

Announcing MAP™ (Master Amino-Acid Pattern)

The World's Most Nutritious Amino Acid Supplement

Prof. Luca-Moretti's presentation in Dublin on 31st January 2002

Summarised by Kris Zurek

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For the first time in the history of humanity we are provided with the most perfect protein with anti-aging properties that is synthesised into the matrix of the human body virtually 100%, significantly improving nutritional status of the people who use it.

What is protein?

Protein is the structural framework of every cell, tissue, and organ in your body. You must include protein in your diet in order to survive. You consume it in vegetables, meat, fish, nuts, eggs, and milk products. As you digest protein you break it into "building blocks" of over twenty different amino acids and then reconstruct those amino acids to make your muscles, heart, brain, blood and other tissues.

Eight of those amino acids are called "essential" because you must obtain them from the diet. If you eat, digest and absorb the eight essential amino acids, your body can manufacture the other dozen or so.

However, a problem has always existed in converting dietary protein to human use. The amount required of each essential amino acid in relation to the other seven is very precise. No food source of protein, not even egg albumen, provides the exact ratio of amino acids needed to make human body

tissues. Therefore, the body uses only the amount of amino acid "building blocks" it needs and discards the rest to be burned as calories or as toxic catabolites to be removed by the kidneys.

Common food sources of protein produce unfortunately 50% to 83% undesirable catabolites. These toxins, over a life time, put heavy strain on kidney and liver therefore contributing to degenerative diseases, usually perceived as signs of natural aging.

Additionally, the body's power to break down heavy proteins diminishes in a right proportion to the progression of aging, thus revealing a vicious circle.

Twenty three years ago an Italian scientist, Professor Dr. Maurizio Luca-Moretti began a research project to determine the ideal ratio of essential amino acids required in humans. After succeeding, he then developed a product of pure crystalline amino acids derived from vegetables in the ideal ratios. He called this protein MAP for Master Amino Acid Pattern. He was granted patents in the U.S. and Europe.

Dr. Luca conducted human clinical trials that demonstrated the superior benefits of MAP:

1. It produced unprecedented 99% Net Nitrogen Utilization (NNU) compared to eggs (supposedly the most nutritious source of proteins) which produce only 48% NNU.
2. It is predigested and absorbed in twenty three minutes instead of the three to four hours required to digest meat.
3. The crystalline Amino Acids Pattern produce only 1% catabolites instead of the high levels produced by dietary proteins. (e.g. soybeans produce 83 % catabolites that overburden kidney and liver

(These facts were presented to the Royal Academy of Spain in 1998)

Dr. Luca's clinical trials of his protein and actual use by thousands of people in Italy and Spain showed remarkable benefits including:

- Weight loss with a very satisfying diet at normal caloric intake
- Increased strength and muscle mass with reduced body fat
- and 30% reduction in the production of lactic acid during strenuous exercise.

Dr. Luca has licensed GOH to market this pure amino acid supplement. It is now available in 1 gram tablets labelled for those who want to successfully lose body fat and for those who want to increase muscle mass and stamina. The tablets are safe, natural, fat free, and produce less than ½ a calorie in 10 tablets. Ten 1 gram tablets provide as much protein as 350 grams of fish, beef, or chicken and unusually do not produce any faeces as other common dietary proteins.

MAP™ is easily digested and absorbed in only 23 minutes !!! instead of the three to four hours required to digest meat. (remember that the longer it takes to digest the food the more energy is taken from person causing commonly known after-meal tiredness.

MAP™ provides additional nutritional support for people with:

- anaemia (as people with that condition not only have to supplement themselves with ionised iron or folic acid and B12 but often need to rebuild their red blood cells that are made of amino-acids)
- anorexia,
- liver damage
- renal failure (because of heavy protein intolerance and build up of toxins)
- cancer (to improve quality life of cancer patients that have atrophied muscles); please note that Proshape is not the cure for cancer
- MS (as people with this condition develop weak muscles because of little physical activity)
- Parkinson's disease,
- during convalescence period after operation, tissue reconstruction,
- Osteoporosis, for accelerated healing of bone fractures (remember bones are made not only of minerals like calcium and magnesium but crystalline matrix of amino-acids as well),
- constipation (as elderly people need to strengthen their intestinal muscles to assist proper peristalsis that decreases with age)
- protein intolerance or clinical malnutrition associated with old age

MAP™ also helps vegetarians, vegans by optimising the size and weight of atrophied internal organs and improves nutritional status of pregnant and lactating women as well as children with slow physical development.

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MAP™ products combine perfectly with Crystal Energy® and ACTIVE-H™.

Dr. Patrick Flanagan says that hydrogen anions are stored in the protein in all body organs.

The anti-aging properties of MAP™ and ACTIVE-H™ formulas are reflected in the fact that delicate structure of our DNA is made of amino-acids and hydrogen and requires the finest quality of these building blocks for fast repair, strength, flexibility and longevity.

MAP™ is now sold at a reduced price of 69 Euro.

Scientific studies available on request (5 Euro per copy inc. p&p).