

Enter the Hucksters...

Throughout history, the silver-tongued, slick talking hucksters never seem to skip a beat when it comes to exploiting a crisis.

This pandemic is no exception.

Conduct a quick online search and you'll find hundreds of "**Immune Booster**" and "**Immune Defense**" type products including powders, pills and liquids.

It's always the same pitch. Just take this -- despite your unhealthy habits -- and everything will be just fine.

Nope!



The Real Science

There are literally hundreds of studies and research papers that document this fact:

The absolute best way to strengthen and support the immune system is through nutrient rich foods in combination with consistent exercise and/or physical activity.

Period. Full Stop.

Here's the simplified logic behind all of these studies.

Your body is much better at absorbing the necessary vitamins, minerals and other nutrients from foods rather than pills, powders or liquids. It's the way your body is set-up to function.

Next, is your circulatory system. Blood is the "transport vehicle" that delivers all of these nutrients to your various organs, skin and muscles. It is the "**transport system**". But, it must be activated.

There is no better way to "activate" this "**transport system**" than consistent physical exercise. The pumping of blood through your arteries, veins and capillaries to and from your muscle tissue and other organs is key to this process.

When you feel your body heating up during exercise you can be sure your "**transport system**" is in full gear delivering the needed nutrients throughout your body -- and thus, strengthening and supporting your immune system.

There is a Role for Supplementation

While this may sound hypocritical, there really is a role for supplementation.

But, it is a secondary, supportive role and appropriate protocol for athletes and active fitness/lifestyle enthusiasts.

The physical demand put on an athletic body requires more of everything including the quality and quantity of caloric intake.

No matter how hard you might try, it's often difficult to optimize a nutrition plan without including some sort of nutritional supplementation in order to fill in the gaps due to over-processing of our foods through technology and industrial farming.

In other words, supplementation is "**cheap insurance**" that your body is receiving everything it needs to fully recover after a prolonged period of physical stress.

And, a fully recovered body ensures a **healthy immune system!**

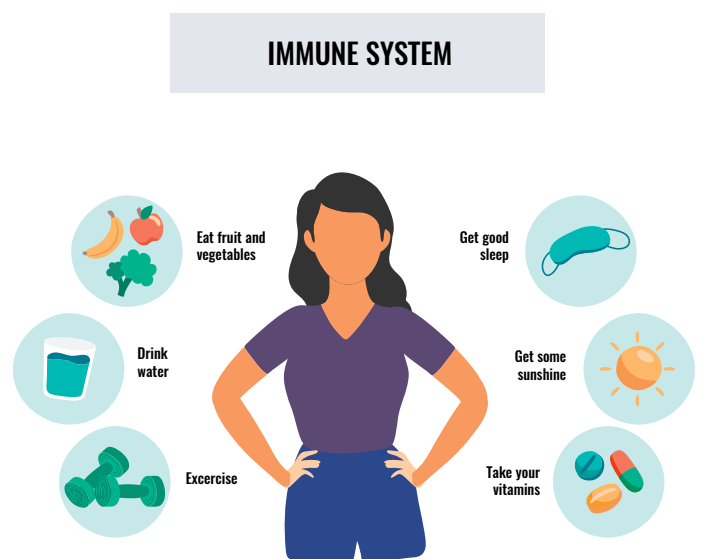
In Summary...

In the final analysis, keeping your immune system is a simple proposition:

- ▶ **Eat Right** - The #1 priority is to optimally fuel your body.
- ▶ **Exercise** - Activate your delivery system through physical activity
- ▶ **Sleep** - Allow your body to recover
- ▶ **Supplement** - Provide your body with some cheap insurance

These four principles will do way more than keep your immune system in a healthy and "ready" state.

It is a holistic approach to healthy living, in general, and will result in a physical, mental and spiritual feeling of wellbeing.



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