

# Ask Your Patients To Take The Zinc Taste Test

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As Wellness clinicians, is there any doubt why we recommend that every patient be tested for zinc? The reality is, zinc has numerous benefits; however, cold and flu season always seems to create a little more buzz. Who doesn't want to build their immune system against the misery of winter colds and flues?

Ask your patients to take the Zinc Taste Test. During the test, highlight the benefits of taking zinc, and watch your patients quickly take an interest. A high percentage of patients are deficient, so they WON'T taste anything. Explain to them, "If you had sufficient levels of zinc, the taste would be pretty bad." "Really?" they say. "But it tasted like water." Suddenly they feel motivated. It's like they want to know "just how bad it's going to taste" or "if I take zinc, how LONG before it tastes bad?" They want to start supplementing right away.



Use whatever motivation works because getting zinc levels up for your patients is a good thing. Here are the cliff notes about zinc you can use with your patients. Zinc is essential to life. Every cell requires zinc to multiply. Remember, zinc is involved in over 200 enzyme systems and a major factor for white blood cell health and immune support.

Zinc is necessary to make HCL, critical for healthy GI cells; speeds wound healing; necessary for healthy

cell membranes, essential fatty acid metabolism, healthy skin and hair; and an important mineral for women during pregnancy.

Zinc deficiencies have been related to: low testosterone, inflammation of all kinds, low sperm motility and low sperm count, night blindness, cadmium and copper buildup, hair loss, depression, skin problems, compulsive behavior, reduced appetite even to the point of anorexia and prostate problems in men.

Many of you know this and some of you are even saying "come on Joe; that is so basic." But a quick refresher never hurts.

You may not want to go down the entire list with patients, and of course, some benefits will apply to certain patients, but ALL patients need to know that zinc is a crucial component for over 200 enzyme systems. These enzyme systems won't work efficiently if zinc is suboptimal, for instance patients with GERD. Perhaps they don't have enough zinc for the parietal cells to make adequate HCL. How many people have night blindness for lack of zinc?

I like fancy lab tests just like the rest of you, but let's not forget one of the simplest and most effective ways to screen our patients is with a simple in-office test like the "Zinc Taste Test." The point is, we should test everyone who comes in our office as standard protocol especially during cold and flu season.

Exact instructions for testing are available by clicking on this page, but here's the short version.

Before or after a scheduled appointment, ask the patient to take a simple test to see if they have enough zinc.

During your conversation, compare liquid zinc to the tablet form. Talk about the benefits of zinc especially how it relates to their immune system and cold and flu season.

Give the patient a small amount of liquid zinc. Instruct the patient to hold the liquid in their mouth for about 15 seconds.

If they taste a strong taste, they have sufficient tissue stores. If they don't taste it or the taste begins a minute later, they should supplement with zinc.

Let me emphasize, to get effective results, it is important to supplement with a liquid form until the patient begins to taste it. Use Aqueous Zinc, 2 Tbsps daily. Once the patient starts to complain about the taste, use Zn-Zyme Forte (25 mg per tablet) 3 per day for 4 weeks and retest.

Too much zinc for an extended period of time can drive down copper. So after 60 days, supplement with a multiple vitamin/mineral containing copper. If you want your staff to give the test, that's great but be sure they are trained to communicate and motivate patients about zinc. How we interact with patients is essential for patient compliance. And as we know, a patient who has success with a treatment will spread the word.

Zinc testing and treatment is inexpensive but can have an enormous payoff. On another Tuesday Minute, which you can find below, there are protocols for Cold and Flu Prevention which include other effective supplements.

Many patients are looking for an alternative to flu shots. As cold and flu season approaches, if you present an effective "immune boosting" program, they will definitely be interested.

Thanks for reading this week's edition. I'll see you next Tuesday.