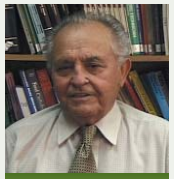

Andrew Szalay

Meet Mr. Andy Szalay, The Food Matrix™ Inventor

Recently, Kevin Harding and Jeff Nicholls sat down with scientist/researcher and the FoodMatrix™ inventor, Mr. Andy Szalay. Andy was a young scientist who worked with Nobel Prize winner, Szent-Györgyi, at the University of Szeged in Hungary. Szent-Györgyi was awarded the Nobel Prize for Medicine for the discovery of vitamin C. Andy Szalay was part of that scientific team.

Q. How did you come about discovering FoodMatrix?
A. In the last step of his research, Szent-Györgyi concluded that he had found something more active than the isolated/crystallized vitamin. Furthering his work, we went through the extraction procedure the same way he did and discovered other very important carrier food factors.

Q. So what are these carriers?
A. Szent-Györgyi called this substance vitamin P. This was not an individual material; it was a composition of bioflavonoids, carbohydrates, proteins, enzymes and fatty acids. We built this material around the vitamin C and made a complex out of it.

Q. So, you discovered FoodMatrix vitamin C. What was next?
A. The next step was to try it with the other vitamins. So, we studied the research and followed it through as it had been done to determine how the vitamins were isolated and we created for each one a carrier food factor.

Q. Are the carriers for each vitamin different?
A. Yes, if we have 14 different vitamins, the carrier food factor is different in all 14 of them. We went through the same process with the minerals. We analyzed the carriers and built them around the minerals.

Q. Is this a patented process and would it be easy to copy?
A. We have an international patent on the process. The carriers are very different for each nutrient and the process is extremely complex. It would take a very long time, if ever, to duplicate just one of the food factor processes. You would then have to start over with the next nutrient.

Q. So how does this discovery benefit the consumers?
A. First, this is a food matrix. It is not a chemical and the body recognizes it as food. In clinical trials, it was concluded that these nutrients are better absorbed and retained than synthetic chemical isolates. Second, these carrier food factors hold the key to transferring the nutrients directly to the cells providing for greater utilization and effectiveness. Synthetic chemicals do not have carriers therefore resulting in poor utilization.

Q. Are synthetic vitamins really that different?
A. Yes. The synthetic chemicals really were produced to imitate the original vitamins in food. These chemicals are really precursors to the vitamins.

Q. What does it mean that specific chemicals are precursors?
A. It means that they have to go through one or two more steps to be an active compound. The synthetic vitamins are not identical to what the researchers originally established as the chemical formulas for these vitamins. They had to come up with these precursors because the vitamins isolated from nature were not stable. The synthetic vitamins were developed because they were stable.

Q. Not stable, how?
A. They would break down or decompose. They could not stand up. They would lose their potency.

Mr. Keith Harding and Dr. Alan Tomlinson with Mr. Andy Szalay, inventor of FoodMatrix™ technology.

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Q. So you used the carrier food factors to make the vitamin compounds stable?
A. Yes, we did.

Q. You must feel gratified when you see the studies showing FoodMatrix is superior.
A. Independent researchers conducted the studies. As the results started to come in, we realized that we had something. After all the studies were completed, we were extremely satisfied.

Q. Finally, what is the one main benefit of FoodMatrix?
A. It is difficult to clearly isolate one benefit, as there are so many. Of course its non-toxicity is a definite plus but I would say that since food matrix is essentially food, we receive maximum nutrition.