



We're Different.

[www.BloodTypeDiet.com](http://www.BloodTypeDiet.com)

2015-2016 CATALOG

We're different.

No infomercials.

No celebrity endorsements.

No fake food delivery systems.

Just good science & practical advice.

We are not a one size fits all supplement company; we are the personal tailor of nutritional programs and supplements designed to be right for you. We're different because you are different. You are a unique individual, and this is reflected in your blood type, your fingerprints, your genetic profile.

Your blood type is the key to your individuality. It helps you understand what makes you who you are, why certain foods are right for you and others are not; it provides insight into how you handle stress, manage your weight, plan strategies for your overall health, well-being, and exercise.

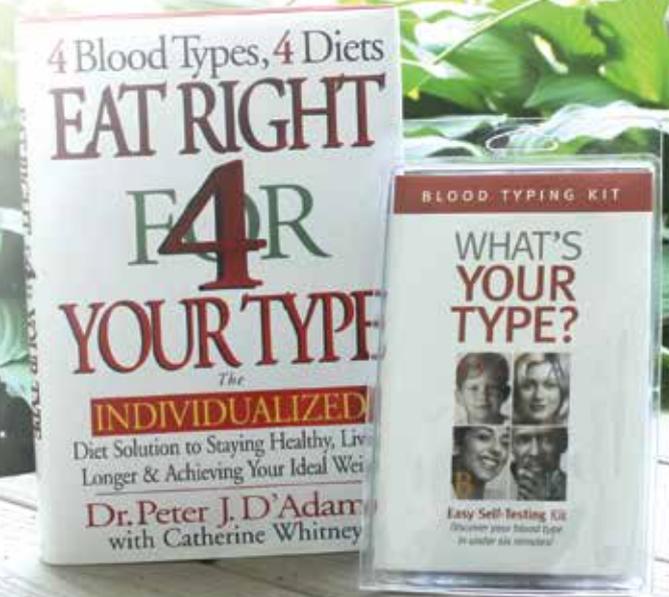
Simply put, your blood type is the blueprint of your unique individuality – what makes you unique and different. At D'Adamo Personalized Nutrition (DPN), no two individuals are the same, and we are dedicated to providing nutritional supplements, protein powders, teas, bars, and an array of condition-specific products that are right for you. Welcome to the journey of personalization, where you can be you.

# How It All Began

“What would you say if I told you that the secret to healthy, vigorous, and disease-free living might be as simple as knowing your blood type?” asked Dr. Peter D’Adamo in 1996 when ***Eat Right for Your Type*** was first published, and the world has not been the same since. ***Eat Right*** is a *NY Times* and international best-seller, translated into 70 foreign languages and with over 7 million copies in print. Since its publication, Dr. D’Adamo has continued to research the role of blood type as a critical factor in developing personalized nutrition and lifestyle plans that millions of people throughout the world have benefitted from.

## About Blood Types

Your blood type is a powerful means of interpreting individual variations in health and disease. It is a powerful genetic blueprint that identifies you as surely as your DNA, and it is easy and inexpensive to determine. When you use the individual guidepost of your blood type for eating and living, you will be healthier, you will naturally reach your ideal weight, and you will slow the natural process of aging. The key significance to blood type can be found in the story of human evolution. Type O is the earliest success formula; Type A thrived with the change to an agrarian society; Type B adapted as humans migrated north into colder, harsher territories; and Type AB is a thoroughly modern invention, a result of the intermingling of disparate groups. Don’t know your blood type? Donate blood, ask your doctor on your next office visit, or use the easy, at home blood typing kit to reveal the key to your individuality.





The O blood type is nature's first successful formula. The genetic traits associated with Type O blood include exceptional strength, a lean physique, and a productive mind. When you adopt the Type O diet and lifestyle, you have the opportunity to reap the benefits of your heritage and avoid common Type O health issues including insulin resistance, sluggish thyroid, and inflammatory conditions. In addition to eating right, regular vigorous exercise helps Type O's to maintain a healthy weight and manage stress.



#### DIET PROFILE

High Protein: Meat, Fish, Vegetables, Fruit, Limited Grains, Beans, Legumes



#### WEIGHT LOSS KEY

**Avoid:** Wheat, Corn, Lentils, Kidney Beans, Dairy  
**Beneficial:** Kelp, Seafood, Red Meat, Kale, Spinach, Broccoli, Olive Oil



#### SUPPLEMENTS

Blood Type O specific Polyvite, Deflect, Polyflora, Phytocal, Fucus, Catechol



#### EXERCISE REGIMEN

Intense physical exercise such as aerobics, running, and martial arts

CARNIVORE



#### DIET PROFILE

Largely Vegetarian: Vegetables, Tofu, Seafood, Grains, Legumes, Fruit, Turkey



#### WEIGHT LOSS KEY

**Avoid:** Meat, Dairy, Kidney Beans, Wheat, Corn  
**Beneficial:** Olive Oil, Soy, Seafood, Vegetables, Pineapple



#### SUPPLEMENTS

Blood Type A specific Polyvite, Deflect, Polyflora, Phytocal, Cortiguard, Collinsonia



#### EXERCISE REGIMEN

Calming, centering exercises such as yoga and Tai Chi

HERBIVORE



# B

B is for balance! An omnivorous diet is recommended for Type B, with a focus on organic meats, dairy, and vegetables. Dr. D'Adamo cautions Type B against consuming chicken, corn, and wheat as those foods contain a protein lectin that interferes with metabolic function. When Type B is out of balance, they are at an increased risk for depression, insulin resistance, and hypothyroidism. Daily exercise that engages both the mind and body, such as golf or tennis, helps Type B to thrive.



#### DIET PROFILE

Balanced Omnivore: Meat, Dairy, Grains, Fruit, Vegetables, Fish, Seafood, Select Beans, Legumes



#### WEIGHT LOSS KEY

**Avoid:** Chicken, Corn, Lentils, Peanuts, Wheat  
**Beneficial:** Greens, Eggs, Venison, Liver, Licorice Tea



#### SUPPLEMENTS

Blood Type B specific Polyvite, Deflect, Polyflora, Phytocal, Nitricycle, Cortiguard



#### EXERCISE REGIMEN

Moderate physical exercise with a mental component, such as hiking, cycling, tennis, and swimming

O M N I V O R E



# AB

Found in less than 5% of the population, AB is a rare blood type. Formed as a result of the intermingling of Type A and B, Type AB is advised to enjoy a diet with a balance of lean protein, organic vegetables, and grains. Type AB's health challenges focus on autoimmune diseases and age-related cognitive issues. Following the Type AB lifestyle tips, such as routinely engaging in both vigorous and calming exercise to burn off excess adrenaline, helps to bring the mind and body into focus.



#### DIET PROFILE

Mixed Diet: Lamb, Fish, Dairy, Tofu, Beans, Legumes, Grains, Vegetables, Fruit



#### WEIGHT LOSS KEY

**Avoid:** Chicken, Corn, Kidney Beans, Buckwheat  
**Beneficial:** Tofu, Seafood, Greens, Kelp



#### SUPPLEMENTS

Blood Type AB specific Polyvite, Deflect, Polyflora, Phytocal, Nitricycle, Catechol



#### EXERCISE REGIMEN

Calming, centering exercises such as yoga combined with moderate exercise like cycling and tennis

I D I O S Y N C R A T I C



Lisa M., Blood Type A  
Racine, Wisconsin

\*Individual results may vary.

## My Success Story

"I started the Blood Type Diet in 2000 while attending Massage Therapy School. I attended a presentation about the Blood Type Diet, and the speaker informed us that by following this diet she had cured her stomach issues. When I began researching the Blood Type Diet, I found many similarities between the recommendations and restrictions, and how I felt after eating certain foods. I knew my blood type from my first pregnancy, the "wrong" foods made me feel tired and achy, and the "good" foods gave me energy and strength. Unlike many diet trends at the time, the Blood Type Diet had immediate results, and was based on proven research and facts.

I now have been on the Blood Type Diet for almost 15 years, and have maintained a very healthy weight and feel great. I have had two more fabulous pregnancies in my late thirties, and I have more energy now than I did 20 years ago. My blood pressure, cholesterol levels, and overall health are fantastic. I have a very strong immune system, and rarely, if ever, get the flu even when caring for my family when they all have had it.

Some challenges I initially had with the Blood Type Diet were finding alternatives to favorite foods I should avoid, but I was able to eventually replace these with new foods that were right for my blood type. Dr. D'Adamo's website recipes have also been very helpful in finding new favorites.

My number one tip in following this diet is to take baby steps. It took me years to get where I am today by switching things out slowly. Just by avoiding one specific "trigger" food can make a major difference for some people.

Blood type is the hidden key to the right diet. Once you learn about all the blood types, it makes so much sense. I hear so many people say they couldn't do it, but food is medicine, and you are what you eat! No drug will do what a healthy diet can!"



In the 6,617 individuals who reported their results from following the Blood Type Diet for one month or more, **three out of four** saw significant improvement in a variety of health conditions including; **weight loss, better digestion, stress resistance, overall energy, and mental clarity.** This number of people reporting positive results was consistent across all blood types.

## Tips

Everyone is different. Some people can jump into a new lifestyle all at once, while others need some time to develop a new routine. Personalize your program with our tips to get started on the Blood Type Diet.



**Add three beneficial items to your diet this week and eliminate three avoid foods.** Next week, do the same. Continue for four weeks and evaluate how you feel.



**Your beneficial foods are your natural medicine.** Try to incorporate as many of these foods into your diet as possible.



**Plan your meals in advance.** Review your favorite recipes and swap avoid foods for healthier neutral or beneficial foods.



**When grocery shopping,** look for seasonal produce and meats from local farms. Not only does it taste better, it will not spoil as quickly.

## Tools

### Supplement Advisor

The D'Adamo Supplement Advisor is a free, easy-to-use, online assessment tool, which provides personalized supplement recommendations.

### Blog

The Personalized Living Blog is your go-to resource for recipes, exercise, and lifestyle tips, and advice designed to support you on the Blood Type, GenoType, and SWAMI programs.

### Newsletter

The DPN monthly newsletter is filled with information from Dr. D'Adamo and his team about living a personalized life. In each issue, you'll read about the current research, success stories, product information, and special discounts.

For specials, recipes, articles & healthy news follow us on:



[www.BloodTypeDiet.com](http://www.BloodTypeDiet.com)

★  
BTD ESSENTIAL



### Blood Type Diet® App (For Apple and Android)

The official Blood Type Diet App lists beneficial, neutral, and avoid foods for each of the 4 blood types. Handy for grocery shopping, eating in restaurants, and meal planning.

Just select your blood type and start picking foods for your type categorized in the handy Food List. Features Blood Type and Secretor Status selector, Family Food List that combine common foods for multiple blood types, Shopping List that can be emailed directly from the app, a user guide, FAQ, and more.

Available at the iTunes App Store and Google Play for only \$3.99.



# Why Take Supplements Right For You?

**Shouldn't the question be, "Why are you taking vitamins made for everyone else?"**

Just as foods have the power to heal or harm your body depending on your blood type, so do vitamins and nutritional supplements. Dr. D'Adamo's innovative support formulas were developed to specifically address the unique nutritional needs of each blood type. Through targeted nutrition, each product has been carefully crafted to deliver key nutrients in the right doses and to optimize health and wellness. Using the gift of insight given to us by blood type, we are able to offer a personalized, high quality vitamin and supplement program that costs no more than any conventional multivitamin.



## Deflect®

*Our Blood Type Specific Lectin Blocking Formula*

One of Dr. D'Adamo's most popular and foundational formulas, Deflect has a wide range of applications, including supporting weight loss, enhancing metabolism, and aiding in maintaining the integrity of the digestive system. Deflect is designed to block problematic dietary lectins, which are ABO blood type specific and can wreak havoc in the gut and on the immune system. There are four Deflect formulas, one for each blood type.



### Ingredient Highlights:

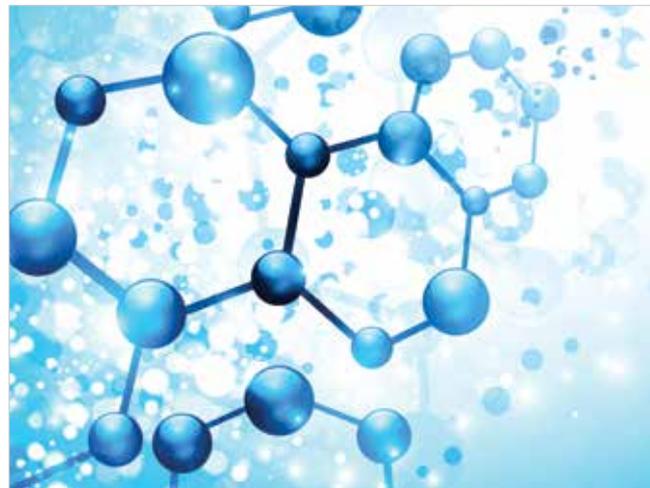
**Type O:** N-Acetyl D-Glucosamine, Bladderwrack, Larch Arabinogalactan. **(BT0040)**

**Type A:** Chondroitin Sulfate, D-Mannose, Cranberry Concentrate. **(BT004A)**

**Type B:** Larch Arabinogalactan, Pectin (citrus), N-Acetyl Cysteine. **(BT004B)**

**Type AB:** Larch Arabinogalactan, Cranberry and Pineapple Concentrate, D-Mannose. **(BT004AB)**

**120 vegetarian capsules | \$36.95**



## Polyvite®

*Our Blood Type Specific Multivitamin Formula*

Each Polyvite formula has been uniquely crafted to address known deficiencies and metabolic vulnerabilities linked to that blood type and enhance and strengthen the processes that are central to how each blood type deals with illness and aging. Derived from whole food sources, each of our Polyvite formulas offers targeted nutrition to meet your individualized needs.



### Ingredient Highlights:

**Type O:** Vitamins A, C (from acerola), B6 and B12, Thiamine, Riboflavin. **(BT0060)**

**Type A:** Vitamins A, C (from acerola), D, E, Biotin, Pantothenic Acid. **(BT006A)**

**Type B:** Vitamins A, C (ascorbic acid and acerola), D, E, Niacin, Folate. **(BT006B)**

**Type AB:** Vitamins A, C, D, E, B12 (methylcobalamin), Pantothenic Acid. **(BT006AB)**

**120 vegetarian capsules | \$36.95**



## Phytocal®

*Our Blood Type Specific Sea-Based Mineral Formula*

Using Maerl calcium as a base, Dr. D'Adamo crafted Phytocal's four different mineral formulas using unique cofactors and micro-mineral ratios specific to each blood type. Maerl is a natural source of calcium with a phenomenal rate of bioavailability and utilization – nearly double the capacity of all other sources of calcium.



### Ingredient Highlights:

**Type O:** Vitamins D and K, Calcium (derived from seaweed), Iron, Magnesium. **(BT0080)**

**Type A:** Vitamins A and D, Calcium (derived from seaweed), Zinc, Selenium **(BT008A)**

**Type B:** Vitamins D and K, Calcium (derived from seaweed), Iron, Magnesium **(BT008B)**

**Type AB:** Vitamin D, Calcium (derived from seaweed), Magnesium, Zinc. **(BT008AB)**

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**120 vegetarian capsules | \$26.95**



## Polyflora®

*Our Blood Type Specific Prebiotic/Probiotic Formula*

Researchers studying the human microbiome have found that your gut flora plays an important role in every aspect of your health – from brain function to weight gain. They've discovered that the "good" bacteria in your gut feed on your blood type sugars as a preferred food supply. Our unique Polyflora blends blood type specific prebiotics with probiotics to maximize your friendly-flora potential.



### Ingredient Highlights:

**Type O:** Probiotic Blend: Streptococcus Thermophilus and L-rhamnosus, Chicory 4:1 Root Extract. **(BT0030)**

**Type A:** Probiotic Blend: Bifidobacterium bifidus, L-bacillus plantarum, L-bacillus reuteri, Burdock Root. **(BT003A)**

**Type B:** Probiotic Blend: L-bulgaricus, L-bacillus coagulans, Indian Elecampane (Inula racemosa). **(BT003B)**

**Type AB:** Probiotic Blend: L-casei, Bacillus coagulans, Dandelion 4:1 Root Extract. **(BT003AB)**

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**120 vegetarian capsules | \$36.95**



## LiveCell®

### Our Blood Type Specific Sprouted Food Complex

The nutritional content of sprouts has a greater concentration of vitamins and minerals, proteins, enzymes, and phytonutrients than at any other point in the plant's life.



Dr. Peter D'Adamo customized Live Cell to optimize your health and digestion with blood type specific micronutrient sprout sources that are super-beneficial for each type.

### Ingredient Highlights:

**Type O:** Sprouts from Kale, Onion, Broccoli, Okra. (BT0090)

**Type A:** Sprouts from Soy, Onion, Fennel, Adzuki. (BT009A)

**Type B/ AB:** Sprouts from Onion, Oats, Brussel Sprouts. (BT009B-AB)

**90 vegetarian capsules | \$24.95**

## Sip Right 4 Your Type® Teas

*Specific formula for each type*

Dr. D'Adamo worked closely with the master tea blenders at Simpson & Vail to craft a line of premium, healthy tea blends. These designer blends are the only teas on the market today suited for the individual needs of each blood type.



**Type O:** Green tea is enhanced with sweet notes of licorice, rooibos, and natural cherry flavor. *\*Same delicious flavor now in loose tea format.*



**Type A:** Green tea is blended with spicy notes of ginger, hawthorn berries, and tangy pineapple. *\*Same delicious flavor now in loose tea format.*



**Type B:** A soothing blend of green tea with peppermint and accents of natural peach flavor.



**Type AB:** A relaxing blend of green tea with chamomile, echinacea, and subtle lemon flavor.

**Please check our website regarding each Sip Right 4 Your Type® Tea**  
[www.BloodTypeDiet.com](http://www.BloodTypeDiet.com)

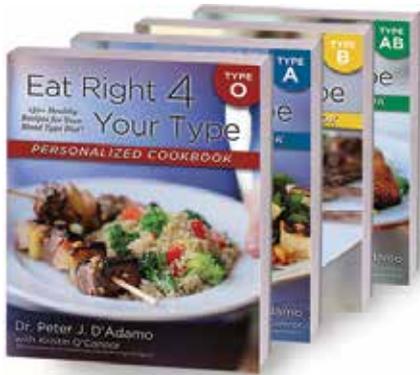
## Paper Tea Filters

*Brew right for your type on the go!*

T-Sac unbleached paper tea filters allow you to conveniently enjoy our loose Sip Right 4 Your Type teas at work or while travelling. Simply pre-fill your tea bag with your Sip Right Tea and tuck them into your handbag or briefcase. Made in Germany of unbleached hemp.

**#2 t-sac (4 cup) - 100/bx**  
**YTEAFT02 | \$4.95**





## Right 4 Your Type® Cookbooks

*The Essential Companion to the BTD*

Dr. Peter D'Adamo and Chef Kristin O'Connor, teamed up to create the *Eat Right for Your Type Personalized Cookbook*—one for each blood type. These are the first cookbooks designed to meet your unique nutritional needs by following the principles of the Blood Type Diet®.

Chef O'Connor's contemporary recipes enable you to eat the foods you love while taking the guesswork out of making delicious, healthy meals that are Right For Your Type.

Each cookbook contains over 150 recipes that maximize flavor and minimize prep time. Along with recipes, you'll find step-by-step how-to's, pantry stocking tips, and simple ingredient substitutions that make following the Blood Type Diet even easier.

**TYPE O - ED1000 | TYPE A - ED100A**  
**TYPE B - ED100B | TYPE AB - ED100AB**  
**241-253 page softcover book | \$10.80**

## Protein Blend™ Powder

*(Protein Right 4 Your Type®)*

Our custom-blended protein powders are the only right-for-your-type protein blends for your blood type. Optimized for optimal uptake and energy production, they contain no artificial flavoring, sugar, or preservatives. Begin your day by scooping your protein blend into a smoothie or a beneficial juice. Enjoy one of our favorite recipes below.



### Type O:

Protein Blend Powder O is a uniquely formulated protein derived from egg white and rice and contains only pure, natural whole food sources, amino acids, fiber, and bromelain.

20g of protein per serving

**454gm | BT0100 | \$21.95**

### Type A:

Custom blended for Type A using highly beneficial soy and pea proteins, this unique protein powder also contains amino acids, bromelain, and arabinogalactan essential for absorption and digestibility in Type A.

15g of protein per serving

**454gm | BT010A | \$21.95**

### Type B/AB:

Dr. D'Adamo blends prime whey protein, rice, and egg protein for the ultimate in absorbable protein specifically formulated for Type B and AB. This unique protein powder also contains amino acids.

20g of protein per serving

**454gm | BT010B/AB | \$21.95**

### SMOOTHIE RECIPE

#### Blueberry Pineapple Protein Smoothie

- ½ cup frozen organic blueberries
- ½ cup diced frozen pineapple
- ½ cup organic rice milk
- 1 scoop of Right for Your Type Protein Blend
- ½ to 1 cup ice cubes\*

\*Use more ice for a thicker smoothie and less for a thinner consistency. Place all of the ingredients in a blender and pulse until smooth. Drink immediately!



## Unibar®

*The one protein bar right for all blood types*

Finally, there's a satisfying, energizing snack for when you are trying to eat smart. The Unibar is the healthy snack you don't have to feel guilty about.

Designed by Dr. Peter D'Adamo for all blood types — including secretor and nonsecretor—the Unibar is ideal for multiple uses:

- Gluten and Wheat FREE food
- Provides energy between meals
- Quick solution when you don't have time for a full meal
- Nutritious pocket-sized snack or treat
- Clean fuel workout bar



### Blueberry Almond

13 grams of blood-type friendly protein.

**Blueberry Almond Single Bar** | NP050S | \$2.25  
**Blueberry Almond Pack of 12** | NP050 | \$25.95

### Chocolate Cherry

15 grams of blood-type friendly protein.

**Chocolate Cherry Single Bar** | NP051S | \$2.25  
**Chocolate Cherry Pack of 12** | NP051 | \$25.95



## Right 4 Your Type® Pocket Guides

*Food, Beverage, & Supplement Lists*

The Eat Right For Your Type Portable and Personal Blood Type Guides are pocket-sized and user-friendly. They serve as a handy reference tool while shopping, cooking, and eating out. Each book contains the food, beverage, and supplement list for each blood type plus handy tips and ideas for incorporating The Blood Type Diet into your daily life. Wrap it up with a Blood Type product pack for the perfect gift for those you love.

**TYPE O - ED0050** | **TYPE A - ED005A**  
**TYPE B - ED005B** | **TYPE AB - ED005AB**  
**80-94 page softcover book** | **\$5.95**



## Mr. Itaru's Green Tea™

*Powerful antioxidant inhibits toxins and carcinogen producing enzymes*

Mr. Itaru's special Green Tea blend, Gen Mai Cha, is grown and produced in Japan from the finest premium green tea leaves carefully processed to maximize the tea's health promoting compounds. This loose-leaf green tea is blended with toasted brown rice. Numerous scientific studies document the tremendous benefits of drinking green tea.

**200 grams/7 ounces green tea** | **NP026** | **\$29.95**

# Condition Specific Formulas

Genoma Nutritional Supplements are designed to support and enhance your health while targeting specific health conditions and concerns. With his keen awareness of each individual's biochemical individuality and his vast knowledge of herbal, vitamin, and mineral raw materials, Dr. Peter D'Adamo has designed the Genoma Nutritional formulas as condition specific support for followers of the Blood Type Diet as well as those individuals who are searching for unique, one-of-a-kind formulations.

The challenge with many ordinary formulations is that you can't always be certain all ingredients are beneficial for your blood type. From the vantage point of an awareness of individual needs, Dr. D'Adamo has formulated a line of products containing beneficial ingredients that all blood types have in common, while avoiding common ingredients that would not be optimal for one blood type or another. Each product in the Genoma Nutritional line has been formulated using the highest quality ingredients to support individuals of all blood types.

# Find Your Supplement by Health Interest

THESE FORMULAS ARE GOOD FOR ALL TYPES

## Stress

Catechol  
Cortiguard  
Tranquility Base

## Brain Support

Attentia  
Fish Oil Blend Liquid  
Trehalose Complex  
Methyl 12 Plus

## Anti-Aging

Membrosia Fluidizer  
Membrosia Complex  
Trehalose Complex  
Mr. Itaru's Green Tea  
*Aging: Fight It With The BTD*

## Vision Support

Ocubright

## Digestive Wellness

Bromelain  
Gastro-D Complex  
Intrinsa  
Carob Extract

## Detoxification Strategies

DetoxiCal-D  
Harmonia Deluxe  
Hepatiguard  
Redoxa

## Weight & Metabolism

El Dorado  
Glycoscia  
Fucus Plus  
CLA Oil Blend Liquid  
Histona Ulterior  
*Diabetes: Fight It With The BTD*

## Fatigue & Energy

Harmonia Deluxe  
Methyl 12 Plus  
Mr. Itaru's Green Tea  
Carob Extract  
Nitricycle  
*Fatigue: Fight It With The BTD*

## Vitamins & Minerals

Methyl 12 Plus  
ClearCal  
Exakta  
Phyto D 2000

## Men's Health

Aromastat  
Genoma EQ  
Nitricycle

## Women's Health

Aromastat  
DetoxiCal-D  
Fem Balance  
Hytrax  
*Menopause: Manage It's  
Symptoms With The BTD*

## Respiratory Support

Collinsonia Plus  
Quercetin Plus  
Redoxa  
Membrosia Fluidizer

## Changing Seasons

Collinsonia Plus  
Quercetin Plus  
Membrosia Fluidizer  
Mr. Itaru's Green Tea  
*Allergies: Fight It With The BTD*

## Immune Support

ARA 6 - Powder  
Proberry 3 Liquid  
Genoma Security  
ProBerry Caps  
Helix  
*Cancer: Fight It With The BTD*

## Cardiovascular Support

Genoma Cardia  
Hytrax  
Nitricycle  
Flaxseed Oil Blend Liquid  
Fish Oil Blend Liquid  
*Cardiovascular Disease:  
Fight It With The BTD*

## Joints, Bone & Mobility

Bromelain  
ClearCal  
Connectivar  
Phloxacin  
Phyto D 2000  
Scienca  
*Arthritis: Fight It With The BTD*

## Skin Care

Genoma Skincare Line  
Genoma Derma  
Flaxseed Oil Formula  
Fish Oil Blend Liquid

**Not sure where to begin?** Experience our D'Adamo Supplement Advisor, a [free](http://www.NorthAmericanPharmal.com/advisor) online assessment tool offering personalized vitamin & supplement recommendations just for you: [www.NorthAmericanPharmal.com/advisor](http://www.NorthAmericanPharmal.com/advisor)

# Brain Support

## Methyl 12 Plus®

### The vitality-enhancing B-vitamin

Dr. Peter D'Adamo has blended the two biologically 'active' forms of vitamin B12 (methylcobalamin and adenosylcobalamin) together to maximize absorption and utilization. Methylcobalamin is also the specific form of B12 needed for nervous system health. Dr. D'Adamo then added folate, the active form of vitamin B9 that is found in foods. If you are looking to maintain your natural energy levels, you can't find a better formula than Methyl 12 Plus.



60 vegetarian capsules | NP008 | \$15.95

## Attentia™

### Helps maintain normal cognitive function and feelings of well-being

We've all had those moments when stress, multi-tasking, fatigue, poor diet, and lack of exercise just pile up and dull our thinking. Then it's time to slow down, work on our diet fundamentals, relax, and practice mindfulness. However, for those simple moments that result from exhaustion and lifestyle, Attentia can be a very helpful addition to your supplement protocol. Crafted by Dr. D'Adamo, it includes Ginkgo Leaf Extract, Grapeseed Extract, and Ashwaganda, all well known for their ability to enhance mental acuity.

60 vegetarian capsules | NP038 | \$19.95

“ My brain is working more efficiently – the fog has lifted! My vitality has increased and stabilized so that I don't feel like I'm running on empty by the time late afternoon rolls around!

— Victoria,  
Blood Type B

# Vision Support

## Ocubright™

### Advanced nutritional support for the eyes

Ocubright is an innovative botanical-vitamin formula designed to help replenish the vital nutrients your eyes can lose as you age. Designed by Dr. D'Adamo for use in his clinical practice, Ocubright includes Lutein and Zeaxanthin, Bilberry, Taurine, Zinc, Copper and Eyebright. Harness the power of well-researched nutraceuticals with traditional healing botanicals. Make Ocubright your choice for maximum vision support.

60 vegetarian capsules | NP062 | \$39.95

“ I have taken this supplement for 2 years, last year my new prescription just required a slight adjustment, instead of a major adjustment which was the case before the supplement. My eye Doctor praised the supplement & my improvement! — Luisa

# Stress

## Catechol™

### Occasional stress relief for Types O and AB

Research indicates that individuals of different ABO blood types can have extremely different responses to occasional stress. Dr. D'Adamo's groundbreaking Catechol supplement was designed to personalize nutritional stress support, and can help to restore a natural state of calm in individuals with blood types O and AB. Catechol has a unique, 'three-layer design': a base of B-Vitamins, (including methylcobalamin), a second layer of amino acids, and a third level of Magnolia and Rhodiola, well researched and highly regarded botanicals effective for relief from occasional stress.

60 vegetarian capsules | NP080 | \$19.95

## Tranquility Base™

### Supports relaxation; decreases stress/anxiety

Tranquility Base is uniquely formulated for men and women of all blood types to help provide mental and physical relaxation, while decreasing occasional stress and anxiety. This formula does not induce drowsiness and can be used as a nutritional aid to support restful, restorative sleep.

60 vegetarian capsules | NP035 | \$26.95

## Cortiguard®

### Occasional stress balance for Types A and B

Cortiguard helps to maintain a healthy response to occasional stress. Studies of the hormone cortisol and blood type showed that during times of occasional stress, type A's and B's had a more rapid rise and then a subsequent slower elimination of stress hormone levels than other blood types. Cortiguard has a unique three-layer design: a base of B-vitamins (including thiamine, vitamin B6, pantothenic acid and lipoic acid) and vitamin C; a second layer of Panax Ginseng Root and Eleuthero Root; and a third layer of two renowned Ayurvedic herbs (Bacopa Leaf and Boerhaavia Root) that can help to maintain healthy cortisol levels, and Magnolia Extract, a botanical long revered in Japanese herbalism for its ability to relieve occasional stress.



60 vegetarian capsules | NP081 | \$19.95

# Anti-Aging

## Trehalose™ Complex

### Neuroprotective memory-enhancing formula

Always at the frontier of new nutrition science, Dr. D'Adamo has discovered that a unique molecule, known as trehalose, has remarkable anti-aging properties. He combined trehalose with synergistic factors to produce Trehalose Complex, perhaps the most important anti-aging nutraceutical yet developed.

Trehalose works by encouraging the healthy function of molecules known as chaperones. Much like an adult chaperone at a high school dance, molecular chaperones work to insure that the proteins inside our cells behave in a responsible manner. When this process is compromised, the cell will go through a stress response that accelerates its aging process. Chaperones like trehalose then move in an attempt to 're-fold' the protein properly, blocking the cell's stress response and allowing it to repair. Trehalose Complex blocks aging where it occurs: At the cellular level.

240 grams | NP067 | \$24.95

## Membrosia™ Fluidizer

### Essential nutrients in an oil form that support cell health

In Membrosia Fluidizer, Dr. Peter D'Adamo blends five natural oils - flax seed, cod liver, black cumin, perilla seed, and walnut. Black cumin and walnut oils have been used since antiquity and have shown positive effects in supporting seasonal discomforts and enhancing detoxification in the nervous system. Perilla seed oil is rich in rosmarinic acid, which has been shown to help properly support healthy immune function. Cod liver and flax oils are rich in omega oils and considered "brain food." Membrosia Fluidizer is a powerful combination of essential nutrients that support overall health.

8 fluid ounces | NP076 | \$29.95

## Membrosia™ Complex

### Essential nutrients in a powder form that support cell health

Cell health is total health. Membrosia Complex contains lecithin, trehalose, and uridine - a building block of the RNA molecule. This product represents a unique combination of essential nutrients that supports cell health by eliminating cellular by-products and stabilizing the cell membrane. For best results, use with Membrosia Fluidizer.

210 grams | NP077 | \$39.95

When used together with Membrosia Complex, Membrosia Fluidizer promotes a healthy metabolism, increased energy, and supports a healthy, normal aging process and an overall sense of well-being.



## Aging: Fight It With The Blood Type Diet

Individualized Plan for  
Preventing and Treating Brain Decline, Cognitive  
Impairment, Hormonal Deficiency, and the Loss of  
Vitality Associated with Advancing Years.

236-page softcover book | ED061P | \$6.99

## Mr. Itaru's Green Tea™

Powerful antioxidant inhibits toxins and  
carcinogen producing enzymes

(See page 13 for full product description)

200 grams/7 ounces green tea | NP026 | \$29.95



# Digestive Wellness

STAFF  
PICK

## Intrinsa™

### Supports stomach, small intestine, and colon health

This terrific combination of Butyric Acid and Caprylic Acid ensures the latter is absorbed from the intestines and carried by blood lipids to support stomach, intestine, and colon health. In addition, butyric acid, a short-chain fatty acid supports the health of the lining of the small and large intestine.

120 vegetarian capsules | NP054 | \$29.95

## Gastro-D Complex™

### Promotes stomach and intestinal health

Occasional heartburn or bloating seems to come with modern living. For those simple problems that result from over-indulgence or stressful eating, Gastro-D Complex can be a very useful addition to your supplement protocol. Formulated by Dr. D'Adamo, Gastro-D Complex contains Deglycyrrhizinized Licorice (DGL), Mastic Gum, Safflower Tops, Slippery Elm, and Bismuth, a unique combination of herbs and minerals designed to soothe and calm that upset stomach.



90 vegetarian capsules | NP042 | \$39.95

## Bromelain™

### Nature's recovery and repair enzyme

Bromelain is a mixture of enzymes that are found naturally in the juice and stems of pineapples (Ananas comosus). Because its blend of enzymes are proteolytic (protein dissolving), bromelain is widely known as a digestive enzyme and can be useful for bloating, gas, and to help maintain healthy digestive function. Bromelain may also help promote joint comfort, especially after physical exertion or a tough workout.

180 vegetarian capsules | NP032 | \$39.95

## Carob Extract™

### Support for fatigue and digestive discomfort

*"Outrageously delicious!" "So good, I just want to eat it off the spoon."  
"I love adding it to my protein drink in the morning."*

Customers love our delicious, certified Kosher Carob Extract. Our Carob Extract is a blend of four synergistic ingredients designed to support healthy blood sugar levels and maintain healthy intestinal flora. Scientific studies point to its importance as a nutritional add-on for simple occasional fatigue. Carob Extract is a great nutritional add-on for kids who are picky eaters or for individuals who need extra nutritional support but have problems swallowing pills and capsules.

8 fluid ounces | NP063 | \$29.95

# Detoxification

## Hepatiguard™

### Supports healthy liver function

Hepatiguard is designed to support healthy liver function using: milk thistle standardized extract, which contains silybin, an antioxidant and free radical scavenger; bupleurum root, which may help to regulate body energy and discharge toxins out of the system; phyllanthus leaf, which acts primarily on the liver and contains important bioflavonoids; and turmeric, used by ayurvedic practitioners, which inhibits the overproduction of tissue growth.

120 vegetarian capsules | NP043 | \$29.95

## DetoxiCal-D™

### Supports healthy estrogen levels and liver function

DetoxiCal-D is a unique ingredient combination of Calcium combined with glucaric acid to form calcium D-glucarate Calcium, and the botanical Phyllanthus, known for supporting liver function. Glucaric acid is found in small amounts in our bodies and in fruits and vegetables. Calcium D-glucarate is a form of glucaric acid, which is utilized in the body to enhance the body's natural detoxification abilities. Because of glucaric acid's unique place in the metabolic pathways of the liver, it can help maintain healthy hormone levels.

90 vegetarian capsules | NP053 | \$29.95

## Redoxa™

### Supports immune health, respiratory health, and detoxification

Redoxa is a blend of botanicals, antioxidants, and the chelating amino acid, N-acetyl cysteine, which helps maintain healthy levels of the liver's natural detoxifier. It is easily absorbed and neutralizes many free radicals and environmental toxins.

90 vegetarian capsules | NP078 | \$25.95

## Harmonia Deluxe™

### Blood Type friendly green drink with added antioxidants

Harmonia Deluxe is an exceptional blend of nutrients formulated to enhance your overall health, vitality, and energy. Harmonia Deluxe features a wide variety of sprouted seeds and grasses bursting with nutritional integrity and enzymatic activity, including chlorella, dandelion, and parsley, which support the body's natural detoxification mechanisms. It also contains antioxidant-rich fruits such as elderberry, cherry, and blueberry, plus phyto-nutrients including ginger and eleuthero root (ginseng). It is delicious, and it dissolves instantly in a juice or beverage right for your type.



198 grams/7 ounces | NP000 | \$36.95

# Weight & Metabolism

## El Dorado™

### Unlock the ability to burn sugars and fats

Struggling with a sluggish metabolism? Control energy production and optimize the conversion of carbohydrates and sugars into energy with El Dorado. Working on a genetic level, this combination of synergistic herbs optimizes the gene molecule responsible for regulating cellular energy - AMPK, commonly known as the “fuel gauge of the cell,” to effectively regulate metabolism.

60 vegetarian capsules | NP075 | \$29.95

## Fucus Plus®

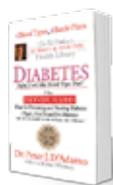
### Metabolic balance

Fucus Plus is made from the highest quality organic freeze dried seaweed. It is high in fucose and used to enhance the metabolism in Type O and modulate the immune system in Types O and B. Fucus vesiculosus binds many problematic type O lectins, bacteria, and microorganisms, essentially stopping them from attaching to Type O cells.

60 vegetarian capsules | NP007 | \$14.95

## Diabetes: Fight It With The Blood Type Diet

The Individualized Plan for Preventing and Treating Diabetes (Type 1, Type 2) and Prediabetes, Including Hyperglycemia (high blood sugar) and Hypoglycemia (low blood sugar)



188-page softcover book | ED0665 | \$11.95

## CLA Oil Blend Liquid

### Enhances muscle growth, increases insulin sensitivity

The essential fatty acid, CLA (conjugated linoleic acid) is found in beef, dairy, and eggs, and it cannot be manufactured by the body. It has been widely researched for its role in supporting weight loss, promoting healthy muscle mass, and improving exercise performance. Our superior CLA Oil Blend includes the highest quality omega oils derived from walnuts and macadamian nuts in addition to proprietary Tonalin® conjugated linoleic acid.

8 fluid ounces | NP083 | \$25.95



## Histona Ulterior™

### Optimizes metabolism and supports healthy blood sugar levels

Histona Ulterior exemplifies Dr. D'Adamo's unique skill at blending traditional healing wisdom with modern molecular biochemistry. It features Magnolia Bark, which has many biological functions including stress and tension alleviation and the regulation of PPAR's, signaling molecules involved in many aspects of energy metabolism. It also includes Chinese Skullcap, Salvia (Da Shen), and Betaine. Histona Ulterior is an effective aid to healthy weight loss and supports healthy blood sugar levels.

60 vegetarian capsules | NP061 | \$24.95



## Glycoscia™

### Supports healthy blood sugar levels

Dr. D'Adamo selected three well-researched botanicals from the traditional texts of China, India, and Japan, and blended them with nature's foundational flavonoid quercetin and the potent nutraceutical resveratrol. Mice fed resveratrol, the polyphenolic compound found in red wine and grape skins, were reported over time to be thinner and healthier with increased lifespans. Salacia root plays an important role in supporting natural carbohydrate metabolism, while a potent polysaccharide in maitake mushroom may increase the body's ability to recognize glucose levels and improve insulin levels. The naturally-occurring antioxidant flavonoid Quercetin offers support for the natural processes of insulin secretion.

60 vegetarian capsules | NP056 | \$24.95

“ Glycoscia is a terrific supplement. My 33-year-old son was diagnosed with borderline diabetes about 2 years ago. He started on a diet with Glycoscia and got his blood sugar under control in a matter of weeks with no prescription medication. — Jane

#### HEALTH TIP:

## BOOST YOUR METABOLISM

In addition to following your specific Blood Type Diet, Dr. D'Adamo recommends a combination of products that **work synergistically to enhance your diet and optimize your metabolism.**

**El Dorado**  
Burn Calories

**Glycoscia**  
Balance Blood Sugar

**Deflect**  
Block Harmful Lectins



# Fatigue & Energy

BEST  
SELLER

## Multi-purpose product

### Methyl 12 Plus®

#### The vitality-enhancing B-vitamin

Dr. Peter D'Adamo has blended the two biologically 'active' forms of vitamin B12 (methylcobalamin and adenosylcobalamin) together to maximize absorption and utilization. Methylcobalamin is also the specific form of B12 needed for nervous system health. Dr. D'Adamo then added folate, the active form of vitamin B9 that is found in foods. If you are looking to maintain your natural energy levels, you can't find a better formula than Methyl 12 Plus.

60 vegetarian capsules | NP008 | \$15.95

“As soon as I started taking Methyl 12, my energy increased as well as my mental alertness. Thanks, Dr. D! — B.B.

### Nitricycle™

#### Oxygenating support for cardiovascular, nerve, and muscle health

Nitric oxide functions as a 'signaling molecule,' influencing learning, blood pressure, heart/arteries, immunity and the nervous system, and enhances blood flow to the muscles, bringing with it much needed nutrients, oxygen and hormones. Right for all types, B's and AB's may find it very beneficial.

60 vegetarian capsules | NP013 | \$19.95

### Fatigue: Fight It With The Blood Type Diet

#### The Individualized Plan for Preventing and Treating the Conditions that Cause Fatigue



192-page softcover book | ED0675 | \$11.95

### Mr. Itaru's Green Tea™

#### Powerful antioxidant inhibits toxins and carcinogen producing enzymes

(See page 13 for full product description)

200 grams/7 ounces green tea | NP026 | \$29.95

### Carob Extract™

#### Support for fatigue and digestive discomfort

(See page 18 for full product description)

8 fluid ounces | NP063 | \$29.95

### Harmonia Deluxe™

#### Green drink with added antioxidants

(See page 18 for full product description)

198 grams/7 ounces | NP000 | \$36.95

# Vitamins & Minerals

### Exakta™

#### Multi-nutrient support for children, mothers, and seniors

We can experience a higher biological need for more precise nutrient supplementation and support at different life stages: children, pregnant and nursing mothers, and seniors. It is for these groups that Dr. D'Adamo created the Exakta formula, a precise proprietary blend of nutrients including vitamins, minerals, essential fatty acids, and botanical concentrates and extracts. Dr. D'Adamo carefully formulated Exakta to be easier to assimilate, utilizing only highly bio-available vitamin and mineral sources, and it's good for all blood types.

120 vegetarian capsules | NP052 | \$35.95

### ClearCal™

#### Nature's purest calcium

Designed by Dr. Peter D'Adamo without any additional mineral cofactors, this formula features a unique source of calcium, maerl, a small red seaweed found only in isolated areas off the coast of Ireland. Maerl has one of the lowest levels of undesirable contaminants. Maerl is composed of a wide variety of essential nutrients including calcium and trace amounts of magnesium, boron, and zinc. Its superior buffering capacity allows maerl-based sea calcium to maintain very high rates of absorption and therefore a phenomenal rate of bioavailability, and it's good for all blood types.



120 vegetarian capsules | NP037 | \$21.95

### Phyto D 2000™

#### Superior vitamin D with powerful synergists

Vitamin D has essential, wide-ranging effects throughout the body, including supporting bone health, maintenance of health immunity, and promoting feelings of well being and normal energy levels. Phyto D 2000, formulated by Dr. D'Adamo, includes a unique combination of vitamins D3 and K and is compounded with the herbal remedies Epimedium and Drynaria. These traditional Chinese herbs have a long historical usage in the support of bone and connective tissue health. Phyto D 2000 also includes vitamin K2 and the mineral strontium to help maintain strong, healthy bones and promote joint flexibility.

60 vegetarian capsules | NP074 | \$24.95

# Men's Health

## Nitricycle™

**Oxygenating support for cardiovascular, nerve, and muscle health**

Nitric oxide functions as a 'signaling molecule,' influencing learning, blood pressure, heart/arteries, immunity and the nervous system, and enhances blood flow to the muscles, bringing with it much needed nutrients, oxygen and hormones. Right for all types, B's and AB's may find Nitricycle very beneficial.

60 vegetarian capsules | NP013 | \$19.95

## Genoma EQ™

**Supports healthy hormonal balance and immune system**

The main ingredient in Genoma EQ is *urtica dioica* (stinging nettle root), which supports healthy hormonal balance. *Urtica dioica* is capable of modulating aspects of the immune system, and is considered to be a diuretic. It beneficially controls an overactive immune system and is approved for use in promoting prostate health in Germany. *Urtica dioica* is a potent yeast agglutinating lectin.



60 vegetarian capsules | NP045 | \$19.95

## Aromastat™

**Enhances healthy testosterone and estrogen levels**

Aromastat is an all-natural blend of herbs shown in clinical studies to help balance and modulate an enzyme in the body called 'aromatase.' For men, aromatase activity increases with age, converting testosterone into estrogen, contributing to the symptoms of male menopause, and Aromastat can be part of healthy prostate regimen. Aromastat is not just a "guy supplement," as aromatase modulators are widely used in the fitness world to increase lean muscle mass and decrease body fat. Aromastat can play an important role for men and women who want to get back into shape.

60 vegetarian capsules | NP010 | \$29.95

# Women's Health

## Fem Balance™

**A natural alternative for maintaining a healthy hormonal balance**

In creating Fem Balance for his clinic, Dr. D'Adamo selected the best researched herbs and vitamins and combined them into a powerful formula that helps to insure healthy menstruation and menopause. Fem Balance can be used with confidence by women of all blood types.



90 vegetarian capsules | NP033 | \$22.95

## Hytrax™

**Supports healthy kidney, bladder, and urinary function**

Hytrax includes organic dandelion leaf (*Taraxacum officinale*), which has been shown to have diuretic activity by stimulating the loss of excess water and promoting weight loss, buchu leaf extract traditionally used to support a healthy bladder, and uva ursi, an herbal tonic for urinary tract health.

60 vegetarian capsules | NP044 | \$19.95

## Great for both Men & Women...

“ My husband started taking Aromastat about a week ago and has already noticed a difference. He has more energy and has renewed his vigor. He is 66! — Website Guest

“ I have been using Aromastat for seven months - my hot flashes are not as frequent. Maybe, once a day if that. I will continue taking until it becomes zero times a day. — Website Guest

## DetoxiCal-D™

**Supports healthy estrogen levels and liver function**

DetoxiCal-D is a unique ingredient combination of Calcium combined with glucaric acid to form calcium D-glucarate Calcium, and the botanical Phyllanthus, known for supporting liver function. Glucaric acid is found in small amounts in our bodies and in fruits and vegetables. Calcium D-glucarate is a form of glucaric acid, utilized to enhance the body's natural detoxification abilities. Because of glucaric acid's unique place in the metabolic pathways of the liver, it can help maintain healthy hormone levels.

90 vegetarian capsules | NP053 | \$29.95

## Menopause: Manage Symptoms with The Blood Type Diet

**The Individualized Plan for Preventing and Treating Hot Flashes, Loss of Libido, Mood Changes, Osteoporosis, and Related Conditions**



192-page softcover book | ED068S | \$11.95

# Changing Seasons & Respiratory Support

## Collinsonia Plus<sup>®</sup>

### Support for sinus and throat

In developing Collinsonia Plus, Dr. Peter D'Adamo reasoned that the best way to maintain healthy sinuses would not be to simply apply healing agents to the external surfaces of the sinuses, but rather to help them maintain their healthy function from within. In this one-of-a-kind formula, Dr. D'Adamo blended Collinsonia, or stone root, with the highest quality larch arabinogalactan to naturally maintain the health and comfort of the throat and sinus cavity.

60 vegetarian capsules | NP009 | \$17.95

## Quercetin Plus<sup>™</sup>

### Stomach, cardiovascular, and antioxidant support

Recent studies confirm that the quercetin flavonoid is 400 times more potent than vitamin E. It appears to have many beneficial effects, including cardiovascular and stomach health protection, maintaining immune system health, and helping to calm the occasional, temporary discomfort following sports activity. Bromelain enzyme is added to increase absorption. Hypoallergenic and derived from non-lectin containing sources.

90 vegetarian capsules | NP031 | \$25.95



## Redoxa<sup>™</sup>

### Supports immune health, respiratory health, and detoxification

Redoxa is a blend of botanicals, antioxidants, and the chelating amino acid, N-acetyl cysteine, which helps maintain healthy levels of the liver's natural detoxifier. It is easily absorbed and neutralizes many free radicals and environmental toxins.

90 vegetarian capsules | NP078 | \$25.95



## Mr. Itaru's Green Tea<sup>™</sup>

### Powerful antioxidant inhibits toxins and carcinogen producing enzymes

Mr. Itaru's special Green Tea blend, *Gen Mai Cha*, is grown and produced in Japan from the finest premium green tea leaves carefully processed to maximize the tea's health promoting compounds. This loose-leaf green tea is blended with toasted brown rice. Numerous scientific studies document the tremendous benefits of drinking green tea.

200 grams/7 ounces green tea | NP026 | \$29.95

## Membrosia<sup>™</sup> Fluidizer

### Essential nutrients in an oil form that support cell health

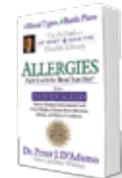
In Membrosia Fluidizer, Dr. Peter D'Adamo blends five natural oils - flax seed, cod liver, black cumin, perilla seed, and walnut. Black cumin and walnut oils have been used since antiquity and have shown positive effects in supporting seasonal discomforts and enhancing detoxification in the nervous system. Perilla seed oil is rich in rosmarinic acid, which has been shown to help properly support healthy immune function. Cod liver and flax oils are rich in omega oils and considered "brain food." Membrosia Fluidizer is a powerful combination of essential nutrients that support overall health.

*When used together with Membrosia Complex, Membrosia Fluidizer promotes a healthy metabolism, increased energy, and supports a healthy, normal aging process and an overall sense of well-being.*

8 fluid ounces | NP076 | \$29.95

## Allergies: Fight Them with The Blood Type Diet

Individualized Plan for  
Preventing and Treating  
Environmental and Food Allergies, Chronic Sinus  
Infections, Asthma, and Related Allergy Conditions



187-page softcover book | ED062S | \$11.95

## COMBAT CHANGING SEASONS

“While I can control what food I eat, I can't control the air quality or seasonal changes. The combination of Quercetin, Collinsonia Plus, and Proberry Caps comes in handy for allergy defense without the usual side effects of allergy medications such as migraine, dry mouth, dizziness, trouble sleeping among others. — Daisy

# Immune Support

## ARA 6® Powder

### Natural digestive and immune enhancer

ARA 6 is a light, easily blended powder derived from the Western Larch tree. The primary component of ARA 6 is polysaccharides (a long chain of linked sugars) called Arabinogalactans, which are high-molecular weight polysaccharides capable of up-regulating critical aspects of the immune system. ARA 6 is also a natural source of soluble fiber, and acts as a prebiotic food supply for gut microfloral balance.

100 gram | NP001 | \$34.95  
1 pound | NP025 | \$109.95

## Helix Plus®

### Immune support from the humble snail

As mentioned in *Eat Right For Your Type*, a species of edible snail, *Helix aspersa*, (not the common edible snail *escargo*) has a powerful component, which helps the immune system to function more effectively and efficiently. The consumption of this species of snail may serve as a very potent protective agent, allowing your immune system to more accurately distinguish between healthy and unhealthy cells, especially in blood Type A and AB.

60 vegetarian capsules | NP011 | \$29.95



**Cancer:  
Fight It With The  
Blood Type Diet**  
The Individualized Plan for  
Preventing and Treating  
Cancer

212-page softcover book | ED0645 | \$11.95

## Proberry 3™

### Powerful antioxidants in a delicious liquid concentrate

A special blend of blueberry, elderberry, red raspberry, and cherry extracts, Proberry 3 is an excellent source of powerful antioxidants and a great choice for immune support during cold and flu season. These dark-hued berries contain antioxidants that fight free radicals and may even be a potent weapon against aging. They help to increase intracellular levels of vitamin C and maintain capillary stability and the integrity of collagen, inactivating microbial enzymes, enhancing resistance to infection, and blocking microbial adhesion to cells. The syrup is pleasant tasting and a hit with children. Add a teaspoon to water, tea or juice during cold and flu season, and at any time the rest of the year for a potent and delicious healthy-aging, antioxidant tonic. (Kosher)

8 fluid ounces | NP023 | \$29.95

## Proberry Caps™

### Elderberry and ARA 6: Potent immune enhancers

Elderberry is a traditional European remedy. Recent studies seem to indicate that elderberry compound increases the body's natural anti-viral defenses. Proberry caps feature a critical 4:1 concentrate of elderberry combined with ARA 6 to optimize immune function. Plant anthocyanidins such as those found in elderberry, black cherry, blueberry, and other pigmented fruits and vegetables have been shown to block the enzyme ornithine decarboxylase (ODC) that is responsible for the production of polyamines, growth factors which can be problematic when found in the body in excessive amounts. Hence the use of pigmented fruits and vegetables can be a valuable method of enhancing normal systemic detoxification.

120 vegetarian capsules | NP065 | \$24.95



## Genoma Security™

### Gently enhances a healthy, balanced immune system response

Genoma Security is a traditional herbal formula crafted by Dr. Peter D'Adamo from a balance of five well-researched, traditional herbal remedies designed to gently enhance a healthy, balanced immune response while rebuilding metabolic function by increasing nutrition, increasing energy, and regulating fluids: *Andrographis paniculata*, *Schisandra chinensis*, *Atractylodis Macrocephala* Root, *Scutellaria baicalensis* (Chinese Skullcap), and *Eleutherococcus senticosus* (Siberian ginseng).

60 vegetarian capsules | NP048 | \$24.95

Genoma Security is one of the best selling and all time favorite products for our customers, and it provides immune support and a 'security blanket' for all blood types and GenoTypes.

BEST  
SELLER

# Cardiovascular Support



“ In my clinic, Genoma Cardia is my ‘go-to’ formula for safe and effective cardiac support. I can’t imagine being without it. — Dr. Peter D’Adamo

## Genoma Cardia™

### Supports healthy cardiovascular function

Genoma Cardia is a combination of hawthorn berry and L-Taurine, designed to promote healthy cardiovascular function. Hawthorn berries have been used since the Middle Ages to help maintain cardiovascular functions while also lowering blood pressure.

60 vegetarian capsules | NP046 | \$19.95

## Fish Oil Blend

### Total essential fatty acids

Our new Fish Oil Blend is a powerhouse combination of cod liver oil and fish oils, derived from wild-caught cod, sardines and anchovies from the pristine waters off the coast of Peru. It provides the highest quality and the perfect combination of the Omega 3 fatty acids EPA and DHA, and fish oil is well known for its overall health benefits, particularly the maintenance and support of heart and cardiovascular health, enhancing normal brain function, healthy joint function, visual health and healthy hair and skin. Dr. D’Adamo included hints of lemon oil and rosemary extract to create a great-tasting oil.

8 fluid ounces | NP082 | \$19.95



## Flaxseed Oil

### Total essential fatty acids

Our Flaxseed Oil Blend delivers a carefully balanced ratio of 7,000 mg of Omega-3 to 1,800 mg of Omega-6 to 2,700 mg of Omega-9. This 3-6-9 combo provides a superior source of EFA’s derived from flaxseed, which is the optimal ratio. In addition to the omega fatty acids, flaxseed has a high level of dietary fiber and lignans, which contain plant estrogens and antioxidants. Flaxseed oil promotes cardiovascular support, digestive health, joint comfort and mobility, and healthy skin and hair. It tastes great, and adults and children love it.

8 fluid ounces | NP079 | \$14.95



## Hytrax™

### Supports healthy kidney, bladder, and urinary function

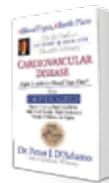
Hytrax includes organic dandelion leaf (*Taraxacum officinale*), which has been shown to have diuretic activity by stimulating the loss of excess water and promoting weight loss, buchu leaf extract traditionally used to support a healthy bladder, and uva ursi, an herbal tonic for urinary tract health.

60 vegetarian capsules | NP044 | \$19.95

## Cardiovascular Disease: Fight it with The Blood Type Diet

The Individualized Plan for Treating Heart Conditions, High Blood Pressure, High Cholesterol, Vascular Problems, and Angina

219-page softcover book | ED0655 | \$11.95



## Nitricycle™

### Oxygenating support for cardiovascular, nerve, and muscle health

(See page 20 for full product description)

60 vegetarian capsules | NP013 | \$19.95

### HEALTH TIP:

**Type A** can be prone to viscous (thicker) blood especially when stressed. Drinking lemon and water is a great way to balance this tendency.



For more great blood type specific cardiovascular support, refer to the Cardiovascular Disease book.

# Joints, Bones & Mobility

## Bromelain™

### Nature's recovery and repair enzyme

Bromelain is a mixture of enzymes that are found naturally in the juice and stems of pineapples (*Ananas comosus*). Because its blend of enzymes are proteolytic (protein dissolving), bromelain is widely known as a digestive enzyme and can be useful for bloating, gas, and to help maintain healthy digestive function. Bromelain may also help promote joint comfort, especially after physical exertion or a tough workout.

180 vegetarian capsules | NP032 | \$39.95

## ClearCal™

### Nature's purest calcium

Designed by Dr. Peter D'Adamo without any additional mineral cofactors, this formula features a unique source of calcium, maerl, a small red seaweed found only in isolated areas off the coast of Ireland. Maerl has one of the lowest levels of undesirable contaminants. Maerl is composed of a wide variety of essential nutrients including calcium and trace amounts of magnesium, boron, and zinc. Its superior buffering capacity allows maerl-based sea calcium to maintain very high rates of absorption and therefore a phenomenal rate of bioavailability. ClearCal is good for all blood types.



120 vegetarian capsules | NP037 | \$21.95

## Connectivar™

### Helps maintain joint stability; helps support blood vessel, capillary, and ligament strength

Connectivar can be helpful for those unpleasant discomforts arising from exertion, or that 'tired feeling' that comes from having to stand on one's feet for long periods of time. It's continued use can help maintain proper and healthy circulation in the legs and strong venous tone. Connectivar was designed by Dr. D'Adamo to maximize vascular and connective tissue health using Manganese, Butchers Broom, and Rutin-Hesperidin Complex.

60 vegetarian capsules | NP036 | \$24.95

## Phyto D 2000™

### Designed to maintain joint health and flexibility

Vitamin D has essential, wide-ranging effects throughout the body, including supporting bone health, maintenance of health immunity, and promoting feelings of well being and normal energy levels. Phyto D 2000, formulated by Dr. D'Adamo, includes a unique combination of vitamins D3 and K and is compounded with the herbal remedies Epimedium and Drynaria. These traditional Chinese herbs have a long historical usage in the support of bone and connective tissue health. Phyto D 2000 also includes vitamin K2 and the mineral strontium to help maintain strong, healthy bones and promote joint flexibility.

60 vegetarian capsules | NP074 | \$24.95

## Scienca™

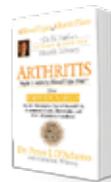
### Turmeric complex with multiple applications

Scienca's main ingredient is turmeric, long used in Indian cooking and by ayurvedic practitioners. This antioxidant and immune booster is combined with the antioxidant quercetin and bromelain, which is thought to enhance absorption of the primary ingredient, turmeric.

60 vegetarian capsules | NP059 | \$15.95

## Arthritis: Fight It With The Blood Type Diet

### The Individualized Plan for Defeating the Pain of Osteoarthritis, Rheumatoid Arthritis, Fibromyalgia, and Other Inflammatory Conditions



211-page softcover book | ED0635 | \$11.95

## Phloxicin™

### Designed to maintain joint health and flexibility

Designed to help maintain joint health and flexibility for men and women of all blood types using one amino acid (L-Histidine) with a combination of herbal ingredients (*Boswellia serrata* and *Polygonum cuspidatum*) which have been typically used to promote joint comfort.



60 vegetarian capsules | NP034 | \$24.95

“It is incredible! My husband and I suffer from joint pain especially around the winter time, and Phloxicin has met our expectations; I would recommend Phloxicin to anybody that might suffer like us from joint pain! You would not regret it. — Laura



Wrinkles, loss of elasticity, and pigment deposits may stem less from the sun and more from sugar molecules that we make as part of the aging process. With no small amount of serendipity, scientists refer to those Advanced Glycation End-Products as “AGE molecules.” Unlike other complex sugars, AGE molecules are not easily removed from the body. When they react with proteins, such as collagen, they reduce the body’s ability to regenerate – resulting in inflammation, cellular damage, and ultimately, aging skin. The Genoma Skin Care System helps to block Advanced Glycation End-Products and restore your skin’s youthful, healthy glow. Formulated by Dr. Peter D’Adamo, each of the products in the Genoma Skin Care System contains only

the finest wild-crafted herbs and botanicals scientifically proven to target and remove AGE molecules and prevent oxidation. The Genoma Skin Care System is built on five foundational products designed to work synergistically to block the AGEing process: Rejuvenating Cleanser, AGE-Inhibiting Toner, Day Light Face Crème, Eye Crème, and Restorative Night Crème. Additionally, targeted anti-AGEing support can be found in our Anti-AGE Serum, Deep Pore Cleansing Masque, Cellular Renewal Body Wash, and Daily Repair Body Lotion. Lay the foundation for a lifetime of radiant, youthful-looking skin with a proactive skin care system that helps protect against future damage and improves dull, uneven skin texture and tone.

**Our skincare line does not contain mineral oils, parabens, paraffin, or petroleum. Never tested on animals.**

# Cleanse & Tone

## Rejuvenating Cleanser

The cleanser is a creamy, super-hydrating formula that gently removes dirt and makeup without over stripping essential oils from the skin. This unique cleanser is enhanced with a proprietary extract of lemon myrtle, a plant long used for healing by indigenous Australians.

**3.53 Fluid Oz. Pump Bottle | GNS04 | \$39.95**

# Repair & Protect

“Ever since I have been using this product more consistently, I have noticed my “AGE” spots are fading. Definitely, a must have if you want to lighten those annoying spots. Thank you for a great product free of toxic gunk. — Website Guest

# Hydrate

## Day Light Face Crème

This hydrating crème plumps and softens the skin reducing the appearance of fine lines and wrinkles. A blend of amino acids and milk thistle keeps collagen fibers pliable. Date, pomegranate, and strawberry extracts provide broad-spectrum antioxidant protection and cassia seed, a renowned Ayurvedic plant, provides moisturizing benefits similar to hyaluronic acid.

**1.67 Fluid Oz. Pump Bottle | GNS01 | \$36.95**

# Genoma Body

## Cellular Renewal Body Wash

Our wash contains two key ingredients—vitamin B5 which increases the humectant properties of the skin and plays a role in cellular metabolism, and sodium hyaluronate a naturally occurring substance that penetrates the skin's basal layer to replenish devitalized cells.

**8 Fluid Oz. Pump Bottle | GNS17 | \$29.95**

## AGE-Inhibiting Toner

To make this unique toner, Dr. D'Adamo uses three natural mineral peptides to enhance toning of the ligaments underneath the skin, helping to tighten soft and sagging facial muscles. To this, he added wild-crafted extracts of milk thistle and neroli flower to help tighten pores and help expel trapped dirt and debris.

**3.5 Fluid Oz. Spray Bottle | GNS03 | \$36.95**

## Anti-AGE Serum

A light, yet powerful serum that locks in moisture on a cellular level and plumps up skin to minimize the look of fine lines. Formulated with Trehalose, the product decreases AGE related pigmentation (brown spots) and evens skin tone to give you a more youthful appearance.

**.5 Fluid Oz. Pump Bottle | GNS19 | \$29.95**

## Restorative Night Crème

Our potent anti-aging formula was designed to promote an intense level of restorative support. Dr. D'Adamo blends a proprietary extract of mung bean, a plant known since ancient times to possess anti-irritant properties, with carnosine and yerba mate, renowned for their ability to block tissue-aging glycation. This complex improves hydration, firms, smoothes, and clearly reduces wrinkle depth.

**1.67 Fluid Oz. Pump Bottle | GNS02 | \$36.95**

## Daily Repair Body Lotion

Dr. D'Adamo blended aloe vera with shea nut butter to create a body lotion that not only moisturizes, but also heals dry and damaged skin. After shower or bath, gently pat skin dry. Apply lotion to slightly damp skin to seal in moisture, and massage in until the lotion is completely absorbed.

**8 Fluid Oz. Pump Bottle | GNS16 | \$29.95**

## Deep Pore Cleansing Masque

Montmorillonite, a French green clay, has been used for centuries to detoxify and lift impurities from the skin. Dr. D'Adamo blends botanicals, minerals, and organic oils to heal, tone, and moisturize, keeping skin smooth and supple. Weekly use of Deep Pore Cleansing Masque leaves skin feeling healthy.

**4 Fluid Oz. 120 ML | GNS18 | \$36.95**

## Genoma Derma

Genoma Derma, formulated from well-researched botanicals, amino acids, and the flavonoid, resveratrol, supports the body's natural ability to maintain healthy skin. It may inhibit the skin damaging effects of advanced glycation end products (AGEs) as well, L-lysine, an essential amino acid for human health that is not made by the body, plays an important role in the formulation of collagen. Essential for bone, connective tissue, including skin, tendon, and cartilage.

**60 vegetarian capsules | NP047 | \$24.95**

## Eye Crème

Delivers targeted results to the delicate area around the eyes, reducing fine lines, eliminating puffiness, and stimulating collagen production to firm and revitalize the eye area. Made with sweet lupine and licorice to stimulate cellular activity and renew the outer-most layer of the epidermis, alfalfa seed to support the synthesis of collagen, and myrtle to limit the aging process.

**.5 Fluid Oz. Pump Bottle | GNS11 | \$29.95**

# D'Adamo Personalized Nutrition Library

Dr. Peter D'Adamo is a noted naturopathic physician, researcher, lecturer, and author of the revolutionary *Right For Your Type* series. His extensive research and clinical testing of the connection between blood type, health and disease has garnered international recognition and led to ground-breaking work with many illnesses.

With more than five million copies of his books in print worldwide, Dr. D'Adamo's books have been translated into more than 60 languages.

**For a complete listing of Dr. D'Adamo's books, go to [www.BloodTypeDiet.com](http://www.BloodTypeDiet.com).**

## Right For Your Type Cookbooks

The Essential Companion to  
*Eat Right For Your Type*®

From Dr. Peter D'Adamo, the author of the New York Times bestseller *Eat Right for Your Type*, and Chef Kristin O'Connor, comes the *Eat Right for Your Type Personalized Cookbook*—one for each blood type, O, A, B, AB. These are the first cookbooks designed to meet your unique nutritional needs by following the principles of the Blood Type Diet®.

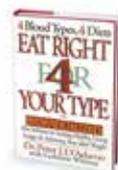


With a focus on whole foods, O'Connor's contemporary recipes enable you to eat the foods you love while taking the guesswork out of making delicious, healthy meals that are Right For Your Type. Each cookbook contains over 150 easy-to-prepare recipes that maximize flavor and minimize prep time. Along with recipes, you'll find step-by-step how-to's, pantry stocking tips, and simple ingredient substitutions that make following the Blood Type Diet even easier.

**TYPE O - ED1000 | TYPE A - ED100A**  
**TYPE B - ED100B | TYPE AB - ED100AB**  
**241-253 page softcover book | \$10.80**

## Eat Right For Your Type®

The Individualized Diet Solution to Staying Healthy, Living Longer, and Achieving Your Ideal Weight  
*"One of the ten most influential health books of all time" — Nutribooks*



*Eat Right For Your Type*, the international bestseller by Dr. Peter D'Adamo, continues to change the way we eat and live through personalized nutrition. Dr. D'Adamo's groundbreaking medical and genetic research reveals that blood type is the key to your biochemical uniqueness. With more than seven million copies in print and translated into more than sixty languages, *Eat Right For Your Type* has made a lasting mark in the field of diet and nutrition, with a simple, effective formula: 4 blood types; 4 individual diet plans.

**391 page hardcover book | ED001 | \$15.95**  
**Audiobook with 3 CDs/3 hours | ED050 | \$14.95**  
**Spanish Ed. 457-page softcover book | ED007 | \$14.95**

## Change Your Genetic Destiny The Revolutionary GenoType Diet

Harnessing the power to alter our genes' behavior through nutrition and lifestyle

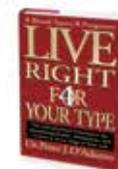
Broadening his approach to diet and health beyond the four blood types, Dr. D'Adamo explains how individuals can reprogram gene responses to lose and maintain weight, repair cells, avoid illness and age well. He draws on epigenetics, the study of the interaction between genes and environment, to further refine personalized diets. He has developed six GenoTypes (genetic survival strategies that correspond to such external traits as body type, jaw shape, and teeth patterns) as the most effective means to achieve optimum health. While conditions in the prenatal environment—our own and our ancestors—have profound effects on our genes, individuals can take control of their inheritance by turning on positive genes and silencing negative ones through methylation, histone acetylation, and other biological processes.



**317 page softcover book | ED011 | \$13.95**

## Live Right For Your Type

The Individualized Prescription for Maximizing Health, Metabolism, and Vitality in Every Stage of Your Life



Deepen your understanding of blood type genetics and further refine your diet. In *Live Right For Your Type* (LR4YT), perhaps the Magnus Opus of the blood type theory, Dr. Peter D'Adamo distills the voluminous data on blood type, physiology, and metabolism into a series of fascinating observations and simple guidelines. LR4YT seamlessly follows the path paved by its phenomenally successful predecessor, *NY Times* bestseller *Eat Right For Your Type*. New data looks at the importance of 'secretor subtypes' as a refinement to the theory and the use of blood type genetics to help understand the mind-body connection. Includes extensive new food lists and prescription recommendations.

**383 page hardcover book | ED003 | \$20.95**

## Eat Right For Your Type Complete Blood Type Encyclopedia

The A-Z Reference Guide for the Blood Type Connection to Symptoms, Disease, Conditions, Vitamins, Supplements, Herbs, and Food

Dr. Peter D'Adamo has established himself as the world's most popular and respected authority on the connection between blood type, nutrition, and lifestyle. The Encyclopedia is the ultimate blood type guide to disease susceptibility, allergic responses, chronic pain, digestion, herbs, supplements, and medical studies proving the connection between blood type and disease. Condition-specific protocols provide roadmaps for recovery from many common ailments. Food, herb, and supplement entries give blood type specific recommendations for optimal health and wellness. A comprehensive introduction provides the history of blood type science, which powerfully states the case for personalized nutrition.



**583 page softcover book | ED004 | \$23.95**

# DPN Typing Kits

## Original Home Blood Typing Kit

Discover your blood type in under 6 minutes with the easy, self-testing Blood Typing Kit. It contains everything you need to discover your blood type and rhesus factor in the comfort of your own home—pain free.

Performing the test is easy. Prepare the supplied Eldon Card with drops of water per instructions. After first cleaning the finger with the included alcohol prep pad, the finger is lanced with the sterile disposable lancet. A drop of blood is placed on top of each of the four sticks. The sticks are then applied to the card, and stirred for two minutes. The results are then read from the card. Complete instructions and illustrations included.

\*For educational purposes only.

**Home Blood Typing Kit | YTE001 | \$9.95**

## Secretor Status Collection Kit

Take the next step in understanding your genetic individuality through cutting-edge DNA analysis. You may already know your blood type, but did you know that some people secrete their blood type antigen into other body fluids such as saliva and tears? Scientists have determined that your secretor status - secretor or non-secretor - plays a profound role in your health. Knowing your secretor type empowers you to further refine your Blood Type Diet and take strategic control of your own wellness and lifestyle choices.

Our single-use Secretor Status Collection Kit uses the latest in single nucleotide polymorphism (SNP) genotyping to determine your FUT2 secretor status (secretor, or non-secretor). Simply swipe the cotton swab provided in the test kit along the inside of your cheek, insert the swab into our convenient packaging, let it dry out before putting the swab into the paper envelope, attach the prepaid label, and send the specimen to our lab. You will receive your secretor status results within 21 business days.

**Secretor Kit | TE007 | \$99.95**

## GenoTyping Kit

Dr. Peter D'Adamo's home GenoTyping Kit gives you the tools you'll need to quickly and easily determine your GenoType – including your Easy Typing Guide, biometric protractor/ruler, fingerprinting tools, and taster strips.

Discover what your GenoType reveals about you: Learn what white lines on your fingertips tells you about your digestive system / What role your taste buds play in cravings for sugar, alcohol, and caffeine / What the length of your index and ring fingers say about your fertility / How the shape of your teeth indicate your best diet choices / What your blood type tells you about your best weight loss method. Most importantly, you'll learn how you can use this information to live a longer, healthier life.

**GenoTyping Testing Kit | TE011 | \$14.95**



## The Promise of Personalized Nutrition Because You Are Unique



### SWAMI XP2

## The ultimate personalized online diet tool

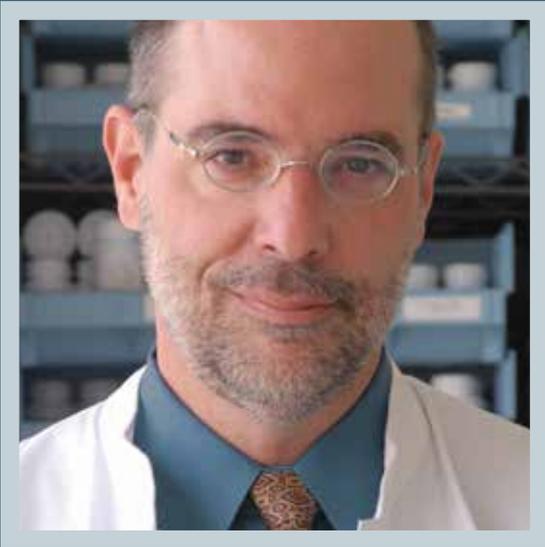
SWAMI Xpress, created by Dr. Peter D'Adamo, puts the power of personalized nutrition in your hands. Our cutting-edge software allows you to generate a completely customized nutritional program designed to optimize your overall health, maximize weight loss, and boost energy levels. Swami Xpress uses important markers such as your blood type and secretor status, as well as simple body measurement and your health history which provide clues into your genetic make up and health risks.

SWAMI Xpress is web-based, so you are always using the latest version of the software without the hassle of installation. Downloadable user guide and online help with information screens make getting your information into SWAMI Xpress a snap. Print out a beautiful, personalized 50-page diet plan. As a bonus, you also receive free access to Dr. D'Adamo's unique Meal Planner and Cookbook Creator software, which will allow you to create individualized weekly meal plans, shopping lists, and a personalized cookbook containing recipes that synergize with your diet.

- SWAMI Mobile - carry your Food List with the included built-in SWAMI Mobile feature; see link inside the Diet Report
- Add a New Diet Intake - purchase another license from inside SWAMI and start using immediately
- Link an Existing Diet Intake - link and edit another SWAMI under a single login
- Cross Reference Diets - see foods for all linked SWAMI intakes allowing comparison for multiple users
- Re-designed Meal Planner - new improved, intuitive interface
- Easier Fingerprint Identification - select a fingerprint pattern and see it displayed
- Nutrient Filter - adds an optional extra level of nutrient emphasis

**SWAMI XP2 Diet Software | ED070 | \$69.95**

*“ I had never used the SWAMI meal plan for myself until the other day when I was walking a client through it. I immediately opened my own and discovered the new version and it is AMAZING! I didn't know you could print out the menus, shopping list and recipes. I use it now myself and it is so inspiring. I am impressed. — Karen, Paris, France*



“ Our understanding of blood type takes the science of genetics one step further by stating unequivocally that every human being is utterly unique. There is no right or wrong lifestyle or diet; there are only right or wrong choices to be made based on our individual genetic codes.

*Dr. Peter D'Adamo*

## Dr. Peter J. D'Adamo

Dr. Peter D'Adamo has been a practicing naturopathic physician for over 30 years. He is also an author, researcher-educator, and software developer. Dr. D'Adamo is considered a world expert in glycobiology, principally the ABO (ABH) blood groups and the secretor (FUT2) polymorphisms. He is currently a Distinguished Professor of Clinical Sciences at the University of Bridgeport, Department of Health Sciences and is the Director of the University of Bridgeport Center of Excellence in Generative Medicine (COE), an academic, clinical, and research institution, dedicated to forwarding the principles of personalized medicine and human biochemical individuality. Dr. D'Adamo currently oversees two teaching shifts at the COE, which provide the opportunity for long-term and new patients to work with him in a clinical setting. Dr. D'Adamo also serves on the Scientific Advisory Board of the American Association of Naturopathic Physicians (AANP).

In 1996, Dr. D'Adamo wrote the *New York Times* and internationally best-selling, ***Eat Right For Your Type***. He has authored 18 health-related books for the public. As of 2014, his published works have sold over 7 million copies and have been translated into 65+ languages. Dr. D'Adamo is also the author of the ***Textbook of Generative Medicine*** and numerous scientific research papers detailing his on-going work in the field of personalized and generative medicine.

At D'Adamo Personalized Nutrition, Dr. D'Adamo serves as the Chief Scientific Advisor and Formulator as well the guiding light for our work in personalized nutrition. He also serves as our master software developer and wrote the SWAMI personalized software program as well as the new DPN Supplement Advisor. In his spare time, Dr. D'Adamo enjoys restoring vintage Volkswagens and repairing antique clocks. He is an avid walker and bicyclist and has recently taken up golf, which will keep him busy for the next 20 years.

# Who We Are

Welcome to D'Adamo Personalized Nutrition (DPN), the first company dedicated to providing nutritional support and guidance for individuals who follow the Blood Type Diet and personalized nutrition programs. DPN has evolved as a state of the art supplement company under the leadership and guidance of Dr. Peter D'Adamo, our Chief Visionary Officer and Formulator. DPN supplements are formulated by Dr. D'Adamo for use in his own practice and tested in clinical settings to insure reliability and efficacy.

At DPN, our formulas are different, because you're different. We are committed to quality and excellence in our unique formulations, our manufacturing procedures, and in our customer service. We take the concept of personalization

and infuse it into all of our company operations, whether it is in building a uniquely qualified staff or in making sure that each customer feels known and valued by their interactions with our team.

## **When buying the DPN products, you can be sure of the following:**

- Our products are produced in GMP (Good Manufacturing Practices) facilities that have been certified with an "A" compliance rating through the Natural Products Association.
- We use kosher-certified vegetarian capsules in all of our formulations.
- Our products do not contain artificial fillers, animal stearates, or synthetic lubricants.
- Many of the DPN products use certified organic ingredients.
- Our products have been developed and tested in clinical settings.

We recognize that our customers are not just following a diet, they are embracing a personalized lifestyle. Our goal is to provide the support you need to make the changes effortlessly with guidance, education and nutritional supplements and lifestyle products that are designed just for you.

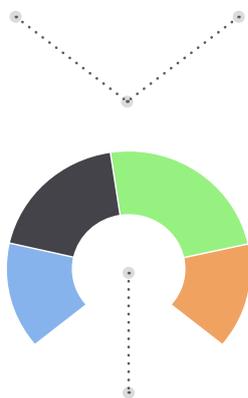
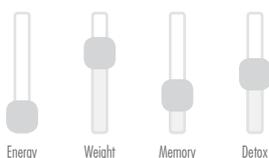
Welcome to Personalized Living.

Dr. Peter D'Adamo, Martha Mosko D'Adamo and the DPN Staff



“ I am a strong advocate for Dr. D'Adamo's work, including the SWAMI software. Your customer service shows a level of expertise and attention to detail that is rare and deserving of grateful praise. It's also a testament to the man you represent. — Cassandra

# Everyone needs a trusted advisor



Our **free** online assessment tool offers personalized vitamin & supplement recommendations just for you.

Dr. Peter D'Adamo created the **D'Adamo Supplement Advisor** to take the guesswork out of determining which supplements will help you reach your health goals.

Simply enter some basic information and select your health goals from a menu that includes weight loss, energy enhancement, anti-aging, and many more.

The D'Adamo Supplement Advisor then provides incredibly accurate supplement recommendations personalized just for you.

**It's science-based, simple to use, and mobile friendly.**

[www.NorthAmericanPharmacial.com/advisor](http://www.NorthAmericanPharmacial.com/advisor)

Scan the QR code to use the advisor on your smart phone or tablet!

The Supplement Advisor suggests D'Adamo Personalized Nutrition products to help you enhance your quality of life and well-being. It cannot be used to suggest products to treat, prevent, or diagnose disease. You may want to consult with a physician or other health professional before beginning this or any other nutritional supplement program.