



Winter Health Tips...

FREE
UK P&P

In an average year it is thought that 70% of people suffer with colds, 29% with flu, 57% with coughs and sore throats and 46% with stuffy noses.

Welcome to this new edition of Winter Health Tips!

We need to be prepared when it comes to coping with what Winter and the festive period have to throw at us.

It won't be long before doctors' surgeries are inundated due to the next big flu outbreak or seasonal sicknesses. Those of us in the world of nutrition feel it is our responsibility to help you combat the effects of common illnesses using natural, drug-free remedies. After all, why fill your body with unwanted chemicals when it craves healthy nutrients?

Change your ways and boost immunity!

1. Reduce your sugar intake, it interferes with the ability of white-blood-cells to destroy bacteria.
2. Cut down on the saturated fats, they may also impair immune function.
3. Lower your alcohol consumption
4. Stop smoking!
5. Reduce emotional and mental stress. Find time to relax or take up moderate activities such as walking or yoga.
6. Include extra carrots, broccoli, garlic and berries in your diet to boost immune power.

Are you D deficient?

Up to 86% of us are deficient in vitamin D throughout the winter

In humans, vitamin D is vitally important for the development, growth, and maintenance of a healthy body, beginning in the womb and continuing throughout our entire life. During winter months in Northern Europe, the sun is never high enough in the sky to provide us with adequate UV light to make vitamin D in our skin.

How important is vitamin D?

Several medical bodies from around the world have made key discoveries about the major role of vitamin D. Here are just some of the areas where vitamin D has shown to be beneficial, if not essential:

- Bone health, fractures and falls – especially in older women
- Rickets in children – cases in the UK are now on the rise!
- Cardiovascular disease
- Infections and autoimmunity – including colds, flu & viruses
- Mental health and learning disorders
- Neurological conditions
- Oral health (including periodontal disease)
- Congenital, hereditary and neonatal disorders



MULTIVITS

Merry Christmas and Best Wishes for 2012!

Stay healthy this **winter**

NUTRITIONIST **BABI CHANA** SHOWS YOU HOW!



With many years working in the nutrition industry as a practitioner, lecturer, businesswoman and writer, Babi Chana Bsc (Hons) Bsc Nut. Med. has long been a supporter of Pharma Nord products.

"Congestion, coughs, fever, aches and general malaise commonly affect swathes of the population through the winter months, particularly vulnerable people like the elderly. Bacteria and viruses which cause colds and flu are easily spread through coughs, sneezes, or a handshake. Strengthening the immune system to increase our resistance to infection can avoid the misery of 'catching a cold'. So what can we do to fight against the suffering caused by these bugs?"

"Here are my top three choices, I hope my tips help you on the way to good health this Winter! Take care of yourself and be well"

Babi

1 **Bio-Glucan Plus™**

Bio-Glucan Plus™ is top of the list, especially if you are prone to colds and flu or suffer recurring infections.



Beta-glucans are 'intelligent' substances commonly found in foods such as cereal grains, bakers yeast and mushrooms. Recent research has determined the most biologically active forms known as beta-1,3/1,6 glucans provided in Bio-Glucan Plus™ to have the highest therapeutic value, enhance immune function and protect the body from harmful invaders.

Living cells have surface identification, rather like locks and keys. Beta glucans 'read' the surface-signal on disease-causing invaders and 'tell' our immune system to destroy the unwanted intruder using a 'marking' method. This complex communication activates our white blood cells to destroy harmful pathogens efficiently and defend the body more effectively. Bio-Glucan Plus™ also contains selenium and vitamin D3, which up-regulate your immune system.

**60 tabs
£19.95**

2 **Bio-Multi® Vitamin and Mineral**

Many studies show that older people have better immune function and lower rates of infection when taking multi-nutrient formulations:



Vitamin A helps mucous membranes by lining the airways and lungs. This helps to maintain a strong barrier keeping germs out. Beta-carotene increases white blood cell number and activity. Selenium is vital to defend against free radical damage and increases resistance to harmful bacteria and viruses. Vitamin C is required to build collagen to support the resistant barrier of skin and internal linings. Vitamin D is especially important in the production of natural antibiotics, protecting against germ-attack and inflammation along gastrointestinal linings.

Nutrients work best in combination to boost immunity most effectively and Bio-Multi® Vitamin and Mineral is a combination of 18 essential vitamins and minerals.

**60 tabs
£8.95**

3 **Bio-Culture®**

The human digestive tract is home to more than 100 trillion bacterial organisms, exceeding ten-times the number of human cells in the body!

These live in harmony and interact extensively with 70% of our immune system known as the Gut-Associated-Lymphoid-Tissue, located around our intestines.



Our 'friendly' gut bacteria are known as probiotics, and keep the gut in healthy balance. Importantly, probiotics modulate and boost immune responses to fight infections. They compete with harmful germs and keep them at bay providing vital protection.

As we grow older, our probiotic populations diminish, so supplementation is a good way to maintain benefits.

**60 caps
£12.25**

Suffering a shortage of sun



MUM Jennifer Robson, 31, is a teacher from Gateshead and lives with her husband Simon, 31, an IT manager and her son William, seven months. Feeling run down over the winter period with colds and flu, Jennifer was recommended vitamin D at a health food shop.

"I was actually just feeling generally run down – I don't know if it was something to do with having had the baby. I was catching lots of colds.

"It was my auntie who suggested I should look to take some vitamins and minerals, so I got some professional advice and vitamin D was one suggestion.

"I had taken supplements throughout my pregnancy but stopped taking them when I had the baby.

"I tried Bio-Vitamin D3, they are really easy to take and seemed to help. I'm still taking them and if I'm feeling a bit under the weather I might take a few extra to try and fight it off. If I do suddenly catch a cold, I do seem to get over it a lot quicker.

Don't wait until you're ill...

Taking supplements is akin to improving your diet. You can't eat well for a month and expect the results to last the rest of your life. You've got to stick with it.

Similarly, if you want to be healthy in the long-term, you need to integrate the right supplements into your everyday diet, so they become a normal part of your lifestyle on an ongoing basis.

Be patient - The longer you take them, the better the results will be for your body and one of the most important messages must be not to wait until you're ill.



Jeraldine Curran Dip ONT, a qualified Nutritional Therapist and Chair of the British Association of Applied Nutrition and Nutritional Therapy (BANT).



Bio-Vitamin D3 - 800IU - Cholecalciferol - RRP £6.95

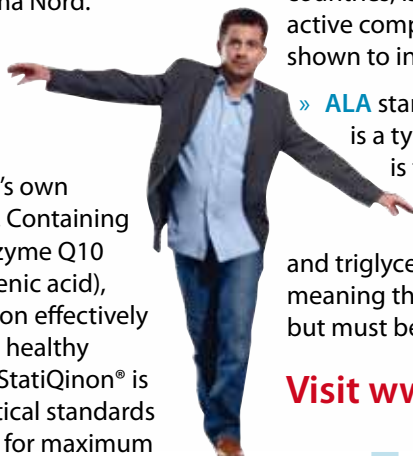
Fight bad cholesterol naturally!

One of the best ways to take care of your heart and cardiovascular system is by maintaining normal cholesterol levels. Healthy eating habits and exercise are important lifestyle factors that will keep your cholesterol count within the safe range.

You can now further support healthy cholesterol levels with regular use of StatiQinon® by Pharma Nord.

What is StatiQinon®?

StatiQinon® is nature's own cholesterol stabiliser. Containing Red Yeast Rice, coenzyme Q10 and ALA (alpha-linolenic acid), this special preparation effectively helps you maintain a healthy cholesterol balance. StatiQinon® is made to pharmaceutical standards and is blister-packed for maximum efficacy.



What are the ingredients?

- » **Coenzyme Q10**, is a vitamin-like compound which practically all cells in the human body depend on in order to produce energy. Coenzyme Q10 is an important antioxidant and protects cell membranes from the damaging effects of free radicals. Q10 can stop LDL cholesterol from turning rancid (oxidising).
- » **Red yeast rice**, a dietary staple in some Asian countries, is yeast cultivated on rice. It contains 14 active compounds called monacolins, which have been shown to inhibit the synthesis of cholesterol.
- » **ALA** stands for "alpha-linolenic acid" and is a type of omega-3 fatty acid that is found in plants. ALA may help reduce the build-up of fats in the arteries thus reducing cholesterol and triglycerides. ALA is an essential fatty acid meaning that it can't be produced by the body but must be obtained through the diet.

Visit www.stating10.com

Choose StatiQinon® as a safe, natural aid to managing your cholesterol levels.

60 caps
£19.95



Take action

Climb your mountain with Q10!

Q10 - Energy

The company director of Pharma Nord UK, may be 73, but Bent Henriksen OBE shows no signs of slowing down. Bent recently returned from climbing Mont Blanc in the French Alps with his son, Troels, 47, and 15-year-old granddaughter Celine.

The trip comes six months after he reached the Base Camp of Mt. Everest, but this time was even more special for Bent as he completed the climb with his family.

Bent says: "I was very proud of my family. My son Troels has been very good to encourage my granddaughter Celine and they made a good team. It was a good trip, but a tough climb."

"Thankfully, we were taken up by Noel

Hanna, the endurance athlete and mountaineer, he was a fantastic guide and very professional throughout.

"We all took Bio-Active Q10 Ubiquinol® for energy and muscle recovery. Noel, who is a professional athlete, swears by our products, especially Q10, and always makes sure he has a supply!"

Now the trip is over, Bent says he is proud to have done it and hopes his fitness and good health can be an example to others.

He says: "I believe in the importance of nutrition for good health and I've been taking dietary supplements for more than 25 years. They keep me active and healthy. I wouldn't go a day without them.



Above: Bent, Troels (son), and Celine (granddaughter)

Q10 can be beneficial for:

- Heart health
- Increasing cellular energy levels
- Aiding muscle recovery
- Statin users
- Preventing gum disease
- Boosting immune function

"I really believe in Q10!"



"I take Bio Quinone Q10®, 100mg twice a day as it's something I really believe in. This is a substance called co-enzyme Q10 which is vital for the production of energy in every cell in the body, especially the heart muscle. The heart never rests - it works continuously day and night, therefore, I like to give it and all the other cells in my body a little extra help when it comes to energy production.

Noel Hanna, Endurance Athlete and 7 Summits 2 Sea Level Guinness World Record Holder.



Statin users take note

Health experts have recommended coQ10 to statin patients for years. In Canada, it is a legal requirement for statins to carry a precautionary warning regarding coQ10 depletion. The USA also has concerns about the safety of statins without coQ10 supplementation.

Some of the effects of coQ10 deficiency for statin users include muscle pain, weakness and fatigue.

In 2002, Dr Julian Whitaker, a best selling author, launched a petition with the Food and Drug Administration (FDA), calling on the US government to advise all statin patients to take 100-200mg of supplemental coQ10 to safeguard their health.

Don't stop taking statins

Despite the obvious concerns, it is not advisable to ignore a doctor's advice and cease statin therapy.

Beat bleeding gums

Periodontal disease (pyorrhea alveolaris) is an inflammatory disease caused by periodontal bacteria living in plaque, and it is known that oxidative stress in saliva is increased by periodontal disease.

Taking supplements of Ubiquinol, the active form of coenzyme Q10, significantly reduces plaque adhesion and bleeding gums, a Japanese study has shown.

The results, after two months of supplementation, revealed statistically significant improvements in plaque adhesion and bleeding by probing were observed in the ubiquinol group. A tendency to increase saliva antioxidant activity was also observed in the ubiquinol group and the members of this group also had less foul breath.

