

## **Why is Fortizel® virtually unknown today?**

The rapid progress and development of academic medicine beginning in the middle of the 20th century, has resulted in almost complete refusal of the old and exemplary natural remedies.

Conventional and common medicine has been responsible for teaching naturopathy in a very limited context. The capitalistic pharmaceutical industry does not believe or have an interest in natural products like Colostrum, as these cannot be turned in to proprietary drugs.

Therefore, very few research funds are available for natural medicine. But, the 21st century has rekindled the interest in natural remedies and people are now looking for dietary substances like Fortizel® to augment their development and endurance.

In fact, Colostrum has been used by people for thousands of years as the supreme substance for health and nutrition. Unfortunately, modern society has almost completely forgotten this miraculous dietary ingredient.

Colostrum, also known as foremilk, is generated by all mammals prior to giving birth. Highly civilized, ancient societies valued this substance for its dense nutrient content and numerous antibodies. Many archaeological finds and traditions give evidence of that.

Thousands of years ago in India, the Temple of the Frescoes illustrates the extraordinary effect of Colostrum. In India, known as the land of the holy cows and of Ayurvedic medicine (one of the world's oldest holistic healing systems), Colostrum was regarded as a gift of the gods that had the ability to enhance mental and physical health.

In ancient Egypt, Colostrum was considered to be a gift from Ra, God of the Sun. Colostrum was extremely rare at that time. It was reserved in golden vessels and was exclusively used by the Pharaohs and their highest priests.

In modern times, people look for instant results leading the study of medicine to “on-the-spot” remedies. As a result, the use of natural substances that can offer holistic wellness has been significantly overlooked.

Therefore, it is of no surprise that people's understanding of Colostrum is very limited. Fortizel® with Colostrum Extract, a formula 10-20 times stronger than regular Colostrum, focuses on the benefits of this ancient substance and brings to modern times the balance of mind, body and spirit.