

Remembrance of a Nutritional Pioneer - My Father

By Michael Mooney

My father, Patrick Mooney, passed away quickly and peacefully on March 6, 2013.

He was a truly original thinker, a Renaissance man. He was also a Bohemian and a person who loved knowledge so much that he went to 22 universities when I was growing up, just because there were so many things he was interested in studying.

From art to biochemistry, Dad keenly applied himself to learning all kinds of different things, including metaphysics and mysticism. But Dad got his degrees in math and chemistry.

As a young child we had science and learning going on in the house from Dad basically all day long - enlightening scientific things and lots of humor, because Dad was a lover of humor, especially the goofiest, slapstick comedy. (Jonathan Winters and the Three Stooges were favorites of his.)

When I was 14 he became my best friend, not just my father, going on for some years.



I had frail health as a sugar-eating depressed kid.

Because of my depression I was put in a mental hospital when I was 16 (in 1969).

However, I got myself out of the mental hospital in a couple weeks, because the drug and medical treatments that I was experiencing just didn't seem right to me.

Shortly after my release, I stumbled on an article about Dr. Abram Hoffer curing schizophrenia with high-dose niacin (vitamin B-3) at 3,000 mg. a day. So I tried high-dose niacin and it changed my life forever.

I soon discovered "health foods" and started taking other vitamins and the primitive dietary supplements that were available then - brewer's yeast, alfalfa, wheat germ, lecithin, low potency vitamins and a few other things and doing the best I could in Omaha, Nebraska at that time, to eat organic foods.

My health was tremendously transformed, which got the attention of my father and so we started studying nutrition and health together.

With Dad's degree in chemistry and his multi-disciplinary university studies he started teaching me the underlying biochemistry of what we both were experiencing.

Our mutual passion for nutrition and health grew rapidly. We went to lectures by nutritional pioneers and read every publication that was available, with Dad interacting with some of the nutritional pioneers, as a fledgling nutritional biochemist.

The niacin pioneer, the late [Abram Hoffer, MD., Ph.D.](#) and the vitamin C champion, the late [Linus Pauling, Ph.D.](#), were two of Dad's highly admired acquaintances.

The Future Officially Begins

When I was about 21, feeding back to him what he had instilled in me, I said, *"Dad. Why don't we start our own company? We could be involved in the new research and help communicate nutritional breakthroughs to the public more quickly. We could make products that we want that don't exist. We could affect the health of humanity."*

Dad's idea was to start a non-profit vitamin research co-op, where people would be able to address their nutritional deficiencies for wholesale costs and where the brightest nutritionally-oriented minds would be able to share what they learn to help humanity become more mentally and physically healthy.

He basically said, *"We'll help people get optimal nutrients potencies for a truly affordable cost. We'll make multivitamin formulas that we want that no company makes, that are hypoallergenic, free from fillers, gluten-free, with science-based potencies, balanced to reduce premature aging that's caused by nutritional deficiencies. We'll also share the science and the traditional knowledge of healthy living and healthy eating that can help people live healthier and live longer."*

And so we set our sights on what became our lifelong work.

We became vehicles for solidly-grounded information about health. We also would create numerous "firsts" in our products.

We made the first multivitamins that were gluten-free, hypoallergenic and free from fillers at full research-based nutrient potencies.

(Note: Being gluten-free has become popular during the last several years, but we were gluten-free when our first products were made, even before the company became a corporation in 1977.)

That's how far ahead of his time my father was.

He was an original thinker - a visionary, an inventor, a biochemist and an engineer - who built a wing of the University of Nebraska at Omaha - and finally, an altruist, whose main motivation in life became to improve the mental and physical health of humanity.

During our early years, Dad interacted with the world's most progressive nutritionally-oriented doctors and scientists and contributed to insightful uses of niacin.

As well, Dad recognized niacin's anti-aging potential and its effect on cognitive functions, like memory, so he included it in our vitamin formulas, while most multivitamins contain the less "active" form of vitamin B3, niacinamide.

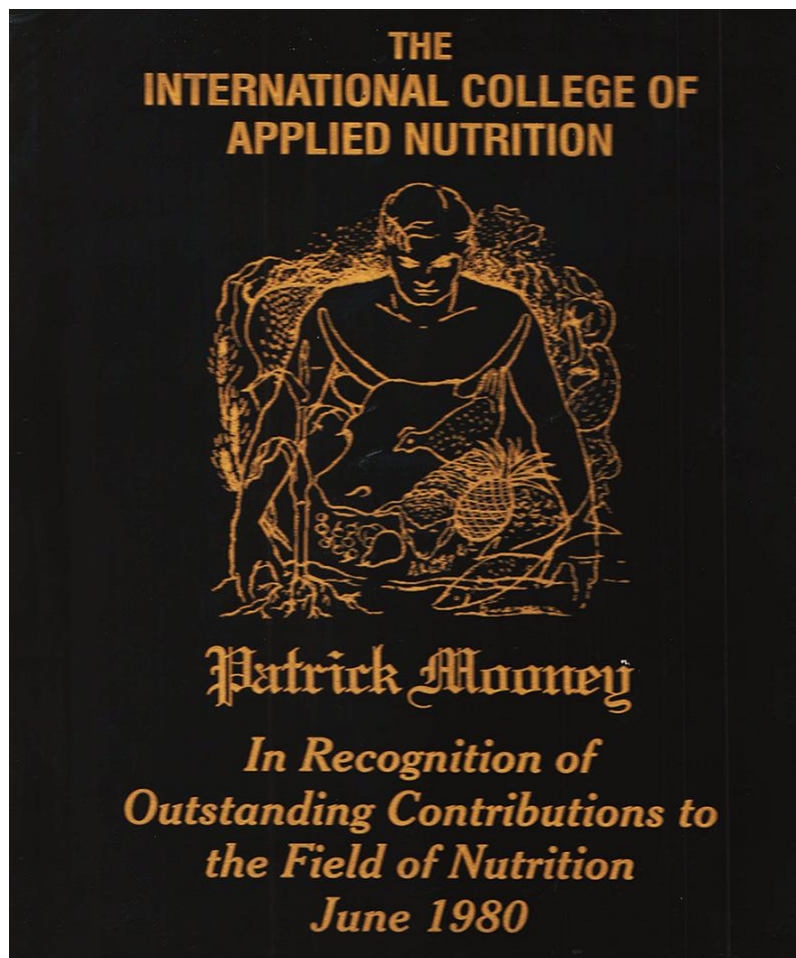
[A study in the journal Cell in 2013](#) showed that [a molecule that niacin converts to in the body, nicotinamide adenine dinucleotide \(NAD+\)](#) reversed mitochondrial aging in mice so much that the authors said it was like *"turning a 60-year old into a 20-year old."*

And so Dad's hypothesis about niacin's potential anti-aging effects was confirmed about 40 years after he first arrived at it.

Niacin's effect on improving human memory, at the daily 425 mg. dose Dad put in SuperNutrition's product, Brain Power, was confirmed to increase memory test scores in a [placebo-controlled study in 1985](#), eight years after we put Brain Power on the market.

Again and again, he's been proven to have been far ahead of his time.

And so, during the company's early years he was given an award from the International College of Applied Nutrition for "*Outstanding Contributions to the Field of Nutrition.*"



He said, "*If I can just affect one percent of the population, I can change the world.*"

And so this has been our main corporate goal - to improve the health of as many people as possible.

Making money wasn't even a consideration.

So, when we created our first products they were (and still are), by far, the world's best buys in every category, because Dad was willing to put far higher science-based nutrient potencies, with their attendant higher costs, in our formulas than any other company would.

And then he charged prices that are typically what low potency formulas cost, so that our super-potent, science-based formulas were affordable to regular people.

His profit margin was generally less than half what most companies must have to be profitable, but he wasn't in it for money.

He had his sights set on bigger things.

His formulas featured optimal [orthomolecular](#) potencies that published medical journal studies show deliver optimum health effects, which we call anti-aging effects, because they can help to reduce and, even to some extent, reverse unnecessary, accelerated or premature aging caused by nutritional deficiencies.

That was what my Dad set out to do, and that's what he accomplished before he left the Earth.



Right now, the company we created is set to deliver these kinds of products to the largest number of people imaginable.

Maybe that's why about a month before Dad passed away I heard something in his voice that I'd never heard before - a new feeling of calm.

He protected our company very carefully, because his father invented laundry detergent and then had it stolen by a large international company. Dad always remembered this and was cautious about protecting our company.

The new tone I heard in his voice was a calm sense of security.

It was like someone had been swimming in the ocean for 82 years looking for land and they finally found it - and the land was lush with fruits and vegetables and great weather.

This was because his company had finally cracked into the biggest markets so that we are primed to improve the health of many more people.

And so Dad could leave the Earth in peace, because his mission was accomplished.

His spirit lives on, helping us carry forth our mission to make the world a healthier place.

God bless you, Dad.

You were truly one of a kind.

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