



Criteria upon which to make Health and Wellness Decisions

We want you to be capable of sorting through the multitude of conflicting health claims on the market today. Your wellness provider will always be there to assist you in your decision-making process, but ultimately the choice is yours. Since you live with the consequences of any health and wellness decision, we feel it is our responsibility to provide you with the best strategies available. Simply “doing what you are told” or believing everything you hear or read is not good enough. Our aim is to empower you to take control of your own health.

The following is a list of criteria that must be considered in order to make sound decisions. The list is in order of importance; so use the highest level criteria as the “tie-breakers” if you get conflicting information.

1. (HIGHEST LEVEL) The study of Nature and Natural Ecosystems.

* We like to say “Mother Nature is always right”. There are natural laws and natural consequences to either following or breaking those laws. You choose. Always remember one simple fact – Humans have NEVER improved upon nature!

2. The study of Epigenetics; the study of how the environment determines which genes we will express and whether we stay well or become sick.

* This exciting new field of research is an area to watch. It finally reveals why certain conditions “run in the family” but are NOT genetic – they are determined by Lifestyle Choice.

3. The specific study of the human species – the study of the lifestyle choices and environments of the healthiest human beings in history.

* This field of study asks the question “Who is the Gold Standard for health? People who simply aren’t sick, or people who are absolutely healthy?”

4. (LOWEST LEVEL) The study of the available peer-reviewed scientific literature – basic physiology first, clinical trials second, case studies and anecdotes third.

* This field of study is most often quoted and sadly it is the least useful. It can only answer the questions asked by the researchers and often the wrong questions are being asked. You MUST be able to ascertain whether the study’s conclusions are valid based on the question posed and the methodology used. Don’t be fooled by the headlines. Clinical trials are often the LEAST reliable in terms of honest reporting of results. This is often because the trials are supported and/or conducted by the very groups that stand to benefit from positive results of the trial.

Hierarchy of Questions to Determine Validity of Supplement Claims/Requirements

Use these questions, in order, to determine if you need to take a certain supplement. These questions are rarely asked yet the answers provide the ultimate guide.

1. Is it in the form found in nature or has it been biochemically altered by humans?

* We have NEVER improved on nature. We have NEVER biochemically altered a food and made it better for human consumption – EVER. Look for the product to be in the natural form (ask your Wellness Practitioner to review “Naturally Occurring” versus “Naturally Derived”). For example – think about what type of olive oil you would trust – the natural version or one that has been chemically altered in a lab.

2. The ultimate test is to ask – “Does this mimic what the healthiest humans (our hunter-gatherer ancestors) consumed?”

* If the product is delivered in a form that is NOT FOUND IN NATURE and thus NEVER found in the diets of HEALTHY HUMANS then how can it be more genetically compatible than a natural product? If it isn’t more compatible then it can’t be superior.

3. Is the product essential?

* In other words, how likely is it that humans (yourself included) are deficient in it? In other words, are you getting enough of this product right now or could you with a simple dietary change?

4. Can we get the product with a reasonable dietary alteration?

* If so, then it is ALWAYS better to make the dietary alteration and consume the product in its natural form as food. This is the most cost-effective means because you have to eat anyway. This also ensures that you get EVERY required co-factor that would be required for the product to exert its most beneficial effect.

5. Is there a BODY of RESEARCH showing superiority of the product versus other products?

* This is especially important if the product is not naturally occurring – if it has been altered by humans and claimed to be “better”. Are the claims supported by VALID clinical trials which make FAIR comparisons between the product and other products? A single study conducted by the parent company is not enough to warrant such a claim.

6. Does the product combine two or more ingredients and claim superiority?

* If the product claims to be “better” because of any added ingredient or biochemical formula, ask yourself if these ingredients would have been found together in nature and if our healthy ancestors consumed these things together.

THE FINAL WORD: These are the rules we follow at Innate Choice™. We research what essential nutrients industrialized humans are deficient in and then we research the best way to deliver them IN THE MOST NATURALLY OCCURRING FORM possible. We don't ask what therapy can work to treat which symptom – we ask what supplements valid scientific research shows are required by EVERYBODY – EVERYDAY – FOR LIFE™! This is how we have always done things and how we always will!

For more information, please contact:

