

# Thriving in the Business of Nutrition

*Taking your business to the next level!*

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# Disclosures

\_\_\_Wade Siefert\_\_\_“declare(s) no conflicts of interest, real or apparent, and no financial interests in any company, product, or service mentioned in this program, including grants, employment, gifts, stock holdings, and honoraria.”



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# Learning Objectives

At the conclusion of this program, the participating pharmacist or technician will be able to:

- Develop ongoing nutritional revenue streams
- Discuss drug induced nutrient depletion
- Identify how to recommend supplements to patients
- Educate patients on anti-aging and functional medicine



# Getting started with your new professional nutritional supplement revenue stream



**YOU are the best trained of all  
healthcare professionals to  
provide accurate information on  
clinical nutrition**



**The public seeks YOU out for  
accurate nutritional and  
supplement information and  
expects you to possess that  
knowledge**



**YOU see patients every day who are facing diseases that can be impacted by nutrition: Cognitive Deterioration, Diabetes, Cardiovascular Disease, Drug Induced Nutrient Depletion, Cancer, to name a few.**



# Developing Ongoing Nutritional Revenue Streams

- Drug induced nutrient depletions
- Weight loss
- Liquid nutrition
- Detoxification
- Anti-aging / functional medicine





# Do We Really Need Vitamin and/or Nutritional Supplementation?

- Recommended Daily Allowance (RDA) vs. Optimal Daily Allowance (ODI)



# Recommended Daily Allowance (RDA)

- Developed in the 1930's to prevent vitamin deficiency diseases
- Based on the minimal amount of vitamins needed
- Does not take into consideration contemporary nutritional challenges



# Contemporary Nutritional Challenges

- The Standard American Diet (SAD) Barely supports life, but does little to support health
- The nutritional value of even healthy food gets poorer every year
- Many drugs/chemicals deplete vitamin levels in the body
- Most metabolic diseases prevented today can be impacted by nutritional and/or vitamin supplementation



# Optimal Daily Allowance (ODI)

- Takes into consideration individual health issues and challenges
- Recognizes the need for quality product and vitamin targeting
- Dosed at therapeutic, not minimal, levels



- So how do we integrate the clinically trained pharmacist with all of the patients requiring quality nutritional products and information?

## EDUCATION



“ You cannot poison a crucial enzyme, block an important receptor, or interfere with a metabolic function for the long term and expect a good result”

~ David Brownstein, MD, *Drugs That Don't Work and Natural Therapies That Do*



# Why Should You Consider Addressing Drug Induced Nutrient Depletions?

- It is your responsibility! (*Drug Induced Nutrient Depletion: The Pharmacist's Responsibility*, NCPA Journal December 2013)
- 8 of your 10 most popular prescription products will have a DIND or require some form of nutritional support
- You don't have to dispense the prescription medication to provide the supplements
- Patients will be returning every month
- You do not have to be the person doing the consult



# There is a Wealth of Information on Drug Induced Nutrient Depletions

- *Drug Induced Nutrient Depletion*, Ross Pelton, (VOD 45-2191)
- New book, presentation, and computer program by Pam Smith





# The Number of Recommended Supplements is Small

- L-Methylfolate (not folic acid)
- B-Vitamins (Coenzyme B, Vitamin B Cplx)
- Methylcobalamin (Methyl B-12 Lozenges)
- Melatonin (3mg, 3mg LA, Spray)
- Probiotics
- Coenzyme Q-10
- Vitamin D3
- Zinc
- Vitamin K
- Magnesium (Mag Amino Chelate) (Magnesium Glycinate Powder 1000mg/scoop)



# Weight Loss



# Gaining Revenue While Losing Weight

- Weight loss requires lifestyle modification, diet and exercise
- Weight loss requires follow up and consultation (\$\$)
- Weight loss and weight management are not equal
- Weight loss requires meal replacement with solid nutritional support
- Liquid meal replacement provides control



# Sample Weight Loss Protocol

- Whole food protein based smoothie for breakfast
- Whole food snack at mid-morning
- Whole food lunch (not a salad)
- Whole food afternoon snack
- Evening protein smoothie 2-3 times a week



# Weight Loss Considerations

- Watch total protein consumption
- Consume plenty of water!
- Eat whole foods, not salads
- Incorporate exercise
- Goal: return the body to a fat burning function



# Additional Information on Weight Loss

- Wellness Works Directives
- *Diet, Nutrition and Managing Weight*, Jim LaValle, (VOD 45-2239)
- *The Role of Liquid Protein Supplementation in a Contemporary Nutritional Practice*, John Preckshot, (VOD 45-2293)



# Supplements for Recommendation

- Perfect Protein Powder (#1 selling product in Wellness Works)
- Balanced Meal Complete (Vanilla & Chocolate, March 2016)
- Fruits and Greens Energy Drink (June 2016)
- Crave Control (New product. Increases dopamine levels and helps to reduce cravings)



# What Do We Hear on Television and in the Media

- We need to lower our cholesterol
- We need to eliminate our stomach acid
- Drugs presented on television are safe and effective





# What Do We Not Hear on Television?

- Cholesterol is essential for our good health
- Stomach acid is essential for digestion
- Not everyone should be taking these products



# Why?

- Because medications have a long list of adverse effects which, when taken over time, will create greater problems than what they are being used to treat



# Let's Look at the Role of Cholesterol in the Body

- Cholesterol is the precursor for the production of all adrenal (stress) hormones
- Adrenal fatigue with suboptimal hormone production creates increased cholesterol levels
- Cholesterol is a precursor to Vitamin D production



# Cholesterol in the Body Cont...

- Cholesterol is necessary for fat and mineral absorption
- Cholesterol is necessary for the myelin sheath that covers the nerves
- Cholesterol is necessary for cognitive function



# How Do Cholesterol Lowering Drugs “Statins” Work?

- Statins interfere with an enzyme HMG-CoA Reductase. By interfering with this enzyme, cholesterol and other essential substances such as coenzyme Q-10 are reduced.



# Do We See A Lowering of Cholesterol Levels?

- Yes, but what else do we see?
  - Muscle pain and weakness
  - Body aches and pains
  - Heart failure
  - Brain fog and dementia
  - Depression



- I Need to Take My Statin Drug. Can These Problems Be Prevented?
  - Coenzyme Q -10 100mg daily for every CQ-10 lowering drug taken
  - Ubiquinol 100mg 100mg daily for every CQ-10 lowering drug taken



# Consider Other Alternatives for Cholesterol Lowering

- Fish oil
- Niacin
- Red Yeast Rice
- Policosanol





# Let's Look at the Role of Stomach Acid in Digestion

- Stomach acid breaks down dietary protein
- Enhances the availability and absorption of B vitamins
- Helps reduce trivalent ferric iron to ferrous iron
- Protects the body from food borne infections



# How Do Acid Reducing Drugs Work?

- By blocking an enzyme in the gastric parietal cell, the proton pump that secretes stomach acid cannot secrete acid into the stomach. Without acid production, the pH of the stomach will rise abnormally.



# What Problems Do We See with Reduced Stomach Acid?

- Increased incidence of gastric cancer and colon cancer
- Vitamin B-12 deficiency
- Vitamin and mineral deficiencies
- Greater incidence of allergic reactions due to the presence of intact protein in the lower G.I.
- Bacterial overgrowth due to gastric pH change (Increases in H. Pylori and C. Difficile infections)
- Increases in yeast and candida



# Nutrient Depletions Caused by Decreased Stomach Acid

- Vitamin B-12 and the B-Vitamins
- Folic Acid
- Iron
- Zinc
- Copper
- Calcium



- Are there any other ways to address gastric acid problems besides reducing the gastric acid?
  - Lifestyle and diet modification
  - Betaine
  - Digestive enzymes
  - Glutamine



# Why Should We Be Concerned About Nutrient Depletions?

- Nutrients are critical to normal body function
- Nutrient depletions can be multifactorial
- The onset of nutrient related symptoms and problems is usually insidious



# Nutrient Depletions with Female Hormone Products (HRT, BHRT)

- Folic acid
- Vitamin B-6
- Coenzyme Q-10
- Magnesium



# Nutrient Depletions with Female Hormone Products (Oral Contraceptives)

- Folic acid
- B-6, B-1, B-2, B-3, B-12
- Vitamin C, Vitamin E, Magnesium, Selenium, Zinc
- DHEA, Coenzyme Q-10, Tyrosine





# Magnesium Deficiency

- Magnesium deficiency is common in the West
- Symptoms include, fatigue, irritability, weakness, muscle tightness or spasms, dysmenorrhea, high blood pressure, cardiomyopathy, nerve conduction problems, insomnia, poor nail growth, anxiety.



# Nutrient Depletions with Anti-Anxiety Agents

(Diazepam, Alprazolam, Benzodiazepines)

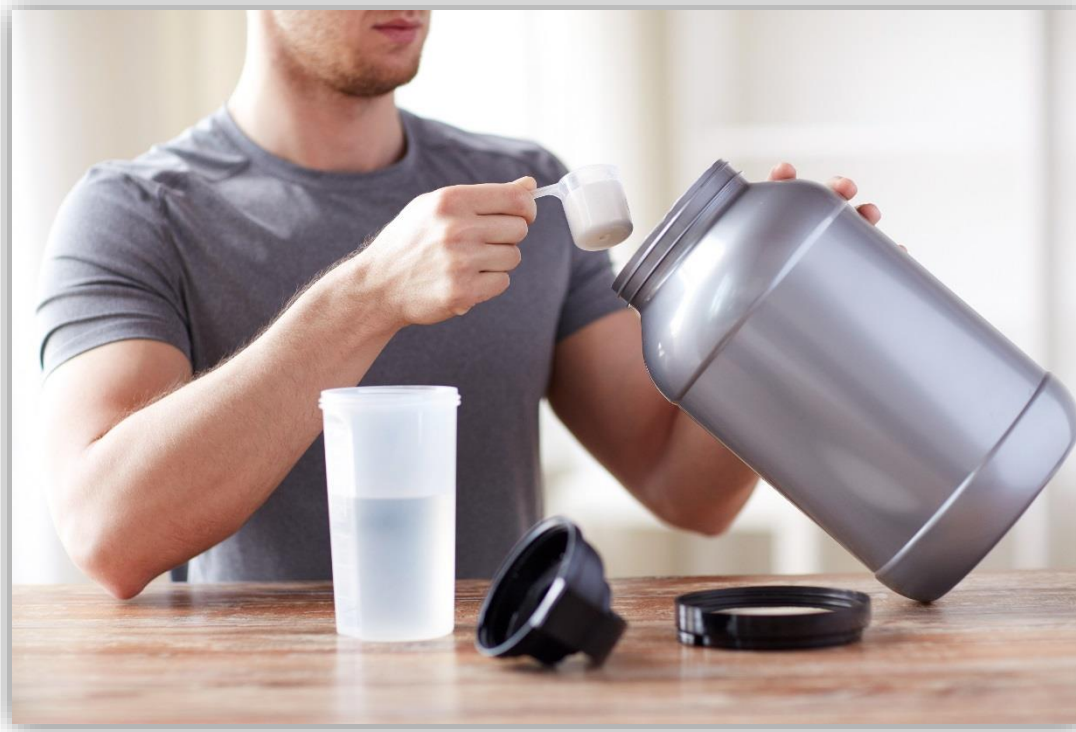
- Melatonin (insomnia)
- Increases cancer risk
- Increases free radical damage



- Chemotherapy drugs universally deplete most nutrients by the mechanism of action of the drug and the effect on the individual
  - Damage to gastric and G.I. mucosa with resulting malabsorption
  - Inflamed G.I tract
  - Decreased appetite
  - Nausea and vomiting
  - Dysbiosis (depletion of good bacterial gut flora)



# Liquid Nutrition: Drinking Your Way to Better Health



# Liquid Nutrition

- Fastest growing and most profitable area of nutrition today (\$55 billion in sales in 2014. Sales divided among liquid meal replacement, liquid protein supplementation, sports nutrition drinks)



# Advantages of Liquid Nutrition

- Nutrients are more easily and efficiently taken up in liquid formulation than nutrition in a solid form
- Liquid nutrition allows for specific formulation and nutrient targeting
- Liquid supplements provide a measured intake of calories, sugar, and sodium
- Liquid nutrition can be used by a wide patient base: athletes, body builders,
- hospice patients, cancer patients, bariatric surgery patients, weight loss



# Liquid Nutrition Recommendations

- Perfect Protein Powder
- Balanced Meal Complete (March 2016)
- High Performance Recovery Drink (May 2016)
- Fruits and Greens Energy Drink ( June 2016)



# Nutritional Support for Detoxification





# Detoxification

- Detoxification takes place thru a number of body systems, kidneys, skin, lungs, but primarily thru the liver
- The liver is challenged to detoxify 24 hours a day
- Life is dependent upon the liver's function as the primary defense against toxins and chemicals entering the bloodstream
- The increase in our toxic environment is resulting in a significant increase in Non- Alcoholic **Fatal** Liver Disease (NAFLD) which can progress to Non-Alcoholic Steatohepatitis (NASH)



# Detoxification (cont'd)

- NAFLD is the most common liver disease in Western industrialized nations.
- (Approximately 30% of the U.S. population have NAFLD)
- There is no treatment for NAFLD



# Goals of Detoxification

- Decrease toxic load with a healthful diet
- Exercise daily to encourage liver metabolic function
- Minimize consumption of prescription drugs, OTC's (acetaminophen), and alcohol
- Utilize supplements to help enhance and restore liver function



# Supplements to Recommend

- Liver Detox 1 & 2 (April 2016)
- Metal Detox Plus (July 2016)
- Liposomal Glutathione (Glutathione is the body's premier antioxidant)



# Detoxification Protocol

- Liver Detox 1 & 2 (2 caps BID) 3-4 weeks
- Liposomal Glutathione or NAC 600mg ( 1 cap BID) 3-4 weeks
- Metal Detox Plus (3 caps BID) 3-4 weeks
- Liposomal Glutathione or NAC 600mg (1 cap BID) 3 weeks
- Lifestyle modification is essential



# Anti-Aging/Functional Medicine



# Anti-Aging/Functional Medicine

- An attempt to keep individuals healthy and functioning regardless of their years (Can we add years to our lives, or life to our years?)
- Do we want quality in our lives, or quantity in our lives?
- Pharmacists are increasingly looking at various tests to determine biological life versus chronological life (\$\$) and specific supplementation to recommend. (Telomeres, genetic testing, mitochondrial function)
- Bottom line: diet, lifestyle, exercise, stress, and weight provide the greatest protection against premature aging



# Supplements to Recommend

- Omega 3 Essential Fatty Acids
- Alpha Lipoic Acid 300mg
- Green Tea-70 (EGCg)
- Coenzyme Q-10
- Vitamin D3 5000 iu
- Hair, Skin, and Nails
- CollaSkin Plus (new product, September 2016. ORAL anti-wrinkle supplement)





# Supplements Shown to Minimize the Risk of Cancer

- EGCg (Green Tea-70) 300-500mg/day
- Vitamin D3, 3000-5000iu/day
- Selenium 200mcg/day
- Curcumin 300mg-600mg/day
- Vitamin C 3000mg/day



# Quotes from the Father of Functional Medicine

*“ Natural forces within us are the true healers of disease ”*

*“All parts of the body which have a function, if used in moderation and exercised in labors in which each is accustomed, become thereby healthy, well developed, and age more slowly. But if unused, they become liable to disease, defective in growth and age quickly”*

*“Let food be thy medicine and let medicine be thy food”*

**- Hippocrates**



# Need More Information?

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