

# Winter Remedies

**PREVENTION IS BETTER THAN CURE!**

## HIT THE FLU 5 WAYS and ENHANCE YOUR WELL BEING

The average person catches two to five colds during winter. More and more health conscious people are turning to natural approaches to help prevent and treat these ailments.

This winter, ward off the symptoms of colds and flu by hitting them five ways with the powerful, natural benefits of high potency horseradish, garlic, vitamin C, Fenugreek and marshmallow.

By Nature's HgC+ is a three-in-one anti-microbial, anti-oxidant and cold and flu relief. HgC+ also relieves mucous congestion and helps enhance general health and well being

### The 5 potent ingredients in HgC+

**Horseradish** contains volatile oils that are effective in relieving congestion. In addition it has been shown to have antimicrobial properties, which may account for its effectiveness in treating throat and upper respiratory tract mucous congestion.

**Garlic** is antiseptic, antibacterial and antifungal. Garlic has a direct action against invading micro organisms and will help to ward off infectious diseases. The severity of the symptoms of colds and flu may be reduced with this herb. Garlic also protects the capillaries and may assist in the maintenance of peripheral circulation and promoting good health.

**Vitamin C** is powerful antioxidant. This means that it protects the body from damaging chemicals such as free radicals, which are produced during infection and during the breakdown of certain chemicals in the body (e.g. alcohol and medications). Vitamin C has been shown to be effective in reducing severity and duration of cold and flu symptoms.

**Fenugreek** has expectorant qualities. It is anti-inflammatory, antiseptic and soothing. It can ease coughs and sore throats. It is often prescribed in combination with horseradish, garlic, vitamin C and marshmallow.

**Marshmallow** is considered an immune system stimulant. It is a Demulcent and expectorant and is used to treat flu. This winter, ward off the symptoms of colds and flu by hitting them three ways: with the powerful, natural benefits of horseradish, garlic and vitamin C.

### You could benefit fro HgC+ if you:

- live a stressful lifestyle
- don't get enough dietary anti-oxidants
- suffer from Colds and Flu
- suffer from mucous congestion
- tend to suffer from microbial ailments
- want to enhance your general health and vitality



Bottle of 90 capsules, rrp \$23.45,  
or from Vitamin Value \$19.95

## INSIDE

New relief for arthritis sufferers..... page 2

Olive leaf and elderberry: powerful treatments for winter ills..... page 3

Green Tea Extract a winner against fat..... page 4

# New therapy providing relief for arthritis sufferers

**A unique new anti-inflammatory treatment aims to relieve arthritic pain and provide peace of mind to users worried about the nasty side effects of prescription treatments.**

The innovative product, Bromenzyme, is one of the only anti-inflammatory treatment available that uses Bromelain, a proteolytic enzyme derived from pineapple stems. The product is manufactured by Australian natural therapies company, By Nature.

According to Mr Martin Kilov, Director of By Nature, the product was created in response to growing anxiety over the safety of prescription treatments. "Arthritis sufferers have been hit from pillar to post by anti-inflammatory drugs, and are looking for a solution they can trust.

"Bromenzyme is a plant based, non-drug treatment derived from naturally based ingredients and is not habit forming", Mr Kilov said.

Mr Kilov says that no prescription drug has provided all the answers for arthritic pain. "Some of the miracle cures that were released have later been revealed as a health risk, and the public has lost confidence in drug treatments as a result.

"Part of the reaction to this is a growing acceptance of natural therapies to manage muscle and joint pain", he said.

Wonder drug Vioxx was withdrawn worldwide in September 2004 after studies found it increased the risk of heart attack and stroke among regular users. The drug was popular with Australian arthritis sufferers and was the biggest drug recall in Australia's history.

Evidence given to a congressional hearing in the United States claimed that up to 40,000 Americans died from heart attacks after taking Vioxx. There has been no official estimate of Australian casualties at this stage.

Mr Kilov said that arthritis sufferers had been putting up with unpleasant side effects from drug treatments for too long. "Earlier drugs were found to cause gastro-intestinal bleeding, and this has been one part of a long history of bad side effects from pharmaceutical products for arthritis.

"Natural therapies are often more gentle and they offer relief to many users. Bromenzyme is 100% naturally based. Its active ingredient comes from the bit of the pineapple everybody throws away, the humble stem", Mr Kilov said.

Bromelain contains the beneficial function of also acting as a digestive enzyme that assists the body to digest food, relieves the symptoms of indigestion and can alleviate constipation.

"The bonus with Bromelain is that it not only provides relief from muscle, joint and back pain due to inflammation, it also promotes general well being", Mr Kilov said.

Arthritis is second only to obesity as a major health crisis facing the Western world. A combination of an ageing population and increased obesity—a common cause of arthritis—means all western countries are experiencing a rise in arthritis sufferers.

## Arthritis patients look to alternative remedies

**CATHY O'LEARY  
MEDICAL EDITOR**

West Australians are dumping the once-popular arthritis pill Celebrex in droves, with many turning to natural medicines to ease their pain.

Figures from the Health Insurance Commission show that in the past three months the number of prescriptions for the anti-inflammatory drug has halved in WA, mirroring a national trend.

Last December, 37,353 scripts were written in WA, falling to 28,498 in January and then down

Another COX-2 inhibitor arthritis drug Vioxx was removed from the market last year after worries over the risk of heart attack and stroke.

The Therapeutic Goods Administration then reviewed Celebrex, ruling it could stay on the market but not be prescribed as a first-line therapy and not for patients at increased risk of cardiovascular problems. The drug had to carry tough new "black box" warnings.

Experts say many people have been scared off Celebrex because of concerns about increased risks

"Some people who may have been taking drugs for more trivial pain may have looked at the risks versus the benefits and decided to do without it and perhaps try an alternative medicine or paracetamol," she said. "But others who've gone off the drug have found their quality of life has suffered so much that they've decided to accept any risks.

WA alternative medicine manufacturer By Nature is marketing a new anti-inflammatory treatment Bromenzyme, which contains an enzyme from pineapple stems.

Complementary Healthcare



**Bromenzyme from By Nature is a gentle, naturally based anti-inflammatory and digestive enzyme. It offers temporary relief from muscle, joint and back pain due to inflammation –without the risks now known to be associated with once-popular pharmaceuticals.**

**Bromenzyme also helps to maintain a healthy circulatory system and assists in the healing process.**

**Bottle of 90 capsules, rrp \$42.25, or from Vitamin Value \$38 .00**



# Get ready for the flu season!

*Enhance your well-being before the flu season hits, with a combination of Nature's most powerful bug-busters: an antibacterial/antiviral with essential nutrients including bioflavonoids, plus antioxidants and vitamins. Prevention is better than cure!*

Olive Leaf and Elderberry from By Nature is one of the most popular natural treatments for winter ills. **Bottle of 90 capsules, rrp \$39.95, or from Vitamin Value \$35.95**

## WHAT IS?

### Elderberry

*The fruits of this small European black elder tree (Sambucus nigra) have been used for over 2,500 years as a remedy for the treatment of colds, flu and upper respiratory infections. Now science is verifying that elderberry has potent antiviral properties.*

Elderberry strengthens the immune and respiratory systems and is a rich source of nutrients, especially bioflavonoids that provide antioxidants, and vitamins A, B, and C. Elderberry is antiviral, anti-inflammatory, diaphoretic (substances that promote perspiration), diuretic, and expectorant, making it effective in the treatment of colds and flu. When the body produces excessive amounts of mucous, elderberry helps reduce upper respiratory tract inflammation. Elderberry also soothes sore throats and coughs. Research has shown that elderberry interferes with the ability of a virus to reproduce.

Dr. Madeleine Mumcuoglu at the Hadassah University Medical Center in Jerusalem has conducted extensive research\* on elderberry. In a double-blind study of flu patients during an Israeli flu epidemic, Dr. Mumcuoglu divided her patients into two groups: one group was given four tablespoons of elderberry syrup per day while the second group was given a placebo. Within 24 hours, 20% of the elderberry group showed a reduction in flu symptoms including fever, cough, and muscle pain. After the second day, 75% of this group experienced improvement, and on the third day, over 90% were cured. In the untreated placebo group, only 8% showed improvement after 24 hours; the other 92% showed no improvement until after six days, more than double the recovery time of the elderberry group.

The researchers concluded that elderberry is effective and "may therefore be beneficial to the stimulation of the immune system in healthy individuals as well as in patients with influenza."

\*European Cytokine Network, 2001; Vol.12, 2, 290-6.

## WHAT IS?

### Olive leaf extract

Olive Leaf Extract is an extraordinary 100% natural herbal antibacterial/antiviral extract.

Obtained from specific parts of the olive tree (*Olea europaea*), this new proprietary phytochemical extract is not only safe, but is also a nontoxic immune system builder.

Olive Leaf Extract has been used clinically in its present form for over a year. Living up to its promising background, it has already, in its short time, demonstrated considerable therapeutic action against many common and chronic conditions. One frequently heard comment is that they feel more energy and a greater sense of well being.

#### What Professionals Are Saying

Dr. James R. Privitera, M.D., a physician in Covina, California, began using Olive Leaf Extract early in 1995. "I think we are just beginning to scratch the surface for what seems to be a very promising and unique herbal with multiple applications," he says. "We continually hear from patients about new and unexpected benefits. Although we do not have long term perspectives as yet, preliminary clinical results are very positive."

Dr. Phil Selinsky, at the Institute for Holistic Studies in Santa Barbara reports: "Some patients have told me that Olive Leaf Extract took down their dental infections in a matter of hours! The response is quite impressive."

Biochemist Arnold Takemoto: "it [Olive Leaf Extract] sure has power; particularly against viruses that are more tenacious!" "It fills a hole that we haven't been able to fill before. It gives us a new, effective tool."

#### History

While Olive Leaf Extract in capsule form is new, the knowledge of the medicinal properties of the tree (*Olea europaea*) date back to the early 1800s where it was used in liquid form as a very effective treatment for malarial infections.

**NEW RELEASE: SCIENCE CONFIRMS NATURAL WEIGHT LOSS**

# ***Green tea extract a proven winner against fat***

**Polyphenols in Camsen 6000 tablets promote fat breakdown and reduction of stored body fat.**

Researchers have discovered that Polyphenols derived from green tea stimulate thermogenesis, the natural process our bodies use to convert fat into energy and reduce stored body fat.

**However, the process was shown to depend on a precise, high concentration of polyphenols needed – as found in Camsen 6000.**

Reported in the respected American Journal of Clinical Nutrition, the study by Japanese researchers confirmed much lower weight, body mass indexes, waist circumferences, body fat mass and subcutaneous fat in a sample of men drinking an enhanced green tea over 12 weeks.

## **EFFECTIVE NEW THERAPEUTIC SUPPLEMENT**

New Camsen 6000 is a concentrated therapeutic grade green tea extract, precisely formulated to deliver 6000mg of Polyphenol-rich green tea extract per capsule (ten times or more than that of some other supplements).



Polyphenols are powerful, weight-loss specific anti-oxidants that occur naturally in green tea. The concentration however varies widely and most commercially available green teas are very low in polyphenols. Even drinking many cups may not yield enough polyphenols to get the fat-burning thermogenesis process working.

Concentrated polyphenols in Camsen 6000 promote thermogenesis to break down stored body fat.

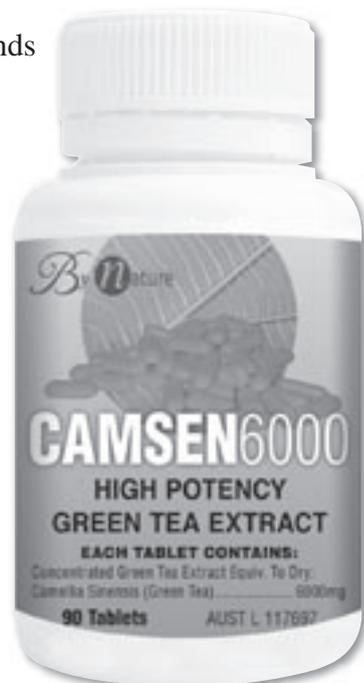
## **ADDITIONAL HEALTH BENEFITS**

Polyphenols are amongst the most powerful antioxidants known. They help to protect body cells from oxidative stress and enhance general well being.

According to a company statement, “Camsen helps protect the body and tissues from the damaging effects of free radicals; it supports normal healthy cholesterol levels and it enhances general health and well-being.

“That’s really an essential difference between the natural, holistic approach we recommend, compared with some of the other unbalanced and dangerously extreme approaches to weight loss that actually damage overall health.”

The company recommends that sensible eating and moderate exercise will enhance the effects of Camsen 6000.



## **CAMSEN6000**

**High potency green tea extract 6,000mg**

**Bottle of 90 tablets, rrp \$43.95**

**Vitamin Value \$39.95**

## **Vitamin Value LEADING BRANDS AT LOWER PRICES**

**• Phone 1300 669 216 • Fax (08) 9218 8889 • Mail PO Box 6618 East Perth WA 6892**

This newsletter is published by Vitamin Value. It is intended as a general information service only and does not constitute specific health or medicinal advice. Always consult your health care practitioner about your particular situation. Use only as directed and if symptoms persist consult your health care practitioner. E&OE M.A.K.M. atft Jolex Trust t/a Vitamin Value ABN 41 594 954 427