

2011 SEROYAL SEMINAR SERIES

CHRONIC & DEGENERATIVE DISEASES

Part 1 – The Immune System: The Cause & Solution to Chronic Disease

Part 2 – Beyond Quality: Workshop on Composition, Formulation & Processing of Quality Nutritional Supplements

1 Day Intensive

Saturday, May 14, 2011
NEW YORK, NY

Additional dates and locations available.
Contact a Seroyal representative for more details.

Presented by:
Nigel Plummer PhD



PART 1 – The Immune System: The Cause & Solution to Chronic Disease

It is now recognized that virtually all chronic disease states are caused and/or mediated through deficiencies or defects in our immune system.

As chronic disease presentation accounts for the majority of the patient load for healthcare professionals, a solid understanding of immune system mechanisms and how disease occurs is fundamental

to the treatment of this disorder. Dr. Plummer will briefly, but clearly, explain the fundamentals of how the immune system functions before describing how immune system dysfunction has caused a range of chronic disorders from Alzheimer's disease and allergy, to fibromyalgia.

At the conclusion of this lecture, participants will have a clear understanding of the role of the immune system in chronic disease and will take away practical protocols for immune enhancement and disease treatment using nutritional and lifestyle modification which can be immediately incorporated into daily practice.

PART 2 – Beyond Quality: Workshop on Composition, Formulation & Processing of Quality Nutritional Supplements

With over 25 years of experience in research, formulation and manufacture of dietary supplements, Dr. Plummer offers his unique expertise to educate health practitioners on the essential criteria of composition, structure and processing of the major categories of dietary supplements. He will explain what to look for in terms of quality in virtually all types of nutritional supplements including omega-3's, probiotics, vitamins and minerals, antioxidants and others.

Participants will gain a new and unique understanding into how the highest quality dietary supplements are formulated as well as what to look for and what to avoid when choosing supplements.

Dr. Plummer will also share insights on dosage and how to improve patient compliance.



TREATMENT GUIDELINES PROVIDED FOR Inflammatory Diseases

These are syndromes where over stimulation of the immune driven inflammatory response is the cause of the disease:

- Alzheimer's, obesity, depressive disorders
- Diabetes Type 2 and metabolic syndrome
- Chronic fatigue and fibromyalgia
- Cardiovascular disease

Autoimmune and Allergic Diseases

There are diseases which are caused by a loss or non establishment of immune tolerance status:

- Rheumatoid arthritis, IBD, Lupus
- Multiple sclerosis, Type 1 diabetes
- Allergy: Type 1 hypersensitivities

KEY LEARNING HIGHLIGHTS

- Scientific and clinical review of the basic functioning of the immune system related to chronic disease.
- Description of specific diseases and how the immune system has been the cause or contributed to disease symptoms.
- Therapeutic options, including protocols for generic nutrient and specific product usage.

KEY LEARNING HIGHLIGHTS

- Production processes of nutritional oils – what are the differences and why they matter?
- Why are some probiotics more temperature stable than others, and can you tell the difference?
- Are retail products really any different to professional lines?
- Are 'food state' vitamins and minerals really absorbed more easily?

Q & A SESSION FOR SUPPLEMENTS

- A view from inside the industry.

CONTINUING EDUCATION CREDITS

- 8 GENERAL BDDT-N CE CREDITS (ON)
- 6.5 HOURS OF CNPBC CE CREDITS (BC)
- 6.5 HOURS OF SANP CE CREDITS (SK)
- 6.5 HOURS OF MNA CE CREDITS (MB)
- 6.5 HOURS OF NHAND CREDITS (NH)
- 7 GENERAL OANP CREDITS (OR)
- 6.5 CEUs (WA)
- 6.5 CEUs (ME)

ADDITIONAL CE CREDITS APPLIED FOR

Register Now

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Seminar Registration Form

Part 1 – The Immune System: The Cause & Solution to Chronic Disease

Part 2 – Beyond Quality: Workshop on Composition, Formulation & Processing of Quality Nutritional Supplements

1 Day Intensive

Presented by Nigel Plummer PhD



Nigel Plummer PhD has his doctorate in microbial physiology and has worked at Pfizer in antibiotic research and development. His research on the use of normal flora in the prevention and treatment of genito-urinary candidiasis has won him numerous awards. Dr. Plummer continues his solid commitment to research in collaboration with research institutes and universities within the UK and Europe, developing an extensive knowledge specializing in probiotics, natural antimicrobials and fish oils. Dr. Plummer lectures extensively in North America and the UK/ Europe and has developed an interest in the concept of fetal disease programming, the controlling factors involved and the potential to influence programmed events as a means of prevention of chronic disease development.

Date and Location

Saturday, May 14, 2011
New York, NY

Radisson Martinique on Broadway
49 West 32nd Street
New York, NY 10001
Tel: (212) 736-3800
Fax: (212) 277-2702

Parking: \$37 self parking/\$47 valet parking for day and overnight guests, parking lot across from the hotel
Subway station: 34 Street Herald Square subway station, exit towards 32 street and Broadway, hotel located right on the corner of the street
Website: www.themartinique.com
Room rate: \$229 plus tax per night, special rate until April 15, 2011
Reservation code: Refer to Seroyal rate

Price

- Practitioner \$99.00 + taxes
- Faculty* Resident & 1st Year Practitioner \$99.00 + taxes
- Student** \$25.00 + taxes

*Only for full-time faculty members in approved medical educational institutes

**Only for full-time students in approved medical educational institutes

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Register Now

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NAME	DEGREE	ACCOUNT#
()		
TELEPHONE	E-MAIL	
SCHOOL (if student)	YEAR	

PAYMENT INFORMATION

- VISA MASTERCARD
- AMERICAN EXPRESS

CARD NO. _____ EXP. _____

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Seroyal is dedicated to making a difference in peoples' lives

Seroyal is a professional-line natural pharmaceutical company dedicated to assisting healthcare practitioners optimize the health of their patients through professional education programs and the use of clinical nutrition, homeopathic and botanical products, and other natural remedies available under the GENESTRA BRANDS™, UNDA and Pharmax product lines.

Since 1989, Seroyal has been providing extensive post-graduate training for naturopathic physicians, medical doctors, chiropractors, veterinarians, dentists, homeopaths and other healthcare practitioners. These seminars have received top recommendations from thousands of practitioners who have experienced phenomenal results.

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