

Spring Brochure 2006

Thinking of your health





New Potent Liquid Formulas

You may have already spotted the distinctive **Donsbach** range in your local Revital store. Manufactured under the highest standards of pharmaceutical control, this Swedish range of products has been designed with nutrient uptake in mind. Adopting the mantra of “You are what you eat and what your body can absorb”, the highly experienced **Donsbach** team have formulated a range of products that are in liquid form for easier absorption and utilization.

One of our favourites within the range is the Donsbach Bio Plus.

Many studies highlight need to supply nutrients in balance with each other as the wrong ratios can affect absorption & utilization - a fact that is particularly relevant to antioxidants which all work as a complex synergistic team. **Bio Plus** is a liquid blend of some of nature's most powerful antioxidants supplied in a harmonious blend to maximise the beneficial effect on your health.

Containing citrus bioflavonoids, rutin, quercetin, genestein, resveratrol, grapeseed extract, lycopene and lutein, this complex would be particularly helpful for:

- The strength of capillaries and circulatory support
- Protection against oxidative damage following exercise
- Macular degeneration and eye problems
- Hormonal balance, PMS and hot flushes.

Bio Plus is a berry flavoured liquid that can be taken straight off the spoon, or even nicer, blend into a smoothie or juice drink! Boost your health with a burst of berries! **Donsbach Bio Plus** £23.99 for 500ml.



Red Elements

JASON has been at the forefront of pure and natural products for skin, body & hair health since 1959. Offering environmentally-friendly alternatives to mass-produced, synthetic chemical products **JASON** now utilise the most advanced innovative techniques and the purest, organic ingredients to create pampering products that delight the senses, soothe the soul, respect the planet and animals, and promote health and well being in our daily lives.

Their latest skincare offering features South African Rooibos Red Tea Extract with peptides to protect from free radical damage and maximise collagen production. Added copper, zinc and manganese refine and even the complexion whilst softening and replenishing skin tone.

The **JASON Red Elements** range includes:

Daily Moisturising Lotion or Crème with SPF 15	£16.95
Hydrating Night Crème	£18.95
Lifting Eye Crème	£18.95
Red Clay Masque	£13.95
Exfoliating Scrub	£12.95
Gel or Lotion Cleanser	£12.95
Calming Toner	£10.95



Hayfever Hell

When our body mounts an allergic response to a substance, the first reaction that takes place is that specialised immune cells release a chemical called Histamine. If the mast cells in the bronchioles are triggered - asthma will result, if the lining of the nose is irritated, hay fever is likely, if the skin is affected, hives can develop, and so on.

The first step in avoiding a histamine reaction is to avoid the trigger – no easy task if you're reacting to pollen in the environment. There are however, some natural solutions that may help ease your symptoms and allow you to enjoy the English summer...

Certain foods and nutrients will help the body to reduce its histamine load, minimising the impact of the allergic reaction. Vitamin C is a well known natural anti-histamine, but its power is enhanced still further when taken in combination with Quercetin. You may not have heard of Quercetin, but the chances are you eat some every week! Quercetin is a plant chemical found in onions, apples and citrus fruits. Whilst there may be a benefit in eating these foods, the levels are insufficient to stop a hayfever reaction in its tracks.

When quercetin is extracted and concentrated in supplement form, it acts as an anti-histamine but it also possesses anti-inflammatory actions by influencing the body's synthesis and release of leukotrienes. Leukotrienes are highly inflammatory molecules that lead to some of the worst symptoms of allergies....combined with Vitamin C this winning duo really provides a potent allergy solution!

Source Natural's Activated Quercetin contains quercetin already blended with Vitamin C and anti-inflammatory bromelain providing you with a synergistically active natural answer to hayfever hell. Available at £13.99 for 50 tablets.

Mail Order Hotline
Free Phone
0800 252 875
www.revital.com

Tortue Rouge flower essences

This exquisitely packaged range of flower essences is a new arrival within the Revital stores. Produced to strict organic standards, the innovative range of essences is nurtured into existence using completely traditional methods.

If you're new to flower essences & gem elixirs, you're in for a real treat. These gentle, safe and very effective essences provide a means of effortlessly healing mental stress, worry and emotional problems. Using dilute, highly energised vegetable and mineral infusions, they create a profound soothing effect. A development of the work of Dr Edward Bach, the Elixirs for Life range has been created to help specifically with different aspects of personal development, learning, creative skills, confidence and joy in relationships.

An added bonus of this new collection is simplicity in use. Choosing the right essence for the right situation can sometimes be a minefield but these essences have been specifically formulated for common everyday situations such as executive stress, exam nerves, starting a new school, road rage and female mood swings.

Priced at £11.95.





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Cholesterol – What you need to know...

We know that cholesterol is a real concern for many of you, and hope that this straight-talking guide will prove helpful in your understanding of the problem, the issues, the controversy and most importantly what actions you can take to protect your own health.

There is so much written, reported, and bandied around statistically about cholesterol, but can you actually explain what it is? What does your doctor mean if he says that your levels are “too high” or your “ratio of HDL to LDL is too low”?

In 1913 a Russian scientist thought he had found the answer to heart disease when he found that feeding cholesterol to rabbits induced heart problems. Since the fatty deposits in the arteries of those suffering from heart disease were high in cholesterol, it was thought that an excess of cholesterol in the diet was a direct causative factor. The belief was that when you eat cholesterol, you get cholesterol, when you get cholesterol, you get problems!

Let’s examine this theory in more detail...

Cholesterol is made in the body for a multitude of good reasons. This waxy, insoluble substance is produced by the liver in varying quantities for use in cell membranes, for the formation of Vitamin D and as a constituent of the protective coating of our nerve fibres. Cholesterol is also the building material from which all of our steroid hormones are made, including the sex hormones oestrogen, progesterone and testosterone and the stress hormones cortisol and DHEA. Without cholesterol our hormone system would rapidly cease to function, with catastrophic results. ...all pretty important stuff!

Although the bulk of cholesterol is made in the body we do also obtain about 20-25% from foods. To give examples of the average cholesterol contents of foods in mg per 100g:

• Egg yolks	1260
• Whole egg	450
• Pig’s kidney	410
• Pig’s liver	260
• Butter	230
• Cheddar cheese	70
• White chicken meat	69
• Beef	65
• Milk	14
• Vegetable oil	0

So can simple avoidance of these foods lower overall cholesterol levels? Generally speaking, no, because, quite simply, a healthy body would reduce the amount it produces accordingly. Many studies evaluating the influence of dietary cholesterol on blood levels have demonstrated this effect. One such study showed that when healthy people were given 2 eggs a day for 8 weeks, there was no change in blood cholesterol!

Of course it is quite possible to overindulge, but usually any excess cholesterol binds to fibre and is excreted via the bowels. However, if your diet is low in fibre, if your liver is overworked or if your digestion is impaired, then excess cholesterol may accumulate into gallstones or cellulite or, more seriously, contribute to the formation of plaques in the arteries.

The Science Bit:

Cholesterol circulates in the bloodstream bound up to proteins called lipo-proteins; literally “fat-proteins”. There are 2 main types – high density (HDL) & low density (LDL). HDL is involved in the removal of cholesterol from areas around the body, returning it back to the liver for recycling. LDL is a delivery mechanism doing exactly the opposite. The ratio between the two should be in the region of 3:1 LDL:HDL.

One of the main causes of heart disease is thought to relate to a build-up of fatty materials in the blood which can stick to the arteries. This can lead to the condition known as atherosclerosis, where the blood flow is severely restricted and the arteries themselves lose elasticity. Under abnormal circumstances, LDL’s can deposit cholesterol in and around the smooth muscle fibre in the arteries thus increasing the risk of atherosclerotic plaques. On this basis it would seem that high levels of LDL may be the real risk factor with high levels of HDL actually providing a protective effect. **LDL cholesterol levels ARE affected by diet**, especially the saturated fats found in red meat, dairy, and fried foods.

Healthy levels of cholesterol are thought to be:

Cholesterol:	healthy range
Total cholesterol:	less than 5.0 mmol/l
LDL cholesterol:	less than 3.0 mmol/l
HDL cholesterol:	MORE than 1.15 mmol/l
Triglycerides:	less than 1.5 mmol

Are we correct in assuming that as high blood cholesterol levels are associated with heart disease, then low levels must be the most safe? This has been seen to absolutely not be the case according to three independent research groups; one in Japan (where heart disease is low) saw that low levels correlated with increased incidence of strokes, even though high levels are associated with heart disease. A Finnish researcher found a higher rate of depression, suicide and death from violent causes amongst those with lower cholesterol. David Freedman of the Centres for Disease Control in Atlanta confirmed this association, observing that those with anti-social personality disorders had lower cholesterol levels and believes that these can lead to aggression. This is not really too surprising, given that cholesterol is used to make the steroid hormones and vitamin D, all which play a part in mood and mental health.

Clearly too high is not good news either. If you stray outside the parameters above, your doctor is likely to consider the popular ‘family’ of anti-cholesterol medications called the statins, these include drugs such as simvastatin and atorvastatin. Statins inhibit an enzyme involved in cholesterol synthesis, called 3-hydroxy-3-methylglutaryl coenzyme A (HMG CoA) reductase.

Adverse effect of Statins on coenzyme Q10 levels

The effect of statins in lowering coenzyme Q10 levels is well documented. There are 15 published trials on statin induced CoQ10 depletion in humans. Of these 15 trials, eight documented significant CoQ10 depletion. Statin-induced CoQ10 depletion has been shown to be associated with a fall in left ventricular (heart) function and an enhancement of LDL cholesterol oxidation.

Medications can be valuable and life-saving if used in the right way and at the right time, but are often not the best solution for “maybe I might get” situations. It is of vital importance to understand if the drug you take depletes your body of vital nutrients, which ironically may worsen your symptoms or contribute to side effects.

So we’ve seen how a diagnosis of ‘high cholesterol’ is not as cut and dried as it seems. But there is no denying that high overall levels or a poor ratio of LDL to HDL is not a healthy state of affairs. The good news is that it is possible to change the situation without resorting to medication. **The Revital team have compiled a list of self-help tips to help keep your heart beating healthily for years to come.**

NB If you are already taking statin medication please discuss these natural options with your GP before considering any change in your medication or diet.

Diet & Lifestyle Cholesterol Busting tips

- Ensure you have plenty of fibre in your diet – not harsh fibres like wheat & bran, but the softer fibres found in fruit, vegetables, beans & lentils.
- Cook with turmeric & garlic – both of which have a positive effect on LDL cholesterol levels.
- Minimise saturated fats – red meat, dairy and fried foods all of which can increase LDL levels.
- But remember that some fats are positively beneficial – the essential fatty acids omega 3 & 6 help to lower blood pressure & raise HDL levels. Eat oily fish at least 3 times a week.
- Include lots of vitamin C in your diet – high levels are found in strawberries, kiwis, & dark coloured berries. Try the new Food for Mind & Body mix of 5 different freeze-dried berries, ready to sprinkle on your cereal, yogurt or porridge - £5.95 for 60g , £9.95 for £125g.
- Look after your liver – if it is overloaded with medications, alcohol & cigarette smoke it will be less able to break down excess cholesterol.
- Vitamin E helps to improve the balance of HDL:LDL cholesterol. Levels are high in oily fish, eggs, green vegetables & avocados.
- Vitamin B3 also has a beneficial effect on cholesterol. B3 is found in green leafy vegetables and wholefoods such as millet & rye.

And here's Revital's range of supplements from around the globe that can naturally support healthy cholesterol balance:



Discovering Hidden Secrets within Sugar Cane

Sugar may seem an unlikely source for a nutrient to help heart health, but recent research in Latin America has identified a substance called **policosanol** within the sugar cane that may have a role to play in the maintenance of a healthy cholesterol balance.

Initial studies indicated that **policosanol** had the potential to inhibit cholesterol production by the liver. More extensive research in Cuba has since demonstrated that a 10-20mg daily dose results in significant changes in blood cholesterol levels (LDL 21-29% lower and HDL 7-29% higher). A further study from Cuba, published in February of this year, found **policosanol** to be more effective than plant sterols in reducing LDL cholesterol levels.

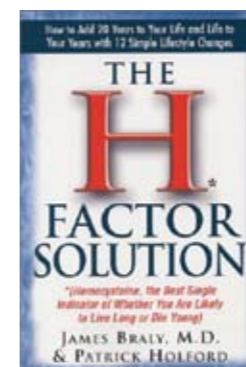
AOR, one of North America's leading formulators of innovative food supplements, now brings us the same high-potency policosanol used in clinical trials. 60, 5mg tablets of **Policosanol** £22.00 for 60 tablets.

Chinese Red Yeast Rice

Red Yeast Rice, or 'Hong Qu' as its known locally, is a traditional fermented food product used in Chinese and Asian cuisine to make rice wine and to preserve meat and fish. Traditionally know as a tonic for the circulation, it was not until 2002 that the biochemical properties of **Red Yeast Rice** were fully documented.

We now know that **Red Yeast Rice** contains naturally occurring HMG-CoA reductase inhibitors, put simply, the same substances that make statin drugs so effective. But that's not the end of the story, **Red Yeast Rice** also contains other active ingredients that provide benefits to the overall blood composition, including sterols, isoflavones and fatty acids. Although still to be validated in trials, it does appear that there is an apparent lack of statin-like side-effects when using **Red Yeast Rice**.

Ask at your local Revital store for a more detailed fact sheet on Bioharmony **Red Yeast Rice**. Priced at £15.95 for 60 capsules.



Planetary Formulas Guggul Cholesterol Formula

Created for Planetary Formulas by acupuncturist & herbalist, Michael Tierra, **Guggul Cholesterol Formula** is designed to support healthy cholesterol levels. **Guggul**, one of the most valued of Ayurvedic plant extracts, has been used therapeutically in India for more than 2000 years. A resin from the **guggul** tree, its mode of action is quite different to statin drugs, the active compounds work by blocking a substance that inhibits excretion of excess cholesterol. One recent study showed that **Guggul** successfully lowered cholesterol levels by an average of 17.5%, whilst further research found an even more effective result on the inhibition of LDL cholesterol oxidation – it is now known that oxidised cholesterol is the real villain when it comes to accumulation of dangerous plaques on the artery walls.

Patrick Holfords 'The H Factor' book

'Patrick Holford is at the forefront of communicating the homocysteine discovery'

Helga Refsum, Prof of Nutrition at University of Oslo.

Patrick suggests that homocysteine will surpass blood pressure and cholesterol as the most accurate predictor of cardiovascular risk. A by-product of protein metabolism, if homocysteine rises within your body, so does your risk of developing not only heart disease but also 50 other conditions including diabetes and Alzheimer's. The latest research from Southampton General Hospital found that a 5-unit increase in homocysteine levels, increased the risk for heart disease by 32% & for strokes by 59%.

The good news is that once your know your homocysteine level, it is easily lowered via a combination of diet and supplementation. Read this book for the fast track route to protecting your future health! £8.99



Country Life Homocysteine Shield

As Patrick demonstrates in his book, high levels of homocysteine can be quite quickly brought under control by increasing intake of certain nutrients, in particular B6, B12, folic acid and a substance called trimethylglycine (TMG). Country Life have made things simple for us by formulating a supplement that contains a complex of these nutrients along with plant extracts to help prevent the formation of excess homocysteine. Grape skin extract and red wine extract are included for protection of the arteries.

Country Life Homocysteine Shield is £13.95

BioCare Sterolvite

Sterols, which are found in plants, are now a familiar ingredient in our supermarket trolleys. A wealth of functional foods have been developed to capitalise on their inherent cholesterol lowering benefits. Sterols, being similar in structure to cholesterol, lower levels by competing with it for absorption in the gut. One of the problems with their effectiveness is that relatively large quantities need to be consumed to have a significant effect.

BioCare, long regarded as being at the forefront of nutritional research and development have recently launched an 'all in one' product to help protect cardiovascular health. A blend of active plant sterols, nutrients, probiotics and TMG, Sterolvite has been formulated to provide a practical solution to keeping both cholesterol and homocysteine in check.

BioCare Sterolvite £19.95

References for any of the research mentioned in this brochure, available on request.

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Customer Services
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