



# Nutrition I-Mag

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RESEARCH AND EDUCATION FOR TOMORROW'S PRACTITIONER

MAY/JUNE 2022

## MEN'S HEALTH MANUAL

Guidance to support the male  
population to better health

## A practitioner guide to CBD

How the latest regulation will  
affect your recommendations



## Super charged

A focus on the superfoods  
to recommend

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# Welcome



It's certainly felt like life as we knew it is returning to some normality, and if ever there were a sign that things are moving in the right direction, it was the first live IHCAN Conference for 2022. Held in March, it was wonderful to see practitioners gather once again in London for a day of learning and networking, and equally great to see brands back exhibiting and being able to meet with attendees in person.

The IHCAN Conference series of events have long been important dates in the CPD calendar, and remain so, although this year, having learnt lessons during the pandemic, we are delighted to be able to offer a hybrid of events, some live, others

virtually – which has meant those who have previously been unable to make it to London for our live events can still benefit from the superior education on offer.

The next live event is our flagship of the year, the IHCAN Summit, which takes place at the end of June in London, and will be attended by hundreds of practitioners, as well as a vast range of exhibitors. To book your place at this event – which is usually a sell-out – or to see what the rest of the year has to offer, visit [www.ihcanconferences.co.uk](http://www.ihcanconferences.co.uk)

And onto this issue of *Nutrition I-Mag*, which brings with it the added benefit of earning you CPD points just by reading and learning from the content. All you need to do is read through the magazine, and then **click here** to then answer a few questions and register your CPD points. Don't forget, you can also enter our range of giveaways on our website too, simply **click here** for the latest on offer.

RACHEL SYMONDS, EDITOR

*Rachel*

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## NUTRITION I-MAG GIVEAWAYS

# OUR CONTRIBUTORS

Each issue, *Nutrition I-Mag* enjoys contributions from many leading authorities in the nutrition world.  
This issue, our writers include:



**Sue McGarrigle**

Sue McGarrigle is a Clinical Nutritional Therapist and Naturopath and has practiced since 2001. Sue works for Bionutri, advising and helping practitioners in their various practice matters. As a lecturer to college and university students to Masters level, Sue has trained hundreds of healthcare and medical practitioners in many aspects of nutritional therapy. She writes as a regular contributor of specialist nutrition articles for magazines and newspapers and has been a guest speaker at various national conferences.



**Lindsay Powers**

Lindsay Powers is a Nutritional Therapist and works as Health Coach Manager at the supplement brand, Good Health Naturally.



**Lucy Sparkes**

Lucy Sparkes BA (Hons), DipCNM, mBANT is a BANT-registered Nutritional Therapy Practitioner with more than a decade of clinical and professional experience within the nutrition and health industry. She runs her own Midlands-based practice specialising in IBS, IBD and digestive complaints in adults and children. She has a particular interest in family health and supporting those families and individuals with SEN. She is Nutritional Therapy Practitioner at Nutri Advanced.



**Louis Soteriou**

Louis Soteriou, Dip(CNM), CNHC is a Naturopathic Nutritional Therapist who works for NaturesPlus as a Nutritionist and Business Development Manager and also sees patients part time. His passion is meditation and self-enquiry as well as broccoli sprouts and seaweed. He is currently studying to become a meditation teacher and ayurvedic wellness consultant.



**Maya Qureshi**

Maya Qureshi is a registered Functional Medicine Health Coach and the founder of Rhythm Nutrition, a small start-up that develops supplements with a focus on movement. Her desire to optimise her family's health led her to change careers from banking and finance to health and nutrition.



**Helen Drake**

Helen Drake Bsc (Hons), Dip Nutritional Therapy, mBANT, rCNHC, AFMCP Cytoplan as a Nutritional Therapist to support to practitioners and students. As a BANT and CNHC Registered Nutritional Therapist, Helen worked in private practice, including with fertility and hormonal imbalances, digestive issues, skin conditions, arthritis and weight management. In September 2012, Helen began as lecturer at the College of Naturopathic Medicine.

# News Bites

A round-up of the news from the natural health industry.

## Government announces vitamin D review to investigate health inequalities

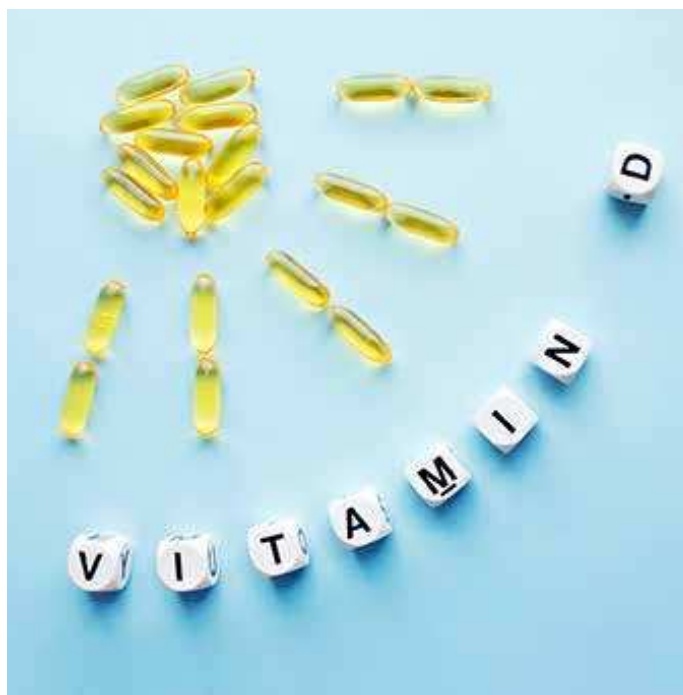
**T**he Government has launched a new review to investigate vitamin D intakes in a bid to help tackle health disparities.

The review will look into options of dietary supplements and fortified food and drinks in light of news that around one in six adults and almost 20 per cent of children in the UK have low levels of vitamin D, which can lead to rickets, bone pain and disabilities.

The call for evidence, launched by the Office for Health Improvement and Disparities (OHID), will kickstart a national campaign to raise awareness of the importance of vitamin D and gather views from the public, public health experts, retailers, food manufacturers and other industry bodies on ambitious ways to improve uptake and tackle such disparities.

The review comes ahead of the health disparities white paper due to be published later this year, which will set out action to reduce health disparities between different places and communities and address their causes, so that people's backgrounds do not dictate their prospects for a healthy life.

In announcing the review, Health and Social Care Secretary, Sajid Javid, commented: "We must break the link between background and prospects for a healthy life, and I am determined to level up the health of the nation and tackle disparities. People from black and Asian communities, older people and people who have limited access to



the outdoors are more likely to have lower levels of vitamin D, which is essential for bone and muscle health and improving years of life lived in good health.

"I have launched this call for evidence to identify innovative ways we can encourage people to increase their vitamin D intake and help people live longer, healthier and happier lives."

Current advice is for all adults and children to consider taking a daily 10mcg supplement of vitamin D between October and March. Some at-risk groups are advised to consider taking a supplement throughout the year. However, uptake is low, with only one in six adults reporting taking a daily supplement.

Dr Tazeem Bhatia, Interim Chief Nutritionist at OHID, added: "I welcome this call for evidence as part of OHID's continued drive to improve health outcomes and tackle health disparities. We want to improve the dietary health of the population, and this includes supporting everyone to maintain sufficient vitamin D levels to support strong and healthy bones and muscles.

"As part of the Healthy Start scheme, pregnant women and new mothers who are eligible can receive free supplements, which contains folic acid, vitamin C and vitamin D. Children under the age of four who are eligible can also receive free supplements. However, estimated take-up of free vitamin supplements is extremely low."





## Campaign to raise awareness of sustainable diets announced

The British Nutrition Foundation is preparing to educate the nation around the importance of healthy and sustainable diets with its latest campaign.

Healthy Eating Week takes place from June 13-17, with the aim being to help debunk misunderstandings and empower people to achieve a diet that is both healthy and sustainable, with the focus on how to 'Eat well for you and the planet'.

Each year, millions of children and adults participate in the week and, since it launched in 2013, it has continued to expand its reach year on year; the week now welcomes universities, workplaces, families and individuals to take part, with resources and activities tailored to different age groups and demographics.

Sara Stanner, Science Director at British Nutrition Foundation, explained: "People today are more aware of the need to protect the environment than they were 10 years ago when we held the first Healthy Eating Week. However, they aren't yet necessarily making the connection between

their food and eating habits, and the health of the planet. The volume and proliferation of information sources that people are consuming 10 years on, many of which are sharing misinformation, is also causing confusion and may negatively impact healthy dietary behaviours.

"As we look to the future, ensuring our diets are not just healthy for us, but for the planet, is critical – food production currently contributes to around 37 per cent of greenhouse gases. While the environmental impact of different foods can vary widely, there are some general principles we can all follow to aim for a healthier and more sustainable diet. For example, by diversifying our sources of protein to include more plant foods – such as pulses (beans, lentils and peas), nuts and seeds – we can improve our own health and reduce our environmental footprint too. In addition, food waste accounts for as much as 10 per cent of total greenhouse gas emissions globally, therefore raising awareness about how people can waste less and reuse more is essential."

## Lanes announces distribution rights of iron brand

Lanes Health has acquired the distribution rights for the brand, Bluelron.

The family-owned business acquired the distribution rights for the Finnish brand. As part of the deal, Lanes Health has been working to refresh the packaging and website, as well as developing a robust marketing campaign involving advertising, digital, social media, PR and influencer relations.



The liquid iron supplement formulated with Nordic blueberries, Bluelron provides iron which is highly bioavailable and fast working. With the added benefit of a patented micro-encapsulated form of iron, it is easily absorbed and gentle on the stomach.

Bluelron Brand Manager, Claire Campbell, commented: "We are committed to giving Bluelron a renewed focus in the health food market, reintroducing the brand to independent retailers and health fans nationwide."

## Clasado develops marketing capacity

A new Head of B2B and Corporate Marketing has been announced by Clasado Bioscience.

Steven Riley (*pictured*) joins the company, known for its clinically proven prebiotic ingredient and product solutions for the human gut microbiome, bringing with him extensive global experience in life sciences marketing. Steven will spearhead the continued growth of Clasado and its proprietary prebiotic ingredient, Bimuno.



The appointment marks the next significant step forward for Clasado as it continues to expand its global presence as a standalone bioscience brand, as well as that of Bimuno. The business puts a heavy focus on learning and education surrounding the gut microbiome, with the goal of making better gut health simpler and more accessible.

Per Rehné, Chief Executive Officer at Clasado Biosciences, commented: "We are delighted to welcome Steven to the Clasado Bioscience family. With many years of experience in our industry, he has an enviable track record of success when it comes to the large-scale marketing of functional ingredients, as well as finished consumer products.

"This combination means Steven has fantastic insight into not only what our B2B partners are looking for in an ingredient, but also what the end consumer wants. This fully realised end-to-end view of the supply chain, along with his impressive skill set, makes him an ideal fit our team at Clasado."

## Guide to long Covid published by immunologist

Described as a definitive guide to long Covid, a new book is being published by a leading immunologist.

*The Long Covid Handbook* has been written by Professor Danny Altmann and Gez Medinger and will publish in the autumn and gathers the latest cutting-edge science and patient-led research into symptoms, treatment and recovery of long Covid for both patients and clinicians seeking to better understand and treat the condition.

Medinger, a long Covid sufferer, researcher, and journalist wrote the book alongside one of the world's leading long Covid experts, Professor Danny Altmann, Immunologist at Imperial College London and a member of SAGE's Covid Taskforce.

Medinger explained: "One of the major issues right now for those suffering with long Covid is that there is no central resource for people to turn to – the information is spread thinly out there in cyberspace, with sources often conflicting and research being both hard to track down and difficult to decipher. My intention with this book is to bring everything we've learnt in the last two years together, to build one accessible resource that people can come to which answers – hopefully – just about every pressing question they might have. In addition, I couldn't hope to write the book with anyone with a more galactic knowledge on the subject of viral infections and immunology than Professor Altmann. I'm extremely excited for this book to make a meaningful difference to Long Covid sufferers' lives."



## Lack of trust in food systems among European consumer revealed

New research has revealed that less than half of European consumers trust the food system.

The study of 20,000 consumers across 18 European countries revealed less than half of consumers trust food manufacturers and authorities, and that three-quarters of Europeans say they want to live a sustainable lifestyle, yet only half consider sustainability in their food choices. Furthermore, consumers report concern about environmental impact of food system as only a third believe that food is sustainable.

The *EIT Food Trust Report* includes data from the EIT Food TrustTracker 2021, an evidence-based, peer-reviewed tool for measuring consumer trust that has been running since 2018, alongside a qualitative study of the in-depth views of individuals across Europe. EIT Food is supported by the European Institute of Innovation and Technology (EIT), a body of the European Union, and the study was conducted by a consortium of pan-European academic partners including the University of Reading, the European Food Information Council (EUFIC), Aarhus University, KU Leuven, and the University of Warsaw.

Less than half (47 per cent) of Europeans say that they have confidence in the integrity of food products. The report shows that just 48 per cent of consumers state that they trust food manufacturers and authorities, while over a quarter (25 per cent and 29 per cent respectively) actively mistrust them.

Looking at this in more detail, whereas consumers generally think that manufacturers are competent (58 per cent of consumers agree with this) and have the necessary skills (55 per cent), only a third believe that they are sufficiently open (37 per cent) or honest about their role in the food system (36 per cent) – pointing to a lack of transparency being at the root of

this lack of trust.

Likewise, for authorities, transparency and engagement with consumers is also an issue, with only 39 per cent of European citizens thinking that they are sufficiently open, and 37 per cent believing they do enough to listen to the views of ordinary people.

Retailers, however, hold greater public trust, with over half (54 per cent) of consumers reporting that they trust retailers in terms of their competency, openness and care. Trust in farmers, meanwhile, is the highest of any group in the food industry, with 67 per cent of consumers expressing trust. Figures for all actors remain largely in line with the figures for 2021 – showing that trust in these groups has remained steady year-on-year.

The report also reveals that while 76 per cent of Europeans say they are motivated to live a sustainable life, just half (51 per cent) take sustainability into account when making food choices. This indicates that there is a gap between consumers wanting to make choices that protect the planet, and actually make impactful lifestyle changes – known as the 'attitude-behaviour gap'.

Dr Anna Macready, Associate Professor at University of Reading, commented: "The food system must be transformed if we are to succeed in ensuring it can deliver healthy, sustainable food for all. We cannot achieve this without bringing consumers into the heart of this journey, so that they can trust that the food they eat is both good for them, and for the planet. As we develop the new innovations and technologies needed to future proof the food system, we must do more to engage with consumers directly, supporting them to make the right decisions that lead to a healthier and more sustainable lifestyle."

## Vice President announced for Kappa Bioscience

Kappa Bioscience has announced a new Vice President of Sales.

The manufacturer of vitamin K2, under the brand name K2VITAL, announced the appointment of Rena Cohen-First as Vice President of Sales North America. Following the opening of Kappa Bioscience USA in New Jersey in 2021, the new position solidifies the company's strategic commitment to meeting the growing demand for an agile and customer-focused vitamin K2 supplier in the United States.

Cohen-First joins the company from OmniActive Health Technologies, where she was Vice President of Sales for the Western Region.

Cohen-First commented: "Kappa is a remarkable leader, truly pushing the tipping point of K2's global impact on health and wellness. I'm excited to work with our partners to help bring this awareness to North American consumers."

Most recently, Kappa has formed its Scientific and Medical Advisory Board, including top-class experts from the U.S.





# In Research

*Nutrition I-Mag* rounds up the latest research studies in the nutrition world.

## Vitamin K deficiency linked to brain health in new study

Insufficient levels of vitamin K have been linked to cognitive dysfunction in a new study.

Researchers, writing in the journal, *Frontiers in Nutrition*, published a new large-population cross-sectional study that demonstrated the association of vitamin K insufficiency with cognitive function.

In the study, Association of Vitamin K Insufficiency with Cognitive Dysfunction in Community-Dwelling Older Adults, Japanese researchers enrolled 800 community-dwelling older adults (mean age 75.9) and conducted a geriatric health examination, including a Mini-Mental State Examination (MMSE) and a blood test. Examining the concentration of undercarboxylated osteocalcin (ucOC) in serum, which is a biomarker for vitamin K insufficiency, they demonstrated the association of the concentration of undercarboxylated osteocalcin (ucOC) in serum, which is a biomarker for vitamin K insufficiency, with cognitive function.

The results showed a significant association of impaired cognitive function and concentration of ucOC in the highest tertile of ucOC, with the odds ratio of 1.65. When the analysis was repeated with each domain of MMSE score\*, the highest tertile of ucOC was associated with impaired orientation, calculation, and language.

The findings of the study followed previous epidemiological studies, showing that lower vitamin K intake is associated with cognitive impairment. The researchers reported: "As far as we know, this is the first report on the significant association of single ucOC measurement and cognitive impairment. Our analysis also suggests that vitamin K insufficiency could be associated with selected categories of cognitive function. Since the single measurement of ucOC in serum is a simple and widely available method for vitamin K evaluation, it could be useful as a

biomarker of neurodegenerative diseases affecting the cognitive functions."

Dr Hogne Vik, Chief Medical Officer with Gnosis by Lesaffre, which makes MenaQ7 Vitamin K2 as MK-7, referenced an important 2021 US-based review paper highlighting vitamin K2 as a potential strategy for Alzheimer's disease.

"Based on our research and the critical work that continues, we can

hypothesise that K2 supplementation could prove beneficial in the brain development of children and support healthy brain function in adults," he commented, also noting that while vitamin K2 as MK-4 has been noted as the main form of vitamin K in the brain, "it is important to mention that in-vivo research supports that supplementation with K2 as MK-7 increases MK-4 content in the brain tissue".



## Research reveals cutting meat and more fruit and veg could reverse decline of species

A new research study has found that eating five-a-day and reducing meat could help reverse decline of more than 500 endangered UK species.

That is according to food policy think tank, The Food Foundation, which shows that by eating five portions of fruit and vegetables per day and reducing meat intake by around a third, people around the UK could help reverse the population decline of up to 536 endangered UK species.

The shift in diet could enable land currently used for livestock grazing to be freed up to plant the hedgerows and trees needed to support greater biodiversity, increasing habitable land by more than 10 per cent for vulnerable species, including red squirrels, harvest mice and house sparrows, and for pollinating insects – an area half the size of Wales.

According to The Food Foundation, if everyone across the UK were enabled to increase their vegetable intake by a handful a day, and reduce their red meat intake by 5.5g a day (around a burger less per week) – up to 27 per cent of land currently used for grazing livestock could be managed to generate greater biodiversity.

In order to ensure farmers are able to manage their land for biodiversity and bolster vegetable production, the Food



Foundation is calling on the UK Government to approve a strategy and package of support for British fruit and veg producers, and to expand land management schemes currently being trialled.

Anna Taylor, Director of The Food Foundation, commented: “The statistics are bleak: currently our global food system creates one third of all greenhouse gasses and is the biggest driver of biodiversity loss.

“The UK Government has a unique opportunity to rescue hundreds of vulnerable UK species, to reduce greenhouse gas emissions and to improve the health of millions of families by ensuring everybody can afford to eat their five a day and reduce their meat intake. Critical first steps include expanding the Healthy Start scheme to enable more people on low incomes to buy more fruit and veg and approving a Good Food Bill that sets out a clear vision and plan to enable the horticulture sector to flourish.”

## Study links Med diet with lower risk of pre-eclampsia

Researchers have revealed that a Mediterranean style diet may provide a protective effect for pre-eclampsia.

The study, published in the *Journal of the American Heart Association*, involved a large cohort of racially and ethnically diverse, urban, low income women. Researchers used data from the Boston Birth Cohort, where maternal sociodemographic and dietary data were obtained via interview and food frequency questionnaire within 24-72 hours postpartum, respectively.

Additional clinical information, including physician diagnoses of pre-existing conditions and pre-eclampsia, were extracted from medical records.

The study derived a Mediterranean style diet score from the food frequency questionnaire and performed logistic regression to examine the association of the Mediterranean style diet score with pre-eclampsia. Of 8,507 women in the sample, 848 developed pre-eclampsia, 47 per cent were Black, 28 per cent Hispanic, and the remaining were White/Other. After multivariable adjustment, greatest adherence with MSD was associated with lower pre-eclampsia odds.

“Self report of higher adherence to a Mediterranean style diet is associated with lower pre-eclampsia odds, and benefit of this diet is present among Black women as well,” the researchers concluded.

## Research finds specific nutrients drive food choices

An international research study led by a UK university has examined what drives basic food choices, revealing that they are influenced by specific nutrients, as opposed to just calories.

The study, led by the University of Bristol, set out to re-examine and test the widely-held view that humans evolved to favour energy dense foods and our diets are balanced simply by eating a variety of different foods. Contrary to this belief, its findings revealed people seem to have ‘nutritional wisdom’, whereby foods are selected in part to meet our need for vitamins and minerals and avoid nutritional deficiencies.

Lead author, Jeff Brunstrom, Professor of Experimental Psychology, explained: “The results of our studies are hugely significant and rather surprising. For the first time in almost a century, we’ve shown humans are more sophisticated in their food choices, and appear to select based on specific micronutrients rather than simply eating everything and getting what they need by default.”

The paper, published in the journal, *Appetite*, gives renewed weight to bold research carried out in the 1930s by an American paediatrician, Dr Clara Davis, who put a group of 15 babies on a diet which allowed them to self-select, in other words, eat whatever they wanted, from 33 different food items. While no child ate the same combination of foods, they all achieved and maintained a good state of health, which was taken as evidence of nutritional wisdom.

Its findings were later scrutinised and criticised, but replicating Davis’ research was not possible because this form of experimentation on babies would today be considered unethical. As a result, it has been nearly a century since any scientist has attempted to find evidence for nutritional wisdom in humans – a faculty which has also been found in other animals, such as sheep and rodents.

To overcome these barriers, Professor Brunstrom’s team developed a novel technique which involved measuring preference by showing people images of different fruit and vegetable pairings so their choices could be analysed without putting their health or wellbeing at risk.

In total, 128 adults participated in two experiments. The first showed people prefer certain food combinations more than others. For example, apple and banana might be chosen slightly more often than apple and blackberries. Remarkably, these preferences appear to be predicted by the amounts of micronutrients in a pair and whether their combination provides a balance of different micronutrients. To confirm this, they ran a second experiment with different foods and ruled out other explanations.

To complement and cross-check these findings, real-world meal combinations as reported in the UK’s National Diet and Nutrition Survey were studied. Similarly, these data demonstrated people combine meals in a way that increases exposure to micronutrients in their diet. Specifically, components of popular UK meals, for example ‘fish and chips’ or ‘curry and rice’, seem to offer a wider range of micronutrients than meal combinations generated randomly, such as ‘chips and curry’.



# New to market

*Nutrition I-Mag* brings you the latest product developments in the nutrition world.

## BETTERYOU LAUNCHES NEW SLEEP PRODUCT

A new oral spray supplement to support better sleep has been launched by BetterYou.

Lights Out Nightly Oral Spray is a unique blend of lemon balm, passionflower and 5HTP, the naturally occurring amino acid that helps to boost the body's serotonin levels.

It is designed to support relaxation and prepare the body in readiness for a peaceful night's sleep, the natural raspberry flavoured spray offers a convenient and effective alternative to tablets and capsules as it delivers the nutrients through the inner cheek, providing smart nutritional support.

Lights Out Nightly Oral Spray is also kind to the planet as it's certified vegan, palm oil derivative free and is housed in 100 per cent recyclable, planet-friendly packaging.



## OMEGA 3 WITH COENZYME Q10 FROM CYTOPLAN

Cytoplan has added a new supplement to its range with the launch of Omega Protect + CoQ10.

The new formula is rich in the omega 3 fatty acids, DHA and EPA, from natural algae, combining CoQ10 with other potent protective plant phytonutrients, including oregano, rosemary and grapeseed oils to support cardiovascular health, brain function and cellular health.

Delivering a sustainable source of omega 3 from microalgae, Omega Protect + is free from soya, dairy, added sugar, wheat and contains no artificial flavouring or colourings, suitable for vegans and contained within Cytoplan's plastic-free pots.

The company recently committed to 100 per cent plastic-free packaging and brand new plastic free pots, made from natural and sustainable sugar cane.



## Relaunch with planet-friendly packaging for Together Health

A fresh look and in new environmentally-friendly packaging has been unveiled by Together Health.

The vegan-friendly supplement brand has created the fresh look in plastic-free and compostable packaging, which are 100 per cent clean and pure, free from artificial additives, preservatives, pesticides, herbicides, and unnecessary fillers, and GMO and allergen free.

Together Health Co-founder, Lee Robertshaw, explained: "It's always been important for us as a company to do the right thing. As an eco-conscious brand, we are delighted to offer the best naturally effective and vegan vitamins for your health – and now the environment too."



## Collagen additions

A collagen combination product has been added to the portfolio at Motion Nutrition.

Described as the only collagen to combine marine and bovine collagen, Motion Nutrition has launched Classic Collagen, bringing bovine and marine forms together.

The debate between which collagen to take has been going on for years and the team at Motion Nutrition decided enough is enough and produced a collagen with 50 per cent bovine peptides and 50 per cent marine peptides, meaning you are getting type I, II, and III collagens.

Motion Nutrition Classic 50:50 Collagen is sold in a plastic free refillable tin. It can be added to tea, coffee or food as it flavour less and can be taken at any time during the day.

Also new is Unplug Kids Bedtime, formulated for children to help support their sleep and development. Created due to unprecedented demand from users of Unplug, the leading natural sleep supplement for adults, Motion Nutrition has developed an all natural, vegan and gluten-free sleep powder, the first sleep support of its kind for children aged four-plus.

The oat-based powdered formula contains chamomile, lemon balm and saffron to soothe, helping children wind down at bedtime.

Vitamin D is added to help with the normal growth and development of your children's bones, and magnesium is included to help the normal function of their nervous system.





# VIRTUAL IH CAN CONFERENCES ARE BACK

After the success of the first in-person event of 2022, we bring you the news from our recent virtual event.



**D**elivering outstanding education wherever you are, the IH CAN Conference returned in April, where we welcomed Dr Cate Shanahan, MD, author of probably the best book ever written on 'natural' nutrition.

Drawing on the pioneering efforts of the greats such as Dr Weston Price and Dr Francis Pottenger, she's brought real nutrition bang up to date in *Deep Nutrition: Why your Genes need Traditional Food*.

Her follow-up book, described as life-changing by celebrity fans, is the *New York Times* bestseller, *The FATBURN Fix* – 'a deep dive into the unexamined relationship between the ridiculous amount of PUFAs now in our diets, and what that does to our metabolism'.

Dr Shanahan headlined two sessions during the day, the first, Feed

the Masses with vegetable oil – results from Harvard's 70-year public health experiment on (almost) the entire population' uncovered how experts at prestigious institutions tricked the public, how you can completely eliminate seed oils from your clients' diets.

Her second session, How our seed oil diet turns your body fat into a toxin-generating machine, reveals how our excessive seed oil consumption damages the largest organ in your body: your adipose fat.

Delegates left knowing how to describe the connection between a high seed oil diet and altered adipose tissue composition and function, how to explain how seed oils drive overeating and sugar/carb cravings and how to evaluate which clients are more severely metabolically damaged. As a bonus, you will see how eliminating toxic fats results in easy weight loss.

Dr Shanahan was joined by mindfulness expert, Katie Sheen, who will share easy ways to fit mindfulness recommendations into your client prescriptions, with potentially powerful benefits. This will particularly help with clients you sense have a subtle resistance to making positive nutritional and lifestyle changes. What goes on here is that their habitual patterns of thought and behaviour constantly trigger a stress response or trap them ever more firmly in the signs and symptoms of ill-health.

Katie offered practical ideas to help your clients soothe their distress so that both you and they can see their situation more clearly. Learning to turn towards their emotional and physical suffering with a calm, compassionate attitude of self-care allows them to disentangle themselves from unhelpful patterns of thoughts, beliefs and perceptions. Free to act differently, they can then fully engage with your nutrition and lifestyle protocols, enhancing clinical results and setting themselves on a sustainable path to wellness.

If you missed it, you can catch up with all the downloads from the day by visiting <https://www.ihcanconferences.co.uk/virtual-event-downloads/>.

The next IH CAN event is the biggest of the year, the IH CAN Summit on Saturday, June 25 at 155 Bishopsgate, featuring Tom O'Bryan, Dr Cheryl Burdette, Dr Dietrich Klinghardt and Debbie Cotton. For early-bird tickets, visit [www.ihcansummit.co.uk](http://www.ihcansummit.co.uk).

## FREE TO LISTEN

As an exclusive to *Nutrition I-Mag* readers, listen to Katie Sheen's session from her first virtual IHCAN Conference appearance and her talk, *Simple Strategies for Mindful Self-Care*.



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# Men's health protocols

With cardiovascular disease, cancer and suicide among serious concerns in men, according to the statistics, supporting your male clients requires a more tailored approach. Our nutrition experts discuss the key health issues, and the changing male health picture.

Traditionally, men have been known to be at greater risk of certain health issues, including cardiovascular disease, some cancers, diabetes and mental health problems. And while the statistics are showing the gaps between men and women are narrowing, there is still cause for concern at the state of male health.

Catherine Gorman, Nutritionist and Health Coach at Good Health Naturally, pointed out: "World Health Organization data shows generally men in Europe are living healthier and longer lives than ever before, but there are still concerns many are dying far too young, compared to women. In fact, a 2019 WHO report showed there is not one country in the world where men outlive women. In the USA, the average life span of women is about five years longer than men, and about seven years longer for women worldwide.

"According to the Men's Health Forum, one man in five dies before the age of 65, with 19 per cent dying before they retire. Possible reasons for this include diet, stress, exposure to risk and

underuse of health services. Traditionally, men have had unhealthier lifestyles, and experienced higher rates of injuries compared to women. For example, three quarters of all road-traffic deaths occur among young men under the age of 25."

Kerry-Lee Revitt, Nutrition Advisor at Viridian Nutrition, added: "Just being a man is a health risk these days. Men may be able to pump more iron in the gym, but the truth is in medical terms, men are the weaker sex. Until 1945, the leading cause of death in men was infectious diseases. Now, the statistics show they are more likely to die younger of cardiovascular disease and cancer.

"According to the latest UK health survey, men are more likely than women to be overweight or obese (68.2 per cent of men, 60.4 per cent women). Obesity is a known risk factor in coronary heart disease, diabetes, and cancer. Abdominal obesity increases insulin resistance, chronic inflammation, and dysregulated sex hormones.

"Men are living longer but it is debatable if they are healthier. Males born in 1920 had a life expectancy



of only 56 years. An average male, 2017-2019 could expect to live 79.8 years, however, his average healthy life expectancy was only 63.2 years – i.e., he would have spent 16.6 of those years (21 per cent) in 'not good' health (the gender gap widened in 2020 because of Covid-19, with women expected to live an extra four years than men.)

"Fertility has dropped too. Back in the '40s, men had stronger sperm; this might account for why we won the war! But since 1949, the UK's sperm count has dropped by 40 per cent. This worrisome claim might be triggered by smoking, binge drinking culture, exposure to pesticides or components of plastics leaching into food and disrupting hormones. Whilst the reasons are partly biological, men's approach to their health plays a role too. Men put their health last, men go to the doctors less than women and are more likely to foster unhealthy habits like smoking and drinking."

Louis Soteriou, Nutritionist and Business Development Manager at NaturesPlus, went on: "Compared to women, men are generally less healthy across a broad range of

parameters and this comes down to factors such as types of jobs they do, willingness to open up and seek help regarding mental health issues and their reluctance to take health maintenance as serious as women do. In some areas, such as exercise, there is improvement but other areas such as mental health and hormone balance, there is decline."

And would it be considered the picture is getting worse, or are the male population in the Western world taking control?

"Interestingly, men of today are not as strong as their counterparts 30 years ago. A 2016 study published in the *Journal of Hand Therapy* revealed men aged 20-34 have lower grip and pinch strength compared to three decades ago, which means they have weaker arms and hands. The average grip strength for modern man is now 12kg less than it was in the 1980s. This is significant because a lower grip strength has been linked to a variety of serious health problems, including arthritis, heart disease, stroke, and neurological conditions. Men are thought to be weaker now because they are less

likely to work in manual jobs," Gorman advised.

"It also appears that men's testosterone levels have been declining for decades. Testosterone is the steroidal hormone associated with sex drive, motivation, bone health and muscle mass. An American study published in the *Journal of Endocrinology and Metabolism* in 2007 concluded testosterone levels had been dropping by an annual average of 1.5 per cent since the mid-1980s. More recent studies, including one in Denmark, have shown this trend is continuing. While it is usual for men over 40 to see a slight decline in testosterone levels, the research showed testosterone levels were much lower than those in the same age group 20 years earlier. There are multiple theories as to what is causing the phenomena. One is environmental, exposure to chemicals such as phthalates in plastics. Another is obesity, it seems the more body fat men gain, the less testosterone they will have."





## HEALTH CONCERNS IN FOCUS

Looking in greater detail at the health issues that are more of a risk factor among men, Soteriou commented: "Men have less testosterone than the previous generation and this has been declining since the '80s. Mental health issues are also a big factor, and this comes down to a reluctance to seek help in this regard and also trying to find one's place as a man in our contemporary society."

"Generally, men need more calories and protein than women as they are generally bigger and have more muscle mass. They also tend to do more jobs that require strenuous activity. I think men need more education and an impetuous to maintain their health, more so in older guys. It's good to see more younger guys educating themselves these days."

Sue McGarrigle, Nutritional Therapist at Bio-Nutri, added: "The top causes of death in men are:

■ **Heart and circulation conditions**, including ischaemic heart disease, stroke, and arterial disease. In the UK, one in eight men and one in 15 women die from coronary heart disease. (BHF UK).

■ **Cancer**, including lung and trachea cancer, prostate cancer, stomach, oesophageal and pancreatic cancer. Cancers are broken down into site-specific causes in the leading cause analysis. However, cancers accounted for 30 per cent of deaths in males. Prostate cancer was among the 10 leading causes.

■ **Respiratory disorders**, including COPD and asthma.

■ **Disorders of the nervous system**, including Alzheimer's disease, other forms of dementia and Parkinson's disease.

■ **Digestive disorders**, including liver disease.

■ **Kidney disorders**, including renal failure.

■ The latest UK **suicide** figures show that on average just under 6,000 people take their own lives every year. Three-quarters of them are men. Suicide is the leading cause of death for men under 50."

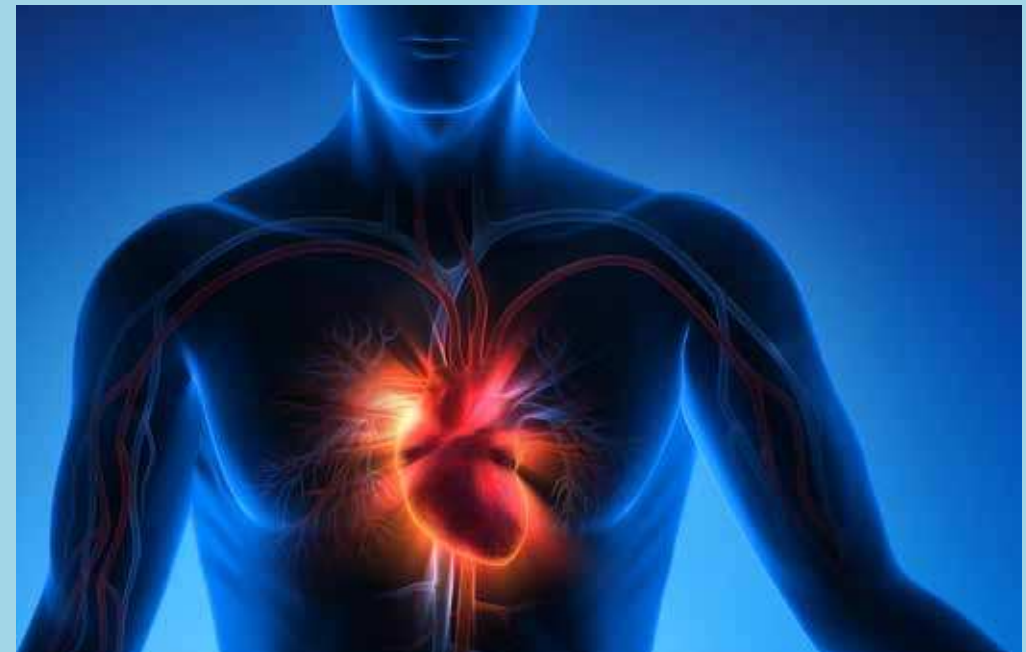
And Lee-Revitt continued: "The top threats to men's health aren't secrets; they are known, common and often preventable. Here's a list of the well-known threats to men's health and how to avoid them:

■ **Cardiovascular disease** – known as atherosclerosis meaning hardening of the arteries, cholesterol plaques gradually block the arteries in the heart or brain. If a plaque becomes unstable, a blood clot forms, blocking the artery and causing a heart attack or stroke. Men are more susceptible to this condition. Even in adolescence, girls' arteries look healthier than boys. Experts believe women have naturally higher levels of good cholesterol (HDL) and this could be partly responsible. Sadly, men must work harder to reduce their risk for heart attack and stroke.

■ **Erectile dysfunction (ED)** – straight up, this is a bit of a taboo subject. ED is the inability to develop and maintain an erection for satisfactory intercourse. 'Occasional ED' is common – it is often experienced during times of stress, anxiety, or relationship problems. However, 'Frequent ED' can be a sign of an underlying vascular disease. Studies show that ED is increasingly prevalent with 40 per cent of men affected at age 40 and 70 per cent of men are affected by age 70. ED is more frequently found in the elderly because it is associated with the same underlying risk factors as vascular disease, including hypertension, diabetes, high cholesterol, smoking and obesity. These risk factors are avoidable so it's good reason to keep your plumbing in good working order from a young age.

■ **Benign prostatic hyperplasia** – a non-cancerous condition of the prostate, can cause similar symptoms. BPH is an enlargement of the prostate without the presence of malignancy. Increase in oestrogens promotes prostate growth. Declining testosterone increases over 40 and can heighten the effects of oestrogens on the prostate tissue."

Gorman added: "One man in 10 now has diabetes. They are 26 per cent more likely to develop type 2 diabetes compared to women, with greater risk of complications such as leg amputations. Being overweight is one of the most common causes of type 2 diabetes. Men's Health Forum found men are more likely to be overweight, and less likely to



participate in weight management programmes compared to women. Other risk factors include high blood pressure, family history, ethnicity and inactivity. "One in eight men are reported to have mental health problems, the most common are anxiety, depression and stress. Historically, men have been more reluctant to discuss mental health. Serious emotional problems and symptoms often remain undiagnosed. This failure to recognise mental health problems contributes to suicide rates being significantly higher in men. In the UK, men are three times more likely to take their own lives than women. One in 12 men take their own lives every day in the UK. Suicide is the single biggest killer in men under 45. Men are also more likely to respond to stress with risky behaviour such as abusing alcohol, which increases the risk of suicide by up to eight times."

But we also know that the picture is changing in terms of the data.

"For males, death rates from heart disease and

stroke have halved since 2001, whereas the death rate from dementia and Alzheimer's has increased," McGarrigle added.

Tied into this are the key risk factors for men.

McGarrigle went on: "The top six risks to men's health are:

■ **Smoking**, a major risk factor in lung cancer, COPD, and heart disease.

■ **High blood pressure**, increasing the risk of heart disease and stroke.

■ **High cholesterol**, another big risk factor for heart disease and stroke.

■ **Obesity**, risking heart disease, stroke and type 2 diabetes and its complications.

■ **Not enough fruit and veg**; not putting five-a-day on your plate at mealtimes increase the risk of heart disease, stroke, and some cancers.

■ **Lack of exercise**, not achieving the recommended 150 minutes of exercise a week increases the risks of heart disease, stroke, and bowel cancer."

## DIETARY COMPONENTS

General dietary advice of plenty of fruit and veg, low levels of processed food, and adequate fibre and fats are among steps to take for both sexes. But when it comes to men, should you recommend more specifics?

"I think men can be more prone to antioxidant, phytonutrient and general vitamin and mineral deficiencies as they may be less likely to eat high quantities of quality organic fruit and vegetables. This can cause a multitude of issues, such as cognitive problems, energy issues and liver function issues. Stress and eating on the move will cause digestive troubles and this can lead to a multitude of other health issues," Soteriou advised.

"A male diet protocol should include high quality protein from a variety of sources, healthy fats, adequate fibre from wholefood plant sources and plant-based antioxidants, vitamins and minerals and a low amount of pure carbs. Carbs are better coming from vegetables to help with motility and blood sugar balance."

McGarrigle went on: "Diets rich in foods containing plant lignans have been consistently associated with reductions in risk of cardiovascular disease. The reduction of hypercholesterolaemic atherosclerosis is greater with plant SDG lignan than with the whole flaxseed. SDG and its metabolites were reported to exhibit cardiovascular protective effects, where they lowered total cholesterol, LDL-cholesterol (LDL-C), and triglyceride levels and normalised HDL-cholesterol (HDL-C) and glucose metabolism, leading to less cardiovascular complications.

"Fish oil, particularly DHA, is universally needed in neurological tissues, is a major structural component of the brain tissue and nervous system. DHA is critical to the formation of neuronal synapses and membrane fluidity for cognition, maintenance of brain and eye health, predominant in cardiac cells, for cardiovascular health/circulation, inflammatory regulation, for adult immune health and sperm health. Population studies have indicated that low levels of DHA or DHA/EPA (O3) combined in blood lipids are at significantly greater risk for coronary heart disease, fatal ischemic events, and sudden cardiac death. The increase in omega 6 worldwide decreases the natural production of O3 and an increase in arachidonic acid (AA). Normalising the O3 to O6 ratio will provide cardio protection."

Lee-Revitt added: "Men require more zinc than women. Experts say that a healthy prostate gland is directly linked to zinc as it is stored there. Zinc supports healthy testosterone production and promotes sperm production. When a man has a shortage in zinc, he may experience a loss of sex drive, low sperm count and other sexual problems. When a man ejaculates, zinc leaves the body because it is contained in the sperm that swims to the egg. Every ejaculation account for 1.5mg of zinc lost!"

She also highlighted the importance of an anti-inflammatory diet.

"Inflammation is part of the body's natural reaction to injury or infection. Damaged tissues release chemicals signalling immune cells to start repairing. Certain foods like processed sugars promote these inflammatory messengers and can increase the risk of chronic inflammation. Ultimately resulting in the build-up of plaque in your arteries, thus increasing the risk of heart disease and stroke. Inflammation is also associated with higher risk of male cancers and diabetes," she explained.

"To avoid these diseases and stack the odds in your favour. It is essential to address inflammation stabilise blood glucose levels and support insulin sensitivity. So, try to lose weight if you have a BMI over 25 and if you can afford it eat organic to optimise nutrient intake, increase sperm quality and avoid 5a-reductase promoting pesticides.

"Plants contain anti-inflammatory nutrients called polyphenols, many of which inhibit 5a-reductase activity, reduce inflammation and oxidative stress. Each colour offers a different health benefit, so diversity is the key. Good choices include, berries, leafy greens, avocados, as well as beans and lentils, wholegrains, ginger, turmeric, and green tea. Focus on beetroot its nitric oxide content makes it a great vasodilator, to get the blood flowing in all areas.

"Omega 3 fatty acids play a role in regulating your body's inflammatory processes and could help regulate pain related to inflammation. These healthy fats can be found in oily fish such as salmon, trout, and mackerel. If you are vegan, you can acquire these good fats from walnuts, pecans, chia seeds, hemp seed and ground linseed. Eat less red meat as red meat can be pro-inflammatory."

And looking at some specific nutrients needed, Lee-Revitt went on: "Stress triggers you to lose more vitamin C, taking 1000mg per day lowers cortisol levels and improves testosterone to cortisol ratio. Boost dietary vitamin C with kiwis, guava, pomegranate, broccoli, strawberries, and mango. Nettle tea is a popular supplement for boosting testosterone levels, enhancing sexual function, and supporting prostate health. Nettle is frequently used to alleviate the urinary symptoms of benign prostatic hyperplasia (BPH) and prostatitis,

"Oysters are full of zinc and a potent aphrodisiac and concentrate on eating zinc containing foods, such as legumes, chickpeas, and lentils. However, they also contain phytates, which reduce absorption. To improve the availability of zinc, soaking, stewing, soaking or fermenting is advised. Pumpkin seeds, sesame and hemp seeds also contain zinc, sprinkle on salads, soups and yogurts for an extra nutritional boost."

Gorman continued: "Selenium is an essential trace element widely

distributed throughout the body. It is a component of multiple antioxidant enzymes. Studies indicate it may be a potential prostate cancer preventive, decreasing the growth rate of prostate cancer cells. Plasma, serum, and tissue levels of selenium are inversely associated with the risk of developing prostate cancer. It is found in Brazil nuts, walnuts, fish, meat, eggs, whole grains, garlic, onions, broccoli, cabbage, and mushrooms.

"Iodine, trace element, is an essential component for thyroid hormones, which are critical for cellular and metabolic functioning. A lack of iodine can cause tiredness, low mood and weight gain. It is also generally accepted everyone in the UK is at risk of vitamin D deficiency and could benefit from supplementation. It is crucial for healthy sperm cells and increasing testosterone production. It may also help reduce inflammation and strengthen bones."

And then there is protein to consider.

McGarrigle went on: "An eight-year study of 3,523 men with BPH cited that total protein intake is positively associated with BPH, with the association being slightly stronger for animal protein intake than for vegetable protein intake. Some evidence suggests that a high-protein diet (total calories: 44 per cent protein, 35 per cent carbohydrate, 21 per cent fat) can inhibit 5-alpha-reductase, while a low-protein diet (10 per cent protein, 70 per cent carbohydrate, and 20 per cent fat) may stimulate the enzyme.

"The increased prevalence of BPH and prostate cancer among Western men may be the result of Western men not eating enough isoflavone-containing foods. By comparison, Japanese men are known to have higher plasma levels and urinary excretion of plant-based isoflavones. Researchers believe this difference is a main cause of prostate health issues in Western men. Scientific evidence exists to support the claim that isoflavones relieve symptoms of BPH and night-time urination. Red clover also supports bone, respiratory and cardiovascular health (anti-clotting). Red clover is a natural source of isoflavones and contains four phytoestrogens so extremely broad."



## PROSTATE MATTERS

The prostate is one of the most common areas where issues can occur.

McGarrigle advised: "Prostate dysfunction most commonly manifests as benign prostatic hyperplasia (BPH) that affects some 3.2m men in the UK, of which more than one third are over the age of 50. Prostate cancer accounts for one quarter of the cancers diagnosed in males. Figures for prostatitis, another prostate disease, are less clear, although typically, it affects men between the ages of 30 and 50.

"The prostate gland tends to get bigger with age and this can push on the urethra, interfering with the flow of urine. This condition is called benign prostatic hyperplasia. It's sometimes also referred to as benign prostatic enlargement (BPE). It isn't cancerous. BPH is a common problem in men as they get older. Around half of all men have an enlarged prostate by the age of 50 and about nine out of 10 men have an enlarged prostate by the age of 90.

"In BPH, there appear to be two considerations in the aetiology. First, there is a static or structural component in which the urethra is pressurised because of physical enlargement of the prostate due to overgrowth of the prostatic epithelium. In this regard, androgens, in particular, dihydrotestosterone (DHT), play a permissive role, allowing prostate cell proliferation to occur. Normally, this proliferation is balanced against apoptosis, but with age, the process becomes imbalanced and prostate growth results.

"Drug therapy for BPH often targets the inhibition of 5-alpha-reductase (5-AR), the enzyme responsible for converting testosterone into DHT, thereby limiting cell proliferation. Secondly, there is a dynamic element, which is linked to sympathetic nervous system activation and noradrenaline concentrations, which influence prostate contractility. This aspect is therefore strongly

associated with the catecholamine pathway and the stress response."

Looking specifically at risk factors for BPH, McGarrigle added: "Metabolic syndrome appears strongly linked with increased risk of BPH. Waist to hip ratio, evidence of abdominal fat accumulation, test results indicating dyslipidaemia and insulin imbalance should be considered not only for their risk relating to development of type 2 diabetes and cardiovascular issues, but that they may also be indicative of risk for prostate dysfunction.

"Strategies designed to support those at risk of developing metabolic syndrome could potentially be supportive of prostate health. SHBG increases with age and can act like an additional androgen receptor in the prostate cell. It is suggested that when oestrogen binds to SHBG in the cell membrane, insulin-like growth factor 1 (IGF-1) is synthesised, causing proliferation of prostatic epithelial cells."

She added: "Flaxseed lignans are currently being researched for their role in men's health issues, such as benign prostatic hyperplasia (BPH) or enlargement of the prostate gland, and abnormal cell proliferation. Lignans can interfere with indigenous levels of testosterone, and thus have a positive effect on prostate health.

And Gorman suggested: "Saw palmetto, is a very well-researched botanical with a rich history for treating sexual problems in men, such as loss of libido and impotence. Scientific data shows it may also help improve mild to moderate cases of enlarged prostate. It may also increase testosterone levels, by stopping the activity of 5-alpha reductase, an enzyme, which breaks it down into the by-product, dihydrotestosterone. Also rich in antioxidants, epicatechin and methyl gallate, saw palmetto may help prevent damage to cells, decrease inflammation, and protect against chronic disease."



## MALE HEALTH SUPPLEMENTS

Key nutrients will be required for men, especially in relation to some of the already highlighted health concerns.

Soteriou suggested: "Pine bark extract alongside L-arginine is excellent for improved erection strength and cognitive wellbeing. Nettle extract helps increase free testosterone, as does saw palmetto, which also protects against prostate enlargement and hair loss. Adaptogens such as reishi mushroom and ashwagandha will help reduce cortisol and therefore stress and herbs like holy basil and food state B-complex vitamins will improve mood.

"Reducing stress will help with digestion and so protein absorption and metabolism. Lycopene will improve prostate function and astaxanthin will increase muscle power. Vitamin D3, zinc and magnesium are also really important for testosterone production."

And McGarrigle continued: "Urtica dioica (stinging nettles) have a long tradition of use for the treatment of inflammation of the urinary tract, for the prevention of urinary lithiasis and for the treatment of BPH. The root is rich in lignans, and nettle helps to relieve stress in tissues and lower acidity.

"Zinc has a long history of association with prostate



health. It is required for androgen metabolism and therefore plays a regulatory role in DHT synthesis. Specifically, zinc inhibits 5-AR and reduces prolactin secretion, a hormone that increases the uptake of testosterone by prostate tissue. In more recent epidemiological research, intake of zinc has been inversely associated with risk of BPH, with total intakes of >33.3mg per day inferring the lowest risk and <11.5mg per day the greatest risk.

"Epidemiological studies also indicate that vitamin D status is inversely associated with incidence of both BPH and prostate cancer. Vitamin D receptor agonists, drugs that mimic the action of vitamin D by stimulating vitamin D receptors, have been shown to reduce inflammation via influence on the nuclear factor, kappa-B pathway. Additionally, both the size and contractility of the prostate are reduced by vitamin D receptor agonists."

She added: "Studies have found clear evidence for lycopene in prostate health, with an inverse association with prostate cancer risk and BPH. Scientists enrolled 40 cancer-free men with BPH and serum prostate-specific antigen (PSA) levels of greater than 4.0 mcg/L. The men were randomised to receive 15mg lycopene or placebo daily for six months. The prostate did not enlarge in the lycopene group. Symptoms of the disease, as assessed via the International Prostate Symptom Score questionnaire, were improved in both groups with a significantly greater effect in men taking lycopene supplements. In conclusion, lycopene inhibited progression of BPH."

Gorman also suggested: "Studies indicate selenium may be a potential prostate cancer preventive, decreasing the growth rate of prostate cancer cells. Plasma, serum, and tissue levels of selenium are inversely associated with the risk of developing prostate cancer.

"Vitamin D is also crucial for healthy sperm cells and increasing testosterone production. It can also help reduce inflammation and strengthen bones, but it is hard to get enough in the diet, many men don't get enough

ultraviolet B rays from the sun.

So, supplementing can be the best option. Coenzyme Q10 facilitates production of ATP, necessary for energy and healthy muscles including the heart. Its highest concentration is in the heart, but as you age, CoQ10 gets depleted, so it may be worth considering a supplement."

And Lee-Revitt pointed to stress support supplements, advising magnesium, vitamin C, and B-vitamins.

She went on: "Ashwagandha has been used by Ayurvedic practitioners as an aphrodisiac to improve on matters related to infertility and libido, of which several human clinical studies in both men and women have reported benefits. In infertile men, ashwagandha has been shown to improve semen quality by reducing oxidative stress, regulating hormones, and reducing stress-related infertility and erectile dysfunction.

"Ginkgo biloba improves blood circulation to the periphery, and maca is a radish-like root vegetable native to Peru. The ginsenosides in ginseng promote nitric oxide release (vasodilator). Maca has also been shown to improve sperm volume, count and motility. It is a natural aphrodisiac and has been shown to help improve ED."

She went on: "Curcumin is the major curcuminoid component found in turmeric. Turmeric exhibits anti-inflammatory properties. Most diseases involve dysregulated inflammation, subsequently studies have revealed that inflammation plays a major role in cancer, cardiovascular diseases."

## THE IMPORTANCE OF ACTIVITY

For many reasons, it's so important men are encouraged to be active.

Lee-Revitt explained: "Routine aerobic exercise is one of the best ways to improve and uphold your vascular health throughout the whole of your body. The physical exertion increases demand for oxygen in the blood to fuel the muscles and so the lungs expand to increase capacity. A faster heart rate widens your blood vessels and capillaries to deliver this oxygen to your muscles, as well as reducing your blood pressure. "This increased vasodilation can keep your arteries clear by reducing levels

of bad cholesterol or low-density lipoprotein (LDL) in your blood. It also helps improve levels of good cholesterol, or high-density lipoprotein (HDL). Ultimately, this can result in less plaque build-up in arteries."

Gorman added: "Physical activity can help control weight. One of the simplest ways to exercise is a daily walk in a fast, strong, purposeful way, with a long stride. Keep hands moving from chest to belt level with each stride. Regular strength and weight training will also help retain muscle and balance. Stress and anxiety can creep in and affect every part of our client's life. Finding ways to relax is crucial. Encourage mindfulness, meditation, yoga, or tai chi. Long-term stress and chronic anxiety can be a significant contributing factor in many chronic illnesses such as cardiovascular disease or cognitive decline.

"A paper published in the *International Journal of Impotence Research*, in 2003, found anxiety contributes to erectile dysfunction and may be more of a problem than men have been led to believe. Counselling or therapy can help get to the root cause of stress and anxiety. Oxygen is one of the foundation blocks for good health, improving breathing can be critical. There are two types of breathing: anxious shallow breathing in the chest, and relaxed breathing from the diaphragm.

Chest breathing should only be temporary, it is related to a fight-or-flight response. If stressful breathing becomes chronic, the body will retain carbon dioxide and cortisol and may start affecting general health and immunity. Retraining the body to breathe in a relaxed, healthy manner will help clear out carbon dioxide and cortisol."



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# A guide to recommending CBD

A market that has exploded in recent years, CBD is big business. But is it just a passing fad, or is there something to consider in terms of its inclusion in a nutritional therapy protocol? *Nutrition I-Mag* takes a closer look.

CBD can be found in all manner of forms, from the more traditional oil format to creams, confectionery, drinks and vape products. Such is its application in many mainstream categories, CBD has in some ways been seen as a faddier type product better suited to the mainstream.

But does this mean it's not something for the more specialist nutrition sector to consider? Certainly, it seems there are many benefits to be gained from taking CBD,

especially with regard to pain management, anxiety and sleep issues, although the evidence base is lacking, given it's such a large category.

So, what should you as Nutritional Therapists do in terms of considering CBD as one of the tools to support your customers? And what elements do you need to advise upon in terms of quality, given there are such differing standards on CBD products (more on this later around updates to regulation).



## TRENDING CBD

As already discussed, CBD has risen hugely in popularity in recent years, which has resulted in a huge amount of brands entering the market. But in terms of the more focused practitioner brands, those with a close eye on quality, what trends are being seen?

Claudia le Feuvre, Nutritional Therapist and Co-founder of Mighty Green, commented: "People are looking for more than CBD. They are looking for expertise and unique formulations with blends of active ingredients. They are seeking solutions for sleep issues, pain management, anxiety and skin issues, rather than CBD for the sake of it. The novelty of CBD has passed, and our consumer is more educated."

"We are seeing huge growth in topicals and cosmetic CBD products which are appealing to a wider audience who may have been nervous about ingesting CBD, or may be on medication. Targeting localised areas through balms and creams can give very fast results."

George Kruis, from the CBD brand, fourfive, went on: "We are seeing a levelling off from the slightly increased demand through the initial lockdown period, however, on the whole, demand has been stable and we have seen many repeat customers, which suggests to us that the category is starting to settle into a more mainstream wellness product. I think the differences of orders in lockdown was a direct correlation to the different reasons people were buying the product. From surveys, we have seen an increase in people buying our CBD for anxiety and sleep purposes over the lockdown period."

"We have found our 1000mg pro oil has been a customer favourite. It is third party batch tested by BSCG to test for banned substances and contaminations making it the perfect product for tested or cautious customers."

And what effect did the Covid-19 pandemic have on the use of CBD?

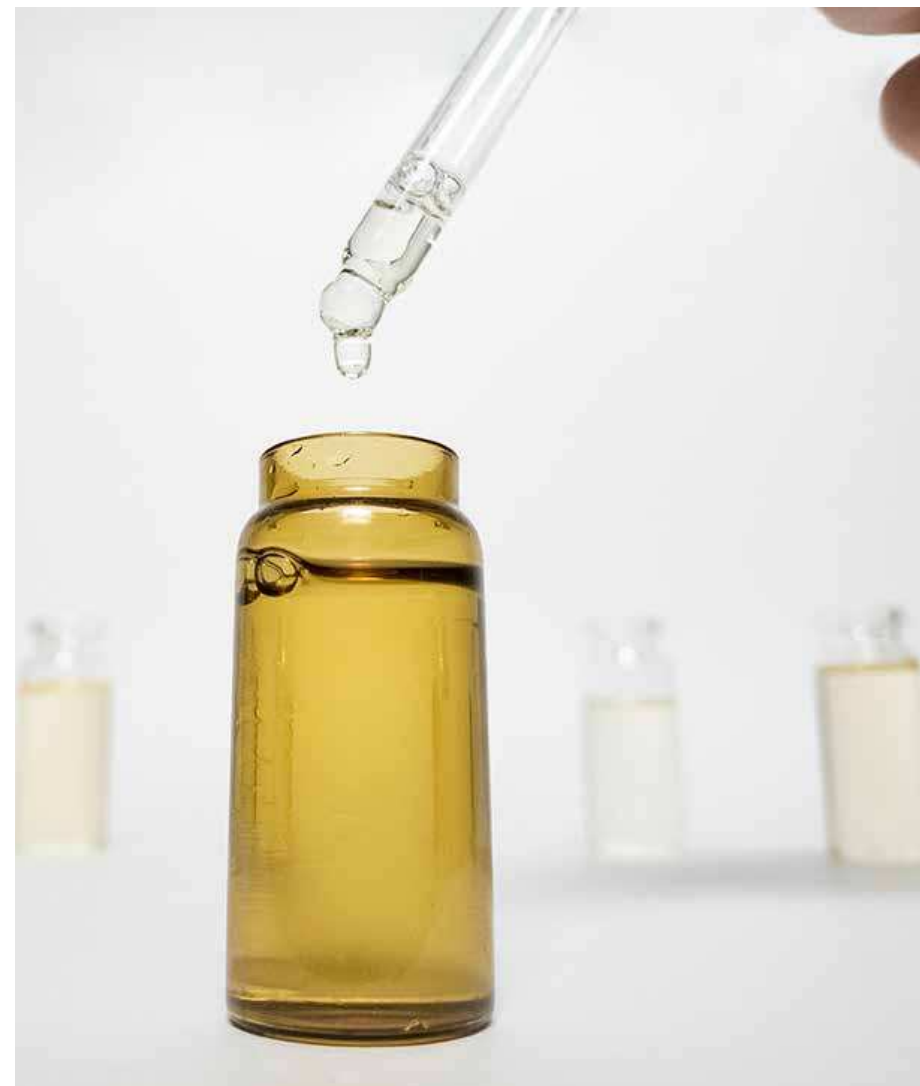
"There have not been huge swings before and after the pandemic. We have seen a levelling off from a small increase during the pandemic. It is encouraging to see many of the new customers in that period are now regular subscribers. We have also seen an increase in our multivitamin wellness range during the pandemic suggesting an increased awareness of health and wellness," Kruis commented.

Le Feuvre added that she found trends shifted hugely, commenting: "Many are seeing the benefits of CBD for sleep and anxiety management. The pandemic has also prompted a huge focus on general wellness and mental health. Priorities have shifted. Our online community is thriving because people are wanting interaction. We host live masterclasses with trainers and talks with psychologists etc., that are always very popular."

And what of the future development of the category? Can we expect it to remain, and to continue growing?

"I think once Novel Foods passes then we will see a bit more innovation and development. I also think that, annoyingly, we will see a number of more 'fad style' products that focus more on the marketing claims and less on the efficacy. At fourfive, we will keep our range fairly strict with the focus on high quality and effective products," Kruis commented.

Le Feuvre added: "CBD is here to stay. The more gimmicky products will go as the regulatory framework becomes tighter. There will also be massive expansion into topicals. The market will become more educated, and health practitioners will more actively recommend CBD as new research comes to light."



## CAUTION ON QUALITY

We know there are huge variances in product quality over the CBD market, especially the bigger it has got, and particularly with regard to the raw materials.

So, in terms of quality, how can clients ensure they are buying quality CBD?

"We use broad spectrum CBD, which contains a range of cannabinoids. Many products use CBD isolate, which is isolated CBD and is generally considered less effective and is much cheaper," Le Feuvre advised, adding: "Ensure each batch of every product is independently lab tested to verify not only CBD levels, but to also ensure THC is well below the legal limit."

"I think there are a few ways people can make sure they are buying the best:

- They should look out for reputable brands with obvious testing protocols. These will have third party testing with certificates available on the website or on request.
- I would look for brands that are in the long game, rather than the ones that are there for quick wins and then leave the market. These are easy enough to spot and are often products that are found in large retail chains as they have gone through another level of checks.
- Once you have found a brand you like, I think it is always worth checking their reviews and if they are real! I would avoid any companies that are laying heavy marketing medical claims to draw you in as that would be a red flag for me."

And then moving onto dosage, how does it work and what should practitioners be recommending?

Le Feuvre suggested: "If your client hasn't used CBD before, it is best to introduce it gradually to slowly activate the endocannabinoid system. We recommend a starting dose of 5mg morning and evening for days one to five, then increase to 10mg morning and evening for days

six-10. If the primary reason for taking CBD is to help with sleep, then take the full dose in the evening just before bed. If sleep is fine, but the primary issue is anxiety, then take the full dose in the morning.

"Once the endocannabinoid has been activated (by day 15), your client can increase if needed or introduce top ups during the day if, for example, to help with pain management. The FSA recommend no more than 70mg per day. If your client is taking medication, please ask them to check with their doctor. Mighty Green offers a free CBD consultation service for you or your clients if you have any queries on strength or dosage."

Kruis went on: "We promote the dosage theory of 'start low and slow' and build from there. It can be quite confusing looking at different ways companies measure their product, so we take the approach of looking at how many MG you want of CBD a day. We recommend starting around 20mg daily and building from there accordingly."

And from the regulatory aspect and speaking prior to the announcement of the public list (more on that over the page), Le Feuvre commented: "As a Nutritional Therapist myself, we are absolutely in favour of a more regulated market. Regulated markets naturally cull some of the more gimmicky products and less serious players. Building collaboration and trust with consumers is imperative."

And Kruis went on: "We, like many, are still waiting on our official approval and have had very positive signs that we are close to our announcement having entered the process very early on. We are fully compliant and, as a company that focuses on the quality of our product, are huge supporters of regulation. We think Novel Foods is great for the end customer. There will be a reduction in the amount of suppliers and an increase in the amount of quality products available."



## A REGULATORY UPDATE

Since putting together our CBD feature, there have been developments in terms of regulation in the CBD market with the Food Standards Agency's publication of the public list of approved CBD products. However, the move has not been without criticism, in what is a fast-moving situation.

The FSA first issued the public list of CBD products permitted for sale to consumers. Only those CBD products featured on the list are allowed to stay on the market, in line with the UK's Novel Food requirements. Products not included must now be removed from shelves.

However, the list has also attracted criticism and the likes of the Health Food Manufacturers' Association (HFMA), writing in *Nutrition I-Mag's* sister magazine, *Health Food Business*, that there was concern as companies previously fully engaged with the process and expecting their products to be on the list, found that this was not actually the case. This has caused the FSA to revisit the list and it knew that a sizeable number of products are in the process of being reinstated to the list. Indeed, the FSA issued a further statement, making a final call for evidence linking products to applications on the public list. The CBD public list shows which products have a credible application for authorisation with the FSA.

Rebecca Sudworth, Director of Policy at FSA, explained: "Our announcement on 31 March that the CBD public list should be used to help prioritise efforts to enforce the novel food regulations has prompted a number of companies to come forward with new evidence linking large numbers of individual products to applications. We are reviewing this new evidence to assess whether these products meet the criteria to be

added to the list.

"This is an unexpected development as this product information should have been provided to us much earlier in the process. To support businesses to achieve compliance for their products, we are therefore making one final call for evidence from businesses to link their products to credible applications. Any businesses that have not already done so must send this evidence to us as soon as possible, but no later than 26 May for consideration.

"We aim to update the public list twice before 30 June, with the first update due very shortly. After 30 June, no new products will be added. The only changes made after this will be to reflect changes to the status of products in our novel foods authorisation process."

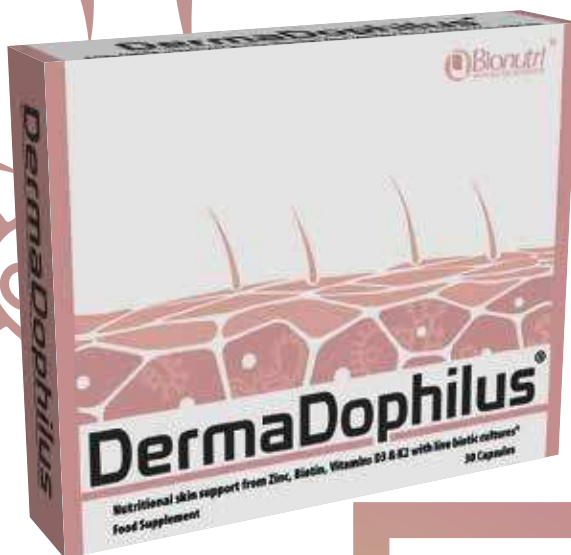
She went on: "The CBD business is a large and complex market, where currently no products on sale have formally been through the necessary safety assessment. The FSA continues to take a proportionate and pragmatic approach to bringing this huge range of products towards compliance. There will continue to be a degree of change in the short term as the process continues. Certainty will only come after authorisation of CBD applications is achieved."

The FSA stated that only CBD food products which meet the following criteria can be added to the public list:

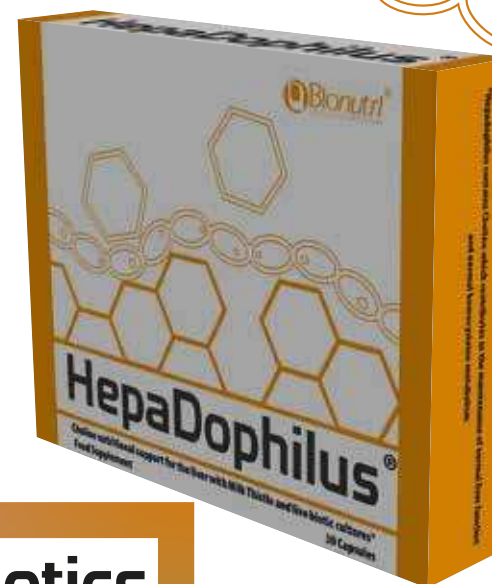
- They were on the market at the time of the announcement on CBD (13 February 2020).
- It received an authorisation application for the products by 31 March 2021.
- The FSA validated the application or agreed that it is sufficiently progressing towards validation.







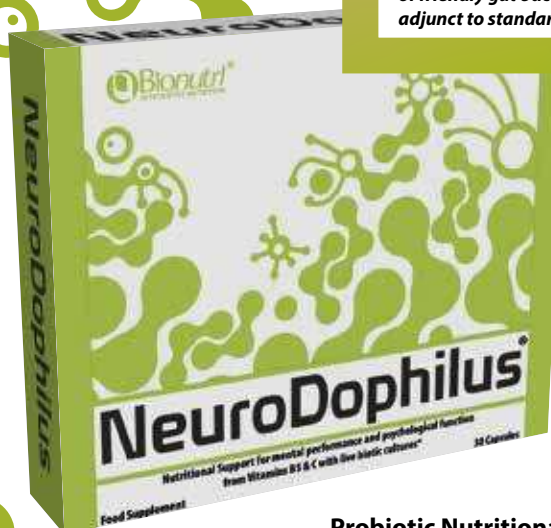
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# Super charged nutrition

With so many superfood products now available, is this an area worthy of recommendation to you as a practitioner? And how can you wade through the marketing spin to ascertain what could be a beneficial supplement? *Nutrition I-Mag* asks the experts.

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Nutritional supplements as a category is big business, never more so than since the beginning of the pandemic. Within this category, we see many popular trends come to the fore, a lot of which can be considered faddier and tend to come and go. Certainly, for Nutritional Therapists, the faddy end of the supplement market is not something often considered.

But superfoods is a category within the supplements market, and despite often being used as a marketing term by brands wanting to capitalise on the popularity of such products, superfoods has really stood the test of time, thanks to the rich nutritional status of true superfood products and the benefits they can offer.

But let's start with what a superfood even is, and what would be considered a true superfood?

Alice Bradshaw, Head of Nutrition Education and Information at Terranova Nutrition, commented: "The term 'superfood' has been used in the nutrition world for many years and several sources assume credit for coining the term. However, the term is universally

recognised to refer to foods that have a very high nutritional density. Typically, they contain a broad spectrum of vitamins and minerals, but also are rich in antioxidant compounds. Many of these superfoods and the key compounds that they contain have been researched for their effects on health. It's usually very easy to add superfoods to the diet in order to gain the health benefits that they offer.

"Superfoods by definition are rich in a broad range of nutrients, phytonutrients and other health-promoting compounds. These actives do not work in isolation, but rather in a synergistic manner that create an effect that exceeds the potential of any individual compound."

Elena Lena, founder of the supplement and diagnostic company, Lemon Well Med, added: "The notion of superfoods easily catches the attention because you think of powerful foods with special and multiple benefits and with the ability of helping lose weight, look greater and live a healthier life. Superfoods are promoted in a desirable way and the

term itself can drive sales because it's very attractive. They are easy to consume, many of them do not require cooking, and are tasty."

Rose Holmes, Nutritionist and Education and Training Manager at Rio Health, continued: "Whilst there is no scientifically-based definition of the term superfood, it is defined in the *Merriam-Webster Dictionary* as 'a food that is rich in compounds (such as antioxidants, fibre or fatty acids) considered beneficial to a person's health'. Generally, superfood status refers to high levels of desirable nutrients, or a link to prevention of disease, or some similar health benefit beyond its nutritional value. People seem to understand these descriptions of the term, even without specific scientifically-determined definition. The use of the term 'superfood' highlights their immense nutritive value.

"Although there is no scientifically-based or regulated definition of the term, there is a general understanding that superfoods are individual natural foods that have high nutritive value and/or beneficial health effect and are quite different from processed foods. So, although a

suggestion of superfood status for specific ingredients/foods could be viewed as a marketing tactic, it can also be an indication that interest in these natural superfoods may represent a shift in outlook – perhaps people are beginning to understand (and value) food as medicine."

She added: "One of the reasons for the popularity of superfoods is that, as real food, they taste great! The body recognises real food and responds positively to the nutrients provided. Many people today have a diet that is processed-food rich and nutrient-depleted. By choosing nutrient-dense foods like superfoods, individuals may be attempting to compensate for these nutrient-depleted processed foods. Most people today know that they should be consuming a minimum of five vegetables/fruit daily. Many do not even achieve this and don't come anywhere near achieving the higher recommended numbers (of 14-17) set by other governments. For some people, consuming superfoods may be a compensatory means of ensuring their recommended daily intake of



## SUPERFOODS OF CHOICE

Drilling down further, there are so many products that could be considered a superfood, and those passing the test would be ones containing a high amount of nutrients, such as vitamins, minerals, amino acids and more.

If we look at some of the benefits, Holmes advised: "Superfoods offer hugely beneficial effects compared with the processed foods many people consume. Athletes, pregnant women, vegetarians and so many others may potentially benefit from the nutrient-boost superfoods can provide. Consuming more superfoods may mean consuming fewer processed foods – this should benefit health.

"A superfood is a food which naturally contains high amounts of beneficial nutrients. Many plant foods qualify for this – foods high in phytonutrients (plant nutrients), especially antioxidants. Superfoods should be nutrient-dense and offer benefit to the consumer. Some of these benefits may include helping to counter oxidative stress, reducing inflammation, supporting the immune system, boosting energy and supporting liver health and detoxification. However, these superfoods will have their best effect as part of a varied diet and healthy lifestyle."

It's important to remember superfoods are not simply to be found in a finished product but are foods too.

Holmes advised: "Superfoods are not new but their immense nutritive value is being highlighted by referring to them as superfoods. They play an important role in health and wellbeing. In some parts of the world, specific superfoods are recognised for their important contribution to health, wellbeing, energy, stamina and survival.

"Bananas are possibly the first food to have been given superfood status, when, in the early 20th century, bananas were advertised by the United Fruit Company to be practical, inexpensive, easily digested, versatile and readily available. The popularity of bananas soared when the American Medical Association then announced bananas may provide relief for coeliac disease in a child's diet, giving bananas an emblem of health. Popularity of the fruit soared."

Bradshaw continued: "Some of my top superfoods are:

■ **Cruciferous vegetables** which belong to the brassica family of vegetables and include broccoli (and broccoli sprouts) kale, watercress, mustard and Brussels sprouts. They are rich sources of folic acid, potassium, vitamins A, C and K and dietary fibre. Unique to this classification of vegetables is the presence of sulphur-containing phytochemicals known as glucosinolates, which have been found to protect healthy cells, while inhibiting the

proliferation of diseased cells. Additionally, they offer antioxidant and anti-inflammatory protection and have been linked to improved cardiovascular health. Cruciferous vegetables are also known for their ability to support the liver's role in detoxification.

■ **Beetroot and beet greens** are known for their role in supporting liver health. Betacyanin is the pigment responsible for the rich purple-crimson colour of beet and is a powerful cell-protective agent. Beetroot is a dietary source of betaine (trimethylglycine) and folic acid, potassium and the fibre found in beetroot combined with betacyanin is thought to be responsible for the protective effect that beets exert on the cells of the colon. Beetroot also contains good levels of manganese and beet greens are an abundant source of calcium, iron, vitamin A and vitamin C. Beetroots and beetroot juice contain high levels of inorganic nitrite. In the body, this is converted to nitric oxide, a substance with many health benefits. Primarily, nitric oxide facilitates relaxation of the artery walls, causing blood vessels to dilate, resulting in a lowering of blood pressure. As such, beetroot can play an important role in supporting cardiovascular health.

■ **Ginger** is possibly best known for its ability to support digestive health. It acts as a carminative and intestinal spasmolytic, eliminating gas and

soothing the intestinal tract. Ginger contains volatile compounds including gingerol, shogaol and zingerone, which contribute to the antioxidant and anti-inflammatory properties that this herb has demonstrated. Studies show that ginger consumption may reduce the pain and inflammation experienced by people with osteoarthritis and rheumatoid arthritis. Gingerols have been shown to inhibit the formation of inflammatory cytokines. Many health conditions are linked to inflammation and studies show that age-related cognitive decline, post exercise muscle soreness, menstrual pain and some cardiovascular conditions (inflammation influences all these conditions), may be alleviated by the regular consumption of ginger. The activity of ginger root against various infective microbes is well established and consequently ginger is a powerful anti-fungal agent.

■ **Berries** are amongst the richest sources of nutrients of any food and boast some of the highest ORAC score (Oxygen Radical Absorbance Capacity – a measurement of total antioxidant capacity within foods). As well as vitamins and minerals, they are rich in flavonoids and anthocyanidins, which are responsible for the blue purple and red pigments of berries and exert exceptional antioxidant activity. Their nutrient





profile generally includes exceptionally high levels of vitamin C, ellagic acid, polyphenols as well as soluble and insoluble fibre.

■ **Turmeric root** is a well-established superfood with a history of use in India, China and throughout the tropics. Turmeric root has been heavily researched for its antioxidant, antimicrobial and liver supportive properties, as well as its potential role in helping to maintain proper inflammatory response and healthy detoxification. Turmeric root consists of over 100 different compounds, including volatile oils, sesquiterpenes, polysaccharides and curcuminoids. However, most studies have focused solely on the curcumin, which has been considered to be the primary active. Curcumin does not occur in nature as a single component, and therefore a simpler and more effective way is to consume turmeric root as a whole food (fresh or dried powder). The whole spice contains all the compounds naturally in balance with each other, including all of the curcuminoid group and a high percentage of volatile oils. Typically, whole dried turmeric root is approximately 10 per cent fat content by weight, and this means that this naturally-occurring fat can assist in the absorption of the curcumin contained in the dried turmeric."

And when considering certain supplements,

Lena suggested: "I'm a fan of cacao, particularly in the unprocessed raw form, because it's a source of magnesium, it contains a lot of antioxidants, iron, and zinc. It elevates mood and mental wellbeing and, at the same time, it's tasty. It holistically supports the body and mind and it's beneficial to the heart and brain.

"I also like chlorella, again in powder form, a green alga rich in nutrients and proteins, which is also a natural detoxifier and can help reduce the levels of heavy metals in the body. This is extremely helpful for everybody, including already healthy people, as a detoxified body is more likely to self-heal in case of disease or to positively respond to treatments."

And Holmes suggested: "Many superfoods are antioxidant-rich and inflammation-reducing and can help counter effects of oxidative stress and inflammation, thus beneficially contributing to health aims for a number of health conditions. Vitamin C-rich superfoods like camu-camu help support the immune system; many clients understand the importance of this following the past two years of Covid-19 infections around the world.

"For those clients whose health goal involves boosting energy, guaraná, yerba maté and the adaptogens maca and/or paffia (aka suma) may be useful addition to protocol. For those needing to support liver health and detoxification, green

barley grass juice can help. This support is needed for all protocols to address bacterial infection, fungal overgrowth and parasitic infection, to counter the effect of toxins produced/released by these microbes. This chlorophyll-rich superfood is useful for everyone as it gently aids detoxification, alkalizes, and is nutrient-dense. Look for barley grass juice that is organic and rich in live enzymes.

"Superfood powder blends with kale, yerba maté, lemon and pitanga (Brazilian cherry) are antioxidant-rich, providing immunostimulant and detoxification benefit, and useful addition to health protocols promoting healthy ageing. Also great for clients whose alcohol consumption is higher than the recommended weekly units. Pitanga has a high antioxidant content, particularly phenols. A comparative study of antioxidants in 10 exotic Brazilian fruits, published in the *International Journal of Food Sciences and Nutrition*, found that surinam cherry (aka pitanga) ranked higher than others in phenol content.<sup>1</sup> Phenols help prevent oxidative stress and cell damage due to potent free radical scavenging activity. The pitanga is great for supporting cellular detoxification processes and is a useful addition to almost any protocol."

She went on: "Superfoods are often available as powders for adding to smoothies, porridge and other recipes. The Andean superfood, maca, which

grows high in the Peruvian Andes in mineral-rich soil, has been a staple part of the diets of the Andean people since before the time of the Incas, more than 2,000 years ago. The Inca believed Maca could impart 'Kalpa'—meaning 'stamina' or 'strength' and reserved its use as a royal food.

"Maca can be used to help maintain optimal stamina, feels and vitality. Maca is naturally difficult to digest raw. Some of the enzymes in raw maca inhibit digestion and assimilation. Gelatinised maca is especially useful for those with sensitive digestion or trouble digesting carbohydrates. Maqui berry is an exotic, dark-purple fruit that grows wild in South America and sometimes is referred to as the Chilean blackberry or Chilean wineberry. Maqui berries have been used by the Mapuche Indians of Chile for thousands of years.

"Pau d'Arco, also known as lapacho, is a huge canopy tree native to the Amazon Rainforest. The antimicrobial, anti-inflammatory, antioxidant and immune-supporting properties of Pau d'Arco make this an excellent choice for immune conditions, as well as digestive conditions. Pau d'Arco is often used to support the gastrointestinal tract where IBS symptoms are present. It may also benefit in cases of fungal infection. Pau d'Arco provides immune support and fights inflammation as well as fungal and viral infections in the body."







## PRODUCT PROTOCOLS

If certain superfoods – particularly those as finished supplement products – are contained within any client protocol, the experts advise you to keep in mind certain issues around quality.

“Nutritional Therapists should, by definition, be looking at dietary recommendations toward the client’s health goals. Superfoods, therefore, have an important place in such dietary recommendations. Encouraging clients to swap out processed foods, replacing these with nutrient-rich superfoods, is an excellent way to promote health through dietary choices,” Holmes explained.

“All health programmes should look at food choices. All protocols for healthy ageing should include superfoods for their antioxidant-rich, anti-inflammatory, and immune-supportive benefits.”

Lena went on: “As they are nutrient-dense and packed with vitamins, minerals, and antioxidants, they can support our body, give us more energy, and be beneficial for our overall health. However, they must be incorporated into a balanced diet, they can’t replace it. Also, it’s better to consume a variety of superfoods, not only one type, in order to get different nutrients. Eating only one type could be detrimental to our health, as you risk creating a nutritional imbalance.

“They could be recommended by nutritionists, in combination with a diet plan, if clients are happy to explore superfoods. A nutritionist can certainly advise on an array of superfoods that can be added to the diet in a balanced way. It’s better than do-it-yourself, as the choice and variety of superfoods must be oriented to support the body, or a specific condition, and each individual is different and has diverse needs and their own metabolism. Also, a nutritionist can advise on the quantities, as the term superfood can lead you to think you can eat them in unlimited quantities, as they are super. Superfoods might be particularly useful to ease people into healthy eating, as they can better grasp the meaning and importance of the nutritional value of food.”

In terms of specific quality concerns, Bradshaw added: “Many superfoods can be purchased as fresh foods. It’s best to choose organic sources in order to avoid health-depleting pesticides. When choosing powdered superfoods or encapsulated supplements, it’s imperative to preserve their vitality, nutrient profile and potency and to retain the enzymatic activity of the plant. For this reason, fresh freeze dried is the preferred method of choice. Fresh freeze drying produces a food supplement that closely resembles the profile of the original fresh plant, but substantially more concentrated due to the removal of the plant’s moisture. Additionally, freeze dried plants are more soluble and have superior shelf stability.”

And Lena advised: “Quality is very important, both for the consumer and for the environment. I suggest organic superfoods that do not contain added preservatives, emulsifiers, or chemicals. Even better if they also come from a sustainable brand, and if they are part of an eco-chain or fair trade.”

Holmes also pointed out: “When choosing a maca product, in addition to opting for organic and gelatinised, choose one which is grown in Peru. Some maca is grown in parts of China that struggles with pollution issues and may be exposed to pesticides and chemical contaminants (including heavy metals). Maca from China may also be GMO.”

And in terms of how your clients can potentially incorporate them into their daily routine, Holmes suggested: “Many superfoods can be added to smoothies or make drinks in their own right (for example, green barley grass shots, yerba mate tea). Superfood fruits (for example, powdered açai and maqui berry) can be added to smoothies, fruit bowls, porridge oats and yoghurt. Maca is great added to homemade raw breakfast bars.

“Botanical teas, of course, are one of the simplest superfoods, requiring just the herb or fruit tea and hot water, and easily incorporated into a health regime, replacing less healthy beverages, as well as using brewed tea to replace liquids in recipes.”





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Our panel of nutritional experts offer readers advice on dealing with a variety of issues.



Can you explain what myo-inositol is and what role it plays specifically in female health?

**LUCY SPARKES ADVISED:** Inositol, or more precisely myo-inositol, is a sugar alcohol that is abundant in the brain and other human tissue. Simply put, inositol is a type of sugar that assists conversion of glucose to glycogen (the stored form of glucose). In this way, inositol can play a major role in insulin signalling and metabolism. Myo-inositol is an immediate precursor to D-chiro-inositol, which then plays the significant role in this pathway in modulating insulin action.

Inositol is sometimes referred to as vitamin B8; you will often see it in a B-complex for example. However, as it is made from glucose, it is essentially not considered an essential nutrient. It can be found naturally in foods such as cantaloupe melons, citrus fruits, beans and grains. It is found in various forms but the one that is found most abundant in nature is myo-inositol and is considered to be one of the most stable isomers of inositol.

There have been many important studies around myo-inositol and how key it is to health. This is clear as myo-inositol helps our cells to respond appropriately to various substances, such as hormones (insulin is a hormone by the way), growth factors and neurotransmitters. It has been reported that myo-inositol may support mood disorders, infertility and female health conditions such as PMS, PMDD, and PCOS. It is a nutrient particularly indicated in female health as myo-inositol can act as a messenger of FSH (follicle stimulating hormone), which is a key factor in regulating menstrual cycles and producing a healthy egg to be fertilised, therefore, supporting fertility and conditions of menstrual dysregulation.

It is often reported that myo-inositol is useful for the reduction in symptoms of polycystic ovaries and PCOS. A number of exciting studies



published in recent years have found myo-inositol to be effective in the management of this condition. As discussed, this is largely to do with myo-inositol's role in insulin sensitivity and FSH stimulation, which are major factors in the onset of PCOS and hormonal imbalance. However, the usefulness of myo-inositol does not end for women after their reproductive years. A 2011 study carried out on post-menopausal women with metabolic disease found that there were marked improvements in diastolic and systolic blood pressure, reduction in serum triglycerides and improved ratio of HDL:LDL cholesterol.

Overall, we can surmise as nutrition professionals that myo-inositol could form an important part of our protocols to support female reproduction, metabolic and cardiovascular health. The research suggests 4g (2g twice daily) for conditions such as PCOS, infertility and metabolic disease.



## ABOUT THE EXPERT

**Lucy Sparkes** BA (Hons), DipCNM, mBANT is a BANT-registered Nutritional Therapy Practitioner with more than a decade of clinical and professional experience within the nutrition and health industry. She runs her own Midlands-based practice specialising in IBS, IBD and digestive complaints in adults and children. She has a particular interest in family health and supporting those families and individuals with SEN. She is Nutritional Therapy Practitioner at Nutri Advanced.





## Can you explain why liposomal technology allows for better absorption?

**MAYA QURESHI EXPLAINED:** More people are taking dietary supplements than ever, as they look for ways to optimise their nutrition for improved health and immunity. However, if we are not able to absorb what we are putting into our bodies, then what's the point? A nutrient will only make a difference if it can be absorbed and used by the body. Otherwise, you're quite literally flushing your money down the toilet. When it comes to supplements, bioavailability is the only measurement that matters. It is a measure of how easily a nutrient can

be absorbed by the body and how quickly it enters the circulatory system to reach the desired area, so that it can take effect.

As awesome as our bodies are, the human digestive system isn't perfectly efficient. Macronutrients such as carbs and fats are highly bioavailable, but micronutrients, commonly sold as supplements (such as vitamins, minerals and plant compounds), are more difficult for the body to absorb. Turmeric, as an example, is notorious for its poor bioavailability in the body. In fact, studies suggest that the majority of

the turmeric we consume passes straight through our systems.

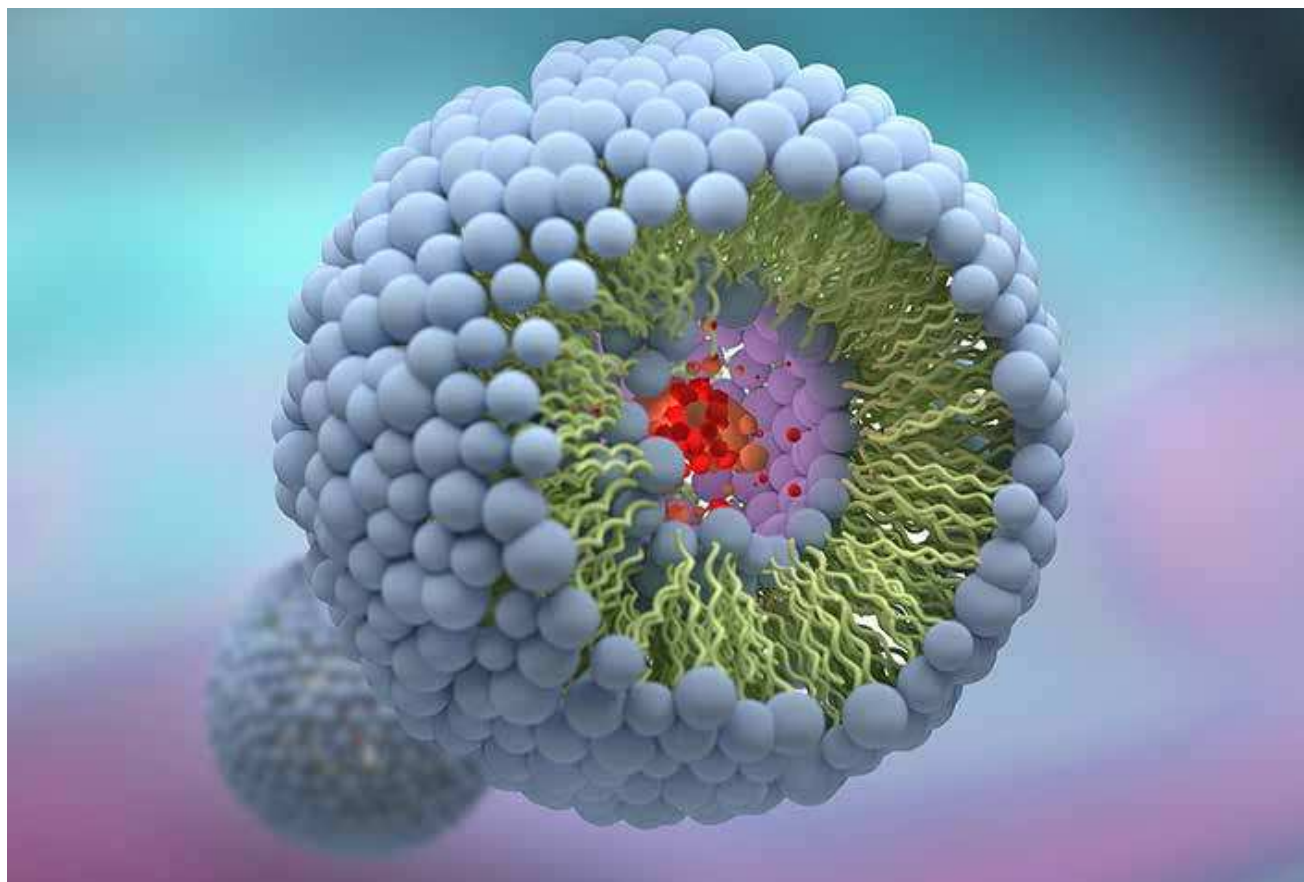
You know how we're often told to eat supplements with food? Ever wonder why that is? It's so that some of the fat in the food we eat encapsulates the insoluble ingredients, making them soluble. The problem is that only a small portion of the nutrition we consume is absorbed by this biological process. This is where liposomal technology can really make a difference.

What is a liposome? The name liposome is derived from two Greek words, 'Lipos', meaning fat, and 'Soma', meaning body. Liposomes are simply microscopic fat bubbles that encapsulate a nutrient payload. Think of a liposome as the world's greatest postal worker. She always delivers, no matter what.

The nutrients are wrapped in the lipid liposome molecule. It protects the nutrients from being denatured by gastric acid in the digestive system. Because liposomes are consistent in size, they are able to pass through the gut lining, easily. To deliver the nutrients to exactly where they are needed, the lipid bilayer can fuse with other bilayers such as cells, delivering the liposome contents to the source.

Liposomes are made from the same thing as the walls of the billions of cells in our body. It's called phosphatidylcholine. It makes up about 30 per cent of the lipids in your cells, making it one of the most abundant compounds in your nervous system.

There are three common sources of phosphatidylcholine: egg, soy, and sunflower. Since many people are allergic to eggs and most soy sources are genetically modified, sunflower is a common and preferred option.



### ABOUT THE EXPERT

**Maya Qureshi** is a registered Functional Medicine Health Coach and the founder of Rhythm Nutrition, a small start-up that develops supplements with a focus on movement. Her desire to optimise her family's health led her to change careers from banking and finance to health and nutrition.



What would you recommend as the most important nutrients as part of a pre-conception plan, for both the man and woman?

#### HELEN DRAKE SUGGESTED:

For preconception, it is important for both men and women to be obtaining optimal levels of all nutrients, therefore, as a foundation, it is essential to take an appropriate multivitamin and mineral to ensure peak intake.

In addition, it is important for both parties to support digestive function as it plays a role in hormone regulation, moderating inflammation and supporting nutrient intake. Probiotics are important for digestive health and have been associated with supporting the health of the immune system of the baby, so these should be included in any preconception protocol. Finally, both men and women would benefit from an omega 3 supplement. Omega 3 supports the function and development of both the sperm and egg by supporting cell membrane health, again it also supports cognitive development of the baby.

Important nutrients for female conception include:

- **Folate** – best to take as l-methylfolate, it is important to supplement before conception as it is essential for nerve and DNA development and supplementation has been shown to prevent spina bifida.
- **B12** – works with folate for DNA and RNA synthesis and also protects against neural tube defects. As well as affecting cell replication, sub-optimal levels can lead to high homocysteine levels, which can negatively affect fertility.
- **Zinc and B6** – essential for female

hormone production.

- **Vitamin D** – important for healthy bone function of the developing foetus, modulates immunity (autoimmunity has been linked to poor fertility and miscarriage) and is also involved in cell proliferation and differentiation.
- **Iron** – formation of red blood cells in the mother and the developing foetus. It is also involved in energy production, therefore, contributes to normal cell function.
- **Selenium** – supports thyroid hormone production (suboptimal thyroid function is associated with low fertility). It is also a powerful antioxidant.

Important nutrients for male conception include:

- **Zinc and selenium** – essential for normal sperm production.
- The function of the mitochondria is so important as sperm are incredibly metabolically active and utilise a huge amount of energy for a cell, therefore, need high amounts of mitochondria. Nutrients that support mitochondrial function and reduce oxidative stress, which can damage mitochondria are essential. These include **CoQ10, L-carnitine, N-acetyl cysteine, B vitamins and magnesium**.
- **L-arginine** is an amino acid required for cellular replication. Used to create nitric oxide, which can protect from lipid peroxidation and is essential for spermatogenesis.



#### ABOUT THE EXPERT

Helen Drake, Bsc (Hons), Dip Nutritional Therapy, mBANT, rCNHC, AFMCP joined Cytoplan in June 2016 as a Nutritional Therapist based in the South East to offer tailored expert advice to all Cytoplan customers and support to practitioners and students. As a BANT and CNHC Registered Nutritional Therapist, Helen worked in private practice in both South East London and Kent and has worked with clients suffering from a wide range of conditions, including fertility and hormonal imbalances, digestive issues, skin conditions, arthritis and weight management. In September 2012, Helen also began as lecturer at the College of Naturopathic Medicine in both London and Brighton.





# A guide to serrapeptase

Nutritional Therapist, Lindsay Powers, discusses the expanding research around serrapeptase and its uses in practice.

**S**errapeptase is a proteolytic enzyme growing in popularity thanks to its safe and effective ability to provide natural relief for a huge variety of health conditions. It has been used for over 30 years in Europe and Asia to relieve pain, inflammation and excessive mucus production. More than 40 clinical studies have concluded that serrapeptase benefits human health.

Serrapeptase is a natural anti-inflammatory enzyme produced commercially by growing the

microorganism, *Serriata* E15, on plant material. It was initially discovered in the intestines of the silkworm in Japan during the late 1960s. The silkworm uses it to dissolve the hard cocoon to allow the moth to escape and fly away. It also helps to digest the tough mulberry leaves that it feeds on. Today, it is produced commercially as a dietary supplement.

Other proteolytic enzymes like trypsin, chymotrypsin and bromelain have a history of use as far back as the 1950s, when it was observed they had anti-inflammatory effects. When serrapeptase was discovered, researchers in Europe and Japan proposed that serrapeptase was the most effective proteolytic enzyme for reducing inflammation [1].

Serrapeptase gained widespread notoriety at the turn of the 21st century when it was introduced worldwide as a dietary supplement by Robert Redfern, a natural health researcher, writer and health coach. Since then, millions of people have used serrapeptase to support various conditions, such as lung, cardiovascular and joint health.

In the early days, the dosage was 10,000iu, but now supplements contain up to 250,000iu. Higher doses are dramatically improving many health conditions without any side effects. The reason serrapeptase supplements are measured in international units (iu) rather than mg is because iu demonstrates the activity level of the enzyme, which is what we are interested in, not the weight.







### HOW DOES SERRAPEPTASE WORK?

Serrapeptase is a proteolytic enzyme, which means it breaks down proteins into smaller components called amino acids. These are either recycled or excreted via normal metabolic channels of waste.

But how does this differ from the action of other enzymes in the body?

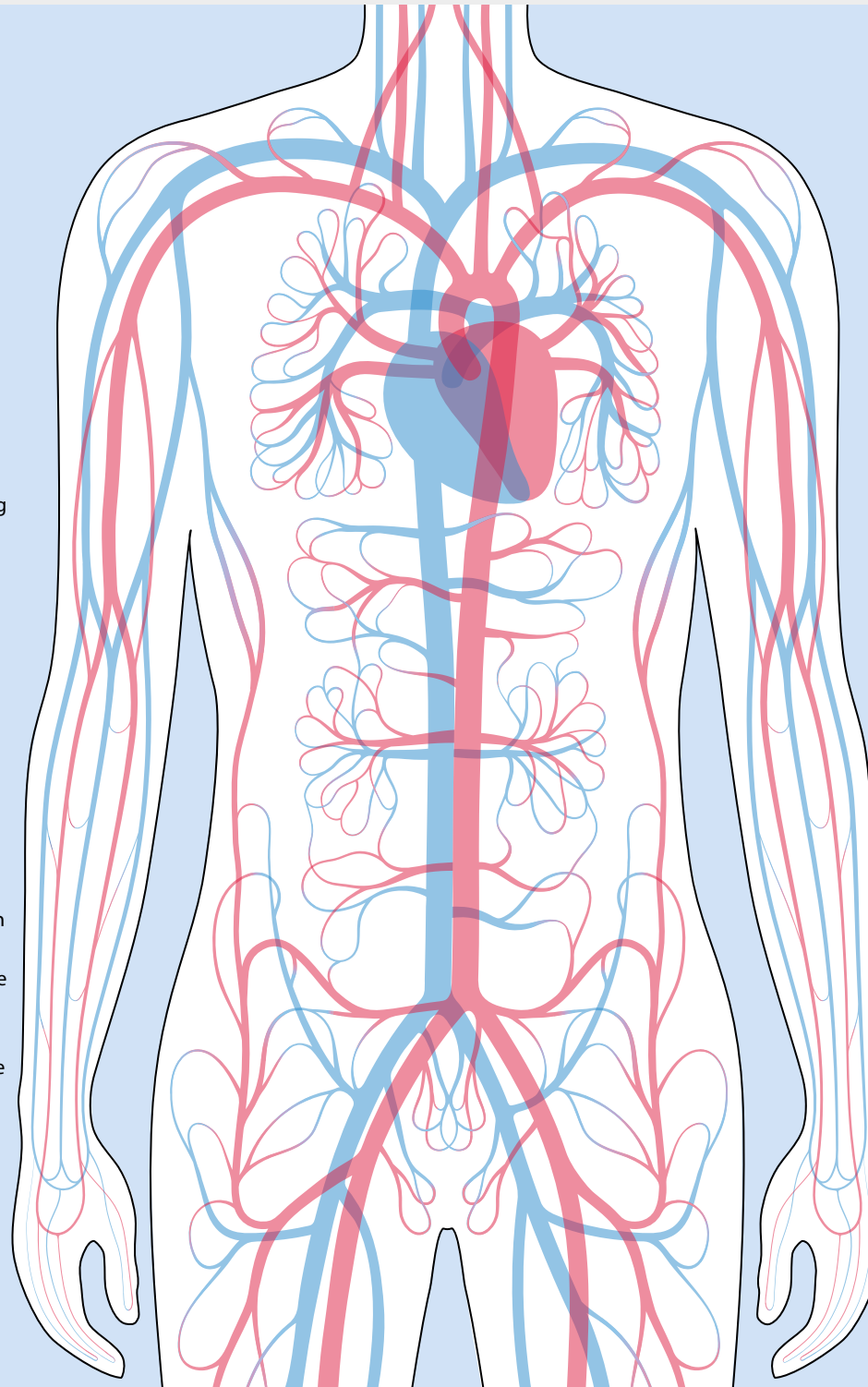
Enzymes are catalysts and make things happen. They are essential in every function of growth, repair and, therefore, the health of every living cell in the body. Enzymes are responsible for digestion, building, repairing and cleaning up cells.

Serrapeptase falls into the category of 'cleaning-up'. Serrapeptase helps digest non-living proteins or dead scar tissue circulating in the body without harming living tissue. Proteolytic enzymes like serrapeptase are important modulators and regulators that can respond to stresses in the body, such as inflammation.

According to research, proteolytic enzymes help modulate the inflammatory process via several mechanisms, including reducing the swelling in mucus membranes and dissolving unwanted blood clots and fibrin deposits. Proteolytic enzymes also help break down plasma proteins and other cellular debris. This helps clear them more effectively, reducing inflammation and assisting with the relief of pain and discomfort.

Serrapeptase breaks down scar tissue, increasing tissue motility. Breaking down the scar tissue allows the body to replace it with original tissue that was damaged for complete healing. It is commonly used for post-operative recovery, adhesions, and other scar tissue. It is helpful to clear scar tissue in fallopian tubes to help with fertility.

Many health conditions reportedly benefit from serrapeptase, and it is often recommended for arthritis, lung and cardiovascular diseases, inflammatory bowel conditions, fertility, skin health, post-operative healing and anti-ageing. Adults, children and pets use it.



### CARDIOVASCULAR HEALTH

Dr Hans Neiper, a famous German heart surgeon, reported success in clearing blocked arteries and preventing the need for by-pass operations. He recommended serrapeptase for decades afterwards to reduce the build-up of atherosclerotic plaque.

Plaque formation involves fatty substances, cholesterol, cellular waste products, calcium, and fibrin (a blood coagulant) deposited on the artery wall. Excessive plaque results in a partial or total block in blood flow in the arteries, leading to atherosclerosis or hardening of the arteries and ultimately heart attack or stroke. Nieper's findings suggest that serrapeptase dissolves the fibrous layer that clogs up the arterial wall, gradually breaking down atherosclerotic plaque and improving blood flow.

Whilst more research is needed, anecdotal evidence over the last 20-30 years supports the use of serrapeptase in targeting arterial blockages and supporting cardiovascular health.



## LUNG AND RESPIRATORY HEALTH

Respiratory diseases are associated with increased mucus production and are often treated with mucolytic drugs to thin and loosen mucus. Some of these drugs can result in a depletion in mucus and can dry the airways. Serrapeptase was studied for its effects on elasticity and viscosity of the nasal mucus in adult patients with chronic sinusitis. It concluded that the mucus viscosity was reduced over four weeks [3], which exerted a beneficial effect on mucus clearance and a significant reduction in symptoms.

A 2021 study was carried out to explore the effectiveness of serrapeptase on patients with pulmonary fibrosis (PF). In PF, there is a build-up of fibrin in the interstitial tissue of the lungs, which causes the lung tissue to thicken and become stiff. The subjects received serrapeptase for 12 weeks. The effect of this regimen was examined by comparing the end-of-treatment questionnaire scores with baseline values. The results showed significant improvement in 61.5 per cent of subjects, as assessed by the WHO wellbeing index; an improvement in scores was seen in 84.6 per cent of the subjects, as assessed by the UCSD Shortness of Breath Questionnaire, with 38.4 per cent of the subjects showing a minimal clinically significant difference [5]. It is concluded that serrapeptase's anti-fibrinolytic properties effectively remove the fibrous scar tissue in the lungs.

## POST-OPERATIVE HEALING

Serrapeptase continues to be recognised in Germany and some other European countries as a treatment for inflammation and trauma-induced swelling.

In a double-blind study conducted at Ulm State Hospital, 66 patients who had recently undergone surgery for a ruptured lateral ligament were divided into three groups. The two control groups saw no reduction in swelling. The group receiving serrapeptase saw a reduction in swelling by 50 per cent three days after the operation. Although there was a correlation between pain reduction and decreased swelling in the majority of cases, in the serrapeptase group, there was a more rapid decrease in pain. By the 10th day, the patients given serrapeptase were pain-free [2].



**Lindsay Powers** is a Nutritional Therapist and Health Coach Manager at the supplement brand, Good Health Naturally.

## FIBROCYSTIC BREAST DISEASE

Studies show serrapeptase is successful at treating fibrocystic breast disease.

In a double-blind study, 70 patients complaining of breast engorgement were randomly divided into a treatment group and a placebo group. Symptoms were evaluated before treatment and for three days afterwards by an observer who did not know which group the patients were in. The study concluded that serrapeptase was superior to the placebo for

improving breast pain, swelling and firmness.

A total of 85.7 per cent of the patients receiving serrapeptase reported moderate to marked improvement, compared to 60 per cent of the placebo group. There were no reported adverse reactions to serrapeptase. Therefore, serrapeptase was considered a safe and effective method for treating breast engorgement and fibrocystic breast disease [4].



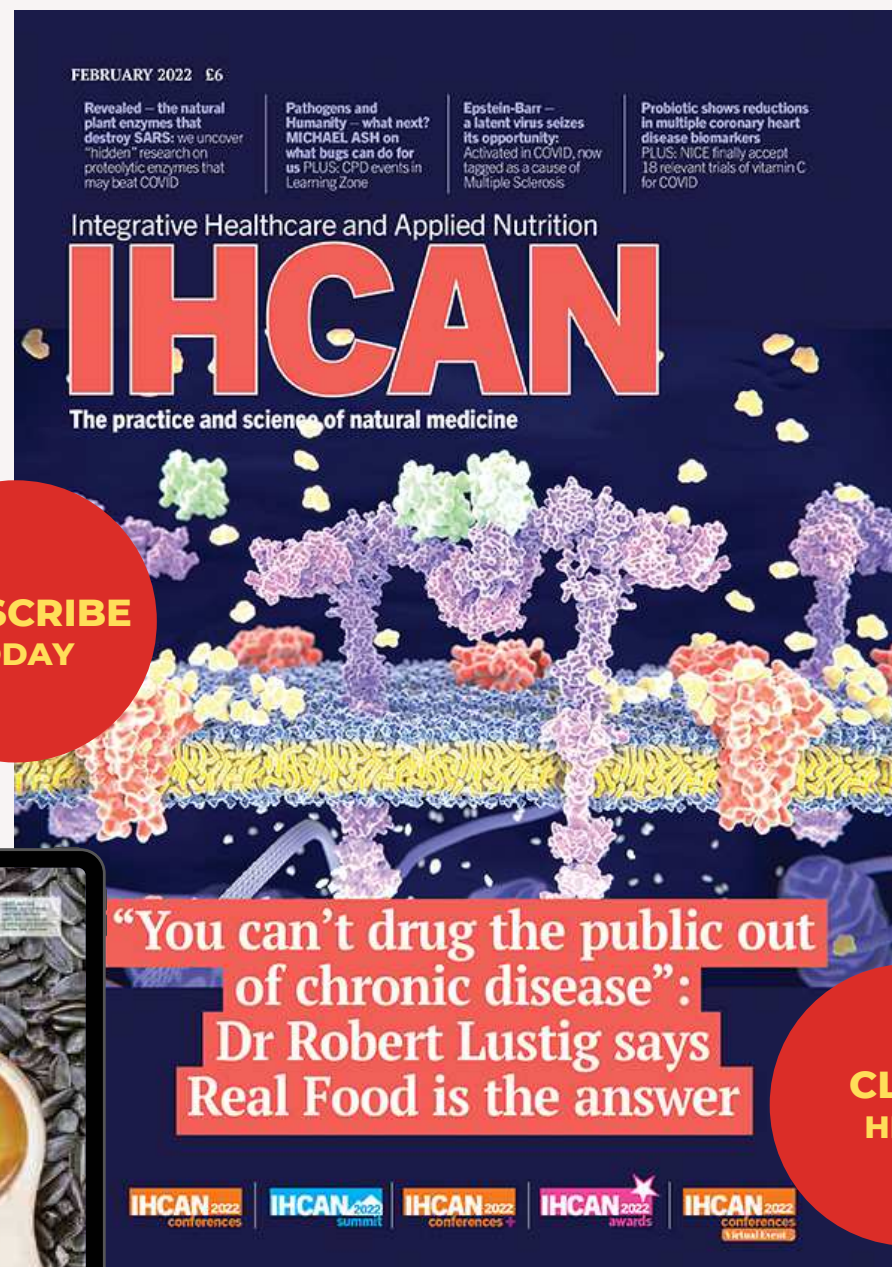


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# ADM Protexin – leading the way in R&D

With continuous investment in research and development, ADM Protexin is reaping the rewards with positive science backing its products and exciting NPD. Rachel Symonds caught up with the team to find out more.

bio-kult®



The Covid-19 pandemic has shone the light brightly on nutrition, with many supplement brands experiencing a huge hike in sales when the virus hit. But across the supplement category, there are huge differences in terms of investment, in quality, and in R&D. It's undoubtedly been a testing time in many ways for the natural health industry, especially for practitioners needing to find new ways of consulting and for brands, in not only being able to maintain supply but continuing to innovate.

For some suppliers, innovation fell by the wayside during the pandemic, but for ADM Protexin, it has remained key, and the company is now seeing the rewards of its continued investment in research and development with exciting new launches, positive research, and news of top award wins.

Hayley Milne, Marketing Manager (Human Healthcare), explained: "It's certainly been a busy and exciting few years for ADM Protexin. Our fabulous range of healthcare products have won countless product awards across the healthcare industry. Perhaps most exciting was winning not one, but two awards at the 2020 Nutraingredients Awards. Bio-Kult Migréa picked up the title Probiotic of the Year, meanwhile, the main bacteria strain in Bio-Kult Mind, *Bacillus subtilis* PXN 21, was awarded the Editor's Choice award for Functional Food Innovation. Our sister company, ADM Biopolis, also picked up a third award for ADM, making it the company's most successful year at these awards."

Furthermore, the company has just been announced as finalists in the 2022 awards, with Bio-Kult Pro-Cyan in the Innovation in Women's Health category and Bio-Kult Brighten in the Editor's Award for Functional Food Innovation.



Hayley Milne

"In addition, we've scooped a whopping 11 awards this year for our products from pharmacies, health food stores, practitioners and the end consumer," Hayley added.

When it comes to NPD, it's been a hugely busy time but it's important to note that as part of its R&D commitment, innovation will only take place at the company where the team can demonstrate the evidence is there to offer benefit.

Janine Barlow, Product Development Director, who manages the NPD process, advised: "It is a complex process to launch a new product. A need for the product has to have been identified, the product has to be efficacious, well researched, and produced to high quality standards – such parameters can be set during the manufacturing trials of the new product. With many new products under development, we're always working on something. It might be a product that could launch this year or in 10 years' time. Our passion and commitment to taking the time to get it right is just one of the reasons we continue to be the market leaders in the live bacteria industry."

And what plans are ahead to develop the brands further in the future? "For those who were at Natural & Organic Products this year, you'll have seen we appeared at our stand with a very new look for Bio-Kult. We're excited to share our new logo and modernised packs. We plan to launch in the coming weeks and expect stock with the new look to start to filter through to stores over the summer months, as we sell through our existing stock," Hayley revealed.

"We've still got some work to do – but we're definitely moving Bio-Kult forward in all directions, the look of the pack, the sustainability of our packaging, new products and exciting new research. It continues to be a very energising time for Bio-Kult and the ADM Protexin team."

## EXPANDING CAPACITY

In terms of the ADM Protexin experience during the pandemic, Hayley reported: "The Human Healthcare range continues to see an impressive growth both in the UK and worldwide, which can be attributed towards the ever-growing library of research backing live bacteria supplements. Likewise, end consumers are now savvier when it comes to understanding the importance of good gut health. Customers want to see high quality, multi-strain live bacteria supplements, with a CFU count that lasts until the end of the shelf life."

"Over the past few years, consumers and professionals are gaining better understanding of our bodies, and the importance of supporting good gut health to support and maintain overall wellness. The arrival of Covid-19 really brought the importance of looking after our body, inside and out, to the forefront of many people's minds. As such, more people are seeking ways to help support their immune health and overall wellbeing. This has obviously led to an incline in live bacteria supplement sales and ADM Protexin was already well known in the industry and able to support the increase in demand."

As a business that has experienced huge growth, particularly during the

pandemic, and now with a bigger product portfolio, increasing capacity has been crucial.

Hayley explained: "Excitingly, through this period, we've been able to open our highly anticipated new onsite facilities. Our bespoke 175m<sup>2</sup> facility comprises a designated microbiology area, post incubation area, as well as specific media and chemistry areas, enabling the vast majority of subcontracted testing to be bought in-house."

It's been quite a successful period when it comes to NPD; the start of 2020 saw the launch of Bio-Kult Mind, a formulation containing the already mentioned *Bacillus subtilis* PXN 21 alongside bioavailable flavonoids and zinc to support normal cognitive function. And when it comes to NPD, it has been busy.

Hayley added: "At the end of February 2020, we launched two new products into the market, Bio-Kult S. Boulardii and Bio-Kult Boosted. *Saccharomyces boulardii* is a well-known yeast strain within the health food industry and creating a Bio-Kult product around this strain, in order to provide people with the strain they were looking for in their preferred bacteria brand, made sense. We also added Preplex and vitamin D to support the normal function of the immune system."

"Our most successful product launch was at the same time as Bio-Kult S. Boulardii and was the launch of Bio-Kult Boosted. We listened to our customers, who were asking for a higher CFU count of the original Bio-Kult formulation. As most people looking for a higher CFU count are likely to be taking alongside antibiotics or travelling, we opted to add vitamin B12 to help the normal function of the immune system. Alongside the original Bio-Kult, Bio-Kult Boosted has quickly become our top product."

Two more recent launches have been Bio-Kult Brighten and Bio-Kult Pregnéa, which contains six strains of its unique live bacteria, as well as a number of vitamins and minerals that support women during pregnancy, from pre-conception to beyond birth. The added zinc contributes to normal fertility and reproduction, folate contributes to maternal tissue growth during pregnancy, and magnesium contributes to a reduction of tiredness and fatigue."



Bio-Kult Brighten contains the same great 14 strains found in the original product alongside vitamins B<sub>6</sub> and B<sub>12</sub>, which contribute to normal psychological function as well as the reduction of tiredness and fatigue. Bio-Kult Brighten also contains vitamin D and zinc which, alongside vitamins B<sub>6</sub> and B<sub>12</sub>, contribute to the normal function of the immune system."

## RESEARCH INVESTMENT

The research side also remains critical to ADM Protexin, and it constantly invests resources into this.

“Our investment in research is significant, both in terms of finances but also time; it is a long process, from setting up the study design, then working with the clinical research organisations, then going through ethics and then the actual study. It is a long and detailed process, it’s a big commitment for us but we believe it is important to put a lot of resources into clinical trials,” Hayley commented.

“The research behind a product and its benefits is something that both professionals and consumers are demanding more of. And whilst it can take a long time to get to the results of a clinical research study, we believe it’s the best way forward.”

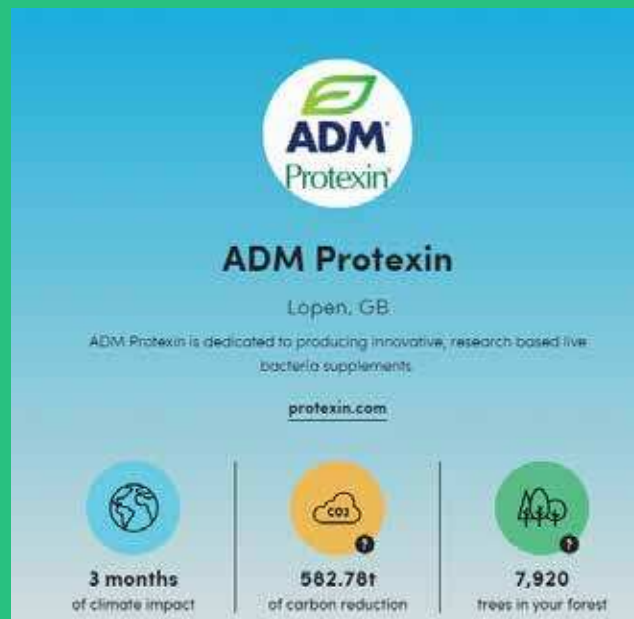
She added: “The launches of Bio-Kult Mind and Bio-Kult Brighten are fine examples of why research is so important. Research into the use of live bacteria supplements is a fast-growing area and the results that are coming from studies are truly fascinating. These research-backed ingredients and end products are fillings gaps on the shelves that practitioners didn’t realise they had. At least for ADM Protexin, this approach is helping us create successful products that prove to be rising stars within the gut health industry.”

If we focus on recent research, Hayley pinpointed key highlights.

Referring back to one of the published papers, Hayley pointed out that it showed *Bacillus subtilis* PXN 21, can slow – and even reverse – build-up of a protein associated with Parkinson’s.

She advised: “Building on previous research linking brain function to gut bacteria, this study in a Parkinson’s model of roundworms, the specific bacteria strain, *Bacillus subtilis* PXN 21 – prevents the formation of toxic clumps that starve the brain of dopamine, a key chemical that coordinates movement. These new findings could pave the way for future studies that gauge how supplements such as live bacteria impact the condition.

“The researchers from the Universities of Edinburgh and Dundee used roundworms altered to produce the human version of alpha-synuclein that forms clumps. They fed these worms with different types of over-the counter live bacteria supplements to see if bacteria in them could affect the formation of toxic clumps. The scientists found that *Bacillus subtilis* PXN 21 had a remarkable protective



effect against the build-up of this protein and also cleared some of the already formed protein clumps. This improved the movement symptoms in the roundworms. The researchers also found the bacteria was able to prevent the formation of toxic alpha-synuclein clumps by producing chemicals that change how enzymes in cells process specific fats called sphingolipids.”

The study, published in the journal, *Cell Reports*, was funded by Parkinson’s UK, the EMBO and the European Commission.

Further research has discussed how scientists at University of Oxford found taking a live bacteria supplement for just four weeks improves mood, emotional processing and our ability to read faces. At the end of the trial, participants performed a series of tasks to measure emotional processing and cognitive function and compared to those given the placebo those taking the live bacteria showed:

- Greater accuracy (12 per cent) at identifying and classifying facial expressions.
- Improved scores for concentration and tiredness.



- Increased perceptiveness and attention towards non-emotional cues.

“This dramatic improvement in scores for depression further strengthens the findings of previous research and adds to the growing body of evidence indicating that gut microbiome can have a significant and meaningful impact on mood,” Hayley added.

And this focus will continue, with Hayley commenting: “As a business, we’re continuing to invest even more into research and new product development, and we’ve launched five new products in the past two years and had two key research papers published.

She continued: “We have some really exciting research projects underway and all are at various stages. Some trials are undergoing recruitment for human participants, some are mid-way through the study, and we also have in vitro trials taking place too. The world of the microbiome is exploding with new research and we’re in there with a fantastic team of experts leading the way in areas that will really help consumers.”



## THE ADM DIFFERENCE

But why does ADM as a company, and its Bio-Kult brand specifically, prove so popular in the nutritional therapy world?

"The fact that we cultivate our own strains definitely makes us stand out from the rest of the market. We have complete control over our products in a way that can only be achieved if you manage the process from start to end. What's more, all products are subject to the same high standard of production and quality control as pharmaceutical products," she explained.

"Something else that really sets us aside from our competitors are our on the road team. Everyone is a fully qualified Nutritional Therapist, there to guide Nutritional Therapists and to share the latest research in the ever-growing body of evidence supporting the importance of good gut health and understand the mechanisms of action. We also provide support and guidance to ensure both Nutritional Therapists and clients make informed decisions. High quality products, backed by research, both marketing and team support, alongside a brand name well-established amongst professionals and consumers alike mean that practitioners can rest assured they've got a fantastic offering for their clients."

A more recent focus which highlights the differences with ADM in the market is the company's work around sustainability.

Hayley explained: "At the end of 2021, we partnered with Ecologi. They're a fantastic company committed to helping workforces become climate positive. With their help, we'll be planting 12 trees per employee each month. The trees will be planted across the world as part of projects to support areas impacted by deforestation and climate change. Our first trees will be planted in Kenya, Madagascar, Mozambique and Uganda, to name a few.

"As well as planting trees, the project helps fund planet saving projects such as wind and solar farms, peatland restoration, and providing communities with cleaner energy sources to cook with in countries across Africa and Further afield. In addition to 12 trees planted per employee each month, ADM Protexin is funding 10 trees to be planted in the UK per new employee throughout 2022 as a welcome gift – sounds like another great reason to join the ADM Protexin team. By the end of 2022, we will have planted over 30,000 trees globally and offset over 2,300 tonnes of carbon. We're pretty excited to be contributing to a greener, happier and healthier planet."



There are also moves with product packaging, something Hayley says is a long, considered process.

"There's been a huge jump in products moving from plastic to glass packaging as it appears to be the more planet friendly option. We often get asked what we're doing with our packaging, specifically with our blisters and why aren't our products moving to glass jars. And we've never been one to follow the crowd, we are strong believers in doing things properly. We have to consider the viability and stability of our product," Hayley advised.

"We won't make any move that would result in our product not being the great product that is on the market now. Likewise, we're really

conscious that although glass jars appear more conscientious for the planet in terms of re-using, the Co2 output and emissions that come from transporting heavier goods, running the machines to recycle glass isn't as sustainable as it would appear. We know our blister packs are not the most sustainable, but we want to make sure any move we make is for the right reasons and not just appearance sake. In the meantime, our Bio-Kult boxes are fully recyclable, kerbside. And, our blister packs, once you've finished with them, can be taken to either Boots or Superdrug, which run a recycling scheme for these packs. We've got much more planned for Bio-Kult and our packs, so watch this space."

# Get cooking with cauliflower

Take the humble cauliflower and add a healthy twist with these tasty recipes, courtesy of the creative people at [www.caulishoots.com](http://www.caulishoots.com).



CauliShoots, chickpea and avocado salad



CauliShoots with three dips



Sesame CauliShoots bao buns



## CauliShoots, chickpea and avocado salad

**Serves 4**

**Preparation time:** 5 minutes

**Cooking time:** 30 minutes

### Ingredients

#### For the salad:

- 250g CauliShoots
- 2tbsp extra virgin olive oil
- 1tsp chilli flakes
- 2tsp smoked paprika
- Salt and pepper
- 1 tin of chickpeas, drained and rinsed
- 100g rocket
- 4 mini cucumbers, sliced
- Small handful of parsley, leaves picked
- Small handful of basil, roughly chopped
- Small handful of chives, finely chopped
- 2 avocados, sliced
- 2tbsp toasted mixed seeds

#### For the dressing:

- 1 garlic clove, finely chopped
- 3 tbsp tahini paste
- ½ tsp of salt
- Juice of 2 lemons

### Method:

- Preheat oven to 200°C.
- On a large baking tray, combine the CauliShoots, olive oil, chilli flakes, paprika and a pinch each of salt and pepper. Toss well to evenly coat. Transfer to the oven and roast for 10 minutes.
- Remove from the oven and add the chickpeas, tossing again to coat, and roast for a further 20 minutes, or until the CauliShoots are tender and lightly charred.
- Meanwhile, in a large salad bowl, combine the rocket, cucumbers, and herbs.
- For the dressing, mix together the garlic, tahini and the salt in a small bowl. Mix in the lemon juice and two to four tbsp of water until you achieve a pouring consistency.
- Toss the roasted CauliShoots and chickpeas into the salad. Top the salad with the avocado and mixed seeds and drizzle with the tahini dressing.



CAULISHOOTS WITH  
THREE DIPS



SESAME CAULISHOOT  
BAO BUNS



## CauliShoots with three dips

**Serves 4-6**

**Preparation time:** 10 minutes

**Cooking time:** 25 minutes

### Roasted CauliShoots

#### Ingredients:

- 500g CauliShoots
- 2tbsp olive oil
- Salt and pepper

#### Method:

- Preheat the oven to 200°C.
- Spread the CauliShoots out on a large baking tray and toss with the oil and seasoning. Roast for 25 minutes, or until golden and tender.

### Beetroot hummus

#### Ingredients:

- 250g cooked beetroot, drained
- 400g tin chickpeas, drained and rinsed
- 2tbsp tahini
- 1 garlic clove, peeled and roughly chopped
- 1tsp ground cumin
- 2tbsp lemon juice
- Sea salt
- 2tbsp extra virgin olive oil
- 2tsp of dill, leaves picked

#### Method:

- Place the beetroot, chickpeas, tahini, garlic, cumin and lemon juice in a food processor and blend until smooth, scraping down the sides as you go.
- Add some salt, whizz again and then check the seasoning, adding a little more salt or lemon juice if needed.
- Drizzle with the olive oil and sprinkle with the dill.

### Guacamole

#### Ingredients:

- 3 ripe avocados
- Juice of 2 limes
- 1tbsp olive oil
- Salt and pepper
- Small bunch of coriander, leaves picked

#### Method:

- Peel and destone the avocados. Add to a bowl along with the lime juice, olive oil, seasoning and most of the coriander. Mash well with a fork. Serve sprinkled with the remaining coriander.

### Whipped feta with hot honey

#### Ingredients:

- 200g feta
- 100g ricotta
- 50g sour cream
- Salt and pepper, to taste
- 1tbsp olive oil
- 1 garlic clove, minced
- 5tbsp honey
- 2tbsp lemon juice
- 1tsp chili flakes
- 1tbsp chopped chives

#### Method:

- Add feta, ricotta and sour cream to a food processor. Season with salt and pepper. Blend on high until smooth, about two to three minutes. Taste, add salt and pepper if needed.
- In a saucepan, heat the olive oil. Add garlic and fry on a very low heat until soft. Turn off the heat. Stir in the honey, lemon juice and chili flakes. Season with salt and pepper.
- Serve the whipped feta drizzled with spicy honey. Top with the chives.



CAULISHOOTS, CHICKPEA AND AVOCADO SALAD



SESAME CAULISHOOT BAO BUNS



## Sesame CauliShoots bao buns

**Serves 2-3**

**Preparation time:** 10 minutes

**Cooking time:** 15 minutes

### Ingredients:

#### For the pickled radish:

- 100g radish, finely sliced
- 2tbsp rice vinegar
- 2tbsp caster sugar

#### For the sesame CauliShoots:

- 250g CauliShoots
- 2tbsp soy sauce
- 2tbsp agave nectar
- 3tbsp rice vinegar
- 1tbsp toasted sesame oil
- 1tbsp sriracha
- 1tbsp ginger paste
- 1 clove of garlic, finely chopped
- 1tsp corn flour
- 1tbsp toasted sesame seeds, mixture of black and white

#### For the gochujang mayonnaise:

- 2tbsp vegan mayonnaise
- 1tsp gochujang paste
- Juice of ½ a lime
- Salt

### To serve:

- 6 bao buns
- 1 carrot, peeled and julienned
- Small handful of coriander
- More sesame seeds to garnish

### Method:

- Mix the radishes, rice vinegar and caster sugar in a bowl and put to one side.
- Put a large pan of water on to boil, steam the CauliShoots for three to four minutes until tender. Remove the CauliShoots and then steam the bao buns according to packet instructions.
- Meanwhile, add the soy sauce, agave, rice vinegar, sesame oil, sriracha, ginger paste and garlic to a pan on a medium heat. Whisk to combine and bring to a slight simmer. In a small bowl, mix together the corn flour and 2tsp of water. Add to the pan and simmer until slightly thickened and glossy.
- Toss the CauliShoots with the sauce and sprinkle with the toasted sesame seeds.
- In a small bowl, mix together the vegan mayonnaise, gochujang paste and lime juice with a little salt.
- To assemble the bao, spread each bun with a tsp of gochujang mayo, add a couple of sesame CauliShoots, a little carrot and pickled radish and finish with some coriander leaves and more sesame seeds.



CAULISHOOTS WITH  
THREE DIPS



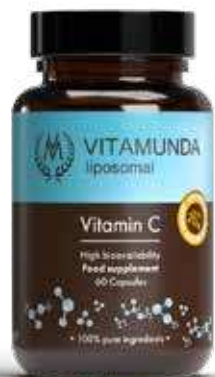
CAULISHOOTS, CHICKPEA  
AND AVOCADO SALAD



# I-Mag giveaways



We showcase a selection of giveaways on offer to readers this issue.



## Lemon Well Med Liposomal Vitamin C Capsules

Vitamin C is involved in many biological processes in our body. Vitamin C's antioxidant function is important for, among other things, maintaining healthy cells and tissues and supporting the immune system. Vitamin C also has a positive effect on heart and blood vessels, bones and cartilage, whilst helping to reduce allergic reactions. The LipoCellTech powder form is purer and free from additives, fillers, and chemical substances.

**I:Win: We have three 60 capsule packs to give away.**

## TERRANOVA NUTRITION FERMENTED JIAOGULAN

Jiaogulan (*Gynostemma pentaphyllum*) is an Asian herb recognised as an energiser and rejuvenating tonic and known as the 'herb of immortality'. Research supports the adaptogenic properties of jiaogulan, which have been compared to ginseng but with a less stimulating effect. Jiaogulan contains vitamins, amino acids, flavonoids and the bitter-tasting saponins known as gypenosides, which are thought to be responsible for its multiple associated health benefits. A special fermentation process used in this formulation removes the gut irritating potential of saponins, while maximising the wide range of health advantages on offer, including boosting energy, detoxification and supporting the ageing process.

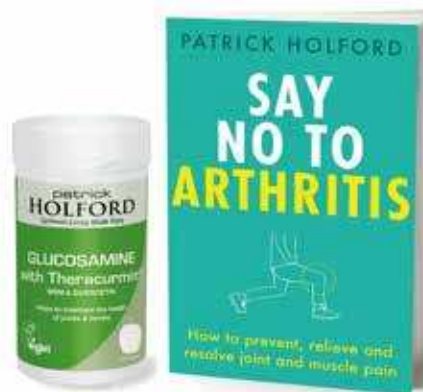
**I:Win: We have 10 to give away.**



## PATRICK HOLFORD GLUCOSAMINE WITH THERACURMIN AND SAY NO TO ARTHRITIS

Contrary to popular belief, it is possible to prevent arthritis or greatly reduce the pain and inflammation it causes if you eat the right foods and supplement your diet with certain herbs and nutrients. In this fully revised and updated version of Patrick Holford's classic book on the subject, he shares the latest findings from scientific studies, showing that we can do much without resorting to medication, with its unwelcome side-effects.

**I:Win: We have three packs featuring the book, Say No to Arthritis and a pot of Glucosamine with Theracurmin, the new Patrick Holford formula for managing sore/swollen joints.**



## Hifas da Terra Mico-Rei

Mico-Rei from Hifas da Terra's range of Micosalud extracts is a pure, organic reishi (*Ganoderma lucidum*) standardised extract. Contained in a vegetable capsule, this food supplement has a high concentration (ratio 15:1) of reishi, organically cultivated on mature woods. A potent natural antioxidant, rich in beta-glucans, vitamins and minerals, reishi is known as the mushroom of eternal youth, calming the mind, promoting restful sleep, reducing stress, lowering inflammation and leaving skin calm and smooth.

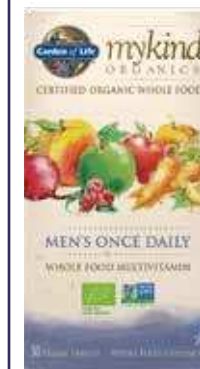


**I:Win: We have five to give away.**

## GARDEN OF LIFE MYKIND ORGANICS MEN'S MULTIVITAMIN ONCE DAILY

Garden of Life mykind Organics provide a sustainable, wholefood multi made from real, nutritious foods that is certified organic, vegan and non-GMO project verified. Specifically formulated for the needs of men, the multivitamin is designed to support sustained energy levels, a healthy metabolism and heart. Providing bioavailable nutrients including methylcobalamin (B12), vitamin D3 and K2, zinc and vitamin C. Its Clean Tablet Technology provides the first real food approach to tableting. The company is Carbon Neutral and B-Corp.

**I:Win: We have five to give away.**

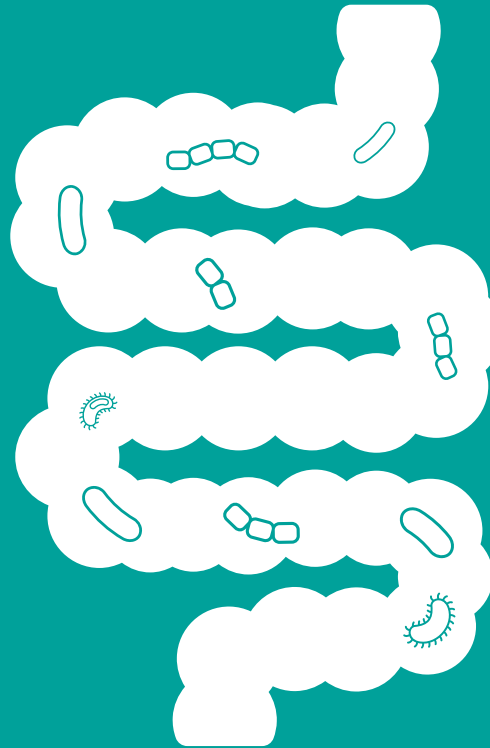






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