

# HEALTHfirst®

Your neighbourhood nutrition source

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# Revitalize Life

Does your current multi  
fit your active lifestyle?

Current research now indicates that a single multivitamin tablet taken once a day, despite its convenience, leaves us unprotected much of the time. That approach doesn't consider our individual nutritional requirements and ignores factors such as our age, gender and our level of activity.

An active lifestyle and regular exercise present additional nutritional challenges for our bodies to overcome. Active Multi formulations contain higher potencies of the key nutrients that are often depleted as a result of strenuous activity. When considering such a Multi, look for the following ingredients: vitamins B and C, which help combat the increased physical stress levels associated with more active lifestyles, and glutathione, which helps support adrenal function and combats fatigue. Antioxidants such as Alpha Lipoic Acid and Grape Seed Extract, which help neutralize the damage from exposure to free radicals. Nutrients such as Malic Acid, Coenzyme Q10, and Ginkgo Biloba, which contribute to greater oxygen uptake, which in turn improves energy, stamina, and athletic performance. Calcium, Magnesium and Sea Salt, which help replace electrolytes lost through strenuous activity. N-Acetyl Cysteine, Phosphatidyl Serine, and L-Glutamine, which help minimize recovery time, and aid in the repair and maintenance of lean muscle tissue. And hormone-balancing nutrients, digestive factors and plant extracts appropriate for active lifestyles round out a more "complete" multivitamin.

In the end, the best health insurance combines healthy eating, regular exercise, and of course, a high quality multivitamin that has been perfectly formulated to complement and support your active lifestyle and unique nutritional needs.

## Essential Fatty Acids – Choosing the right EFA supplement for you.

Over the last several years, the popularity and consumer awareness of essential fatty acids has been on an exponential increase. Previously, consumers had been taught to shun all fats, making no distinction between "bad" fats or "good" fats. The research emerging on the benefits of "good" fats, however, proved to be too extensive for health professionals and the media to ignore. Now a growing percentage of consumers are taking the step of supplementing their diets with these vital nutrients.

Essential fatty acids (EFAs) are indeed essential. They are needed for maintaining cell wall and membrane structure, energy and hormone production and normal functioning of the brain, nerves and eyes. Further, studies show that EFAs help us deal with such serious health issues as heart disease, rheumatoid arthritis, diabetes and mental disorders.<sup>1</sup> The most important fatty acids are ALA (alpha linolenic acid), GLA (gamma linolenic acid), and Omega-3 fatty acids (including EPA and DHA).

With the increasing popularity of EFAs, the choices for consumers have also become more difficult. The

"wall of supplements" at your local health food store often has an over-abundance of choices. How can you choose the right EFA for you?

### Multi-EFAs: A good place to start

The best place to start when choosing an EFA supplement is to consider your own health needs. If you are a generally healthy individual, without any major health concerns and just wanting to take an EFA supplement for daily insurance, then a multi-EFA may be the best choice for you.

Selecting a multi-EFA supplement is the most convenient way to get the essential fats needed for everyday health. A multi-EFA is to good fats what a multi-vitamin is to vitamin supplementation. And like a multi-vitamin, a multi-EFA should be taken everyday. Look for a multi-EFA that contains a full spectrum of omega 3, omega 6 and omega 9 fatty acids. The oils used to get a complete blend of EFAs are most commonly sourced from a combination of the plants borage and flax, and fish found in deep, cold waters.

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**Brenda Watson, N.D., C.T.**



Brenda Watson, N.D. (Naturopathic Doctor), C.T. (Colon Therapist) is among the foremost authorities in North America on natural digestive support, detoxification and internal cleansing. She is a tireless crusader dedicated to the fields of healthy digestion and detoxification and to leading others onto the path of natural wellness.



**Dr. Brad J. King, MS, MFS**

is a well-respected nutritional researcher, performance nutritionist and fitness expert who holds a Masters in Nutritional Science, and is certified by the

International Sports Sciences Association as a Master of Fitness Science.

Brad is the author of the International best-selling book *Fat Wars: 45 Days to Transform Your Body*, *Fat Wars Action Planner*, *Bio-Age: 10 Steps to a Younger You*, *The Fat Wars Un-Diet Plan*, *Awaken Your Metabolism and Conquer Inflammation*. He is also responsible for compiling the *Health Mentors* anthology, *Walking with the Wise for Health and Vitality* for such notables as Deepak Chopra and Dr. Phil. Aside from writing a monthly on-line newsletter (the *Fat Wars Chronicle*) that goes out to thousands of subscribers, he also writes the monthly *Metabolism Matters* column for Canada's #1 health magazine, *alive*.

# Who can benefit from whey protein? Everybody!

Whey protein isn't just for athletes and bodybuilders! Seniors, men and women of all ages, even children need this key nutrient, with essential and non-essential amino acids. Protein builds immune cells, enzymes, hormones, brain cells, muscles and tissue. It is not stored by the body, so it must be consumed daily as a healthy source of long lasting energy. Stress, illness, injury or increased activity can cause the body to "steal" protein from the muscles for recovery.

A whey shake is a quick delicious way to increase

protein intake. How do you choose a whey protein? Look for undenatured (natural) protein. The two most valued forms - concentrate and isolate - can improve immunity and overall health. Whey protein with enzymes added is easier to digest. Most people want high levels of BCAAs (branch chain amino acids) but low fat, lactose and carbs. The best whey protein products are made with all natural flavours and natural sweeteners

Enjoy whey protein mixed in water or add fresh or frozen fruit for a healthy shake or smoothie.

# Around the clock fat loss

by Brad J. King, MS, MFS

The fact remains that everyone is interested in losing excess body fat the quickest and easiest way possible. The good news is that with the right exercise (which is no longer an option), dietary choices and supplementation program, 24 hour fat loss is yours for the taking.

In order to assist the fat burning process around the clock (24 hours a day, seven days a week) it is important to break your metabolism-assisting supplementation into two categories:

1. Morning/early afternoon nutrients—those that support metabolism through the morning and early afternoon—without over-stimulation
2. Evening nutrients—those that reduce the stress response (by helping to lower excess cortisol), thereby helping place the body into an optimal sleep environment

Morning/early afternoon nutrients include (but are not limited to): Yerba Mate, Guarana and Green tea (with high EGCG levels). These nutrients—which help boost the chemical messengers, epinephrine and norepinephrine, responsible for fat breakdown—are best taken first thing in the morning, preferably before exercise.

Evening nutrients include (but are not limited to): raw adrenal glandulars, adaptogenic herbs like Ashwagandha and Rhodiola rosea, and calming, sleep promoting nutrients like Valerian root. These nutrients are best taken together one half to one hour before bed.

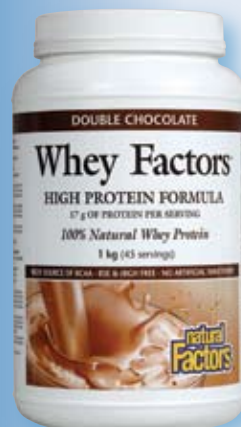
So if you are serious about turning your metabolism into a fat burning machine, be certain your supplement system works 24 hours per day.

## Formulas as Individual as you are!



Progressive Active Multi Vitamins is specifically designed to support the increased nutritional demands of people who lead active lives. Available in both Women's and Men's formulas.

## Whey Factors™ High Protein Formula



A high quality, low carbohydrate protein powder with a high biological value and concentration of muscle-enhancing branched-chain amino acids (BCAA).

## 24 Hour Weight Loss



- Burn fat
- Increase metabolism
- Boost energy
- Reduce abdominal fat
- Lower cortisol
- Improve sleep

# Revitalize with green foods

While supplements do not replace the importance of a healthy diet, they can certainly help fill any dietary voids for essential nutrients.

One excellent example is a green food – or ‘super food’ supplement. Studies show the phytonutrients contained in these formulas can increase energy, improve digestion and decrease risk for disease – among other key benefits.

Here are some of the ingredients that put the ‘super’ in green food supplements:

- **Phosphatide complex** (containing phosphatidyl choline from lecithin): Improves neural message transmission, promotes a healthier intestinal tract – including liver function
- **Organic alfalfa, barley, red beet and wheat grass sprouts:** Help detoxify the body, promote alkalinity and increase stamina

- **Spirulina:** An excellent source of beta-carotene that is rich in essential fatty acids
- **Bacterial cultures containing Lactobacilli and bifidobacteria:** Beneficial probiotics for a healthy gastro-intestinal tract
- **Standardized herbal extracts:** For guaranteed amounts of important herbs such as ginseng, milk thistle and ginkgo biloba
- **Enhanced formulas** for specific health benefits such as daily detoxification or extra energy

Not all green formulas are the same! When making your selection, be sure to look for:

- Research-proven ingredients and benefits such as increased energy
- Highest PRAL (Potential Renal Acid Load) for alkalizing results
- Contains 100% standardized herbal extracts

For more information, go to: [www.genuinehealth.com](http://www.genuinehealth.com)

New! greens+  
in great-tasting  
watermelon flavour!



For the healthiest source of essential antioxidants, phytonutrients, vitamins and minerals.



Revitalize with  
CleanseSMART



CleanseSMART works to eliminate toxins, pollutants, and free radicals from the body by stimulating the body's 7 channels of elimination, particularly the liver and the colon.

# Revitalize through cleansing

by Brenda Watson, N.D., C.T.

In our fast paced society, a lack of energy has become an everyday occurrence. Many people blame lack of sleep, but an overload of toxins in the body can also drain the body of energy. Everyday Canadians ingest and inhale toxins from different sources including factories, trucks, and pesticides. This toxic overload starts off as a decrease in energy, but eventually leads to chronic health problems.

If you suffer from low energy, performing an herbal cleanse can help you regain the energy you have lost. Cleansing increases energy by;

- Removing toxins. This allows the body to operate more efficiently, thereby increasing energy.

- Working to improve the overall functioning of the digestive system.
- When the digestive system is working efficiently, we can fully absorb all of the nutrients in our food, including essential nutrients which the body requires for energy.

To increase energy, use a cleanse which stimulates all 7 of your body's channels of elimination (the liver, lungs, colon, kidneys, blood, skin, and lymphatic system). It is extremely important when cleansing to ensure you are taking extra fibre such as a mixture of flax and borage seed. Fibre absorbs toxins in order for them to be removed from the body.

By cleansing the entire body of toxins, you can revitalize your body and get back that long lost energy.

With certain health issues, you might consider a more specific single EFA or even rotating use of that single EFA together with a multi-EFA. The single EFA supplements and their key uses include:

**Fish oil supplements:** Heart health, joint health and brain health.

**GLA supplements (borage oil or evening primrose oil):** PMS symptoms, skin health, diabetic neuropathy, and joint health.

**ALA and lignan supplements (flax seed oil):** Heart health, digestive health and some PMS symptoms. Flax seed oil should also be considered by those who do not tolerate or eat fish, as ALA is converted in the body to EPA and DHA omega-3's.

1. Gittleman, Anne Louise "Get your healthy fats the easy way," March 2001. www.fatsforhealth.com"

We are Canada's first and largest association of natural health product retailers, with stores from coast to coast.

Our Members strive to be your trusted neighbourhood nutrition source, offering you guidance on all your natural health product needs.

As a network of stores we bring you the power of group buying and collective wisdom.



Your trusted neighbourhood nutrition source

# Calling all men: Do you suffer from BPH?

Natural ingredients may provide relief from BPH discomfort



Nearly half of all males over fifty experience the uncomfortable symptoms of BPH (benign prostate hyperplasia).<sup>1</sup> BPH is the enlargement of the prostate, often from age-related hormone changes. An enlarged prostate interferes with the urethral canal, upsetting urinary functions. If you're a male with the following difficulties, you may be experiencing BPH symptoms:

- increasingly frequent need to urinate (often multiple times during the night)
- burning pain during urination
- weak urine flow
- inability to fully empty the bladder

Be sure to consult with your health professional, who can conduct tests to confirm your condition. He or she may also recommend a number of natural ingredients, which have gained attention for alleviating the symptoms of BPH.

Phytosterols, beneficial fats from plants, have been shown to significantly improve urinary flow and assist in the emptying of the bladder. Beta-sitosterol, a powerful phytosterol, may reduce prostate inflammation.<sup>2</sup> Saw palmetto berries and rye pollen extract also help relieve many BPH symptoms.

Pumpkin seed oil has been noted for improving bladder function, while cranberry extract helps to prevent infections in the urinary tract resulting from prostate conditions. Other studies have suggested that nettle root regulates male hormone activities, helping to prevent BPH occurrence.

Meanwhile, Vitamin D and antioxidants such as selenium, red bioflavonoids and lycopene have all been

studied for their potential for preventing more serious prostate diseases.

1. Balch, Phyllis A., Prescription for Nutritional Healing. Fourth Edition. 2006. p 653.  
 2. PDR for Nutritional Supplements. Thomson Healthcare. First Edition. 2001. p. 45

## Relief from BPH symptoms and long-term prostate protection



Prostate Protect provides effective relief of BPH (benign prostatic hyperplasia) symptoms such as frequent urination and poor urine flow.

Look for our Health First Summer Newsletter and Flyer Sale