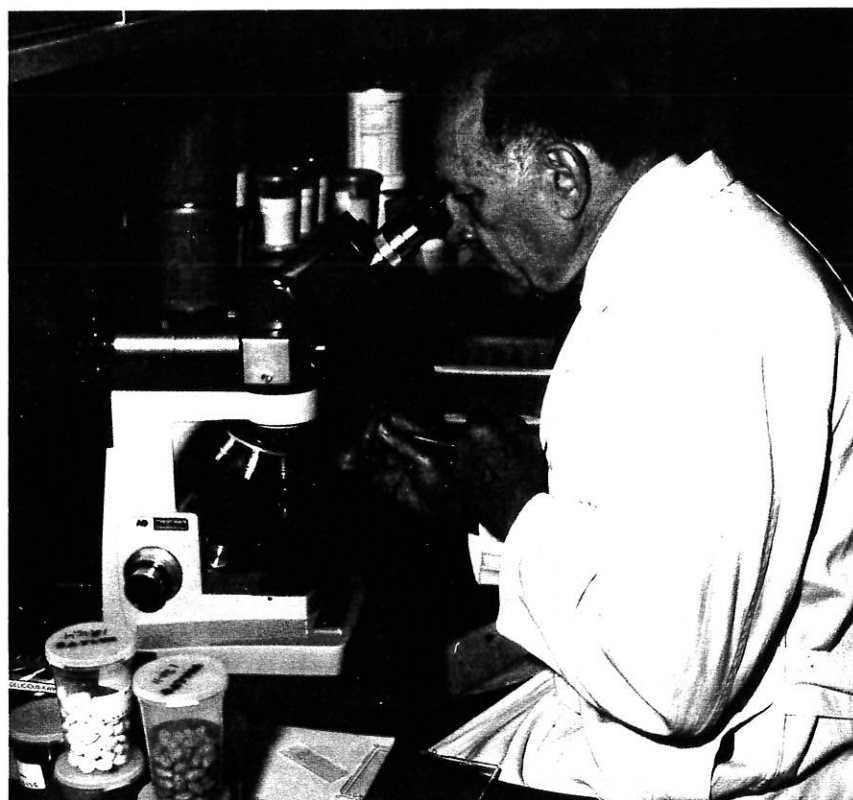


One man can make a difference

"The laboratory is only the first step. Taking the knowledge we gain and creating something practical, that is the essential step."



These are the words of a brilliant scientist whose discoveries are making a difference in the health of others every day. This is no absent-minded professor. This man is intensely interested in the people around him and acutely aware of what's going on in the world. These words belong to Dr. Arthur Furst, an extraordinary individual who manifests a gifted mind and a sincere desire to help his fellow man.

On the occasion of his 75th birthday, we take this opportunity to celebrate Dr. Furst - the man, his life, and his contributions to the betterment of mankind. His achievements span more than 50 years of research and pioneering discoveries in the areas of cancer and toxicology. He has received the highest honors his discipline bestows, and his prestigious career is decorated with science's most valued awards, fellowships and appointments.

At an age when most men opt for the quiet life of a Florida retirement community, Dr. Arthur Furst continues his avid pursuit of knowledge, asking ques-

tions and searching for answers. Dreams and goals of making additional contributions to science and society continue to provide the motivation that pushes him on.

He spends hours each week in his lab, investigating his current areas of interest and expanding his base of test data. He logs thousands of miles around the globe, lecturing to scientists, students and researchers, sharing his knowledge and offering his insight to the young minds that will carry on.

He works diligently to stay abreast of all current research and literature in his field. As a result, he has collected every toxicology textbook written in the English language and maintains the only library of heavy metal toxicology on the West Coast.

He is also an activist in matters of higher education in the sciences, voicing his concerns about the declining population of academic scientists and growing need for those specializing in the area of toxicology.

All of this is even more to his credit

in light of the obstacles he has surmounted to arrive at this point in his life.

Against the odds

Orphaned at the age of 4 by the Great Flu Epidemic of Chicago, Dr. Furst was among hundreds of youngsters relocated to orphanages where openings were available. He was sent to an orphanage in Los Angeles, thousands of miles from his family, where he remained until his early teens. In those years, he overcame many adversities that would have certainly discouraged a less directed young man.

Working to put himself through college, Dr. Furst began at the University of California at Los Angeles as a psychology major with a minor in education and a love for dance. He wanted to be a teacher, or even a professional dancer, but, he admits, "I never thought I'd be a scientist."

He took one chemistry class only to fulfill a science requirement and enjoyed

the class so much, he switched his major from psychology to chemistry. And the rest is history. Science would become his vocation; dance would always be his avocation.

Shared interests

By the time he came to Neo-Life in 1976 at the invitation of Company Founder Donald Pickett, Dr. Furst had already published over 170 scientific studies in various journals and periodicals. He was also holding three concur-

sionals who would guide and direct the future of Neo-Life's product research and development.

Today, as Senior Member of the SAB, Dr. Furst is convinced that the this group makes Neo-Life significantly different. "This is an industry which is full of hype and fly-by-night companies," he explains. "They find this to be a lucrative business, buying bulk amounts, finding some artist to draw nice, beautiful labels, rebottling the product but not having any idea how good the product is. Neo-Life is unique because they have a Scientific Advisory Board that is train-

in his own office. He spends a great deal of time travelling to various conferences and seminars as Neo-Life's representative, collecting valuable and useful data to keep the resources current. Recently, he attended the International Conference on Vitamin and Mineral Oncology, a symposium on the treatment and prevention of cancer with nutrition.

The impact of computers

In order to stay abreast of all the current research and literature and to update his many libraries, Dr. Furst uses a computer to help scan the hundreds of scientific abstracts he receives. Although he agrees that computers make reviewing the vast accumulation of scientific data very convenient, he's concerned that volumes of important data are losing their place in history in the wake of computerization. Research abstracts were first entered into the National Library of Medicine's computer banks in 1962. But no one has gone back to enter the data published prior to that year. This vast data base lies virtually untapped in the wake of the computer.

This situation is creating a tremendous waste of resources in scientific research. To illustrate the problem, Dr. Furst recalls a time he was asked by a

"If you were to put together all the people in the world who have the same qualifications and experience as Arthur Furst, you could probably seat them at a table for four."

*Dr. Fred Hooper
Scientific Advisory Board Member*

rent positions: he was a research associate at Mount Zion Hospital in San Francisco, and at the University of San Francisco, he was both the director of the Institute of Chemical Biology and the dean of the graduate division.

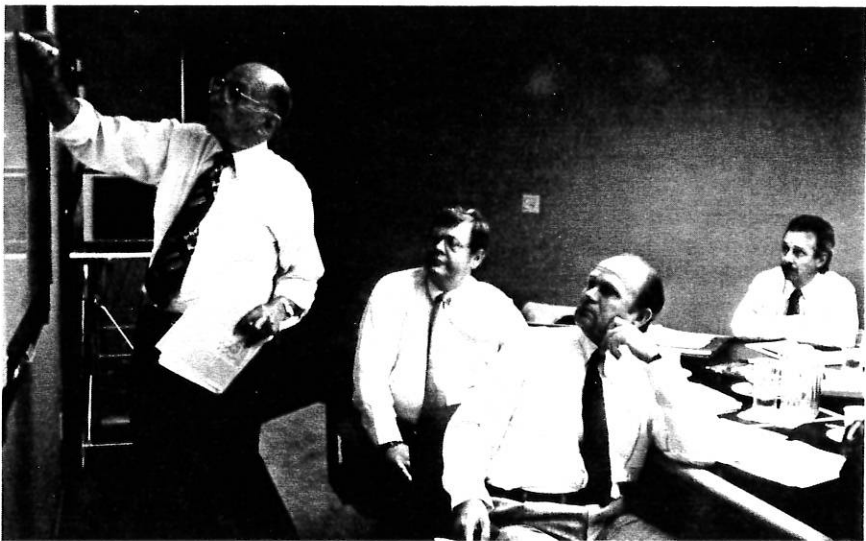
In spite of this demanding schedule, Mr. Pickett encountered little resistance when he asked Dr. Furst join Neo-Life as director of research. "I liked Neo-Life's philosophy," Dr. Furst recalls. "They wanted good products and nutrition was one of my interests. A lot of my research included nutrition because I knew how important that was."

One of Dr. Furst's initial projects for Neo-Life was the development of the Donald E. Pickett Research Laboratory. Before the laboratory was established, Neo-Life was forced to rely on its suppliers to test the quality and purity of the raw materials used in production, as well as the final products. Dr. Furst specified the type of equipment that would provide the best testing available and was also instrumental in hiring the right people to operate the laboratory.

This early work set the precedent that ultimately lead to the formation of Neo-Life's Scientific Advisory Board (SAB), a group of science and medical profes-

ed to make the latest information available and to see that we are scientifically correct."

Dedicated to the efforts of the SAB, Dr. Furst spends much time at the Neo-Life Home Office. He is constantly updating and adding information and reference material to the Arthur Furst Library, as well as the library of resources



All attention is directed toward Dr. Furst, as he illustrates his point at a Neo-Life Scientific Advisory Board (SAB) meeting. Seated from left to right: Jim Arnott, Executive Vice President; Bob Brassfield, Neo-Life President; and John Miller, Vice President of Marketing and SAB member.

private organization to review a project submitted by a university research team before granting almost one-third of a million dollars for the study. According to the university's computer review, only seven references world-wide could be traced for this project.

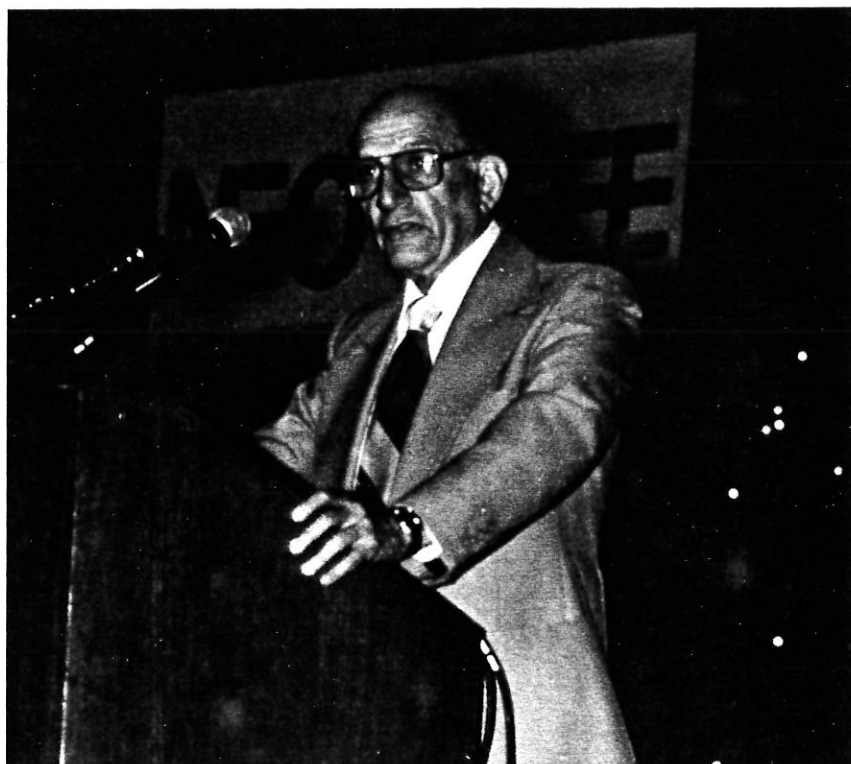
Dr. Furst began the review process, checking the computer banks but more importantly, reviewing periodicals and journals prior to 1962 for relevant data. His thorough investigation revealed over 200 references. He discovered that all the work the university research team wanted to do had already been done. Because of his findings, funding for the study was denied, saving the organization hundreds of thousands of dollars.

Discoveries living on

Dr. Furst knows that much of his own research, done in the 1940s and '50s, lies dormant on library shelves and is rarely cited in current studies. However, two of his discoveries have been applied in practice for so many years that both are considered standard procedure and utilized by almost all physicians involved with cancer treatment.

His first breakthrough had a major impact on treatment for cancer patients. Until the 1950s, chemotherapy patients received intravenous treatment in a hospital, immobilized until the treatment was completed. Dr. Furst's discovery brought relief from these restricting confinements. He developed the first oral chemotherapy treatment. This discovery led to a new life of freedom for the chemotherapy patient, allowing for mobility and the resumption of a somewhat normal lifestyle while still receiving the necessary treatment.

Dr. Furst's second major achievement was the discovery that cancer cells become resistant to cancer chemotherapy agents much like bacteria becomes resistant to antibiotics. Because of this breakthrough, cancer patients receiving chemotherapy are treated with multiple anticancer agents. The body becomes resistant to a variety of agents much slower than just one, thus allowing for extended chemotherapy treatment and



A popular guest speaker at Neo-Life Conventions, Dr. Arthur Furst reminds Distributors that the SAB is a very valuable Neo-Life Difference. He explains, "We're an active Scientific Advisory Board - we're real. Neo-Life's SAB is not just a photogenic doctor with a stethoscope around his neck. We're just a motley crew, but we're here. We keep abreast of the literature. We want to know what's going on. We try to develop new products when they are real, not when they are new. And above all, we try to keep you healthy."

better chances of controlling the cancer growth.

Dr. Furst's extensive research with cancer and cancer treatments evolved to include his new interest, heavy metal carcinogenesis and toxicology. His discoveries in this field firmly established him as the world's foremost authority on toxicology, and he has been honored by numerous organizations and institutions in this area of science.

In 1982, he became the first holder of the Erna & Jakob Michael Visiting Pro-

fessorship at Weizmann Institute of Science in Rehovot, Israel. In 1986, Dr. Furst was awarded the prestigious Klaus Schwarz Commemorative medal for his pioneering work in metal carcinogenesis. He is listed in seven different editions of *Who's Who*, including *Who's Who in America*, *Who's Who in the West* and *World Who's Who in Science*.

Currently, Dr. Furst is spending a lot of time in the laboratory investigating his latest interest. He is testing the pos-

(Continued on Page 30)

*"We are well aware of the praise
and respect given to him by his peers,
but to the ordinary lay person
(like me) he is a caring, compassionate
friend who always 'lends an ear'
and tries to be of help."*

Betty Bockman
Sales Department

(Tap into Facts about Water - from Page 27)

is that in choosing bottled water, they're paying 10 times the cost of filtered water and probably not getting the protection they're trying to buy.

Look at the facts: The average family of four consumes about 2½ gallons of water each day for drinking, cooking, pets, beverages, ice making, etc. That's about 75 gallons per month. The average cost of a gallon of bottled drinking water is about 75¢, meaning those 75 gallons cost \$56.25. That's fully 10 times what the same amount of water would cost from a Water Dome. The difference is a little more than \$50 each month. A \$600 per year savings.



The perceived safety of bottled water is in question as well. In a recent report, titled "Bottled Water, Sparkling Hype at a Premium Price," the Environmental Policy Institute, based in Washington D.C., attacked the "unfounded presumption" that bottled water is any better for you than tap water. Critics of bottled water safety point out that both bottled and public water supplies typically are "drawn from sources that are equally at risk from pollution." And in some cases, bottled water has been found to be nothing more than filtered or treated tap water.

Still another area of concern has emerged in 1986, when California health authorities and bottled water industry

officials made the surprising discovery that traces of methylene chloride were leaching into bottled water from their plastic bottles.

Water Dome® : still your best answer

Filtering water right at the tap, just before it touches a glass, a coffee pot or a cooking pan, remains the most effective, most problem-free solution to the drinking water dilemma.

Neo-Life's Water Dome continues to be recognized throughout the marketplace for its advanced filtration technology. When the Colorado Department of Health's Drinking Water Section published the first-ever list of acceptable point-of-use water filtration units, the Neo-Life Water Dome was listed as effective across all three categories of evaluation: 1) aesthetics (taste, odor, chlorine and sediment), 2) health (volatile organic compounds and synthetic organic compounds) and 3) inorganic chemicals and metals.

The Neo-Life Water Dome has been repeatedly tested by independent laboratories and shown to effectively remove waterborne health hazards and significantly improve the quality of drinking water. It offers consistent, reliable, maintenance-free performance day after day. In light of all of these facts, the Neo-Life Water Dome remains your best choice. ■

John Miller is both Vice President of Marketing and a member of the Neo-Life Scientific Advisory Board. He is an accomplished communicator who translates a unique blend of scientific understanding and market awareness into information people can use to protect their health and promote a healthy environment.



(One Man Can Make a Difference - from Page 6)

sibility of replacing laboratory rats and mice with earthworms in some studies. Earthworms have shown heavy metal toxicity responses identical to some rodents. Although the research has only looked at a few heavy metals at this point, Dr. Furst is hoping to expand the testing materials. He is proud that his research is both productive and satisfying to those opposed to animal testing.

Still other facets

There is much more yet to tell of this scientist laureate. He and his wife Florence will be celebrating their 50th anniversary this year. He glows with admiration as he tells of her talents, pointing out that she was the one who graduated from college with honors, not he. He also speaks with great pride of his four grown children and two college-age grandchildren.

Another side of Dr. Furst reveals a man pursuing a lifelong passion for dance. Throughout his life he has enjoyed all of its captivating facets from the expressive freedom of modern dance to the flowing precision of ballroom dancing to the athletic celebration of his current favorite, Balkan dance.

To characterize Dr. Furst is difficult, for he is so many people. An accomplished scientist, Dr. Furst is truly dedicated to his work in research and the advancement of science. A member of Neo-Life's Scientific Advisory Board, Dr. Furst is contributing his expertise toward the development of scientifically complete products people can use to support good health. A husband, a father and a grandfather, Dr. Furst is a caring and loving family man.

But whatever the role, Dr. Arthur Furst remains a caring individual actively participating in every aspect of life. A man whose scientific achievements are a clear reflection of his concern for all of mankind. ■

NEO LIFE