

There is a report from ConsumerLabs.com that says the SuperGreens has high amounts of Lead. Is this true?

Response: We would like to answer this report in detail.

As the report indicates, several “green and whole food” products were tested. InnerLight’s SuperGreens was one of the products tested. In the one sample tested, amounts of lead in the SuperGreens were slightly higher than recommended levels quoted by ConsumerLabs.com. However, there are differing standards set by various organizations regarding acceptable levels for these types of elements. The FDA Provisional Total Daily Intake level for lead is 75 mcg for adults. The levels claimed found by ConsumerLabs.com were based on 4 Liters of SuperGreens per day (4 scoops of the concentrated powder) and the claim they found 19.6 mcg total in these 4 servings. Before we even begin to debate their test results, it should be pointed out their test results for SuperGreens are well below these nationally and internationally recognized acceptable intake levels.

The FDA on Lead Safety Levels

For Whom	Amount Known To Cause Health Problems	FDA's Recommended Safe Daily Diet Lead Intakes
For children under age 6	60 mcg	6 mcg
For children 7 and up	150 mcg	15 mcg
For Adults	750 mcg	75 mcg

The WHO Disagrees with FDA on Lead Safety Levels

According to the World Health Organization’s (WHO) safety data on lead, the Provisional Tolerable Weekly Intake (PTWI) for ingestion of lead from all sources is 25 mcg per kilogram (2.2 lbs) of bodyweight. The PTWI is a dosage that is known to be safe over time, because it is well-known by scientists that the body is both exposed to and excretes lead easily and on a daily basis.

To simplify this equation into terms we can understand, the PTWI safe weekly intake of lead for a 150-pound person (150 lbs = 68.18 kilograms) times 25 mcg is 1704 mcg of lead per week or 243 mcg of lead per day. This safe level is 3 ¾ times higher than the FDA’s safe level for adults listed above (75 mcg). So the FDA recommendations are extremely cautious, far below the World Health Organization’s safe level of 243 mcg per day. The World Health Organization’s safe levels are more in keeping with other scientists, considering that the US Government’s Center For Disease Control publication *“Inorganic Lead Exposure, Metabolism and Intoxication”* states that **“...typical intakes of lead from food, beverages and inhaled air are in the order of 300 - 500 mcg per day.”**

What is a Microgram?

A microgram (*either as mcg or µg*) is one millionth of a gram or one part per million (ppm). It’s as if you took a single sugar cube (which weighs about 1 gram) and then cut it into one thousand pieces, and then cut one of those tiny pieces into another thousand pieces. That’s a microgram.

Lead and its natural distribution on Earth

Lead is the heaviest of the non-radioactive metals (atomic number 82; atomic weight 207) that naturally occur in substantial quantities in the earth's surface. Lead is a naturally occurring metal found in the earth's crust. Lead can be found everywhere and is present in all soils, rivers, lakes, and seawater. Despite its weight, lead is also in the air, a component of dust and of sea spray. Lead is present in the proportion of 16 parts per million (ppm) in igneous rocks, the most common ancient rock on the surface, and natural soils usually have less than 50 ppm of lead but are never lead free.

In controlled drinking water, the level of lead is currently limited in the U.S. to 0.015 ppm. The adult human body contains lead equivalent to about 2 ppm (range: 1.4 - 5.7 ppm) for the entire body weight, with about 90% of it concentrated in the mineralized portion of the body, the bones, at 20-40 ppm. Lead enters the body from the air during breathing, but most of it is taken in orally, where it is a component of food, beverages, drugs, supplements, and almost anything else that is ingested. A total daily lead exposure (inhaled and consumed lead) of 0.5 mg (500 mcg) per day of lead appears normal in a relatively clean environment today.

The human body eliminates lead via many mechanisms. Lead exits the body via defecation, urination, perspiration and respiration as well as into the skin, hair, and nails. Except at times of unusually high lead exposure, the total lead taken into the body each day is eliminated each day. A certain relatively constant level of lead remains in circulation in the blood; small amounts are also present in all the soft tissues and larger amounts are present in the bones; the levels depend on the average daily exposure to lead.

Safety and Lead in Foods

As much as we are exposed to lead in the air we breathe and as a byproduct in our environment, almost all commonly available foods also contain a small amount of lead. However, it is well-known that our bodies will metabolize and excrete lead efficiently (so that it doesn't cause any significant health problems) as long as the amount of lead we are exposed to over extended periods of time doesn't exceed the World Health Organization's PTWI of 243 mcg of lead per day.

To underline how safe supplements are, the amounts of lead in the supplements in FDA's report are well below the amounts of lead found in many of the healthy foods that we consume safely every day. Indeed, FDA's publication *Total Diet Study Statistics on Element Results* (December 11, 2007), which analyzes 200 foods found in grocery stores four times per year, showed the following examples:

Food	Amount of Lead in a 4 Ounce Serving
Mixed nuts, roasted	10.2 mcg
Brussels sprouts, fresh, boiled	7.9 mcg
Sweet potato, fresh, baked	7.2 mcg
Spinach, boiled	7.0 mcg
Avocado, raw	4.5 mcg
Cucumber, Raw	3.4 mcg
Granola cereal	3.0 mcg

Here is what Dr. Robert O. Young has to say about trace elements in the SuperGreens:

One of the most important ingredients in SuperGreens is a full spectrum, trace mineral complex of 67 different trace elements I call RPM 1500 High Frequency Minerals. RPM is an acronym for Rock Powder Magnetics. RPM 1500 is a proprietary blend of carefully chosen, pure trace mineral powders with a specific mineral profile and, most importantly, the optimum para-magnetic frequency or PMF. Research in organic agriculture is demonstrating that foods grown in soil containing a high PMF (a measurable level of electro-magnetic energy) have a higher yield, greater nutritional value and improved disease and insect resistance.

The RPM 1500 High Frequency Minerals contained in SuperGreens has shown to measurably improve the overall activity, function, frequency and zeta potential of all other ingredients in the SuperGreens and has a broad spectrum of benefits including chelation of acids, maintaining the alkaline context of the internal biological terrain, to giving the SuperGreens the electricity to stand up on end as viewed on the serving spoon. The following is a list of ingredients I have specifically selected that make up the RPM 1500 that makes the SuperGreens a unique high frequency vitamin and mineral rich drink. All of these minerals are in their ionic colloidal state as individual nanoclusters.

The RPM 1500 High Frequency Minerals included are: Silicon, Potassium, Calcium, Iron, Magnesium, Sodium, Titanium, Barium, Aluminum (yes aluminum in this colloidal form is helpful to the body), Manganese, Strontium, Phosphorus, Rubidium, Zirconium, Cerium, Lanthanum, Neodymium, Thorium, Boron, Vanadium, Lithium, Yttrium, Gallium, Chromium, Hafnium, Lead (once again, lead in a colloid form is helpful to the body), Niobium, Praseodymium, Copper, Uranium, Cesium, Gadolinium, Zinc, Scandium, Samarium, Cobalt, Nickel, Dysprosium, Palladium, Arsenic, Beryllium, Tin, Erbium, Ytterbium, Tantalum, Tungsten, Europium, Thallium, Selenium, Silver, Terbium, Holmium, Cadmium, Antimony, Germanium, Bismuth, Platinum, Lutetium, Thulium, Gold, Molybdenum, Ruthenium, Tellurium, Rhodium, Rhenium, Iridium and even Mercury.

So, is it safe to drink my SuperGreens?

InnerLight's SuperGreens contain trace elements, including lead, in an ionic colloidal state which is naturally occurring. We have just completed our own testing of our most current Lot/Batches of SuperGreens as well as the retain of the same batch that Consumerlab.com tested and our result were all at or below 1.1 mcg/g - that is just over 1 part in every million parts. That is a total of 3.3 mcg per scoop or serving. That means that if you were like the average person out there drinking, let's say 3 liters of SuperGreens per day, you would be consuming just under 10 mcg's of lead per day – this is WELL BELOW (under 5% of) the World Health Organization's safe level of 243 mcg's per day. You would consume more lead filling your gas tank, or as shown above, eating just 4 oz. of mixed nuts or 6 oz. of spinach or sweet potato.

SuperGreens have been changing people's lives and individual's overall health and vitality in more than three dozen countries for over fifteen years now. We know what our product does and how it reacts in the body, and hopefully you are aware of all the good it is doing for you. We have thousands and thousands of testimonials from people all over the world, some whose lives have literally been saved, on just how much this product can do for a body.

Just who is ConsumerLab.com LLC?

According to reports, the web-based, single location company in White Plains, New York has approximately 5 employees and brings in upwards of \$4,000,000 per year through advertisements and subscribers. ConsumerLab.com, LLC claims that they are a "leading provider of independent test results and information to help consumers evaluate health, wellness, and nutrition products," ConsumerLab.com's self-portrayal of being independent is simply not true, and its "CL Seal of Approval" is nothing more than an advertising gimmick. Why then, would you have to pay to see test results from this self described "consumer advocate"? Interested in seeing one of their reports, pay them \$12. You can

also subscribe annually for \$30 or for two years for \$50. Why then do they advertise for certain company's they "approve" of? This is just shameless!

The Council for Responsible Nutrition, based in Washington, D.C., has even written to the FTC alleging that ConsumerLab.com's "entire business model represents an egregious form of consumer fraud and deception," and asserts, among other things, that "companies are pressured . . . into paying a fee" for testing under the Voluntary Certification program to avoid potential negative consequences of having their products tested under the Product Review program; and that ConsumerLab.com's test programs and its reporting of test results "are likely to mislead consumers into believing that ConsumerLab.com is operating in the public interest and cannot be influenced by any outside party."

Here are some things to think about:

- The very name ConsumerLab.com is misleading, as they are not a lab
- ConsumerLab.com refuses to open their records of who has paid for testing for the "CL Seal of Approval"
- ConsumerLab.com issues sensationalized "name and shame" releases, without checking for current formulations and without clearly disclosing associations with companies that have paid for advertising and their services
- ConsumerLab.com is not independent, as they charge consumers for their "impartial" reports, while at the same time accepting advertising revenue from companies they test
- ConsumerLab.com has "pay per click" ads from their website from the products they "recommend" meaning if you click one of the referrals from their website, they get paid

Please don't be duped by this internet based company just because they have the word "consumer" in their name. That is not what they are looking out for...

If you want to see our testing, it is free and on the following pages.

Sincerely,

The InnerLight Quality & Assurance Team



ARL

ANALYTICAL RESOURCE LABORATORIES

380 N. 880 W., Lindon, UT 84042

Tel/Fax: 801.847.7722 | Toll Free: 1.800.259.9451

info@analyticalresource.com

CERTIFICATE OF ANALYSIS

PO

ARL ID 61719

Company Inner Light Inc.

Date Received 6/11/10

Description SuperGreens

Lot# 209065

Additional Information

ANALYSIS	METHOD	DETECTION LIMIT	RESULT
Lead	ICP-MS	0.001 mcg/g	1.105 mcg/g

NOTES:

Quality Manager

6/18/10



ARL

ANALYTICAL RESOURCE LABORATORIES

380 N. 880 W., Lindon, UT 84042

Tel/Fax: 801.847.7722 | Toll Free: 1.800.259.9451

info@analyticalresource.com

CERTIFICATE OF ANALYSIS

PO

ARL ID 61718

Company Inner Light Inc.

Date Received 6/11/10

Description SuperGreens

Lot# 8022003

Additional Information

ANALYSIS	METHOD	DETECTION LIMIT	RESULT
Lead	ICP-MS	0.001 mcg/g	1.074 mcg/g

NOTES:

Quality Manager

6/14/10