

Biotics Research Products Exceed Label Claims

"At the 2019 EPIC Conference sponsored by Biotics Research, I had an epiphany regarding the quality of supplements."

By far the best conference I have attended in the last 12 months was the 2019 EPIC conference in Houston sponsored by Biotics Research. I will be giving mini Tuesday Minute highlights from that conference for the next several weeks. It was definitely a stellar event. And even though the speakers were amazing, I had an epiphany regarding the quality of supplements that may be more important than the scientific lectures. Let me set the stage for my revelation.

While I was at the conference, I see this miniature old fashioned toy pickup truck with the Biotics name on the side and some of their products, both new and old. Since I have been using Biotics products for 39 years, I smiled to myself as I recognized the labels. I thought it was kind of cool



to contrast the old and the new labels.

The vice president of the company came up and showed me one of the products in the back of the truck, Fe-Zyme. He explained that one of their old accounts had died and his wife sent back boxes of supplements. She wasn't trying to get credit for them but thought someone might be able to use them for something. Daryl said some of the bottles were so old they were even deteriorating.

He pointed out that the bottle of Fe-Zyme expired in 1987. Fe-Zyme contains iron gluconate, 100 mg of vitamin C, Zinc, a little copper, and some B12. It's for iron anemia.

Iron, as you know is a known oxidative mineral. That's why people should never take extra iron unless they know they are deficient. Since Biotics has an in-house phytochemistry lab, he thought it would be fun to see if there was any vitamin C present in the product. A product that

old would never have any vitamin C left and the fact that it had an oxidizing agent like iron would definitely destroy any vitamins. But to his surprise, from a bottle of Fe-Zyme that expired in 1987, 80% of the vitamin C was still present 32 years after the expiration date. Quite frankly he was stunned and didn't offer a definitive reason why the product still maintained this level of potency.

Let's add another layer to that story. A bottle of Intenzyme Forte was returned to Biotics for some reason 8 years after expiration. Again, just for fun, the lab analyzed the activity of the product. Intenzyme Forte is a mixture of proteolytic enzymes including: pancreatin, bromelain, papain, lipase and amylase and is very high in trypsin and alpha chymotrypsin.

As you know, enzymes degrade easily depending on how the tablets/capsules are manufactured and then how it's stored. It's not unusual if enzyme products don't meet label claim at expiration date. I have a few good stories that I don't share publicly about enzymes that have deteriorated before their expiration dates. But 8 years after Intenzyme Forte expired, the lab analyzed the product's ability to digest protein and it still contained the activity units on the label. 8 years after the expiration date, Intenzyme Forte still met label claim. It still worked.

Now this may not seem like a revelation to you, but I have personally analyzed dozens of products. Some met label claim and some did not. I subscribe to Consumer Labs which tests to see if products meet label claims and test for

the presence of heavy metals. They frequently report products that do not meet label claim or have heavy metals. So for me, when I hear about products that hold their potency years after expiration, I am totally impressed.

One of the reasons Biotics products hold their potency is the tableting base in many of their products. Created from food, their tableting base has many naturally occurring antioxidants and enzymes. Superoxide dismutase and catalase are two powerhouse antioxidants present in significant amounts. The antioxidant capacity of SOD is like a weapon of mass destruction to free radicals. One author shared that "one molecule of intracellular SOD can destroy 2 billion super oxide anions per second." Another author makes the point that "extracellular SOD is not as reactive as the intracellular form, yet a single unit of extracellular SOD quenches billions of free radicals.

To give you some perspective, each mcg of SOD contains 6.4 units of activity. Most Biotics products have 20 mcg of SOD or 126 units per tablet. These are crazy numbers, tiny amounts creating major shifts. Seemingly small amounts of SOD create major changes as antioxidants. They have health benefits in themselves but also add long life to supplements on the shelf.

Hey, when a lab report proves that an expired product just "keeps on working," it's not only surprising it's always impressive. Thanks for reading this week's edition. I look forward to being with you again next Tuesday.