arteries usually are protected with a thin layer of a liquid crystal of cholesterol which acts as a lubricant against the vigorous stream of blood. There is evidence that if there is a shortage of lecithin or linoleate and the cholesterol lining is interrupted, these sites become covered with a hard layer of white cholesterol.

Other deposits from some of the blood components may form on these sites and penetrate into the wall of the artery. Gradually these deposits enlarge and narrow the passage. Finally, at a time when the blood is somewhat more viscous (such as after a heavy meal) the blood cannot get through and an attack results.

There are many organs affected by this disease. If a coronary artery is blocked, the result is angina pectoris, the precursor to heart attack. Blockage of the vessels to the brain, when complete, causes cerebral thrombosis. When the arteries to the kidney are blocked, the result is often high blood pressure. Other complications include phlebitis, cataracts and xanthomatosis (yellow plaques of cholesterol under the skin).
CAN THE CAUSE BE NUTRITIONAL IN ORIGIN?

In 1951, at the age of 51, Dr. Jacobus Rinse, a Dutch American research chemist, was stricken with severe angina. His physician gave him a maximum life expectancy of 10 years, and then only if he lived a very sedentary life. Since he did not smoke, was not overweight and did not live under great stress, Dr. Rinse could not understand what might have caused his condition. With more than scientific curiosity at stake, he postulated that his heart problems could be caused by a nutritional deficiency.

He reasoned that normally a well balanced diet supplies all of the ingredients the metabolism needs. However, due to a combination of factors, many persons do not get what they need because:

1. A sedentary life style leads to a diminished food intake, which in turn leads to a suboptimal intake of vitamins, minerals, calories, and other nutrients.
2. Important nutrients are removed from food by refining and processing.
3. Nutrients are lost because of malabsorption or other defects in a person’s metabolism.

For seven years Dr. Rinse used himself as a human guinea pig. Since his condition was diagnosed as atherosclerosis, a blockage of his blood vessels by cholesterol deposits, he searched for the basis of the cause of such deposits, and for a logical method for clearing them out. Building on a broad base of medical research, he reasoned that if diet and body chemistry could lead to such fat buildups, then proper nutrition, with the resultant change in body chemistry, could remove them.

His studies appeared to confirm what some researchers had begun to speculate: lecithin in the blood was a key factor in determining the solubility of cholesterol in the blood. Dr. Rinse experimented with a myriad of combinations of various natural food elements and eventually arrived at a combination primarily of lecithin, unsaturated oil, yeast, wheat germ, bone meal, vitamins B, C and E. He generally mixed these with his breakfast foods, giving rise eventually to the term “Dr. Rinse Breakfast.” He has stated that his experience has shown that by taking a measured dose of about one ounce of this mixture daily, the circulation to his heart apparently improved and his coronary insufficiency was relieved. He concluded, and has, accordingly, reported in several papers, that the consistency of cholesterol in his blood stream was “kept liquid at body temperature so that it did not get deposited and solidify on the walls of blood vessels. Moreover, existing deposits were liquified and existing atherosclerosis was reversed.”

Agreeing with the findings of Dr. Rinse, Dr. Richard Passwater, a leading U.S. biochemist, in an exhaustive study of the prevention and control of heart disease, calls for the burial of the popular “low cholesterol diet” as a preventive. He says that “eating cholesterol is neither related to heart disease nor to blood cholesterol levels. Eating cholesterol does not cause heart disease; mutated cells within the artery walls form the atherosclerotic plaque, and certain nutrients can prevent both plaque formation and the fatal blood clots caused by plaques.” He goes on, “not only is the cholesterol phobia obscuring proper therapy, it is harmful because low cholesterol diets are often deficient in micro-nutrients needed to prevent heart disease.” With reference to the Dr. Rinse Formula, Dr. Passwater concludes, “it has helped thousands of heart patients.”

DR. RINSE FORMULA USED WORLD WIDE

Dr. Rinse’s heart disease symptoms disappeared and from about 1958 to this date he has had no recurrence of angina or other diseases. Now, 80 years old, he leads a very active life which includes such strenuous activities as skiing and hiking.

As a result of his work, Dr. Rinse published a number of papers on his discovery and other researchers picked up his concept. These writings have appeared in prestigious journals in the United States and around the world. Many people suffering from problems apparently caused by poor blood circulation, and not obtaining relief from methods currently used, obtained the formula from Dr. Rinse. They were delighted when they achieved the same curative results. It was then that testimonials and further inquiries from around the world began to pour in.

Among these inquiries was one from a Dutch sales engineer who had a severe heart attack eight years earlier. He was left with a painful, limited daily schedule. He obtained little relief from traditional medications. His Amsterdam cardiologist suggested that he try the Dr. Rinse Formula. Within a short time after starting use of the Formula, this Dutch sales engineer found that symptoms of his ailment which had prevailed for eight years disappeared! After six months he was able to resume his normal, pre-heart attack life, continuing to take the Dr. Rinse Formula on a daily basis. His enthusiasm led him to contact Dr. Rinse who was on a visit to Holland. He was then given permission to market the Formula. It has been marketed since 1976, first in Holland and now in much of Europe, by the Nederma Company, under the trade name Lino-gistine.

The marketing of the Dr. Rinse Formula in Europe, combined with the appearance in this country of many papers written by many respected medical and nutritional professionals endorsing the usefulness of the Dr. Rinse Formula, has led to an increasing demand for the product. It has recently been imported from Holland and made available on a limited basis through medical doctors, chiropractors, naturopaths, and nutrition outlets. Now the Vita-Flo company is manufacturing and distributing the Dr. Rinse Formula domestically. Dr. Rinse has no financial interest in the product, though the Dr. Rinse Institute in Holland, dedicated to research on heart and related problems, receives some support from the sale of the Dr. Rinse Formula.
EFFECTIVENESS REPORTED

The Dr. Rinse Formula is a dry granular mixture, not requiring any special storage conditions. It can be mixed with almost any food or beverage (the most popular uses seem to be as a sprinkle over cereal and salads, mixed in a milkshake or fruit juice, or mixed into yogurt or applesauce, but the possibilities are limitless). It may be consumed with any meal. Is it effective? Here is what Dr. Richard Passwater has to say in his recent book *Supernutrition for Healthy Hearts*: "Is atherosclerosis reversible? This question... now can be answered affirmatively. At least less severely stricken and younger patients appear to have been cured completely. The same has happened with older patients (65-80 years) and they felt relief and resumed activity. The recommended and proven natural products to be used are soybean lecithin, wheat germ, brewer's yeast, bone meal, polyunsaturated oil, vitamins C and E" (the Dr. Rinse Formula!).

Gayelord Hauser, in his book *New Treasury of Secrets* agrees, stating "Thousands of people, many through word of mouth, have benefitted from Dr. Rinse's regimen."

Another accolade comes from an article in Prevention Magazine in November 1977, in which it is said, "Not only do we know that Rinse's Formula works, each day we're learning more about why it produces such fantastic results."

PROFESSIONAL COMMENT

Nutritional responses to the possible prevention and/or cure of disease are often questioned by the medical profession. Now so much has been written about the effectiveness of the Dr. Rinse Formula that many medical practitioners may be convinced. A partial collection of the material which can be referred to includes:

**DIETARY COUNTERATTACK AGAINST ATHEROSCLEROSIS**
*By Dr. Jacobus Rinse, Dr. Morton Walker*
Published and distributed by THE NEW YORK CARDIAC CENTER, June 1975

**ATHEROSCLEROSIS: PREVENTION AND CURE (Parts I and II)**
*By Dr. Jacobus Rinse*
Prevention Magazine, November and December 1975

**SUPERNUTRITION FOR HEALTHY HEARTS — Chapter 31**
*By Dr. Richard Passwater*
Dial Press, 1977

**PROGRAM YOUR HEART FOR HEALTH**
*By Frank Murray*
Larchmont Books, 1978

**LECITHIN, VITAMIN C AND HARDENING OF THE ARTERIES**
Today's Living, September 1978

**LECITHIN CLEANS UP CHOLESTEROL'S DIRTY WORK**
*By John Feltman*
Prevention Magazine, June 1978

**LINO-GISTINE (Dr. Rinse Formula) — A NATURAL WAY TO FEEL BETTER**
Netherlands American Trade Journal, October 1977

**YEAST, THE B VITAMIN FOOD WITH A BONUS FOR YOUR HEART**
*By Emrika Padus*
Prevention Magazine, November 1977

**BURIAL OF THE CHOLESTEROL THEORY**
*By Dr. Richard Passwater*
Let's Live, November 1977

**IS THERE AN ALTERNATIVE TO SURGERY FOR ANGINA PECTORIS?**
*By B.F. Hart, M.D. and Melvin Levensdorf, M.D.*
Let's Live, October 1977

**CHOLESTEROL AND PHOSPHOLIPIDS IN RELATION TO ATHEROSCLEROSIS**
*By Dr. Jacobus Rinse*
American Laboratory Magazine, April 1978

**NEW TREASURY OF SECRETS**
*By Gayelord Hauser*
The experience of hundreds of patients and users of the Dr. Rinse Formula can also be referred to from their testimonials and profiles. A sample includes:

Mr. Cuthbert, Ga. "given (medication) which gave me so much pain I could not take it...start on Dr. Rinse Formula...in nine months the pain that stopped blood vessels was causing disappeared...limp has subsided...I am 67 years old and feel as well as I did when I was 57."

Mr. G., Limburg, Holland "stopped work due to atherosclerosis...impossible to operate...took Dr. Rinse Formula...four months later was again working in foundry from morning till night."

Mr. L., Omaha, Nebraska "had severe high blood pressure for 10 years...after six months on Dr. Rinse Formula, at age 65, my blood pressure averages 125 over 80...I feel 15 years younger, eat anything I want, work and play hard and really enjoy life again."

Mr. B., Meriden, Conn. "fantastic results. Everyone astonished about my vitality at 68. Before, I felt like an old man, high blood pressure, very short of breath, dizzy, arms and legs always sleeping...All complaints disappeared."

Mrs. B., Baarn, Netherlands "...at 76 walking stairs became more and more difficult...could not dress without help, also mentally affected by strong medication...started (Dr. Rinse Formula)...progress was noticed after one month. After three months completely changed...now normal."

Mr. R., Chatham, N.J. "...I took (the Dr. Rinse Formula directions) to my doctor in N.Y. He was delighted with it and says he has been using it on his patients and himself for six years. In every case the high blood pressure went down."

Mr. W., Irving, Texas "...My attack was 11 months ago, followed by two months in hospitals, three months semi-hospitalized...am now nearing pre-attack normal in energies and abilities. Angina is gone."

Mr. B. Lockport, Ill. "...after three months taking the mixture, cholesterol down to 225 from 385 before (taking the Dr. Rinse Formula)."

Mrs. G., Devon, Pa. "...I began using your formula immediately and the results are very startling. In just 16 days my blood pressure dropped significantly and incidence of pains was infrequent. Within 40 days pain was eliminated from activity which, previously, precipitated it...there have been other benefits."

Mr. P., New York City "...to tell you the great effect your article has had on my life...at 64 participate successfully in marathons (26 miles each)."

Mr. S., Plainfield, N.J. "...fluid in lungs...pains in chest and arms...took medication...strong pain...more medication...angina and coronary insufficiency...started (Dr. Rinse Formula)...after one month pains stopped...returned to work...age 54."

Mr. S.J.F., Elizabeth, N.J. "...I was desperate and willing to try anything!...went on (Dr. Jacobus Rinse's Breakfast mash)...Within two weeks I noticed that I had increased stamina. Within a month I was amazed to find myself reading something that I had not been able to read without my glasses. There was a general overall improvement in my condition. Now the arthritic pain is totally gone in my right hand, and only a twinge remains on rare occasions in the left...age 51."

Mr. D., Pembroke, Bermuda "...blockage in main artery. Now after six months of the Rinse diet, I do everything I used to do and have no circulation difficulties of any kind."

Mr. P., Red Oak, Iowa "...within a few weeks I noticed I could run upstairs without puffing...could walk a fast mile...had trouble with hands going to sleep while driving...those ceased...had arthritis off and on in both knees for several years, also my heels...all this has now stopped."

These testimonials further reveal the use and apparent effectiveness of the Dr. Rinse Formula for a variety of problems other than atherosclerosis brought on by poor blood circulation. Included are stroke, arthritis, bursitis, high blood pressure, kidney disease, glaucoma, numbness of extremities and phlebitis. Dr. Rinse has stated "although I have concentrated on finding a cure for atherosclerosis, I have learned that the food supplements also have been helpful in several other diseases such as colds, flu, infections, arthritis, bursitis and backache. It is probable that they also prevent these troubles, based upon my experience."
CAN THE DR. RINSE FORMULA WORK FOR YOU?

There is no assurance that you can obtain the same results from the use of the Dr. Rinse Formula, which others have reported. Scientifically sound clinical studies, which could confirm the effectiveness of the Formula, are not yet available. There are studies underway in both Europe and the United States which may provide additional information. Many persons have reported significant improvement in their particular case after having taken the Dr. Rinse Formula regularly for just a few weeks. You may find similar results, though Dr. Rinse states it generally takes 3 to 4 months before full benefits are evident. Once the desired result is obtained, many users report that they maintain this result by continuing to regularly take the Dr. Rinse Formula.

Today's Living Magazine, in September 1978, in an article which recommends the Dr. Rinse Formula, refers to the slowness with which the establishment in medicine and nutrition often responds to innovation. It goes on to make the point, that since there is no evidence the supplement can be harmful and significant evidence it can help, "why wait?"