

# Exclusive Interview: Roald Strand's



**Lee Swanson,**  
President of  
Swanson Health  
Products®

*Dear Friends and Valued Customers,  
I am pleased to introduce Dr. Roald Strand of Oslo,  
Norway. Dr. Strand recently visited our corporate head-  
quarters in Fargo to share with us his experience using  
a newly developed weight-loss supplement in his clinic.  
This exact formula, which has helped hundreds of Dr.  
Strand's clients achieve and maintain healthy weight, is  
now available in America exclusively through Swanson.  
In this exclusive interview, Dr. Strand explains his  
unique perspective on weight management and how 30  
days™ addresses the issue in ways  
other products do not.*

*Lee Swanson*



**Dr. Roald Strand of  
Oslo, Norway**

**SWANSON:** Dr. Strand, thank you for taking time to share your experience with our customers. Let's start with your background and how you came to be involved with nutritional supplements.

**STRAND:** It's my pleasure to be working with you, Lee, and I'm very excited to help bring this product to America. I have been practicing medicine for over 20 years as a family physician specializing in environmental and nutritional therapies. My clinic in Oslo is a holistic health center that includes M.D.s like me plus a homeopath, an acupuncturist, a chiropractor, a massage therapist and a nutritionist. Our goal is to combine mainstream care with the best of alternative or complementary medicine, and we treat upwards of 12,000 patients each year.

In 2004 Norway became the first Scandinavian country to accept complementary medicine and integrate it into the nationally funded healthcare system. So it is somewhat a different climate than what you have here in the States. It is not unusual for doctors to employ a variety of methods in the care of their patients, and many of us are actively involved in seeking out and validating the benefits of natural alternatives.

**SWANSON:** You approach the issue of weight a little differently than many people. What is it that you believe lies at the heart of the obesity problem?

**STRAND:** There's sort of a sea of change taking place among obesity researchers around the world. Until recently the prevailing theory of the cause of obesity has been the "calories in—calories out"

theory—overeating combined with lack of exercise creates a positive calorie load leading to weight gain. And while that may be true in many cases, it is not the complete answer. New research suggests that our environment and the makeup of our foods may be equally, if not more, important than total calorie load. Our diets have changed so dramatically over the last 50 years (which, from an evolutionary perspective, is a very short amount of time). Our foods are more processed, which introduces many new chemicals into the body that we're simply not used to handling. Likewise, our

environment is rapidly changing and we are exposed to many new stressors and biological challenges from the world in which we

live. So there are new theories developing that say overweight and obesity might very well be related to these new dietary and environmental conditions.

**SWANSON:** Are you saying that we can throw out the old recommendations of eating less and exercising?

**STRAND:** Absolutely not—eating right, eating less and exercising are still essential to a healthy life and healthy weight management. But as many people know from experience, these practices often are not enough. The new theories suggest that we may be more successful by helping to strengthen our natural cleansing and detoxifying systems and by stimulating certain immune functions that may influence how the body deals with the foods and chemicals we ingest every day.

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# NEW 30 days™ Diet Formula!

It's also important to note how difficult it can be to make the lifestyle changes—modifying the diet and increasing exercise or activity level—when one is already overweight. Losing weight is a slow process and without noticeable results it's easy to become discouraged and give up. That's one of the reasons why I use **30 days™** in my practice. It helps jumpstart the process and motivate people to keep up the difficult work because they see results much faster than with diet and exercise alone.

**SWANSON:** How does the 30 days Diet Formula work?

**STRAND:** **30 days** is a blend of herbs and nutrients designed to address the areas I spoke about earlier—the cleansing functions and the defensive mechanisms of the body. It stimulates and supports the liver with herbs like milk thistle, dandelion and artichoke root. Licorice root is included as a gastrointestinal soother as well as for its potential benefits on the adrenals, the kidneys and the liver. The formula also contains schizandra berries and rhodiola root, both of which are known to have adaptogenic properties, meaning they help the body adapt to and handle stress, especially as it relates to immune functions. And last but certainly not least, **30 days** features a specially developed, patented beta glucan ingredient called BetaRight®. Beta glucan is a nutritional component derived from specialized yeast, which has been shown to have immune-supporting properties that are active at the cellular level.

**SWANSON:** The developers say that in developing the 30 days Diet Formula, they were specifically attempting to target belly fat. Why is that so important, and does 30 days help in that regard?

**STRAND:** Well, we know now that it is not just total weight or fat, but where that fat is stored, that can have profound consequences. An excess of belly fat in particular has been linked to a wide variety of concerns. Now, it's very difficult from a nutritional perspective to specifically target fat in a certain region. The developers of **30 days** did in fact have this in mind, however, and they do have one unpublished study that did show results in this area. I have not specifically monitored belly fat in my clients, but it certainly appears that **30 days** may be an effective approach.

**SWANSON:** An effective approach—that's a good way to wrap up. What has been your experience with 30 days; how effective is it?

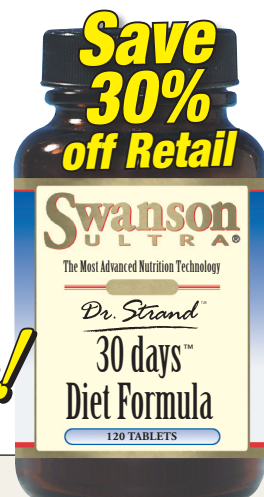
**"IN OUR EXPERIENCE,  
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**STRAND:** We have found that the unique combination of herbs and nutrients in **30 days** can be a very safe and effective addition to almost any weight management plan. I believe it works because it is not based on conventional diet or weight-loss principles. Rather, it is designed to stimulate and support the mechanisms of the body that control how we process and store fat. It provides fundamental nourishment for the liver and the colon, and it includes nutrients that stimulate the innate immune system so that the body can achieve and maintain clean, healthy systems in order to function optimally.

In our experience, about 90 percent of clients who have used **30 days** have had great success. Of course, we don't just give them the supplement and leave it at that. We also counsel them on diet and nutrition, and we encourage physical activity. The formula is called **30 days** because, when you combine it with a healthy diet and an active lifestyle, you really do see results in about a month. As I said earlier, we use

**30 days** to sort of jumpstart clients who have had trouble losing weight and who aren't inclined to exercise (often because their weight makes it difficult). When you help somebody drop a size in just a month, they become truly encouraged and motivated to follow the dietary recommendations, and they find it easier to begin a more active life. We turn a negative spiral (overeating—weight gain—low energy—lack of exercise) into a positive spiral (healthy eating—weight loss/maintenance—greater energy—more activity), and we see people turn their lives around very quickly.

**New!**



[www.swansonvitamins.com/30daydiet](http://www.swansonvitamins.com/30daydiet)

## Supplement Facts

Serving Size 2 tablets • Suggested Use 2 times daily

Amount Per Serving

DTox™ Proprietary Blend	600 mg
Schizandra Berry (Schisandra chinensis)	
Milk Thistle (Silybum marianum) (seeds)	
Licorice Root (Glycyrrhiza glabra)	
Rhodiola Rosea Root Extract 4:1	
Artichoke Leaf (Cynara scolymus)	
Dandelion Root (Taraxacum officinale)	
BetaRight® 3-6 (beta 1,3/1,6 glucan, naturally derived from Saccharomyces cerevisiae) (providing minimum 70% beta glucan 1,3/1,6)	250 mg

ITEM #	QUANTITY	SIZE	RETAIL	SAVE	SWANSON
D4SWU473	.. 120 tabs	..... R	..... \$49.99	..... 30% .....	<b>\$34.99</b>