

Antioxidants are the body's defence against aging, stress, sickness and disease

## Heart disease and free radicals

The build-up of fats and cholesterol in blood vessels, forming plaques which obstruct the flow of blood, is the cause of coronary heart disease, which is both preventable and the most common form of heart disease in most industrialised countries.

### Did you Know?

- Antioxidants and other nutrients, can help reduce the risk of heart disease by neutralising and dissolving plaques in blood vessels and arteries.



## Cancer and Free Radicals

Cancer comes in many guises but essentially it involves abnormal growth of cells. The growth, development and replication of each cell is controlled by its DNA, it's own genetic blueprint.

### Did you Know?

- The human body contains around 75 trillion constantly replicating cells.
- Free radicals have been proven to damage DNA, and such damage may lead to the replication of a damaged cell, which can then become cancerous.
- Antioxidants play a very important role in protecting DNA from free radical damage.

## Detoxification

Every day we take in toxins in the food we eat. These toxins are linked to all forms of ill health from cancer to infertility, yet very few of us give as much thought to cleansing our insides as we do to cleansing the outside.

### Did you Know?

- The body cannot absorb nutrients unless we cleanse the area where they are absorbed.
- The average adult carries up to 3kg of waste matter contributing to lethargy, and back pain. A rich feeding ground for parasites and disease.
- Stomach disorders affect one in five people in Europe and are blamed for one in ten deaths in the UK.

Detoxification is a very important process which involves the elimination of toxins from the body, helps clear waste, dead cells and revitalises the body's natural functions and keeps the digestive and intestinal systems healthy.

## Obesity and weight control

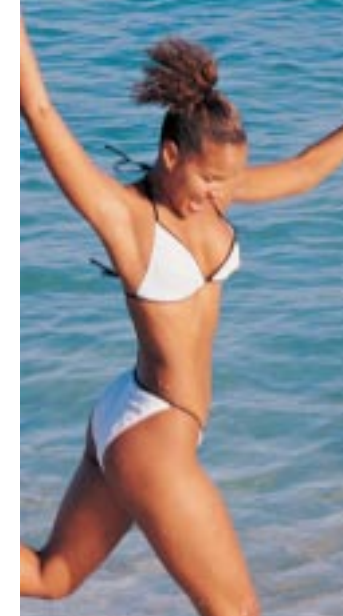
The western world is eating itself into an early grave in an oversized coffin!

### Did you Know?

- Already one in five adults in the UK is clinically obese and this number is rising.
- Being overweight means being more likely to suffer from a range of illnesses including cancer, heart disease, strokes, diabetes and osteoarthritis. Sadly it is notoriously difficult to lose weight and keep it off. The solution is to adopt a healthy diet and lifestyle combined with regular exercise which can become part of an everyday routine which is easy to stick to. But with so many fad diets constantly in the media many dieters fall into a yo-yo pattern of losing weight more quickly than is healthy because the body has gone into starvation mode. Once they begin to eat normally again they put back on not only the weight they have lost, but add even more fat.

## Exercise

Exercise is an essential part of a healthy lifestyle but can leave the body's energy and nutrient supplies depleted so the net effect is that more harm than good is done. People who exercise hard need to ensure that they drink plenty of fluids and replace the nutrients they have used up during their work out.



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## Why Good Nutrition?



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**Why Good Nutrition?**

**We live in a polluted and stressful world where it can be hard to find the time to plan and prepare meals which include the variety of nutrients, vitamins and antioxidants we need to keep our bodies healthy.**

## Vitamins & Minerals

Even if we think we are eating the right foods, outside influences such as pollution, pesticides and preservatives mean that the quality of nutrients provided falls short of the standard we require. It's no wonder that the incidence of cancer and heart disease is at an all time high and that one in five adults in the UK are clinically obese.

So it is absolutely vital that we get a daily supply of vitamins, minerals and organic substances which we all need for our bodies to function healthily but which it cannot produce by itself and in many cases cannot even store.

Compared to fresh organic produce the nutritional content of our food is significantly diminished! Imagine how much we would need to eat to get the benefits of the ideal servings... as if that wasn't bad enough... cooking, freezing and processing food alters the nutritional value and dramatically increases vitamin losses by up to 100%.

### Did you Know?

- Vitamins enable the body to develop, grow, heal itself and are responsible for vision, bone and teeth strength.
- The Government recommends that we eat more than 9 servings of fruit and vegetables a day to maintain good health and prevent diseases.
- According to experts, "fresh" produce sold in supermarkets is up to a year old and has been picked unripe, stored and chemically treated before being force ripened with yet more chemicals.
- Over the last 50 years mineral levels of fruit and vegetables in the UK have declined by up to 70%.
- Surveys show that large sectors of the population are deficient in particular vitamins (e.g C, D, K) and minerals (e.g. selenium, zinc, magnesium)



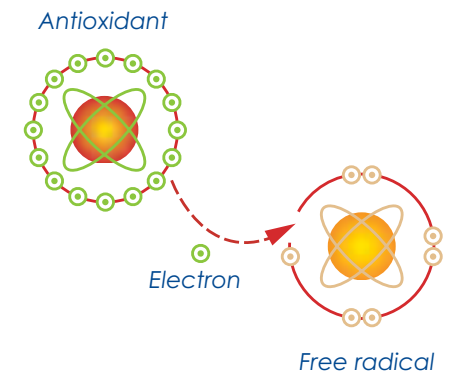
## Free Radicals

Free radicals are symptomatic of the world we live in. Our bodies are made from millions and millions of cells. Each cell is made up of many atoms, which carry around pairs of electrons.

Free radicals are damaging, unstable atoms and although they are produced by the body itself, especially as it burns fat, they are also caused by exposure to mobile phone radiation, stress, environmental chemicals, smoking, drinking, eating, exercising, even by sunlight and medication.

### Did you Know?

- Free radicals are atoms with an electron missing.
- Research has shown that free radicals can be the cause of many diseases and conditions including heart disease, cancer, premature aging, rheumatoid arthritis and Alzheimer's disease.
- Free radicals are not only damaging themselves but cause damage to the body by plundering healthy electrons from surrounding atoms and setting off a chain reaction of unhealthy cells.



## Antioxidants

If we can't avoid free radicals, the answer is to make sure we are getting enough antioxidants. Antioxidants have spare electrons, which they can pass on to neutralise free radicals, turning them back into healthy atoms and stopping their destructive effects.

### Where do antioxidants come from?

A diet rich in a wide variety of fresh, organic whole foods including fruits, vegetables, nuts, beans and essential fatty acids should provide antioxidants. However, much of the so-called 'fresh produce' that is commercially available is actually less than fresh and the quality of fruits and vegetables commonly consumed in northern industrialised countries is often much lower than that from the traditional agricultural systems of yesteryear.



### Did you Know?

- Cooking and processing initiates other destructive free radical damage.
- Many government health education programmes recommend consumption of five servings of fruit and vegetables daily.
- Researchers (and even some governments) recommend that more than 9 portions of fruit and vegetables should be consumed daily to provide sufficient concentrations of antioxidants.
- A recent government survey in the UK showed that most adults consume less than 3 portions of fruit and vegetables daily.

