Ocean Treasure

The Phytochemical Revolution - a Big Idea

Man's science tries to solve a huge jigsaw puzzle without having the box top, the Big Picture (God). From the beginning, God created plants with consumption in mind. He carefully packaged these vital nutrients with other nutrients and phytochemicals (plant compounds) that would help them be absorbed and utilized to their fullest potential. It is difficult to digest and absorb some of these nutrients independently.

As far as supplements go, the accepted scientific agreement is that synthetic chemicals are the same as organic molecules to the body, at least “on paper.” However, it has been observed that they simply are not absorbed as well. Why is that? When we supplement cholecalciferol (a form of Vitamin D), we do not add in any of the other plant components that help that vitamin go as far as it should! We are not missing “yellow synthetic powders” in our diet. We’re missing the whole, complex nutritive compound found in nature. So, multi-vitamins, up to now, are truly multi-synthetics. Yet, phytochemicals come from photo (light) synthesis. Why does sea veg grow two feet or more per day, without a root? Probably, light synthesis. "Probably" because we need to wait for science to prove it conclusively, right?

Now hundreds and thousands of phytochemicals have been observed in plants, and they cannot all be synthesized and placed into a multi-vitamin. Obviously, there is a gap between nutrition as found in nature and as created in a lab. So, we are told to eat more fruits and vegetables. Going from 3-4 servings a day, to 5-9 servings a day, to 9-13 (due to the increasing knowledge of phytochemicals). Not only can they not all be synthesized, even just trying to name them all is getting complicated. Mixed carotenoids (a whole spectrum of Pro Vitamin A phytocompounds), mixed tocopherols (phytocompounds surrounding Vitamin E), B-Complex, etc. are a few examples.

While science has been useful in pointing out which nutrients are linked to what health traits, the truth is we simply cannot synthesize the total picture in a laboratory, alone. In sixty years of nutrient supplements, every major disease has increased in the vitamin taking public. Where is the solution which creates NOT getting sick in the first place? But of course, we know the solution. God heals His creation with His creation. This is the phytochemical revolution. Why is it a revolution? *Because we will return/revolve to where we once were and know it for the first time. Health is found in superior nutrition, every single day. It is NOT found in synthetic “nourishment.”*

Using natural compounds to address symptoms or undesirable effects is still not the answer to perfect health. Natural healers still treat the symptoms with herbs, and try to treat the disease, but not all diseases are treatable once there is onset. Degenerative disease is caused by doing without proper nutrition combined with increasing toxicity over a variable amount of time, depending on age, environment, stress, and genetics. Ocean Treasure addresses the cells themselves on both fronts (adding whole food nutrients and aiding in gentle detoxification) like nothing else can! We can say this because of the way it helps to alleviate the toxic burden, and provides a rich source of nutrients that helps each cell function according to its design. If your cells were a working wristwatch, what part of the watch could you do without? Which piece is more important? Using the analogy of a wristwatch, is the wristband more important than a

little tiny spring inside? Is the big hand more important than a little tiny swivel rivet? Which one can you do without? Is calcium more important for making bone than the trace element boron, or vitamin C, or magnesium? On a car, is the engine more important than the lug nuts on the front tire? Not more expensive, but more important? So, it is the seemingly small things that count, and not necessarily the “most expensive.” Ocean Treasure is economical yet has a large amount of phytochemicals per ounce.