

Neo-Life's Scientific Advisory Board

Translating science into choices for your health

The Neo-Life Scientific Advisory Board is a special team of scientists, doctors and professionals whose areas of expertise offer different perspectives on health. These differing viewpoints compliment each other and expand the base of understanding for all. From this atmosphere of diversity come superior products that can effectively support and promote good health and reflect the Neo-Life Difference.



Arthur Furst

Arthur Furst, Ph.D., Sc.D., D.A.T.S. Vice Chairman

Internationally recognized as a leading authority on toxicology and cancer research, Dr. Arthur Furst serves as Senior Member of the SAB. Throughout his illustrious career, spanning over 50 years, he has received world-wide acclaim for his contributions as a research scientist.

Dr. Furst views health from an environmental perspective. His concerns involve the body's response to toxic challenges in our air, water and food supply. He studies the burdens these toxins impose and the potential health risks they represent. In his quest for knowledge, he has come to believe there are definite relationships between certain diseases and improper nutrition.

Dr. Furst is dedicated to sharing his knowledge and contributing his experience to the improved health and welfare of others. He sees Neo-Life products as a way to reduce exposure to environmental toxins and enhance the body's defenses against damage they can cause. ■

Kenneth Hirsch, M.D.

As a Board Certified Pathologist, Dr. Hirsch studies organs and tissues to identify the presence of disease and determine its probable cause. As a medical physician, he stays informed of current events in medicine reviewing medical journals and research abstracts.

Dr. Hirsch's perspective on health stems directly from his work as a pathologist. He believes that the whole body is only as healthy as its organs and tissues. A healthy body and healthy tissue are maintained or restored through the amounts and qualities of nutrients received through diet.

Dr. Hirsch is Neo-Life's window on the medical community and provides current information on disease and its prevention from a medical perspective. He sees Neo-Life products as tools individuals can use to support the healthy aspects of their diet and address the problems dietary deficiencies and excesses create. ■

Kenneth Hirsch





Fred Hooper

Fred Hooper, Ph.D.

With a doctorate in biochemistry and nutrition, Dr. Hooper is a nutrition resource professional, staying apprised of the latest research from around the world through a vast network that includes "Med-Line," a direct computer link to the National Library of Medicine. His interest covers everything affecting the complex biochemistry of the body.

He views health cell by cell, function by function, action by reaction. He knows and understands the processes involved in breaking down food, utilizing the nutrients it contains and eliminating waste to keep the body healthy.

Neo-Life depends on Dr. Hooper to know exactly how each product will react with the body and to insure that each product fulfills the body's nutritional needs in the area of focus. He sees Neo-Life products as a means of helping assure an abundance of the kinds of nutrients that support and protect good health at the cellular level as well as the whole body. ■

John Miller, Vice-president of marketing

Mr. Miller has been involved in the formulation and introduction of over 200 new products in his 20-year career. His background provides him the necessary tools to determine feasibility of products even before they are developed.

Mr. Miller views health from a product and information perspective. He is concerned with creating specific formulations that address health needs effectively. He investigates and evaluates potential solutions and helps determine the best manufacturing technology to maximize results. He believes that improved health can result from informed choices.

Neo-Life looks to Mr. Miller to turn new research and technological capabilities into superior products and to communicate the needs and benefits of these products in a manner people can apply to everyday life. He sees Neo-Life products as the best possible solutions to the challenges of modern living. ■

John Miller



What this means to you...

You don't have to worry because we do.

The existence of the SAB and the presence of their seal on product labels means:

As a Consumer. . .

- you know qualified scientists and professionals are determining and evaluating the health challenges and nutritional needs you face and are searching for possible solutions.
- you know these same individuals are working to make these solutions into practical, nutritional products.
- you know Neo-Life products are being tested and certified by scientific methods to ensure safety, reliability and effectiveness.

As a Distributor. . .

- you know Neo-Life products are of the highest quality and you can represent them with pride and confidence.

