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Welcome to the November issue of the Nutrition I-Mag.

Well this is a goodbye from me! Firstly, I want to thank you all for your ongoing support, positive feedback, involvement and enthusiasm - it’s been fondly received by myself and the team at Target. This is, however, the last issue with me as Editor; I shall now be handing over the Nutrition I-Mag baton to Rachel Symonds, who I am sure will do a fine job at steering the magazine forward. I’ve loved every minute and have enjoyed shaping the pages into a magazine that delivers great content and style for all you nutrition enthusiasts to enjoy!

One of my most enjoyable roles as Editor has been establishing the Mentoring Scheme, where I have held the hands of many fresh nutrition graduates and helped them take their first steps on their journey as health writers. This is such a fantastic opportunity, and I hope one that will long continue with the magazine.

I’ve been in the industry for over 15 years, and although I will continue my role as Editor for True Health magazine, I shall be turning my attention away from my computer and back towards my true passion – food! Since studying (many moons ago!) at ION, there are so many new raw, fresh, healthy ingredients and foods and different cooking styles, equipment and techniques to explore, learn and then teach. You can follow my new food adventures via my blog on www.nurturingspirit.co.uk, or on Twitter @sperrydebice.

Wishing you all a healthy and happy future,
Avocado lipids boost beta-carotene absorption

Two small-scale, randomised, crossover studies have reported evidence that the inclusion of fresh avocado when eating high beta-carotene foods almost doubles the beta-carotene absorption, and boosts over four times the conversion of provitamin A to the active usable form of vitamin A. The team observed the benefits when 150g of avocado was included with a tomato sauce meal given at breakfast time to 12 healthy men and women volunteers. The results, published in the Journal of Nutrition, are believed to be due to the lipid content of avocados. Dietary lipids have previously been shown to enhance the bioavailability of provitamin A with 150g of Hass avocado, providing 23g of lipids. The team concluded that the findings illustrate the importance of beta-carotene-rich foods to be consumed as part of a lipid-rich meal, to ensure maximum absorption and conversion to active vitamin A.


Fish oil supplements linked to structural changes in the brain

New research published in the journal Alzheimer’s & Dementia has claimed to be the first to identify a clear association between fish oil supplements and structural changes in the brain. The US team investigated the effects of fish oil on cognitively healthy individuals, those with mild cognitive impairment, and patients diagnosed with Alzheimer’s. The retrospective cohort study analysed data from 819 people aged 55 to 90 years old, of whom 117 reported regular use of fish oil supplements at the start of the study. The participants were monitored over a five year period. All three groups are reported to have experienced benefits in cognitive function, with the exception of those individuals with the APOE-4 gene known to increase the risk of Alzheimer’s disease. It is this finding the authors claim to be particularly important, namely that improved cognitive function, reduced brain atrophy and increased brain volume with fish oil supplementation was only observed in individuals negative for the APOE-4 gene. The team concluded that studies on cognitive ageing must screen for APOE-4 status for the true benefits of fish oil supplementation to be apparent.


Preconception diets linked to pregnancy outcomes

A retrospective observational study has recently provided evidence of associations between differing maternal dietary patterns in the 12 months prior to conception on the subsequent growth and delivery of their babies. The research team, based in Australia, recruited 309 women to provide data of their diets prior to conception. Three dietary patterns were identified, namely those eating a high protein/fruit diet, those with a high fat/sugar/takeaway diet, and a vegetarian-type diet. Results showed women eating a high fat/sugar/takeaway diet were associated with shorter gestation periods, decreased birth lengths and increased risk of preterm delivery than high protein/fruit diets. The team conclude maternal pre-conceptual dietary behaviours need to be a future target for improving pregnancy outcomes and also positively affecting the long-term health of the child.


Short walks are beneficial

Extended periods of sitting and inactivity have long been hailed to significantly increase the risk of numerous negative health conditions, namely cardiovascular disease, metabolic syndrome and gastrointestinal complaints. However, new research from a team at Indiana University has suggested that taking regular short walking breaks may negate the harm caused to leg arteries during prolonged sitting. The team demonstrated that sitting for long periods results in poor muscle contraction to pump blood back to the heart. Blood therefore pools in the legs, thus affecting the endothelial function of the arteries. This latest study aimed to experimentally investigate the effect of a five minute walk on endothelial function. Results demonstrated that the expansion of the arteries in the main artery in the legs was impaired by 50 per cent after just one hour of sitting. When participants included a five minute walk for each hour of sitting, their arterial function stayed constant, thus preventing a decline in endothelial function and potentially reducing the risk of cardiovascular disease in particular.

**Systematic review supports probiotics for blood pressure management**

A review article published in the journal of the American Heart Association, *Hypertension*, suggests regular consumption of probiotics is associated with significantly reduced blood pressure (BP). The researchers included nine studies in their analysis, totalling data on 543 individuals. The greatest reduction in BP was found with the use of multiple strains of probiotics rather than single strains. The team also noted probiotics needed to have been taken for at least eight weeks for the beneficial effects to become apparent. The probiotics used in the studies included the use of yoghurt, fermented and sour milk and cheese and probiotics supplements. Optimal results on BP were observed when the daily bacterial intake was greater than 109 billion colony-forming units. The team believe probiotics help reduce BP due to their beneficial effects on total and LDL cholesterol balance, blood sugar and hormone balance.


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**Pomegranate juice potential for blood sugar management**

With the incidence of type 2 diabetes continuing to rise within our society, new methods for helping control blood sugar balance are continually being sought. Research by scientists at the Jordan University of Science and Technology has now shown pomegranate juice may offer significant potential for blood sugar management and improved function of pancreatic beta cells. The team have reported that a dose of 1.5 mL per kg of body weight was associated with reduced fasting glucose levels in type 2 diabetes. A statistical increase in beta cell function and a decrease in insulin resistance were also noted three hours after drinking the pomegranate juice. The potential mechanism is believed to be due to the antioxidant activity of ellagitannin compounds in the pomegranate juice. Additional studies are planned to understand how these compounds affect blood glucose and insulin levels.


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**Vitamin C plus probiotics improve immune health in preschoolers**

A recent pilot study has reported encouraging results for the use of probiotics plus vitamin C for preventing upper respiratory tract infections (URTIs) in children aged 3-6 years. The double-blind, randomised, placebo-controlled trial involved 57 children receiving either a multi strain probiotic containing Lactobacillus and Bifidobacterium strains plus 50mg vitamin C, or a placebo daily for six months. The results showed those taking the combined supplement had a 33 per cent significant reduction in the incidence of URTIs, plus reduced duration of infections and 30 per cent fewer days’ absence from preschool. The trial group also recorded decreased number of days’ use of antibiotics, painkillers, cough medicine and nasal sprays over the trial period. The researchers commented that the practical outcomes such as absence from preschool and use of antibiotics illustrated the consistent and significant benefits of the supplement combination.


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**The Latest Probiotics Research**

By Natalie Lamb, Technical Advisor for Bio-Kult and Lepicol

**Spotlight on Crohn’s Disease**

As with the majority of gastrointestinal diseases, an imbalance of gut flora is observed in those with inflammatory bowel disease (IBD), and is suggested to play a critical role in its original pathogenesis. An interesting review published last month by Carriè re et al discusses the most widely-accepted theory for Crohn’s disease (CD) is that it is caused by an aggressive immune response to infectious agents in genetically predisposed individuals. The author highlights that many studies have also shown an increased intestinal permeability in CD patients during active phases and a decreased permeability in remission phases. Intestinal integrity is known to be protected by a diverse microflora.

Another recent paper by Qiu et al reported the presence of bacterial toxins and inflammation in the gut of IBD patients from pathogens such as C. difficile, E. coli O157, salmonella, and S. aureus. It appears these toxins were associated with disease duration, colonic involvement and treatment with prednisone and immunomodulators. In the study, the active CD patients had significantly higher levels than those in remission or healthy controls.

There is clearly a strong need to rebalance the gut flora to a diverse and healthy state. Probiotic bacteria have shown antimicrobial and anti-inflammatory properties and to support the epithelial lining. There is therefore, a strong theoretical rationale for using probiotics in IBD. However, few studies have shown benefit in CD patients of taking probiotics alone for the short period of the study. Further larger, well-designed trials are needed, as is a multi-factorial approach to each individual.

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A survey by The Sleep Council found that 70 per cent of Brits get less than seven hours of sleep per night. Emma Cattell, Research and Development Nutritionist at Cambridge Commodities Laboratory, reviews popular sleep aids...

**Melatonin** aids in the regulation of the body clock, but lifestyle factors can throw off the body’s natural melatonin production. Luckily, foods such as cherries, bananas, pineapples and oranges are naturally high in melatonin. Research carried out by Thailand’s Khon Kaen University found a 266 per cent increase in 6-sulfatoxymelatonin in the urine of subjects post-pineapple consumption; indicating increased levels of melatonin in the body.

**Tryptophan** can be found in foods such as chia, sesame, fenugreek and pumpkin seeds, broccoli, kelp and mushrooms. Tryptophan is converted to 5-HTP post-digestion, and consequently converted to serotonin. Research in the journal *Sleep* has shown that sleep deprivation desensitises serotonin pathways. Serotonin-rich foods include mung, kidney and black beans, peas and chick peas.

**Serotonin**, in the presence of calcium, is a precursor for melatonin. Kale, spinach and other leafy greens are surprising sources of calcium for many, containing 100-200mg per 100g raw. In addition to its role in calcium absorption, vitamin D, the ‘sunshine vitamin’, also boosts serotonin production.

**Magnesium** is still one of the most important sleep aids, and the counter-ion for calcium in muscle cells. Calcium levels within the cells increase when the body is under stress, causing the muscles to tense. A lack of magnesium prevents calcium from leaving the muscles, causing irritability, twitching and nervousness. Magnesium-rich foods, such as soy, avocados, leafy greens and flaxseeds, can help to relax the body and calm the nerves.

In the sleep-deprived, imbalances in levels of ghrelin, leptin, cortisol and growth hormone can result in over-consumption of energy-rich foods, a lack of satiety, an increase in central adiposity and a decrease in the ability to burn fat. It is clear that sleep affects overall health and well-being in many ways.

For more info, visit www.c-c-l.com. Check this space next issue to discover more about the latest UK supplement trends from Cambridge Commodities. Remember you heard it here first!
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EXPERT ADVICE

Students and practitioners, time to get your questions answered!

There are lots of fully-qualified Registered Nutritional Therapists who have gone on to achieve great success hosting TV shows, lecturing, writing books and running busy private clinics. Now it’s your chance to tap into their wealth of clinical experience and specialist knowledge. It doesn’t matter how simple or technical your question is, just email it to us and we’ll get one of our trained experts to answer it for you.

Q: Nutrition intervention for addiction

It’s not unusual to have to face addiction at some point in your life, whether it be a food-related habit such as sugar, caffeine, or even bread, to the more serious lifestyle addictions of alcohol, smoking, recreational drugs or even exercise! How can we best support clients who are ready to acknowledge and shift their addiction?

ANTONY HAYNES ADVISES:
Addiction is extremely common. I would even estimate that almost each and every single patient I meet has one addiction or another, and this gets in the way of them achieving their health goals. In my opinion, addiction or dependence is one of the single most important reasons why compliance to sound nutritional advice fails. It is why diets fail too.

The biochemistry of addiction has been linked with reduced dopamine receptor D2 availability, as well as the fact that it is being increasingly recognised that highly-processed foods may possess addictive properties that may underlie problematic eating for some individuals. This may result in diminished control of consumption of certain foods.

Dopamine activation has also been shown to be a driver for the choice of certain foods. Specifically, elevated activation in the medial orbitofrontal cortex (OFC) has been observed, and is greater in overweight individuals versus normal weight individuals.

Excess consumption of highly-processed foods also appears related to many of the behaviours associated with the sensitising of the dopaminergic system to related cues and altered physiological systems that result in tolerance and withdrawal. High calorie foods are associated with elevated cravings and are strongly reinforcing.

Part of the nutrition solution to these addictive-type scenarios that are so common, is to support the dopamine levels and nervous system. To achieve this, the use of supplements that contain vitamin B5 and B1 can be helpful. A dose of 50mg of each of these nutrients taken twice with meals has shown noticeable improvements in better control of food choice. The fish-derived remedy from Brittany, Garum Armoricum, has also been found clinically to be effective for reducing addictive tendencies and improving resilience.

Combine these remedies with appropriate support for blood glucose balance and adrenal and thyroid hormone support if needed, along with plenty of whole and fresh plant-based foods and complete avoidance of all refined processed foods, and it becomes much more possible to resolve addictions and sustain a patient’s ability to consume optimal nutrition.

ANTONY HAYNES, head of technical services at Nutri-Link, is responsible for the technical and practitioner support team. He presents clinically-focused workshops, lectures and seminars that practitioners find invaluable. Antony remains in private practice in Harley Street London, where he employs his 18 years of clinical experience in managing the nutritional needs of his patients, which number in excess of 11 000. He is also a successful, award-winning author of two books on nutrition; The Insulin Factor and The Food Intolerance Bible, and has appeared on television and radio.
Q: Magnesium Update

Magnesium has been labelled as the best mineral for muscle relaxation, but problems with digestion can make this mineral hard to absorb. What other forms of magnesium supplementation can we offer clients with compromised digestion?

ANDREW THOMAS ADVISES:
Magnesium’s relationship to stress cannot be overstated – it plays a key role in allowing the body to relax. Without magnesium, calcium cannot be used properly, meaning muscles remain stiff and in ‘flight or fight’ mode. Magnesium deficiency can cause excessive muscle tension, leading to muscle spasms, tics, restlessness and twitches. Studies also suggest that magnesium deficiency may be one of the causes of insomnia.

Transdermal magnesium therapy has been an area of growing interest within both Europe and North America, and BetterYou has pioneered a number of small research projects to help to understand both the absorption process and the potential cellular magnesium benefits. We believe that magnesium chloride, the most stable form of magnesium, is the type best absorbed and retained by the body.

There is an inverse relationship between the amounts supplemented by traditional oral means and how much is actually retained by the body. As a natural relaxant, the greater the single dose, the less is absorbed by the body. The laxative effect often indicates the upper levels of tolerance, which is why transdermal magnesium supplementation is often preferred.

So the key to magnesium uptake is little but often. Transdermal magnesium application allows the magnesium chloride to be absorbed through the skin and into the interstitial fluid. Acting as a ‘reservoir’, the magnesium is slowly fed into the body over time. This process avoids primary processing the internal organs, thus eradicating any potential wastage or laxative effects.

To observe the actual absorption of magnesium chloride through the skin, BetterYou asked Dr Heard and his team at Cardiff University to measure elemental magnesium delivery through the skin, using a saturated magnesium chloride solution (BetterYou Magnesium Oil). They showed that the solution is effectively absorbed and transported, and the act of massaging the solution into the skin is an important part of the effectiveness of the process.

Watkins & Josling tested whether transdermal application of magnesium chloride could alter serum magnesium levels and whole body calcium/magnesium ratios. After 12 weeks, subjects saw a rise in cellular magnesium levels, which represented an estimated five times quicker result than comparable oral supplementation.
EXPERT ADVICE

Q: Microbiome health impact

The topic of microbiome is really popular up at the moment, but how does an imbalance in microflora truly impact the health of our clients?

NICKY ESTER ADVISES:

Our intestines are host to billions of bacteria — both good and bad. Collectively, they form a complex ecosystem comprised of over 1000 different microbial species known as the microbiome or gut flora. They co-exist with humans to create a symbiotic relationship, and when the fragile ecosystem is disrupted, it can negatively impact on health.

Unsurprisingly, an increasing number of disorders are now being associated with disturbances in the gut flora. These include cardiovascular disease, diabetes, depression, anxiety, obesity and digestive disorders like irritable bowel syndrome (IBS) and inflammatory bowel disease.

If we take IBS as an example, research shows that a significant number of patients suffering from IBS have a gut flora composition that differs from that found in a healthy gut. Although the mechanism is not fully understood, it is widely-accepted that this imbalance or dysbiosis can trigger symptoms associated with IBS. Re-establishing the right balance of bacteria through dietary changes and recommending certain supplements may therefore help to reduce some IBS-related symptoms like bloating, constipation and fatigue.

It is important to appreciate, however, that not everyone with IBS will fall into the dysbiosis category. We know from research that only 70 per cent of IBS sufferers have dysbiosis, while 30 per cent will not. This means that IBS clients can be divided into two distinct groups: dysbiosis and non-dysbiosis, and knowing the composition of the gut flora helps to stratify individuals into one of these two groups. For a practitioner, this is of course very beneficial for deciding on the best supportive diet and supplement protocol to recommend.

There are many stool tests available which look at the microbiome in order to help practitioners get a better understanding of their clients’ digestive health. However, one test available from CNS uses specific markers related to disease. When using this type of test, a practitioner is able to get a better understanding of whether to support the microbiome or focus their attention elsewhere.

NICKY ESTER, MSC, DNMED, RNUTR, has over 10 years of experience in clinical practice, including three years working for Erica White before setting up her own clinical practice. She has taught as a Clinical Tutor at Premier Training International and joined Cambridge Nutritional Sciences as a Nutritionist in 2012. Nicky enjoys the variety that this new role brings, supporting both customers and practitioners, as well giving seminars to help improve the existing knowledge on food intolerance.
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Immune health tends to be foremost in our clients’ minds at this time of year as they try to dodge colds, flu and the myriad of other infections that winter brings. Yet, a healthy immune system is critical at every season. It’s not just the winter sniffles that it keeps at bay. The immune system provides the body’s defence against infectious organisms via an intricate network of independent cells, which collectively protect the body from bacterial, fungal, viral and protozoa-mediated infections, as well as the development and multiplication of tumour cells.

Nutrition plays a central role in the health and strength of the immune system. While nutrient-dense (mainly plant) foods provide antioxidants and other phytochemicals, it’s also important to ensure a good intake of quality proteins and fats for optimal immune function. Specific nutrients such as vitamins A, C and D3, zinc and selenium play especially critical roles in supporting immune health. Conversely, food choices can have a detrimental effect on immune health, with hydrogenated fats, processed foods and excess sugar doing the most damage. In fact, it’s been shown that ingesting 100g of sugar as glucose, fructose, sucrose, honey or orange juice significantly reduces neutrophil phagocytes (the ability of white blood cells to kill germs) by 50 per cent, and this effect may last for hours after ingestion.

**ASTRAGALUS ROOT**
Astragalus root (*Astragalus membranaceus*) has been used for thousands of years in China, and is still one of the most important and commonly-used herbs in Chinese medicine. It was first mentioned in the *Divine Husbandman’s Classic of Materia Medica*, an ancient Chinese text, where it...
is said to “tonify the spleen, blood and Qi”, and used for “wasting and thirsting syndrome”.

The polysaccharides, saponins and flavonoids found within Astragalus are the key constituents that have been studied for their immune-enhancing effects. Astragalus has been found to significantly increase interferon production and secretion, promoting the processes that prevent viral infections. Additionally, it has been shown to reduce the duration and severity of symptoms of the common cold, as well as demonstrating the ability to raise low levels of white blood cells.

In studies looking at the exact mechanisms by which Astragalus exerts its benefits, it was found that the herb prompts the creation of immune cells in bone marrow and lymphatic tissue. Additionally, it increases the activity of natural killer cells and macrophages, and enhances the production of immune compounds such as immunoglobulins.

MEDICINAL MUSHROOMS AND BETA-GLUCANS

The practice of using mushrooms as a health aid can be found in the traditions of many cultures. While mushrooms have played an important role in Chinese medicine for almost 7000 years, the first Chinese book on medicinal substances that reports therapeutic benefits of mushroom fungi dates back 2000 years. In recent years, a great deal of scientific research into the pharmacology and therapeutic effects of medicinal mushrooms has been published. Of all varieties, reishi, shiitake and maitake have been the most well-studied medicinal mushrooms.

Reishi, (Ganoderma lucidum), shiitake (Lentinus edodes) and maitake (Grifola frondosa) have been shown to exert immune-enhancing effects. They are a rich source of polysaccharides, which are natural sugars of plant origin that offer therapeutic, immune-enhancing benefits. A great number of polysaccharides have been shown to have antibiotic and antiviral properties. These active compounds make these mushrooms a viable option for managing infections, flu, diabetes and heart conditions (they also have the ability to reduce blood pressure and blood lipids).

The specific polysaccharides found within mushrooms as well as in yeast cell walls (such as Saccharomyces cerevisiae) are known as beta-glucans. Other rich sources include cereal grains like barley, oats, rye and wheat. Numerous studies have shown that beta-glucans act as immunomodulator agents, thereby triggering a cascade of events that help regulate the immune system. Specifically, beta-glucans stimulate the activity of macrophages, one of the arsenals of the immune system that protect the body against infection and noxious substances. Macrophages physically engulf foreign invaders in the body, such as viruses, fungi, parasites and radiation by-products. These cells also alert the rest of the immune system and create a chain reaction that results in the activation, multiplication and mobilisation of the entire immune system. Additionally, beta-glucans stimulate white blood cells or lymphocytes that bind to tumours or viruses, and release chemicals to destroy them.

In nature, beta-glucans are found in various forms, differing by the type of linkages they contain and their chemical structure. The most immunologically active forms of beta-glucan contain a beta-(1,3)-D-glucan backbone, and much of the research on beta-glucans has centred on these forms.

ECHINACEA

Perhaps the most well-known of the immune-supportive herbs, Echinacea (Echinacea purpurea, Echinacea angustifolia) has been the subject of numerous scientific studies, with promising results. Echinacea has a long history of use, and for centuries was popular with Native American Indians who used it to heal septic wounds and snake bites. Although there are common properties throughout, the two species most used today in herbal preparations are E. angustifolia and E. purpurea. All parts of the plant can be used for therapeutic purposes, including aerial and root parts. A number of immune-stimulatory compounds have been isolated from Echinacea, including echinacin, echinacosides and inulin. In studies, these compounds have been shown to elevate white blood cell count and activity, enhance antibody activity, boost interferon activity and inhibit hyaluronidase (an enzyme that allows pathogenic organisms to become more invasive). Various components of this herb also appear to block viral receptor sites on cell surfaces, making it useful for combatting colds, influenza, herpes and other viral infections. Studies have also demonstrated antibacterial and antifungal properties of Echinacea, meaning that it may be helpful for inhibiting the growth of pathogens such as Staphylococcus aureus and Candida albicans.

ELDERBERRY

Black elderberry (Sambucus nigra) has a long history of traditional use as a remedy for coughs, colds and influenza, and products containing extracts of these are now routinely used after modern science have attested to these benefits.

Elderberries contain a broad range of nutrients including polyphenols, carotenoids and vitamin C, all of which possess noteworthy antioxidant activity. A 2011 study showed that an extract of black elderberries repressed the growth of influenza A and B viruses. Other studies have demonstrated that oral administration of elderberry extract reduced the duration of influenza symptoms from an average of six days to 48 hours. Because elderberries seem to possess the ability to inhibit a mechanism required for viral replication, its benefits may also extend to non-flu-related viruses, such as herpes or Epstein-Barr (associated with chronic fatigue syndrome). The extract has also demonstrated antibacterial activity against the bacteria commonly associated with upper respiratory tract
infections. In many studies, elderberry extract was given alongside vitamin C, which of course has its own antioxidant and immune-supportive benefits.

**GARLIC**

Cultures worldwide have long prized garlic (*Allium sativum*) for its healing properties, embracing it as a cure for all ills. In fact, prior to the discovery of antibiotics, garlic was the chosen remedy for infections such as pneumonia, tuberculosis and dysentery.

Modern-day research on garlic has revealed that many of the health-giving properties are derived from the sulphur compounds that also give garlic its characteristic taste and odour. These compounds include allicin, ajoenes, vinylthiions and gamma-glutamylcysteines.

Garlic exerts broad-spectrum anti-microbial activity against a variety of pathogens including viruses, bacteria, fungi and parasites. It has been shown to be more potent than many commonly-used anti-fungal agents. Furthermore, human studies show that garlic inhibits the formation of nitrosamines (powerful, cell-damaging compounds formed in the digestive process).

The benefits from garlic are only attained if the garlic is taken raw (or macerated within a garlic supplement). This is because a specific enzymatic reaction, which only occurs when garlic is chopped, crushed or chewed, is needed to create allicin.

**TURMERIC ROOT (CURCUMA LONGA)**

This golden spice has been used historically as a medicinal herb in both Ayurvedic (Indian) medicine and Traditional Chinese Medicine. Recognised for its anti-inflammatory and liver-supporting properties, modern research has also highlighted its cell-protective and anti-microbial capabilities.

Curcuminoids, one of the key active constituents of turmeric, exhibit various cell-protective actions, including the prevention of free radical damage. Additionally, curcuminoids initiate the destruction of damaged cells, while inhibiting their replication. In fact, studies have highlighted the ability of curcuminoids to inhibit chemically-induced cell damage by an average of 75 per cent. Current research attests to the fact that turmeric powerfully inhibits pathogenic bacteria, viruses and fungi, including *Candida albicans*, *Candida krusei* and *Candida parapsilosis*. Turmeric also regulates the inflammatory response within tissues, partly due to its ability to inhibit the synthesis of inflammatory prostaglandins.

**OREGANO**

Scientists have shown that the two main actives within oregano (*Origanum vulgare*), thymol and carvacrol, possess both antibacterial and antifungal properties. Thymol is also a potent antioxidant, providing protection against the peroxyl free radical. This constituent of oregano is also known to have anti-mucolytic properties, which accounts for its many benefits in respiratory conditions. Due to its antimicrobial properties, oregano is an ideal choice for bacterial infections, fungal infections and respiratory support.

These botanical compounds can be a useful tool in practice with clients needing immune-supportive therapies. Of course, they are complementary to nutrients, such as zinc, vitamin C and other antioxidants. Additionally, several probiotic strains may influence intestinal and systemic immunity. Your clients will of course be taking dietary advice from you, and the beauty of botanicals is that many of them can be incorporated as foods, into their everyday diets, for further nutritional support. As with any intervention, it is important to exercise appropriate caution if your clients are on certain prescription medications, pregnant or breast-feeding.

ALICE BRADSHAW joined Solgar Vitamins in 1995, and now works as Education Manager in the technical services department. Alice writes articles and training material and lectures, and contributes to various nutrition publications. www.solgar.co.uk
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All these ASD conditions are characterised by impairments in social communication and interaction, and restricted repetitive behaviour. In 2009, prevalence in the UK was placed at one per cent, with boys approximately four times more likely to be affected than girls.

Symptoms are broad and, as biochemical markers and clear physiological abnormalities are lacking, diagnosis is based on observation, developmental history and timing of onset, with most presenting between the ages of two and four.

The core aspects of ASD are not drug-responsive, encouraging parents to explore alternative solutions, including dietary therapies, for what is an extremely challenging, lifelong condition, with reduced life expectancy and numerous co-morbidities, including gastrointestinal diseases, autoimmunity and mental retardation.

The past ten years have witnessed research and hypothesis into a number of nutrient interventions, including iron, digestive enzymes, vitamin B12, folic acid, vitamin B6 and magnesium, and...
vitamin D, \(^{16,17}\) albeit with mixed results. This article will focus on omega-3 fatty acids, gluten- and casein-free diets (GFCF), and multivitamins/minerals, and explore whether, based on current research, there is a role for these therapies in ASD treatment.

**ASD AETIOLOGY**

The broad spectrum of clinical manifestations of ASD has hindered understanding of its causes\(^{20}\). Highly heritable (approximately 90 per cent concordance in monozygotic twins\(^{5}\)), and with genetic mechanisms (such as mutations, deletions and copy number variants) common to all autistic disorders\(^{6}\), it is now broadly accepted that ASD has a strong genetic component. It is, however, difficult to explain recent rises in incidence solely on this basis, and commentators argue that it is the interaction between genes and increasingly prominent environmental factors (such as vaccination, antibiotic use and exposure to xenobiotic toxins\(^{5}\)), that has led to increased incidence (together with improved public awareness and diagnosis\(^{6,19}\)), with those genetically susceptible to ASD reacting differently to these environmental stimuli\(^{5,19}\).

**THE IMPORTANCE OF OMEGA-3**

Omega-3 fatty acid (EPA and DHA) supplements are commonly taken by children with ASD (27.8 per cent of families in a 2006 survey\(^{21}\)) and plausible mechanisms exist for a therapeutic role. DHA is highly-concentrated in the central nervous system, is essential for normal brain development,\(^{22}\) and plays a crucial role in membrane fluidity and neurotransmitter signalling\(^{23}\). It has also been suggested that inflammation may be a driver in ASD, with patients displaying increased production of TNF-\(\alpha\) and IL-1 compared to controls\(^{24}\), and omega-3 is known to exert anti-inflammatory effects\(^{25}\). It has also been suggested that an aberration in fatty acid metabolism in ASD patients causes removal of essential fatty acids from brain cell membranes faster than in non-ASD subjects\(^{26}\).

However, despite common use of omega-3 in ASD, commentators have concluded that scientific evidence of their efficacy is limited\(^{25}\). Several uncontrolled studies have reported positive results: in 2004, parents reported improvements in general health and various outcome measures following six months' omega-3 supplementation, and in 2008, three months' supplementation with 300mg/day EPA/DHA led to improvements in CARS ratings\(^{25}\), but the lack of control groups in these studies prevents determination of whether behavioural improvements were due to supplementation or other factors, while the lack of blinding raises the risk of bias\(^{26}\).

Clinical trials have also proved inconclusive, and the Cochrane Collaboration concluded in 2011 that there was no current evidence to support omega-3 as effective treatment for ASD\(^{20}\); however, size (too small to allow for a significant treatment effect) and length of intervention period have perhaps contributed to a lack of benefit, and omega-3 supplementation, a safe, inexpensive and straightforward therapy, may be appropriate in light of the research and health generally, pending definitive research\(^{7}\).

**Recommendation:** 1-1.5g EPA/DHA per day for at least three months should not trigger adverse effects and may, depending on the individual, bring symptom improvement.

**MANAGING MICRONUTRIENTS**

Another common approach to ASD management is vitamin and mineral supplementation\(^{29}\). One survey suggested that 49 per cent of doctors make this recommendation, possibly because children with ASD often have limited diets and gastrointestinal issues are common, which could contribute to micronutrient insufficiency\(^{25}\).

Micronutrients may have a role in ASD as they act as cofactors for numerous metabolic reactions affecting brain function, including neurotransmitter production, antioxidant activity and improved methylation and mitochondrial function\(^{31}\). While results are promising (studies in 2004 and 2010 found improvements in some ASD symptoms with micronutrient supplementation\(^{22,23}\)), methodological weaknesses in study design, such as small sample size and potentially biased parental assessment methods\(^{12}\), and lack of controlling for key confounding factors such as diet\(^{11}\), make it difficult to draw firm conclusions of efficacy. However, given that the administration of a vitamin/mineral supplement is relatively simple, inexpensive and safe\(^{28}\), there would appear to be merit in recommending supplementation to those with restricted diets or with an identified deficiency\(^{7}\).

**Recommendation:** broad-spectrum multivitamin and mineral supplement providing recommended daily amounts.

**FOOD SENSITIVITIES**

A 2013 survey of 14,000 ASD subjects revealed a higher prevalence of IBD and other gastrointestinal disorders than controls\(^{33}\). Particularly common appear to be allergies or sensitivities to gluten and/or casein, with a study in 2000 reporting 87 per cent of ASD children having higher IgG antibodies to gliadin, and 90 per cent to bovine casein\(^{34}\). The use of alternative diets in ASD management has become widespread\(^{8}\), despite "no formal published guidelines accepting dietary intervention, as yet, as a viable intervention strategy for the condition\(^{15}\)."

The rationale behind the use of such diets suggests that peptides

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**COMMON ASD CHARACTERISTICS**

- **Atypical immune responses** - abnormal sensitivity and antibody processes, increased inflammatory cytokine-production\(^{20}\).
- **Neurotransmitter imbalances** - elevated serotonin, increased exorphin levels\(^{8}\).
- **Atypical brain structure** - reduced hippocampus neuronal size and fewer Purkinje cells in the cerebellum\(^{6}\), together with abnormal temporal lobe function\(^{20}\).
- **Functional abnormalities** - poor liver detoxification, compromised gastrointestinal function, inflammation, increased oxidative stress, decreased mitochondrial function\(^{10}\).
from gluten and casein have a role in the aetiology of autism, via their link to excess opioid activity. Inadequate digestion of these proteins, when allied to intestinal hyperpermeability (reported in approximately 30 per cent of ASD cases\textsuperscript{37}), allows peptides to be absorbed across the gastrointestinal tract into the bloodstream, where they travel to the brain and become biologically active by binding with opioid receptors, causing autistic behavioural and cognitive symptoms\textsuperscript{36}.

Observational evidence for GFCF-diet efficacy exists – Pennesi and Klein\textsuperscript{38} analysed data reporting GFCF-diet implementation in nearly 400 ASD children, many of whom declared food allergies or sensitivities. Overall, children with gastrointestinal symptoms reported greater improvement in physical symptoms and social behaviour on the diet than those without.

A study in 2000 found, within three months of ASD children starting a GFCF-diet, significant change from baseline on a number of ratings, including stereotypical activity, and reported higher levels of antibodies and urinary peptides in ASD groups than matched controls\textsuperscript{34}. However, neither study included a control group; both relied largely on parental report, nor were attempts made to control other potential explanations of behaviour change\textsuperscript{27}.

Results from the few controlled trials conducted to date also fail to provide a basis for a general recommendation for the use of GFCF-diets in all ASD subjects. A well-designed intervention trial from 2006 found no significant differences between GFCF-diet participants and controls\textsuperscript{8}, while the more positive results from the 2010 ScanBrit trial, in which significant improvements in behaviour were seen in children on the GFCF-diet, have to be tempered by the limitations of the study\textsuperscript{34}.

These methodological weaknesses prevent firm conclusions as to efficacy, and GFCF-diets are not recommended as standard treatment for ASD\textsuperscript{34}, though they may prove beneficial in the presence of a confirmed allergy or intolerance\textsuperscript{39}.

Recommendation: gluten/casein elimination for at least six months, followed by reintroduction and symptom assessment. The diet should be followed strictly, and may prove beneficial, particularly where gastrointestinal symptoms exist.

WHAT DOES THE FUTURE HOLD FOR ASD?

Research into the role of nutritional therapy in ASD is challenging, and study results have not generally supported their use as recommended therapies\textsuperscript{29}. There may be a number of reasons for this:

- The wide range of outcome measures available, lack of biological markers and continued lack of clear understanding of aetiology, makes the design of studies to identify mechanisms difficult\textsuperscript{18}.
- A relatively low incidence of autistic participants, resulting in studies inevitably being small (and therefore often underpowered, or giving rise to misleading results), preventing significant results, either positive or negative\textsuperscript{41}.
- The wide-ranging nature of the condition, covering a broad spectrum of ages, symptoms and symptom severity, makes it difficult to draw conclusions from research about ASD as a whole (rather than just subgroups), and to determine whether symptom change is due to intervention or subject maturation/development\textsuperscript{44}.
- The complex, multi-faceted nature of the condition makes analysis of outcome measures highly subjective, and heavily reliant on caregiver assessment; this increases the risk of reporting bias\textsuperscript{15}.
- As is the case with many nutritional interventions, particularly diet-based, blinding is difficult, leading to the risk of reporting bias\textsuperscript{8}.

- Many plausible interventions, and therefore appropriate research, for example into micronutrient supplementation, are unattractive for funding as new patents are not available, leading to an intrinsic bias in favour of pharmaceuticals\textsuperscript{31}.

As a result, the evidence base for a role for nutritional therapy in ASD, when judged against the gold standard of the well-designed and adequately powered RCT, is generally weak. However, observational evidence has merit, particularly in a clinical context, and should be taken into account\textsuperscript{41} when assessing the merits of nutritional therapy in ASD, and the call for larger, longer, well-designed intervention trials based on this body of evidence is justified and strong. In the meantime, supported by evidence that is sometimes anecdotal or hypothetical, but frequently significant in all but study design, it is likely that parents will justifiably continue to follow a “no stone unturned” approach through the use of inexpensive nutritional interventions that are unlikely to do harm. 

ISABEL THOMPSON, Student Practitioner from BCNH, qualifies in autumn 2015, and hopes to progress in nutrition writing while setting up practice in South-West London.
Nominate now!

*Nutrition I-Mag* brings you our Product Awards… but what gets your vote?

We are delighted to announce the Nutrition I-Mag Products Awards 2014. Over the following pages, you can find all the products that are in the running for one of our awards. And then it’s over to you, to cast your vote for the products you believe should win. So, vote for your favourites online at www.nutritionimag.com.

**Click here to cast your vote.**

**Best New Product**

A Nelson & Co - RESCUE® Spearmint Chewing Gum  
Mycology - Cordyceps-MRL 250g Powder  
Nutri Advanced - MegaMag® Night Formula  
Probiotics International - Bio-Kult Infantis  
Pulsin’ - Orange Choc Chip Protein snack  
Rio Trading - Epigenar® Support

**Best Alternative Product**

BetterYou - MultiVit  
Cambridge Nutritional Sciences - Food Detective

**Best VMS**

A Nelson & Co - Spatone Apple  
Butterflies Healthcare - Viteyes 2  
Higher Nature - Multi Vit Shots

The winners will be announced in the January/February 2015 issue of *Nutrition I-mag*. 
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With some studies showing that gum chewers are calmer and more relaxed, try handbag and desk essential, NEW RESCUE Spearmint Chewing Gum - the most recent addition to the RESCUE® range. In refreshing spearmint flavour and containing a liquid RESCUE flower essences centre - the famous combination of five flower essences discovered by Dr Bach and used by millions around the world for over 80 years. It is suitable for vegetarians and comes in a handy portable box, ideal for taking RESCUE on-the-go.

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BEST NEW PRODUCT

Cordyceps-MRL 250g Powder presentation with 2g spoon

Cordyceps-MRL (Cordyceps sinensis) powder is not an extract, the powder does contain both mycelium and primordia (young fruit body) cultivated into a biomass that is grown on a sterilized (autoclaved) substrate. Cordyceps sinensis is most commonly used to support adrenal, lung and immune function but there is also a growing body of evidence supporting its important hepatoprotective properties(1)(2).

For more information, visit www.mycologyresearch.com
(2) Cordyceps sinensis - Supplementation as Immunonutrition in Alcohol Induced Liver Steatosis, C. Santos, Mycology News Edition 9, Page 2.

BEST NEW PRODUCT

Fed up of counting sheep?

MegaMag® Night Formula is a high strength magnesium formula which mixes with water to make a chamomile flavoured drink. It has been expertly formulated to support healthy relaxation and rest cycles. Each serving provides:

• Magnesium bisglycinate, which contributes to the normal functioning of the nervous system and normal psychological function.
• L-tryptophan, which has been studied for its effects on circadian rhythms.
• Hops extract, a herb traditionally used to support rest and relaxation.
• Contains Lactium®, a milk protein hydrolysate, which supports a normal stress response and relaxation.
• 100mg of L-theanine, an amino acid commonly found in tea, which may help to support healthy alpha brainwave activity. Alpha brain waves are associated with a deep state of relaxation.

For more information, visit www.nutri.co.uk.

BEST NEW PRODUCT

Bio-Kult Infantis

Bio-Kult Infantis is an advanced multi-strain probiotic formula for babies, toddlers and young children. Each easy-to-use sachet contains seven probiotic strains, vitamin D₃ to contribute to the normal function of the immune system, perrex, and DHA and EPA, which are high in omega-3 fatty acids. The formula does not contain artificial colours, flavours or preservatives, and does not need to be refrigerated. Recently, in a randomised, controlled trial published in the Journal of Paediatrics and Child Health, the seven probiotic strains were shown to significantly improve symptoms in infants suffering with colic.

For more information, visit www.bio-kult.com.

BEST NEW PRODUCT

New Fantastic tasting Orange Protein bar!

Delicious new Pulsin’ Orange Choc Chip Protein snack, with 12g of dairy free protein to beat hunger. It combines pea and rice proteins, raw almonds, orange oil and yummy chocolate chips sweetened with xylitol. This low sugar protein bar, available in a 50g and 25g size, is destined to be a best-seller, because every bite is heavenly! Great eaten in-between meals or on the go, as it is a nutritionally balanced bar which keeps blood sugar stable, but is also an excellent post-workout recovery bar. www.pulsin.co.uk.
**BEST NEW PRODUCT**

**Epigenar® Curcumin-Oregano-Quercetin Complex**

This novel formulation helps to stimulate natural resistance to unfriendly bacteria in the gut, and at the same time provides support for both the liver and kidneys. The volatile oils in oregano, including thymol and carvacrol, are thought to have antifungal, antiparasitic and antibacterial properties. Curcumin has demonstrated liver-protective properties in trials, while quercetin has been shown to support renal health and protect against oxidative damage. Epigenar® Curcumin-Oregano-Quercetin complex also contains Bioperine, a proprietary extract of Piper nigrum, which has been shown to enhance bioavailability of the key nutrients. For more information, please visit www.riohealth.co.uk.

**BEST ALTERNATIVE PRODUCT**

**MultiVit- Complete multi vitamin oral spray**

MultiVit sublingual spray is the latest pioneering health product to be released by BetterYou. As the UK’s first multivitamin oral spray, MultiVit was created to support the public’s overall well-being and to fill any nutritional gaps caused by diet and lifestyle. The innovative formulation combines convenience with optimal absorption, to deliver all 14 of its essential nutrients straight into the bloodstream. MultiVit contains key minerals and the full spectrum of vital vitamins including A, B, C, D and K1, to help promote an overall healthy lifestyle and a better you. MultiVit retails at £9.95 and is available from Holland and Barrett, independent retailers or online at www.betteryou.com.

**BEST ALTERNATIVE PRODUCT**

**Food IgG results in minutes!**

Food Detective™ is a food intolerance testing kit that can be performed in a clinic or given to a client for use at home. Results are obtained in just 40 minutes, so you don’t have to wait for laboratory results in order to identify the problem foods that could be causing adverse symptoms. Food Detective™ tests for reactions to 59 commonly-eaten foods and requires only a finger-prick sample of blood. It is easy-to-use and full instructions are provided in the kit. Contact Cambridge Nutritional Sciences on 01353 863279 for more information or visit www.food-detective.com.

**BEST VMS**

**A natural iron boost**

Spatone Apple contains Spatone iron-rich water sourced from the Welsh mountains of Snowdonia National Park – which can help top up iron levels while causing fewer of the unpleasant side-effects often experienced with conventional iron food supplements. Generally, iron is a very difficult mineral for the body to absorb. However, the iron naturally present in Spatone has been shown to be easily absorbed, with an average of 40% bioavailability. Food and iron food supplements typically have a 5-20% bioavailability. Furthermore, Spatone Apple is combined with natural apple concentrate, with the vitamin C helping the absorption of iron. Spatone is available from Boots and Holland & Barrett and priced at £10.55 for 28 sachets (four weeks’ supply). It is important to follow a varied and balanced diet and healthy lifestyle. Food supplements should not be used as a substitute for a healthy balanced diet. For more info, visit www.spatone.com.

**BEST VMS**

**Viteyes 2 nutritional supplement for macular degeneration**

There are many nutritional supplements on the market, but few of them offer as wide a range of products, with research to back-up their claims to help promote macular health and reduce the risk of developing age-related changes in the eyes. Viteyes 2 formulas are all based on ground-breaking eye health research conducted by the US National Eye Institute over nearly 20 years. These have proved that high doses of specific vitamins and minerals can help reduce the progression of macular degeneration by about 30 per cent. Viteyes 2; helping promote healthy eyes for years to come. For more information, visit www.butterflies-healthcare.co.uk or call 0845 838 6704.

**BEST VMS**

**A UK first, tongue tingling melty shot for Young Adults!**

Higher Nature was founded on a set of principles to provide unique, ethical and effective supplements, and for 20 years we’ve been pioneers in nutrition. Our new MultiVit Shots epitomise this; the tear strip shot format is a UK first! Delivering 19 multivitamins and minerals especially suited to young adults and their needs. Containing iron and vitamin C, which contribute to the reduction of tiredness, and vitamins B6, B12, D and zinc for the immune system, as well as chromium for blood glucose levels. These natural cherry cola flavour, daily shots really are nutrition on the go! For more info, visit www.highernature.com.
People who are really in the know are in demand, but aside from word of mouth marketing (always the best success rate), how do you ensure that the right people will find out about you and the services you have to offer? Media Consultant Janey Lee Grace reveals ways to help practitioners improve their business…

The answer lies in how you attract PR and marketing opportunities for yourself. If you have an authentic message to share, there’s nothing whiffy about PR – in fact, what stinks is when all the limelight goes to the companies and therapists who are not authentic, leaving the real gems in the world, the incredible practitioners, with their light hidden.

If intuitively you really feel in your heart that you have an authentic message to share, then it’s your DUTY to get it out there. Are you really getting the visibility and attention you deserve?

So why is there so much fear around marketing and PR?

Well, granted, PR can have a bad rap, we can tend to think of politicians and spin doctors twisting a message so that we have to believe it, but if it’s a genuine, authentic message, that’s different. When you live your life authentically – magic happens, not spin.

FACTOID:
Health is the second ever most Googled word. So there’s never been a better time for anyone involved in nutrition to get their positive messages out there.
People do business with those they like, know and trust. So it’s time to put yourself at the heart of your brand. This can seem tricky for some practitioners; they feel it’s the work they do that is important, not them, but ask yourself: do you have a hairdresser you go to? A dentist? Are you happy to pop into any hairdresser, or any dentist? It’s unlikely - you give return business (and probably recommendations) to those you like, know and trust.

It’s important to stand in your spotlight and get yourself out there. That doesn’t mean you have to spend a fortune on expensive PR, or waste your money on advertisements or flyers that often result in few conversions. In order to be in the zeitgeist, I highly recommend you use education-based marketing – otherwise known as content marketing. Potential clients are not keen on being ‘sold to’; they aren’t necessarily going to read or listen to advertisements, but many are hungry for knowledge and information – especially if it’s free.

**INTERESTING MARKETING FACTOID: AT ANY ONE TIME…**

- 30 per cent of people are not interested in what you are offering.
- 30 per cent are not even conscious that they may need you – they are not aware of a problem.
- 30 per cent are aware that they could need you at some point.
- Seven per cent are open to what you are offering.
- Only three per cent are actively looking for your products.

‘Hard’ sales such as car sales and double glazing go for the three per cent, but with your heart-centred, authentic business (which hopefully either solves a problem for people or makes them feel better), there is the possibility of focusing on education-based marketing, which could easily convert the seven per cent that are ‘open’, the 30 per cent that are aware they may need you, and the 30 per cent not yet conscious they do!

**EDUCATION-BASED MARKETING**

It’s important to look at how you get your message out to journalists and to potential clients through education-based marketing for your brand. That means writing articles and blogs, perhaps writing a book - whether that be a self-published e-book or a physical book, running teleseminar courses, recording podcasts or YouTube videos; the list is endless - by education-based marketing you are helping to educate and share with others what it is you know about that could benefit them - it all helps to promote you and your brand.

**BECOME AN AUTHENTIC AUTHORITY**

By linking to a current news story, for example, you could massively benefit and establish your brand as an authentic authority. Many journalists, editors and producers are looking for ‘column inches’, or air-time. They need experts to comment, give opinions, share recipes, tips and ideas, in addition to longer feature ideas that are relevant to their target clients.

If you are already thinking ‘help, I can’t write’ then think again; it’s likely that you can. If you are passionate about your work, I’m guessing you could speak knowledgably about it; just translate that to the page – literally write as you speak, you can always ask an editor to tidy it up for you later. It’s the enthusiasm and specialist knowledge that your potential clients are hungry for, not great literary skills.

**ROLL THE CAMERA!**

You could record a podcast or a video; in fact, videos account for 69 per cent of consumer traffic; a confident, targeted message really helps people to connect with you, to decide if they could like, know and trust you. Don’t make it too long though; five-10 minute videos might show your work in great detail, but studies show that the absolute maximum time people will watch for is three minutes, and the optimum time is under one minute.

It’s estimated that every day more than 27 million pieces of content are shared on the web. According to Inside View, a US marketing solutions company, content marketing remains a top priority for marketers, and nine out of 10 companies or brands are using content marketing.

**ACCORDING TO INSIDE VIEW’S INFOGRAPHIC;**

- 61 per cent of marketers use social media to increase lead generation.
- 67 per cent more leads per month are generated by companies who blog.
- 55 per cent of buyers search for information on social media.
- 75 per cent of buyers are likely to use social media in the purchase process.

**SOCIAL MEDIA SAVVY**

Without doubt, social media is important now. Incredible isn’t it? If you have been putting off getting savvy on social media, be prepared to think again. It’s worth having a brand presence on Facebook and establishing connectivity; images, infographics and quotations are popular, people love to be asked questions too - it all helps with engagement. Above all, it’s the frequency of posting which will have an impact.

Twitter is invaluable too, not for posting flippant comments like…”just had breakfast #muesli”...but to make connections with your potential ideal clients, offer bite size bits of info, or a link to a recipe, your blog or an interesting case study. Be sure to follow relevant people, including nutrition, food and health journalists and retweet their tweets. Pinterest and Instagram are picture-led of course; great if you have lots of recipe images to share.

**FIVE STEPS TO YOUR SUCCESSFUL PR STRATEGY.**

**STEP 1.** Get clarity on your USP - As already stated, people do business with...
those they like, know and trust. You need to be clear on your USP, that’s your unique selling point, so that you know exactly what makes you different. Recognising that you are a unique brand will help you know what to say in your marketing to attract new clients to you, rather than sounding exactly like your competitors and everyone else in your field.

**STEP 2.** Get writing - Why should you get writing? If you are already an author, you need to be thinking of capitalising on that with lots more writing, and if you aren’t an author, why not? Most of us have a book in us, or at least some great articles and blog. Writing a book is a great calling card: it’s not just books of course you can write: ezines, press releases, blogs – the list is endless, but establishing yourself as the writer in your field can greatly increase visibility for your brand. At one point, self-publishing was seen as an inferior option, not any more; it’s becoming the new paradigm.

Don’t underestimate the power of being an author – add three letters and you get ‘authority’, and when producers and editors want experts to comment on radio and TV etc, they often look first to authors...

**STEP 3.** Stand in the spotlight - I’ve met many people who want to grow their businesses and are asked to speak at networking events; often they don’t feel confident as a speaker, are unsure of their voice and worried that how they look may not reflect what they’re selling. Many people are also unsure how to construct a talk or presentation, but it’s worth going back to that original question; what’s my unique selling point?

Again, people do business with you if they like you. If you are asked to speak at an event, put yourself forward; it’s a brilliant way to market yourself and attract new customers who are exactly right for you.

**STEP 4.** Be a great interviewee - Wearing my interviewer’s ‘hat’, sadly I’m amazed on many occasions just how bad the interviewee can be. In some cases they are a great person with a good product or service, but they are not great at selling themselves. It’s really worth investing in some training, and at the very least practice with a microphone and computer! Learn to love the sound of your own voice(!) and don’t be camera shy, get your messages out there on YouTube. People will want to do business with you if you sound knowledgeable, passionate and trustworthy; being interviewed is a great way of connecting with a potential new audience.

**STEP 5.** Think of ways to interact – there are lots of different ways you can attract new clients and visibility for yourself. Your best bet is always through referrals, but there are many ways of attracting more clients to you, and indeed increasing your visibility and sales of products, that don’t necessarily require your time.

If you have written a book for example, it’s a lovely feeling to have ebooks out there that can be selling as you sleep; you will hopefully be able to share your knowledge and passions with a much wider audience. Connect with local and national press, networking groups, launch ezines, compelling press releases and campaigns, and build a following for your website and business. Don’t forget social media: Facebook, and LinkedIn and remember Twitter isn’t frivolous; it’s becoming a powerful, free marketing tool. You can save money by not needing to hire expensive PR and marketing companies if you have a handle on the many ways you can do this for yourself.

From a financial perspective, establishing yourself as a brand and getting clarity on your unique selling point is essential, and it could help give you the confidence to be an expert who is called upon in local and national media, which can then catapult you to success and gain you recognition and income – well, the world is literally your oyster.

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**JANEY LEE GRACE** offers PR and media skills coaching. There is a special offer on the full audio course for readers of this magazine; email Janey@imperfectlynatural.com and quote ‘Offer’. For more information, visit http://imperfectlynatural.com/pr-and-media-skills-for-holistic-professionals-audio-masterclass-series/. 
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**Chia Pod**

Chia seeds are gaining in popularity, which really isn’t surprising since a breakfast of soaked chia seeds mixed with fruit can leave you feeling full all the way to lunchtime! Well the Chia Pod Co is on to a good thing with these fabulous, ready-made pots of chia breakfast wholesomeness! They have a great range of natural fruit flavours, including strawberry, lemon and date, dark cacao, coffee bean, mango, banana, blueberry and vanilla bean, and they have a satisfying, creamy deliciousness from an added swirl of coconut milk. The perfect dairy and gluten-free, energy-boosting breakfast, which delivers medium-chain fatty acids from the coconut milk, 3g of omega-3 and 6g of dietary fibre per pot from the chia seeds! And in case you were wondering about the technical info, they are made using cold processing to ensure the full nutrition, taste and colour of the fruit is retained. For flavours which have been lightly sweetened, a low fructose and low GI coconut sugar has been used.

Chia Pods cost £2.49 for 170g.

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**Himalayan Black Salt**

A vegan diet is healthy for the heart as well as the waistline, but many vegans find it hard to find a suitable egg replacement. This product helps to tickle egg deprived taste buds, and that’s because, like eggs, it’s a naturally rich source of the mineral sulphur! inSpiral is a London-based raw food company, and their Himalayan Black Sea Salt is an interesting addition to their expanding and incredibly interesting product range.

Himalayan Black Salt, also known as Kala Namak, is mined from the vast, ancient, pristine Himalayan salt ranges (which were once the seabed), and used in Asian cooking, yet is still rare in the West. These ancient, raw black crystals are a rich tradition in the spice blend ‘chaat masala’, which is made with amchoor (dried mango powder) and black salt. Time to introduce it to the Western plate! Serve in a sandwich with raw baobab mayonnaise, sliced cucumber and cracked black pepper, or simply sprinkle over mashed avocado on toasted rye bread – guaranteed to fool any blindfolded egg-eater!

inSpiral Himalayan Black Salt costs £2.95 for 250g.

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**Digital Food Dehydrator**

Dehydrating food is the hottest emerging trend in healthy eating – giving you all the benefits of raw food, but with the delicious texture of cooked. This method of food preparation leaves the vitamins, minerals and enzymes in tact. The problem is that many of the current food dehydrators on the market are far too expensive for most of us to easily afford. However, Appliance Direct have just released a new, high-tech dehydrator from the ElectriQ range, which is so affordable that we can all put one on our Christmas wish-list.

This clever kitchen raw food gadget allows you to easily prepare healthy vegetable crisps and healthy flax seed crackers – two foods which are very expensive to buy but ridiculously cheap to make; if you have your own dehydrator. Nutrition I-Mag Editor, Susie Perry Debice, tried out the device and said; “I made some healthy snacks with my eight year-old son from our home-grown apples, and he enjoyed it so much he insisted on making kale chips the next day. It was fun and easy to use, and a great way to get kids involved with healthy food, and an inventive way to use up leftover fruit and vegetables!”

ElectriQ EDFD04 Digital Food Dehydrator with Temperature Control and Timer costs £29.98.
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GET COOKING!

When clients suffer from digestive conditions, it can be difficult to find inspiring, free-from recipes for them to enjoy. Here are two delicious recipes taken from the new book Low FODMOP Diet, containing recipes based around the revolutionary FODMAP diet found to help people manage symptoms of IBS, Crohn’s disease, coeliac disease and many other digestive disorders…

COURGETTE AND PUMPKIN SEED CORNMEAL BREAD

Ingredients

- 130g fine rice flour
- 135g potato flour
- 45g soy flour
- 2 tsp baking powder
- 1 tsp baking soda
- 1 tsp xanthan gum
- 125g cornmeal
- 1 large courgette, grated and drained on paper towel
- 65g raw or roasted pumpkin seeds
- 200ml warmed semi-skimmed milk, lactose-free milk or suitable plant-based milk
- 40g butter, melted
- 1 tsp salt
- ½ tsp freshly ground black pepper
- Olive oil
- Sea salt
- Parsley butter
- 55g butter
- 15g chopped flat-leaf parsley

Method

Preheat the oven to 200°C and line a baking sheet with parchment paper. Sift the flours, baking powder, baking soda and xanthan gum three times into a bowl (or mix with a whisk to ensure they are well-combined). Stir in the cornmeal, courgette and pumpkin seeds. Make a well in the centre and add the warmed milk and melted butter. Add the salt and pepper and mix well with a wooden spoon. Gently bring the dough together with your hands to form a soft ball. Turn out onto a clean surface dusted with cornflour and knead until smooth. Divide the dough in half, form into two balls and place on the baking sheet. Brush with a little oil and sprinkle with sea salt. Bake for 20 to 25 minutes, until golden brown and a tooth-pick inserted into the centre comes out clean. To make the parsley butter, mix together the butter and parsley in a bowl. Serve with the warm bread. Serves 12.
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**CARAMEL BANANA TAPIOCa PUDDINGS** *(MAKES 6)*

**Ingredients**
- 1 litre semi-skimmed milk, lactose-free milk or suitable plant-based milk
- 2 tsp vanilla extract
- 135g brown sugar
- 65g pearl tapioca or sago
- 2 ripe bananas, mashed with a fork

**Method**
Place the milk, vanilla and 60g of the brown sugar in a medium saucepan, and bring to a boil over a medium-high heat, stirring well. Reduce the heat to low and stir in the pearl tapioca. Simmer gently, stirring regularly, for 30 to 35 minutes, until the tapioca is soft and resembles translucent, jelly-like balls. Set aside to cool for five to 10 minutes. In a large bowl, mix the mashed banana with half of the remaining brown sugar. Stir in the cooked tapioca. Pour the mixture evenly into six 125ml ramekins. Sprinkle the tops with the rest of the brown sugar and refrigerate for 3-4 hours, until set. Serves six.
Dear reader,

We always welcome feedback here at Nutrition I-Mag, which is why we would love to hear from you personally this month.

We know that the needs of our readers change over time, so we would really appreciate your feedback in our 2014 reader survey. By completing our short survey, you can help us better understand your needs, allowing us to make Nutrition I-Mag the best it can be.

To thank you for your time, we are running a competition for those who participate. Simply complete the survey online to be entered into our prize draw to win an iPad Mini*.

You can complete the survey now at www.nutritionimag.com/readersurvey.

Susie Perry Debice
BSc Hons, Dip ION

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Sleep is the subject of much debate, and both the quality and quantity of it varies widely from one person to another. If you’ve ever suffered from any form of sleep problems, then you’ll know just how debilitating this can be. UK statistics tell us that the nation’s sleep as a whole is well-below par – with approximately one third of the population suffering from insomnia – a prolonged and usually abnormal inability to obtain adequate, uninterrupted sleep, and nearly half of the full-time workforce report that they are sleep deprived.

Almost half of Britons report that stress or worry keeps them awake at night, and as many as 7.9 million people use alcohol, and 6.8 million people use over-the-counter sleeping pills to help them get to sleep at night. As well as being debilitating and becoming increasingly commonplace, sleeping problems are also typically difficult to deal with.

Taking a holistic approach instead, where underlying causes are identified and supported, is an effective route to long-lasting improvement, and is in stark contrast to the quick-fix ‘solutions’ (such as alcohol), which not only don’t last, but often serve to make the problem worse.

IDENTIFY UNDERLYING CAUSES
The in-clinic questionnaire and patient case history will help to identify any underlying cause particular to your client. It’s also useful to suggest that clients keep a sleep diary before coming to see you, the main aim of which is to encourage self-awareness of their daily routine. This may help to highlight habitual patterns and simple triggers, such as a 4pm caffeine hit or a late evening meal. While there are many different potential underlying causes, stress is often a major contributor, whether that’s chronic work stress, a recent bereavement or relationship breakdown. Your clients’ case history helps to identify if this is a problem.

CONSIDER FUNCTIONAL TESTING
Functional testing is useful where there are suspected hormone imbalances or issues with adrenal health. Functional testing can help to pinpoint underlying causes more accurately so that your approach can be highly targeted. If stress is a contributing factor, an Adrenal Stress Profile is a useful place to start.

MAGNESIUM
This mineral is often referred to as ‘nature’s tranquiliser’. Magnesium is a key mineral to support balanced, restful sleep, and is commonly deficient in Western diets. It is an essential cofactor for many enzymatic reactions, especially those involved in the synthesis of neurotransmitters. As a natural antagonist of N-methyl-d-aspartate (NMDA) (an excitatory amino acid derivative) and agonist of gamma amino butyric acid (GABA) (an inhibitory neurotransmitter), magnesium plays a critical role in sleep...
regulation. Low magnesium levels have been associated with insomnia and other sleep disorders.

A 2012 double-blind, randomised, clinical trial investigated the effects of daily supplementation with 500mg magnesium versus placebo for eight weeks in elderly people experiencing primary insomnia. Results showed that sleep time and efficiency increased, and sleep onset latency decreased in the experimental group after eight weeks. These results are consistent with numerous studies that have investigated the role of magnesium in sleep regulation. Magnesium can be supplemented in powder bisglycinate form, which is well-tolerated and highly bioavailable.

**L-Tryptophan, B6, B12 AND FOLIC ACID**

Once the body absorbs the essential amino acid, L-tryptophan, it converts it to 5-hydroxytryptophan (5-HTP), and then into the neurotransmitter serotonin, the precursor to melatonin. The metabolism of tryptophan into serotonin is complex and requires biotin, magnesium, vitamins B6, B12 and folic acid.

Between the 1960s and 1980s, 40 controlled studies investigated the effects of L-tryptophan on human sleep. The weight of evidence indicates that L-tryptophan in doses of 1g or more produces an increase in rated subjective sleepiness and a decrease in time taken to fall asleep. Recently, the effects of a tryptophan-rich breakfast and exposure to light with low colour temperature at night and its effect on sleep were investigated in 94 Japanese students. It was found that having sources of tryptophan and vitamin B6 at breakfast, following up breakfast with exposure to sunlight and the exposure to low temperature lights at night, is a powerful method for inducing easy onset of the night sleep and higher quality of sleep.

**L-Theanine**

L-theanine is an amino acid found naturally in the tea plant (Camellia sinensis). It has been associated with effects such as the enhancement of relaxation and improvement of concentration and learning ability. L-theanine has been reported to refresh the mental state through the generation of alpha brain waves and the regulation of dopamine and serotonin levels in the brain. L-theanine is thought to cross the blood-brain barrier to exert its effects directly on the brain within 30 minutes.

**HOPS**

The hop (Humulus lupulus) plant, a component of beer, is a sedative plant whose activity is due primarily to its bitter resins. The mechanism of action of the resin of hop consists of increasing the activity of the neurotransmitter GABA, inhibiting the central nervous system. It has been found that concentrations of 2mg of hop extract effectively decreased nocturnal activity in the circadian activity rhythm in common quails. Based on this, a study was conducted with 17 female nurses who ingested a non-alcoholic beer containing hops with supper for 14 days. Results showed there was a clear improvement in the quality of sleep.

**LACTIUM**

In several cultures, drinking a glass of warm milk before going to bed is believed to facilitate sleep. Lactium is a protein hydrolysate derived from milk. One study investigated the effects of milk protein hydrolysate in people with sleep disorders. Thirty-two men and women aged between 25-40 years, reporting insomnia for at least six months, received either milk protein hydrolysate (150mg, one hour before bed) or placebo. The experiment group had significantly improved sleep scores and particularly improved sleep quality following two weeks of treatment; along with decreases in sleep latency and daytime dysfunction after four weeks.

**LIFESTYLE FACTORS**

There are strong associations between sleep problems and physical inactivity and unhealthy eating patterns. Both physical activity and a balanced, healthy diet are known to be associated with improved sleep quality. A randomised, crossover study found skipping breakfast to be associated with decreased secretion of melatonin and leptin. Both alcohol consumption and smoking are associated with increases in sleep problems.

Supporting clients with a blood sugar balancing diet helps to eliminate sleep problems associated with evening blood sugar dips. Achieving blood sugar balance also provides the foundation for balanced adrenal health, which is key for restful sleep.

**HEALTHY SLEEP SCHEDULE**

Putting together a healthy sleep routine and sticking to it is key to regularly getting a good night’s sleep. Things to consider include; getting up and going to bed at the same time every day (even at the weekends), switching off from anything electronic at least an hour before bed, having a relaxing bath and a small snack just before bedtime, maintaining the bedroom as a sanctuary designated for rest (not a room that doubles up as a gym or office), investing in blackout blinds, avoiding caffeine four to six hours before bedtime, and making sure the room temperature is comfortable through the night. Since stress is such a major contributor to sleep problems, encouraging clients to develop effective relaxation techniques is an absolute must. Regular meditation, mindfulness and yoga practice have all been shown to help promote restful, balanced sleep.

While sleep problems are unlikely to simply vanish overnight, with consistent, targeted support, long-term improvements can be both significant and even easy to maintain. And while poor sleep can quickly descend into a negative spiral, the positive news is that better sleep soon triggers an upward health spiral instead. Improved sleep delivers vast benefits for overall health and well-being at any age, and once established, is often there to stay.
We humans would not be able to breathe, move, or even think without the presence of coenzyme Q10. Dr D. Mantle, FRSC, FRCPath, Technical Advisor at Pharma Nord (UK) Ltd, explains the role this vital nutrient plays in cardiovascular disease…

Coenzyme Q10, also known as CoQ10, is an essential co-enzyme involved in the energy turnover of all cells in the body. In fact, our life depends on the presence of CoQ10 within all our body cells.

MITOCHONDRIAL LINK
CoQ10 is a naturally-occurring, vitamin-like substance that plays a vital role in the metabolic process by which energy is supplied to all cells within the body. CoQ10 is also referred to as ubiquinone, because of its ubiquitous distribution in all body tissues. Structurally, the coenzyme Q group resembles that of vitamin K, with CoQ10 being the form occurring in human tissues. CoQ10 is an essential cofactor of enzymes that convert sugars and fats into energy (in the form of ATP) within specialised, sub-cellular organelles, the mitochondria. Tissues with a high energy requirement, especially the heart and skeletal muscles, contain higher numbers of mitochondria within their cells, and are particularly reliant on maintaining adequate tissue CoQ10 levels for normal functioning.

POWERFUL ANTIOXIDANT
CoQ10 is also important as a major lipid-soluble antioxidant, protecting cell membranes from the damaging effects of free radicals continuously produced within the body. The antioxidant action of CoQ10 is of particular importance within the mitochondria, which are exposed to particularly high levels of free radicals, generated as unwanted by-products of the normal cellular respiration process. Mitochondrial dysfunction and reduced energy output resulting from such free radical induced oxidative damage has been implicated in a number of neurodegenerative disorders.

Most recently, gene expression profiling has shown that CoQ10 influences the expression of several hundred genes. In particular, studies in cell culture, animal models and human subjects have shown that CoQ10 can directly regulate gene expression relevant to inflammation and fat metabolism (Schmelzer et al, 2008; Yubero-Serrano et al 2012). In addition, CoQ10 supplementation has been reported to decrease levels of inflammatory markers in patients with coronary artery disease (Lee et al, 2012).

CoQ10 occurs in two forms, oxidised (ubiquinone) and reduced (ubiquinol). The normal functioning of CoQ10 requires the inter-conversion of these forms within the body. With regard to energy production, both oxidised and reduced forms of CoQ10 are of equal importance. With regard to antioxidant activity, the reduced form of CoQ10 is most important. CoQ10 is the only lipid-soluble antioxidant synthesised endogenously. In addition to neutralising lipid peroxide radical species directly, ubiquinol also regenerates radical forms of vitamins C and E.

BIOAVAILABILITY EXPLAINED
Although some CoQ10 (approximately 30 per cent of requirement) is obtained from the diet, most is synthesised within the body, particularly by the liver. Endogenous synthesis of CoQ10 is a complex process requiring a number of amino acid, vitamin and trace element precursors and cofactors. A deficiency in any of these precursors or cofactors can adversely affect the normal production of CoQ10.

As people age, the capacity of the body to produce CoQ10 decreases; optimal production occurs around the mid-twenties, with a continual decline thereafter (by approx 50 per cent at age 70). In addition, CoQ10 levels are depleted by lifestyle factors such as alcohol consumption and smoking, by physical exercise, or illness. CoQ10 levels are depleted in individuals taking statin-type cholesterol-lowering drugs, since CoQ10 shares a common synthetic pathway with cholesterol (Langsjoen & Langsjoen, 2003). Dietary supplementation with CoQ10 (typically 100-300mg/day) therefore provides a mechanism to maintain adequate levels within the body. However, it is important to note that the pharmaceutical quality and bioavailability of CoQ10 supplements from different manufacturers can vary widely. CoQ10 is also available as a licensed...
medicine within the EC as Myoqinon (an unlicensed medicine within the UK). Supplementation with 100mg CoQ10 twice daily has been reported to raise blood levels from 0.90 to 3.25mcg/ml (Weiss et al, 1994).

Until recently, CoQ10 supplements were only available in the oxidised form, as ubiquinone. Most people are able to absorb supplemental CoQ10 in this form. However, certain categories of people may be less able to absorb this form of CoQ10. These include the elderly, as well as people with liver disease, pancreatic disease, digestive disorders such as IBS, and following digestive tract surgery. For such categories of people, CoQ10 is more easily absorbed in the reduced (ubiquinol) form.

**EFFICACY, SAFETY AND CLINICAL DATA**

Most clinical trial studies to determine the efficacy and safety of CoQ10 to date have used CoQ10 in the form of ubiquinone. There is substantial evidence for the benefits of CoQ10 supplementation in cardiovascular disease, benefitting patients with atherosclerosis, hypertension and congestive heart failure. Langsjoen and Langsjoen (1999) state that optimum improvement in heart function requires a blood CoQ10 level of at least 3mcg/ml.

CoQ10 protects against atherosclerosis by inhibiting the oxidation of LDL cholesterol. Although not widely publicised, there is evidence that the ratio of CoQ10:LDL cholesterol may be more important in atherosclerosis prevention than the HDL:LDL ratio (Tomasetti et al, 1999). In a double-blind, randomised, controlled trial, Singh et al (2003) found supplementation with CoQ10 (120mg/day for one year) reduced the risk of atherosclerosis in patients following recent myocardial infarction.

The primary action of CoQ10 in hypertension is vasodilation, via direct effects on the endothelium and smooth muscle. Randomised, controlled, double-blind trials carried out by Singh et al (1999) and Burke et al (2001) reported significant reductions in systolic and diastolic blood pressure in hypertensive patients following supplementation with CoQ10 (120mg/day for two to three months). A meta-analysis by Rosenfeldt et al (2007) concluded that CoQ10 could lower systolic blood pressure by up to 17mm Hg, and diastolic blood pressure by up to 10mm, without significant adverse effects in hypertensive patients.

A number of clinical studies have reported significant benefit of CoQ10 supplementation in congestive heart failure (CHF). Meta analyses by Soja and Mortensen (1997), Sander et al (2006) and Fotino et al (2013) have reported significant improvements in cardiac output, stroke volume and ejection fraction following CoQ10 supplementation in CHF patients. Patients with severe CHF are least able to benefit from oral supplementation with conventional ubiquinone CoQ10 supplements (up to 900mg/day), because of their difficulty in adequately assimilating the latter due to intestinal and hepatic oedema. In the first reported clinical trial of ubiquinol in such patients (Langsjoen and Langsjoen; 2008), critically ill individuals orally supplemented 450mg/day ubiquinol showed a three-fold increase in plasma CoQ10 level, and a 25-50 per cent improvement in heart function (quantified via echocardiography ejection fraction).

Two recent clinical studies are of particular significance with regard to CoQ10 supplementation and the prevention or treatment of cardiovascular disease. In the Q-Symbio study, a randomised, controlled, double-blind study supplemented CHF patients with 300mg CoQ10/day for two years; clinical symptoms and CHF biomarkers were significantly improved, with risk of mortality reduced by approximately 50 per cent (Mortensen, 2013). In the KiSel-10 study, a five year prospective, randomised, controlled, double-blind trial supplemented normal elderly individuals with CoQ10 (200mg/day) and selenium (200mcg/day). Cardiac function and CHF biomarkers were significantly improved in the CoQ10 treated group, with the risk of cardiovascular mortality reduced by approximately 50 per cent (Alehagen et al, 2013).

Clinical trial studies (e.g. Ikematsu et al, 2006; Hosoe et al, 2007) have shown CoQ10 to be well-tolerated, with no serious adverse effects reported in long-term use. Very rarely, individuals may experience gastrointestinal disturbance. There are no known toxic effects, and CoQ10 cannot be overdosed. CoQ10 is not recommended for pregnant or lactating women, in whom the effects of CoQ10 have not been extensively studied.

No significant interference of CoQ10 with other drugs has been reported. Several case studies have suggested that CoQ10 may interfere with the action of warfarin; however, a randomised, controlled, clinical trial showed CoQ10 supplementation at 100mg/day had no effect on the clinical action of warfarin (Engelsen et al, 2003).

**KEY POINTS**

Plausibility of mechanism of action: CoQ10 has at least three functions of relevance to the cardiovascular system, namely its role in cellular energy production, its role as an antioxidant, and its role in gene expression. These functions in turn provide the basis for the plausibility of action of CoQ10 in the management of congestive heart failure, atherosclerosis and hypertension.

Evidence of efficacy: Because CoQ10 is classed as a nutritional supplement, there is a common misconception that there is little or no evidence to support its use in the management of cardiovascular disease. To date there are more than 600 articles published in the peer-reviewed medical literature listed on the Medline database, including more than 60 double-blind, randomised, placebo-controlled clinical trials.

Evidence of safety: There are presently more than 200 randomised, controlled, clinical trials listed on Medline, in which CoQ10 has been investigated in a wide range of disorders. None of these studies has reported significant adverse effects arising from CoQ10 supplementation.

Bioavailability: To be effective, CoQ10 needs to be given in sufficient dosage and for sufficient duration. In particular, the role of bioavailability cannot be over-emphasised; a CoQ10 supplement should be used where there is documentary evidence of the capability to raise blood levels to at least 3mcg/ml in human subjects.
BANT is the most important professional body for Registered Nutritional Therapists, assisting members in attaining the highest standards of integrity, knowledge, competence and professional practice. BANT has its finger on the pulse for any changes or new developments within this dynamic profession. The latest news from BANT...

NEW BANT HEALTHY EATING PLATES REVEALED...

BANT has created two fantastic new clinic tools for its members – healthy eating plates.

These visual tools have been developed by a small group of Registered Nutritional Therapists in response to member requests for such support. These plates will replace the one-size-fits-all and outdated eatwell plate. BANT has just finished a public consultation on the plate, and they are due to be officially launched by the end of the year. There are two plates – one for maintaining healthy weight, and the other aimed for those who need to fight the flab and/or beat the bloat. Click to download.

Video of the Month

‘The Role of Methylation and Epigenetics in Brain Disorders’; presented by William J. Walsh PhD, President of the non-profit Walsh Research Institute, an internationally-recognised expert in the field of nutritional medicine and a key scientist, paving the way for nutrient-based psychiatry and nutritional medicine.

Over the past 30 years, Dr. Walsh has developed biochemical treatments for patients diagnosed with behavioural disorders, attention deficit (hyperactivity) disorder, autism, clinical depression, anxiety, bipolar disorders, schizophrenia and Alzheimer’s disease that are used by doctors throughout the world. His book, Nutrient Power: Heal Your Biochemistry and Heal Your Brain (Skyhorse Publishing, 2012), describes the evidence-based nutrient therapy system. Dr Walsh spent 20 years working with Dr Carl Pfeiffer, author of Mental and Elemental Nutrients.

News Flash: New Chronic Fatigue Book!

Megan Arroll holds a PhD in psychology, and is a Chartered Psychologist and a Chartered Scientist. She has been conducting research into medically unexplained and misunderstood illnesses for over a decade, and has published numerous academic papers on the topic of CFS/ME. Megan is a Research Fellow and member of the Chronic Illness Research Team at the University of East London, and has launched a book on conventional, alternative and self-help approaches to the treatment of Chronic Fatigue Syndrome.

The book, Chronic Fatigue Syndrome: What you need to know about CFS/ME, takes a broad look at this complex, distressing and debilitating condition, and offers the reader a short review of the history of the condition, the most pertinent explanatory models and current physiological findings, before moving onto descriptions of the different types of treatments available. The book is a non-technical text, with accessible and practical information regarding this difficult-to-treat condition.
WINNERS
ANNOUNCED SOON...

We’ve had a great response in the voting process for this years CAM awards, and we’d like to thank everyone who voted.

All of your comments have been taken into consideration, and the judges have now finalised the winners.

In each category a winner has been chosen, along with a nominee who has been highly commended.

These results will be announced at the Gut/Brain Axis CAM Conference on the 8th November, and will be published online at www.cam-mag.com.

“The CAM Awards are a fantastic initiative. It’s a wonderful feeling to know that my work and endeavours were recognised by the judges. Thank you once again for choosing me”
Gaye Godkin, CAM Awards Outstanding Practice Winner 2013

“I was honoured to win the CAM Award for Outstanding Contribution to the Community and thoroughly recommend practitioners get involved in next year’s awards”
Christian Bates, CAM Awards Outstanding Contribution to the Community Winner 2013

“The CAM Awards are a fantastic initiative for students of complementary medicine, I was delighted to win and recommend students get involved”
Justin Lusty, CAM Awards Student of the Year Winner 2013

Look out for the winners online at www.cam-mag.com
If you need to top-up on CPD credits, then here are all the available courses scheduled for the next three months...

<table>
<thead>
<tr>
<th>DATE</th>
<th>EVENT</th>
<th>COURSE TITLE</th>
<th>SPEAKERS</th>
<th>VENUE</th>
<th>PRICE</th>
<th>CPD</th>
<th>INFO AND BOOKING</th>
</tr>
</thead>
<tbody>
<tr>
<td>NOVEMBER 2014</td>
<td>Ongoing</td>
<td>BANT CNHC Portfolio Workshop Recording</td>
<td>Online</td>
<td>Free to all BANT members</td>
<td>BANT 5 Hours</td>
<td><a href="http://goo.gl/MYF5Cr">http://goo.gl/MYF5Cr</a></td>
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<tr>
<td></td>
<td>Ongoing</td>
<td>BANT Mitochondria - Dynamic, Multi-Functional Organelles</td>
<td>Ray Griffiths</td>
<td>Online</td>
<td>Free</td>
<td>BANT 1 Hour</td>
<td>tincyurl.com/ppgs5ru</td>
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<tr>
<td></td>
<td>Ongoing</td>
<td>BANT Dr Myhill’s ME Conference</td>
<td>Dr Sarah Myhill</td>
<td>Online</td>
<td>Free</td>
<td>BANT 1 Hour</td>
<td><a href="http://goo.gl/ZBy17k">http://goo.gl/ZBy17k</a></td>
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<tr>
<td></td>
<td>Ongoing</td>
<td>QI Research Unravelling Chronic Fatigue Conundrum, 23andme &amp; Nutrigenetics</td>
<td>Niki Gratix</td>
<td>Online</td>
<td>Free</td>
<td>BANT 3 Hours</td>
<td><a href="http://www.qiresearchlabs.com">www.qiresearchlabs.com</a></td>
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<tr>
<td>01.11.14</td>
<td>Cell Symbiosis Therapy</td>
<td>CST Academy</td>
<td>TBC</td>
<td>London</td>
<td>£45, £5 discount for students</td>
<td>BANT 6 Hours</td>
<td>Tel: 07867 726 387 Email: <a href="mailto:gillian@aonm.org">gillian@aonm.org</a> <a href="http://cst-introductory-seminar-1stnov2014.eventbrite.co.uk">http://cst-introductory-seminar-1stnov2014.eventbrite.co.uk</a></td>
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<tr>
<td>04.11.14</td>
<td>Lamberts</td>
<td>Nutrition &amp; Sports Performance</td>
<td>Moyra Cosgrove, Simon White</td>
<td>Birmingham</td>
<td>£30 - delegates receive a £30 product voucher after event</td>
<td>BANT 6 Hours</td>
<td>Tel: 01892 554 358 Email: <a href="mailto:marcelle.salter@lambertshealthcare.co.uk">marcelle.salter@lambertshealthcare.co.uk</a> <a href="http://www.lambertshealthcare.co.uk">www.lambertshealthcare.co.uk</a></td>
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<tr>
<td>06.11.14</td>
<td>ION</td>
<td>Mindful Approaches to Nutritional Change</td>
<td>Katie Sheen</td>
<td>Richmond</td>
<td>£75 professionals, £55 Students</td>
<td>BANT 5 Hours</td>
<td>Tel: 0208 614 7800 Email: <a href="mailto:shortcourses@ion.ac.uk">shortcourses@ion.ac.uk</a> <a href="http://www.ion.ac.uk">www.ion.ac.uk</a></td>
</tr>
<tr>
<td>08.11.14</td>
<td>CAM</td>
<td>CAM Conferences in collaboration with BANT Gut/Brain Axis</td>
<td>Charlotte Watts, Ben Brown, Umahro Cadogan</td>
<td>London</td>
<td>£78 inc VAT, BANT members 10% disc, Students 10% disc</td>
<td>5 BANT Hours applied for</td>
<td>Tel: 01279 810 080 Email: <a href="mailto:info@targetpublishing.com">info@targetpublishing.com</a> <a href="http://www.camconferences.com">www.camconferences.com</a></td>
</tr>
<tr>
<td>08.11 - 09.11.14</td>
<td>Treating Autism Conference</td>
<td>International Autism Conference</td>
<td>Dr Gill Hart</td>
<td>York</td>
<td>Free</td>
<td>BANT 5.5 Hours</td>
<td>Email: <a href="mailto:conferences@treatingautism.co.uk">conferences@treatingautism.co.uk</a> <a href="http://www.treatingautism.co.uk">www.treatingautism.co.uk</a></td>
</tr>
<tr>
<td>09.11.14</td>
<td>Yorktest</td>
<td>Food Intolerance Testing - Principles in Application</td>
<td>Dr Gill Hart</td>
<td>York</td>
<td>Free</td>
<td>BANT Seminar</td>
<td>Tel: 01904 410 410 Email: <a href="mailto:info@lonisan.com">info@lonisan.com</a> <a href="http://www.yorktest.com">www.yorktest.com</a></td>
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<tr>
<td>10.11.14 - 11.11.14</td>
<td>ION</td>
<td>Healthy Ageing: An Integral Approach to Anti-ageing</td>
<td>Miguel Toribio-Mateas, Dr Ticiana Criddle, Dr Elena Toma</td>
<td>Richmond</td>
<td>£600 (early bird £450). Students £450</td>
<td>BANT 16 Hours</td>
<td>Tel: 0208 614 7800 Email: <a href="mailto:shortcourses@ion.ac.uk">shortcourses@ion.ac.uk</a> <a href="http://www.ion.ac.uk">www.ion.ac.uk</a></td>
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<tr>
<td>11.11.14</td>
<td>Lamberts</td>
<td>Gut Health</td>
<td>Lorraine Nicolle, Shelia Detsion, Justine Bold, Katie Sheen</td>
<td>London</td>
<td>£30 (voucher for amount given on day)</td>
<td>BANT 6 Hours</td>
<td>Tel: 01892 554 358 Email: <a href="mailto:marcelle.salter@lambertshealthcare.co.uk">marcelle.salter@lambertshealthcare.co.uk</a> <a href="http://www.lambertshealthcare.co.uk">www.lambertshealthcare.co.uk</a></td>
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<tr>
<td>11.11.14</td>
<td>Nutri Advanced Ltd</td>
<td>Autoimmunity - Case Studies in Functional Medicine</td>
<td>Kara Fitzgerald</td>
<td>Online</td>
<td>£120 for series of 6 webinars. Students receive 20% discount</td>
<td>BANT 1 Hour</td>
<td>Tel: 0800 212 742 <a href="http://www.nutri.co.uk">www.nutri.co.uk</a></td>
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<tr>
<td>12.11.14</td>
<td>Lamberts</td>
<td>Nutrition &amp; Sports Performance</td>
<td>Moyra Cosgrove, Simon White</td>
<td>Brighton</td>
<td>£30 - delegates receive a £30 product voucher after event</td>
<td>BANT 6 Hours</td>
<td>Tel: 01892 554 358 Email: <a href="mailto:marcelle.salter@lambertshealthcare.co.uk">marcelle.salter@lambertshealthcare.co.uk</a> <a href="http://www.lambertshealthcare.co.uk">www.lambertshealthcare.co.uk</a></td>
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<td>DATE</td>
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<td>NOVEMBER 2014</td>
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<tr>
<td>18.11.14</td>
<td>Lamberts</td>
<td>Gut Health</td>
<td>Lorraine Nicolle, Shoela Detsios, Justine Bold, Katie Sheen</td>
<td>Manchester</td>
<td>£30 (voucher for amount given on day)</td>
<td>BANT 6 Hours</td>
<td>Tel: 01892 554 358 Email: <a href="mailto:marcelle.salter@lambertshealthcare.co.uk">marcelle.salter@lambertshealthcare.co.uk</a> <a href="http://www.lambertshealthcare.co.uk">www.lambertshealthcare.co.uk</a></td>
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<tr>
<td>19.11.14</td>
<td>Yorktest Laboratories</td>
<td>Food Intolerance Testing - Principles in Application</td>
<td>Dr Gill Hart</td>
<td>York</td>
<td>Free</td>
<td>BANT 2 Hours</td>
<td>Tel: 01904 410410 Email: <a href="mailto:info@lorisan.com">info@lorisan.com</a> <a href="http://www.yorktest.com">www.yorktest.com</a></td>
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<tr>
<td>17.11.14 - 19.11.14</td>
<td>CNELM</td>
<td>Psychoneuroimmunology</td>
<td>Leo Prumiboon, Tom Fox, Sebastian Schwarz and Daniel de la Serna</td>
<td>CNELM</td>
<td>£2390 per year exc VAT. Exam fee not included</td>
<td>BANT 7.5 Hours</td>
<td>Tel: 01189 979 8686 Email: <a href="mailto:info@cnelm.co.uk">info@cnelm.co.uk</a> <a href="http://naturalfoundation.co.uk/?objectID=1526">http://naturalfoundation.co.uk/?objectID=1526</a></td>
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<tr>
<td>19.11.14 - 21.11.14</td>
<td>Target Publishing</td>
<td>Functional Sports Nutrition Academy</td>
<td>Ian Craig, Pete Williams, Cain Leathem, Umahro Cadogan</td>
<td>London</td>
<td>£599 inc VAT. 10% discount for students and association members</td>
<td>BANT 18 hours, NNA and FNTP 20 hours</td>
<td>Tel: 01279 810 080 Email: <a href="mailto:info@targetpublishing.com">info@targetpublishing.com</a> <a href="http://www.fsnacademy.co.uk">www.fsnacademy.co.uk</a></td>
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<tr>
<td>20.11.14</td>
<td>Nutri-Link Ltd</td>
<td>Weight Loss</td>
<td>Antony Haynes</td>
<td>London</td>
<td>TBC</td>
<td>BANT 2 Hours</td>
<td>Tel: 08450 760 402 Email: info@nutrilink ltd.co.uk <a href="http://www.nutri-link">www.nutri-link</a> ltd.co.uk</td>
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<td>20.11.14</td>
<td>Lucille Leader</td>
<td>Parkinson’s Disease Specialised Nutritional Management</td>
<td>Lucille Leader</td>
<td>London</td>
<td>TBC</td>
<td>BANT 5 Hours</td>
<td>Tel: 0208 455 4550 Email: <a href="mailto:densor@dial.pipex.com">densor@dial.pipex.com</a> <a href="http://www.lucilleleader.com">www.lucilleleader.com</a></td>
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<tr>
<td>23.11.14</td>
<td>Integrative Medicine Health</td>
<td>The World of Parasites, Fungi and Bacteria Level 1</td>
<td>Emma Lane</td>
<td>TBC</td>
<td>£545, £495 Early Bird, £350 Students</td>
<td>BANT 15 Hours</td>
<td>Tel: 01924 242 851 Email: <a href="mailto:courses@integrativehealth.co.uk">courses@integrativehealth.co.uk</a> <a href="http://www.integrativehealth.co.uk">www.integrativehealth.co.uk</a></td>
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<td>26.11.14</td>
<td>Lamberts</td>
<td>Gut Health</td>
<td>Lorraine Nicolle, Shoela Detsios, Justine Bold, Katie Sheen</td>
<td>Birmingham</td>
<td>£30 (voucher for amount given on day)</td>
<td>BANT 6 Hours</td>
<td>Tel: 01892 554 358 Email: <a href="mailto:marcelle.salter@lambertshealthcare.co.uk">marcelle.salter@lambertshealthcare.co.uk</a> <a href="http://www.lambertshealthcare.co.uk">www.lambertshealthcare.co.uk</a></td>
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<tr>
<td>26.11.14</td>
<td>BioCare</td>
<td>The Gut Imperative</td>
<td>Alessandro Ferretti</td>
<td>Wokingham</td>
<td>Free</td>
<td>BANT 5 Hours</td>
<td>Tel: 0121 433 8774 Email: <a href="mailto:education@biocare.co.uk">education@biocare.co.uk</a> <a href="http://www.biocare.co.uk">www.biocare.co.uk</a></td>
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<td>26.11.14 - 28.11.14</td>
<td>ION</td>
<td>Nutrition &amp; Fertility Expert Course</td>
<td>Dian Shepperson, Mills and six other speakers</td>
<td>Richmond</td>
<td>£600 Professionals, £450 Students</td>
<td>BANT 16 Hours</td>
<td>Tel: 0208 614 7800 Email: <a href="mailto:shortcourses@ion.ac.uk">shortcourses@ion.ac.uk</a> <a href="http://www.ion.ac.uk">www.ion.ac.uk</a></td>
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<tr>
<td>27.11.14</td>
<td>Lamberts</td>
<td>Nutrition &amp; Fertility Expert Course</td>
<td>Moyra Cosgrove, Simon White</td>
<td>London</td>
<td>£30 (voucher for amount given on day)</td>
<td>BANT 6 Hours</td>
<td>Tel: 01892 554 358 Email: <a href="mailto:marcelle.salter@lambertshealthcare.co.uk">marcelle.salter@lambertshealthcare.co.uk</a> <a href="http://www.lambertshealthcare.co.uk">www.lambertshealthcare.co.uk</a></td>
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<td>27.11.14</td>
<td>BioCare</td>
<td>The Gut Imperative</td>
<td>Alessandro Ferretti</td>
<td>Brighton</td>
<td>Free</td>
<td>BANT 5 Hours</td>
<td>Tel: 0121 433 8774 Email: <a href="mailto:education@biocare.co.uk">education@biocare.co.uk</a> <a href="http://www.biocare.co.uk">www.biocare.co.uk</a></td>
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<td>DECEMBER 2014</td>
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<tr>
<td>09.12.14</td>
<td>Northern College of Acupuncture</td>
<td>Nutritional Therapy to Support People with Cancer</td>
<td>Carol Granger</td>
<td>York</td>
<td>£70</td>
<td>BANT 6 Hours</td>
<td>Tel: 01904 343 302 Email: <a href="mailto:martingeorge@chinese-medicine.co.uk">martingeorge@chinese-medicine.co.uk</a> <a href="http://www.chinese-medicine.co.uk/studying/nutritional_therapy_courses">www.chinese-medicine.co.uk/studying/nutritional_therapy_courses</a></td>
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<td>09.12.14</td>
<td>Nutri Advanced Ltd</td>
<td>HPA Axis - Case Studies in Functional Medicine</td>
<td>Kara Fitzgerald</td>
<td>Online</td>
<td>£120 for series of 6 webinars. Students 20% off</td>
<td>BANT 1 Hour</td>
<td>Tel: 0800 212 742 <a href="http://www.nutri.co.uk">www.nutri.co.uk</a></td>
</tr>
<tr>
<td>17.12.14</td>
<td>Yorktest Laboratories</td>
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<td>Dr Gill Hart</td>
<td>York</td>
<td>Free</td>
<td>BANT 2 Hours</td>
<td>Tel: 01904 410410 Email: <a href="mailto:info@lorisan.com">info@lorisan.com</a> <a href="http://www.yorktest.com">www.yorktest.com</a></td>
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<tr>
<td>30.12.14</td>
<td>BioCare</td>
<td>The Gut Imperative</td>
<td>Alessandro Ferretti</td>
<td>Edinburgh</td>
<td>Free</td>
<td>BANT 5 Hours</td>
<td>Tel: 0121 433 8774 Email: <a href="mailto:education@biocare.co.uk">education@biocare.co.uk</a> <a href="http://www.biocare.co.uk">www.biocare.co.uk</a></td>
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</tbody>
</table>
After the first successful Level 1 Academy in May, the Level 2 Academy has been designed specifically for Registered Nutritional Therapists and allied professionals. This course is of a higher level than the first, and attendees will be expected to be degree level educated in sports nutrition, physiology or biochemistry, or have a nutritional therapy or functional medicine qualification. The FSNA aims to bridge the information gap between sports dietetics and exercise physiology, with the concepts and practices of nutritional therapy and functional medicine.

**LEVEL 2**

19-21 NOVEMBER
CAVENDISH CONFERENCE CENTRE

85% found the Academy very informative.

75% would recommend the Academy to a friend or colleague.

81% found the Academy very good to good value for money.

84% would attend another Academy.

**COURSE SCHEDULE**

**Pre-event Webinars:**
- Part 1: Basics of exercise physiology
- Part 2: Basics of training theories

**DAY 1**
- Nutritional needs of sportspeople
- Theories of fatigue
- Drugs in sport
- Ergogenic aids for athletes

**DAY 2**
- Training and race-specific nutrition
- Fluid demands of sportspeople
- Case study of a professional cyclist
- The antioxidant debate

**DAY 3**
- Endocrinology of exercise
- Body composition assessment and intervention
- Live consultation in which delegates can assess a sporty individual showing signs of overtraining.

**Post-event Webinar**
- Exercise immunology

Places start from a fantastic price of £599.00 (inc. VAT), with substantial discounts for members of associations and for students, and includes:

- Three full days of educational learning from internationally-renowned speakers in the field of Functional Sports Nutrition.
- Freshly-prepared, healthy lunch and refreshments included.
- A comprehensive booklet to cover information for the full three days.
- Access to all the webinars (two previous and one post-Academy).
- Access to The Knowledge Base.
- 18 BANT CPD hours, as well as 20 NNA and FNTP hours. REPs points also applied for.
- Goody bag worth over £160.
- All the audio and downloads from last year’s Sports Nutrition Live sent to you by email.

**SPEAKERS:**

- Ian Craig, Course leader
- Umahro Cadogan
- Pete Williams
- Cain Leathem

To book or for more information, log on to www.fsnacademy.co.uk or telephone 01279 810080.
Because life shouldn’t change

Relieve the symptoms of the menopause – with nature’s help

The Meno range delivers relief from the symptoms of the menopause including hot flushes, night sweats and mood changes.

MenoHerb® Black Cohosh Menopause Relief Tablets is a traditional herbal medicinal product used for the relief of symptoms of the menopause, such as hot flushes, night sweats, and temporary changes in mood, such as nervous irritability and restlessness. Exclusively based on long-standing use as a traditional remedy. MenoMood® Menopause Mood Relief Tablets is a traditional herbal medicinal product used for the relief of symptoms of the menopause, including hot flushes, night sweats, slightly low mood and mild anxiety, exclusively based on long-standing use as a traditional remedy. MenoSage® is a food supplement. Always read the label.

Natural women’s health

For more information visit: www.schwaepharma.co.uk
Practitioner discounts available from: The Natural Dispensary
01453 765762 or www.naturaldispensary.co.uk

Refining nature’s remedies since 1866
OUR EXPERT MAGNESIUM FORMULATIONS ARE SUPER FAST

SO YOU COULD GET THE BENEFITS BEFORE YOU’VE FINISHED READING THIS AD.

Each of our professional magnesium supplements comes in glycinate form delivering superior absorption and containing therapeutic amounts of amino acids. So you’ll start to feel the benefits almost straight away.

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