

# Patient Education Made Easy



**The Nutritional Essentials (TNE) TNE-Issues** are educational materials supporting your whole food nutritional practice. **Using the TNE-Issues in your practice:**

- ✓ **Saves you time**
- ✓ **Answers the questions for you**
- ✓ **Enhances patient follow through**
- ✓ **Stimulates referrals**

## HOW MUCH IS AN EDUCATED PATIENT WORTH TO YOUR PRACTICE?

***Educating your patients helps you serve more people!***

"Thanks for creating a Newsletter that tells the story we know is true - People need our help and wholefood nutrition with SP is the answer. This brings in new patients and make it easier when they get here – Thanks." Dr. B. Hughes

***Let The Newsletter do your talking for you!***

"I have a very busy musculoskeletal practice. I take Standard Process and of course my family does, but it always seemed to be hard to find the time to explain the benefits of whole food supplements versus the synthetic supplements sold everywhere. The Essentials Newsletter is changing that – we started over 50 new patients on nutritional programs last month! People were asking for nutrition after they saw the newsletter." Dr. BH

***Let The Newsletter bring you patients who want your care!***

"It's amazing how many patients want whole food nutrition! The TNE-Issues (Newsletter) really makes it easy! Patients read it and ask me what it is that might help them. Had my best year ever and growing!" R Stark, DC

***Teach your patients about what you stand for and let them bring others in!***

"I believe the principles promoted by a newsletter in your office are so important! An office newsletter elevates you in the patient's mind, reminds them of what you stand for and gives them something they can show to their friends. What's more, this newsletter is written in support of the principles we all hold dear, that is, everyone benefits from whole foods in their diet.

I personally want to thank Dr. Rod Shelley for creating this newsletter for you. I have urged him for years to consider this and I am really thankful he has done it." Dr. Robert Curry

## AN UN-EDUCATED PATIENT COSTS YOU THOUSANDS!

**Sign up TODAY!**

**Don't be caught** answering time consuming questions - **without the TNE-Issues.**

**Let them do the talking for you.**



TNE-Issues Education System

The Nutritional Essentials communicates a principle  
 - that is -  
 Whole Food Nutrition is Essential to Health.

# The Nutritional Essentials

|   |   |
|---|---|
| Volume One - Issue Three  |   |
| Right Way HealthCare<br><b>YOUR NAME, DC</b><br>1919 Noble Purpose Way<br>Heavenly, USA 95459<br><b>555-515-1919</b>  | <b>From the Pen of Dr. Royal Lee</b><br>(1895-1967) Inventor, Scientist, Genius, Founder of Standard Process, Inc.<br><i>"Life itself is merely the activity of enzymes - anything that inhibits enzymes is detrimental to life.... The enzyme itself is a functioning mechanism and not a chemical.... Most of our vitamins are parts of enzyme systems and parts of functioning mechanisms. These mechanisms are subject to destruction by heat. And when any enzyme is heated it is destroyed."</i>  |
| <b>A Partial List of Conditions Related to Nutritional Deficiencies</b><br><b>Allergies - Hay Fever</b><br>Ankle Swelling<br>Arthritis<br>Back Pain<br>Blood pressure - High or Low<br>Bronchial Conditions<br>Bursitis<br>Circulation, Poor<br><b>Colitis</b><br><b>Colon, Spastic Constipation</b><br>Cough, Chronic/Allergic<br><b>Diarrhea</b><br>Disc Problems<br><b>Diverticulitis</b><br>Dizziness (Vertigo)<br>Emphysema<br><b>Fatigue, Chronic</b><br>Feet, Cold or Burning<br>Feminine Problems<br><b>Gall Bladder Disorders</b><br><b>Gas</b><br>Glandular Troubles<br><b>Headaches</b><br>Heart, Fast or "Nervous"<br><b>Hemorrhoids</b><br>Impotence<br>Injuries to Soft Tissues<br>Insomnia<br>Joint Pain<br>Kidney Problems<br>Knee Pains, Chronic Leg Pains, Cramps, Tingling, Numbness<br><b>Liver Problems</b><br>Nervousness<br>Neuralgia<br>Prostate Trouble<br>Sciatica<br>Shingles<br>Sinus Trouble<br>Throat, Sore / Hoarse / Congested<br>Thyroid Conditions<br><b>Ulcers -- Stomach, Duodenum, Skin</b><br><b>Yeast Infections</b> | <b>Good Food is Only Good if You Can Digest It!</b><br><b>How is your digestion? Take this simple test</b> (check those that apply)<br><input type="checkbox"/> I have gas, burping and bloating and/or cramping.<br><input type="checkbox"/> I get "heartburn," "acid indigestion," "acid reflux" after eating.<br><input type="checkbox"/> I take antacids more than once a week or take 'acid blocker' medication.<br><input type="checkbox"/> I do not have regular (at least daily) bowel movements.<br><b>You may benefit from digestive enzyme supplements!</b><br><p><b>G</b>ood health comes from good food, yet even the highest quality organically-grown food fails in its healthbuilding qualities if the whole food goodness does not reach your body tissues. <b>Enzymes are the key to digestion, absorption and assimilation of nutrients that Nature intends for our health and vitality.</b></p> <p><b>Good digestion</b> and assimilation of nutrients is <b>painless, quiet.</b> In fact, with proper digestion you should eat a meal and not even be aware that your food is digesting.</p> <p><b>With poor digestion one feels distressed and aggravated,</b> sometimes during and most often after the meal. More people than ever are taking medications such as "acid blockers" so they don't feel their poor digestive processes. People often are taking antacids, laxatives and medications to treat symptoms brought on by years of poor food choices and decreased enzyme production.</p> <p><b>Bad digestion has a cumulative effect.</b> Over time, the absence of nutritional essentials leads to poor digestion and conditions of deficiency. See the panel to the left of this article. As you can see, dozens of conditions result from nutritional deficiencies that lead to decreased enzyme production. The resulting indigestion is a sign that food is not being effectively assimilated and further deficiencies are developing. It is a vicious cycle!</p> <p>Assimilation of the good food we eat today is negatively affected by years of poor food choices resulting in deficiency and degenerating health. Symptoms of bad digestion are the body calling out for help.</p> <p><b>Take HealthBuilding steps for better digestion and assimilation:</b></p> <p><b>Eat properly prepared wholesome food.</b> We have to take the first step of eating wholesome foods in order for the remaining steps to follow. Only if we eat wholesome foods—that is, foods that are rich in enzymes, coenzymes and other HealthBuilding nutrients—can the body maintain health. And only a healthy body can produce sufficient enzymes to complete the digestive and assimilative processes.</p> <p><b>Chew food thoroughly.</b> Yes, your mother was right. Chewing food breaks down the various components of the meal and mixes it with saliva, beginning the digestive and assimilative process.</p> <p><b>Build healthy enzyme-secreting glands</b> by eating good food, avoid toxins and supplement your meals with whole food concentrates which build your health.</p> |

Personalized for your office

Conditions listed that are related to nutritional deficiencies educate the reader about the scope of care you offer and helps them to think of other people they can refer to you for those services.

Quotes from Dr. Royal Lee connect his wisdom with you on the same line of thinking.

The main article explains health principles in easy to repeat words and phrases. This way people can learn how to think about their choices and make them correctly.

Continued other side

Everything about The Nutritional Essentials - Issues is designed to help you enhance the service you provide your office patients. Each month we cover topics that will direct the patients to ask you about how you might be able to help them. When the patients ask, you know the green lights are on to help them!

Educate the patients of the benefits of wholefoods and wholefood supplements.  
**Subscribe to this valuable service TODAY!**

**Right Way HealthCare**  
YOUR NAME, DC  
1919 Noble Purpose Way  
Heavenly, USA 95459  
555-515-1919

Return Address Requested

Share this newsletter  
with a friend - Thank You!

The Newsletter is prepared so that you can easily mail it to your patients. You are provided each Issue in these formats:

- ✓ **Camera ready copy** to be used on a copy machine or offset printer,
- ✓ **PDF format** file that can be sent to Kinkos to print for you or to email to your patients, and link at your website,
- ✓ **10 Preprinted copies** of your personalized Issue on colored paper.

**All for only \$50 per Issue.**

## Digestive Enzymes are a Nutritional Essential

Continued from page one

### Remember to:

- ✓ **Eat simply** – Whole foods like salads, steamed vegetables, raw fruits and nuts have living enzymes which processed foods do not. Do your best to not overeat.
- ✓ **Drink fluids at the beginning of your meals**, not at the end. More than a few sips of fluid during and at the end of meals tends to dilute the digestive juices and cause many cases of indigestion. (Some serious cases of indigestion are helped by simply following this advice—TRY IT!)
- ✓ **Supplement digestive enzymes with each meal to help your body get the most goodness from the food you are eating, REGARDLESS of any symptoms.**

Our office uses digestive enzyme support products from Standard Process (SP). SP has prepared its products to provide enzymes for digestive support, and also to help the glands and organs of your body repair the effect of years of digestive abuse.

**Zypan – Since 1958** Zypan contains enzymes to support the digestion and absorption of proteins and enhance the health of the stomach for proper digestion. The stomach sets up the digestion for success or failure. Supplementing with enzymes like Zypan is an important step toward aiding your digestive functions to get started off right.

**A-F Betafood – Introduced in 1951** A-F Betafood contains beet juice which is a good source of betaine. Betaine has been shown to be an effective agent to promote the transportation and use of fats, helping to

enhance liver and gallbladder health. The typical American's diet of processed foods laden with hydrogenated and partially-hydrogenated (synthetic) fats\* are a constant stress to the body which makes A-F Betafood a nutritional essential for most people. \*See The Nutritional Essentials Volume 1, Issue Three.

**Multizyme** – Cooking food is known to destroy important enzymes for digestion and assimilation. **Multizyme, used by doctors since 1963** as a digestive support product contains fig, defatted almonds, pancreatin (3x), fatty acids, bromelain, lipase, cellulase, papain and amylase. All are digestive enzymes necessary for the proper breakdown and absorption of proteins, carbohydrates, sugars, and fats.

Ask me which ones may help you!

\*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease. They are to support your health.

### Patients Speak about Digestive Enzymes

*I was having severe distress due to bowel gas and bloating. Not only was it very painful but also very embarrassing. Within 48 hours of beginning the nutritional product ZYPAN the bowel distress was greatly lessened. I continue to take it to this day and it really helps. S. J.*

"Patients Speak" are actual testimonials of people who have benefited from the HealthBuilding qualities of whole food nutrition and whole food concentrates.

Testimonials motivate patients. Most TNE-Newsletter have testimonials from patients who have benefited from wholefood concentrates.

**"The forces of Nature, given the opportunity, can do wonders in restoring diseased tissue." Dr. Royal Lee 1933**

See TNE-Issues Samples at [TNE-Group.com](http://TNE-Group.com)

# Patient Education Made Easy

Build your education system 4 different ways.

| Program Name          | Special Qualities of Plan  | Commitment  | Per Issue Average Cost*                   |
|-----------------------|--|---|---|
| <b>2 for 1</b>        | <b>First two Issues for the price of one.</b><br>Get started at a low price. Receive the Series in the order listed at <a href="http://www.tne-group.com">www.tne-group.com</a> .      | 12 Issue commitment - 2 months written notice to cancel                   | <b>\$45.83</b>                            |
| <b>6 for 5</b>        | <b>Six Issues for the price of Five</b><br>Get your education system started out with 6 Issues - and a monthly subscription.   | 2 Months written notice to cancel   | <b>\$43.75</b>                            |
| <b>Basic Training</b> | <b>TNE-Basic Office Integration Manual</b> plus <b>6 TNE-Issues</b> . Basic office procedure manual (140 pages.) Consult with Dr. Shelley PLUS an Education System - <b>BEST DEAL!</b> | 12 Issue commitment - 18 Issues total. 2 months written notice to cancel. | <b>\$44.16</b> per Issue including manual |
| <b>Custom</b>         | <b>Chose only the Issues you want.</b><br>Buy them all at once. Receive Issues over 13 at 25% off.   | Quit any time with written notice.  | <b>\$45.83<sup>!</sup></b>                |

\* Per Issue average is based on length of the commitment.

<sup>!</sup> Per Issue average based on 18 Issue purchase.

All our products are personalized with your office information on them. This increases your credibility with your patients and community.

Circle programs you are interested in knowing more about, fill in the form below and fax to our toll free number 866-638-5731. We will fax or email information about that program to you immediately.

**GO TO OUR WEBSITE [www.tne-group.com](http://www.tne-group.com):** Download samples of our 30 Issues. See detailed explanation of our programs and sign up sheets are there.

FAX this form to 1-866-638-5731

|  |                  |                         |
|--|------------------|-------------------------|
| <b>Clinic Name</b>   | <b>Your Name</b> | <b>License (DC, ND)</b> |
| <b>Street Address and Suite</b>  | <b>City, St</b>  | <b>ZIP</b>              |
| <b>Email address</b>   | <b>Website ?</b> | <b>Phone / Fax</b>      |
| I am interested in TNE-Group contacting me to help me better educate my patients:  |                  |                         |
|  |                  | <b>Date</b> _____       |
| <b>Please fax or mail to:</b><br><b>The Nutritional Essentials Group - 7 Pebble Beach - Trabuco Canyon, CA 92679</b><br><b>Phone 949-459-1778 Fax 866-638-5731</b> |                  |                         |