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# Dr. Heather Fox Ph.D.

## July-August Newsletter

### Pregnant Women Taking Fish Oil May Help Curb Allergies in Baby



According to results of a study published in the *Journal of Allergy and Clinical Immunology* (2003, vol.12, no.6:1178-1184), pregnant women who supplement their diets with fish oil may help prevent allergies in their offspring. Fish Oil – and especially fish oil from northern cold water varieties of fish such as Wild Salmon - is rich in omega-3 fats. These fats have anti-inflammatory properties that may make one less likely to experience allergic reactions. In the reported study the participants were given a total of 3.7 grams of fish oil capsules per day from the 20th week of pregnancy onward until they gave birth. A second control group of women were given olive oil. All participants had a history of hay fever or asthma, making their children at increased risk of developing allergies. Researchers found greater amounts of omega-3 fats in cells of newborns whose mothers took fish oil. At one year, those infants whose mothers took fish oil were three times less likely to show sensitivity to egg allergen than infants from the placebo group.

### Is it Safe to Eat Fish and Take Fish Supplements?

Today, high levels of contaminants such as mercury, PCBs, and dioxins in our environment and waters make eating certain fish regularly a potentially risky dietary choice. This does not mean that fish meals should be avoided. Published studies clearly show health benefits for those who eat fish. Fortunately, the wealth of health benefits associated with fish consumption can be safely and readily obtained from premium fish oil supplements.

*End*

## COMING EVENTS

### ‘Relieving Inflammatory Conditions – Arthritis, Fibromyalgia, IBS and more’

*Teleconference*

Wed. August 9 1:30pm – 3:30pm  
or 6:30pm – 8:30pm

- Understand how inflammation is a common factor
- Learn which dietary protocol and supplements/herbs provide relief
- Ph Balance – The Critical Factor

### Sponsored by NOW Food Products

Contact Your Local Health Food Store for Registration



## Why Eat Organic?



### 1. Its Healthy

On average, organic food contains higher levels of vitamin C and essential minerals such as calcium, magnesium, iron and chromium as well as cancer-fighting antioxidants.

### 2. No Food Additives

Organic food doesn't contain food additives which can cause health problems such as heart disease, osteoporosis, migraines and more. You will not find additives such as hydrogenated fat (trans fats), aspartame or other artificial sweeteners and monosodium glutamate.

### 3. Avoids Pesticides

Over 400 chemical pesticides are routinely used in conventional farming practices today and residues are often present in non-organic food. In some locations high levels of pesticide residues have been detected in commonly consumed products such as baby food, spinach, dried fruit, bread, apples, celery, and chips.

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### 4. No GM

Genetically modified (GM) crops and ingredients are not allowed under organic standards.

### 5. Reliance on Drugs Removed

There is growing concern about the high use of antibiotics on farm animals and the possible effects on human health. Organic standards prohibit the routine use of antibiotics.

### 6. No Hidden Costs

Ironically, tax payers actually pay for chemicals to be removed from drinking water, many found as a result of the pesticides used in farming. Consider the added cost to the tax payer when these chemicals enter the water table.

### 7. High Standards

Organic food comes from trusted sources. All organic farms and food companies are inspected at least once a year. The standards for organic food are virtually global and entrenched in law.

### 8. Care for Animals

Animal welfare is taken very seriously under organic standards. The benefits of the organic approach are acknowledged by animal welfare organizations.

### 9. Good for Wildlife and the Environment

Organic practices are also better for wildlife. Organic practices cause lower pollution from sprays, produce less carbon dioxide - the main global warming gas - and less dangerous wastes which benefit all living things.

## Healthy Homocysteine Levels

*From 'Heart Health With Natural Medicine' © 2005*

Homocysteine is regarded as more dangerous than cholesterol because homocysteine damages the artery and then oxidizes cholesterol before cholesterol infiltrates the vessel. Homocysteine is now widely recognized by scientists as the single greatest biochemical risk factor for heart disease, estimating that homocysteine may be a participant in 90% of cardiovascular problems.



*End*

## DISEASES ASSOCIATED WITH HIGH HOMOCYSTEINE

Aging	Heart conditions
Alcoholism	Kidney failure
Alzheimers	Mental retardation
Anaemias	Migraines
Angina	Miscarriages
Arthritis	Osteoporosis
Artherosclerosis	Parkinson's
Auto-immune	Polycystic ovary disease
Birth defects	Pregnancy complications
Cancers	Psoriasis
Cholesterol - high	Rheumatoid arthritis
Chronic Fatigue	Schizophrenia
Coeliac disease	Strokes
Chrohn's	Thyroid disorders
Depression	Ulcerative colitis
Diabetes	and many more.....
Epilepsy	
Fibromyalgia	

## Indicators for Homocysteine supplements

**B12** - Lack of moons on thumb-nails - good levels of B12 if moons are white and a third of the way up the nail; procrastinate, disorganized, untidy, vague, vacant, memory loss, confusion, depression, tingling hands & feet, numbness, neuralgia, macrocytic anaemia fatigue, shortness of breath, grey hair early, split ends, need to wash hair often, bursitis, spurs, heavy periods or none.

**B6** - Hand test, sharp electric shock type pain, pins & needles, numbness, joint pain, swelling, nausea, vomiting, morning sickness, loss of appetite, poor dream recall, depression, expressionless face, shuffling gait, carpal tunnel, PMT, menopause.

**Folic Acid** - No moons on thumbs (pink moons are good folate but poor B12) large cell anaemia, nerve pain, fatigue, difficulty walking, abnormal pap smears.

**B2** - Red gritty itchy bloodshot eyes, dry thin cracked or red swollen shiny lips, red sore smooth tongue, sore tongue tip, enlarged taste buds, cracks corner of mouth, red oily flaky skin side of nose, rosacea, migraines, sickle cell anaemia, digestive ulcers.

**Zinc** - Smelly feet, short term memory loss, learning problems, ADD, hyperactive, irritable, irrational, bite fingernails, white spots on fingernails, loss of sense of taste & smell, poor appetite for meat, poor sleep, racing mind, creaky joints, leg ulcers, PMT, menopause.

**Magnesium** - Cramps; tight muscles; aches & pains; headaches; migraines; anal cramps; twitches & spasms; hiccups; grinding teeth; body rocking; restless legs; can't keep still; anxiety; panic attacks; noise, skin & feet sensitivity; cold hands & feet; PMT, menopause.

metabolism and glucose regulation, fat synthesis, increased metabolic rate and overall feelings of well being and satisfaction.

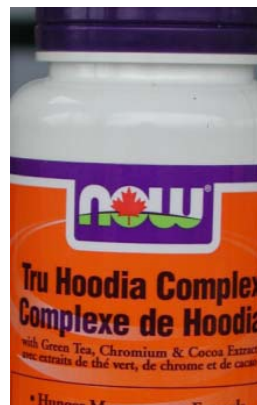
There are various species of Hoodia, but the Gordonii variation found in NOW Tru Hoodia is the only one that contains the appetite suppressant. This type of hoodia contains a molecule – the P57 molecule - that has similar effects on nerve cells as glucose, and tricks the brain into the sensation of fullness. Results of human clinical trials in Britain suggest that Hoodia may reduce the appetite by as much as hundreds of calories a day.

Within the part of the brain known as the hypothalamus, there are nerve cells that sense glucose sugar as well as other hormones and chemicals. As we eat and our blood sugar goes up because of the food, these nerve cells become active and stimulate a 'sense' of fullness. The P57 molecule contained in Hoodia appears to be about 10,000 times more active as glucose. It goes to the mid-brain in the way glucose does and despite the fact that you have not actually eaten, those nerve cells are stimulated into activity as though you had. With the sense of fullness and absence of hunger, food intake is often reduced and with fewer calories consumed weight loss occurs.

*End*

## Tru Hoodia

Weight Loss and Metabolic Support – A Complex Process



NOW Foods recognizes that Weight loss is a complex process and not simply a matter of suppressing appetite. Our Tru Hoodia formulation brings together a multi-faceted support for weight loss

efforts that concentrate on natural appetite suppression, carbohydrate

Many of us today suffer from complex challenges when it comes to weight loss efforts. Obesity is often one of a cluster of symptoms, including insulin resistance, which need support during weight loss efforts. Appetite suppression will be only one facet of a successful weight loss strategy. Metabolic Syndrome or 'Syndrome X', is a term coined in 1988 by Stanford University endocrinologist Dr. Gerald Reaven, to describe a group of symptoms including high blood pressure, abdominal obesity, insulin resistance, high levels of triglycerides and low levels of HDL or "good" lipoproteins, low levels of antioxidant vitamins and DHEA (dehydroepiandrosterone), high cortisol levels, and depression have been added

to the list of associated symptoms and co-factors.

### **Chromium Enhances Insulin's Actions**

Chromium is an essential trace element required for normal carbohydrate metabolism. Chromium increases insulin binding, the number of insulin binding receptors, and insulin sensitivity.

In one study, Chromium given to modestly dieting and exercising African-American women caused a significant loss of fat and sparing of muscle compared with placebo. In another study completed in 2004, a formula including chromium polynicotinate reduced appetite, inhibited fat synthesis, and decreased body weight in 60 moderately obese subjects in an eight-week randomized, double-blind, placebo-controlled trial. Another double blind, four-week trial with a formula including chromium increased the rate of body fat loss and helped to maintain muscle mass.

An often little understood fact about insulin is that a principle function of insulin is to deliver protein to muscle cells. Most of us understand how insulin is involved in the delivery of glucose to cell tissue but the delivery of protein is every bit as critical. When insulin receptors become less sensitive and protein delivery is impaired, muscle tissue can become damaged. This is a common adverse side effect to many weight loss efforts and a problem associated with metabolic syndrome generally.

The addition of chromium polynicotinate to NOW Tru Hoodia makes this a compelling and superior product formulation. To neglect support of insulin metabolism can have critical consequences when one considers the heart itself is a muscle!

### **Green Tea Enhances Metabolic Rate**

Green tea and green tea extract have shown an ability to increase metabolic rate. In 1999 a study on human subjects examined whether or not green tea extract, rich in caffeine and polyphenols, could increase 24-hour energy expenditure and fat oxidation. The subjects were randomly assigned to one of three treatments: green tea extract and caffeine (90 mg EGCG and 50 mg caffeine), caffeine (50 mg), and placebo, taken three times daily at breakfast, lunch, and dinner. The results showed that treatment with the green tea extract (which included caffeine) resulted in a significant increase in metabolic rate, the evidence of which was a significant increase in 24-hour energy expenditure.

### **Niacin**

All B vitamins make important contributions to the way our food is metabolized and used by the body. Niacin, however, specifically releases the energy from carbohydrates, fats and proteins so they can be used by the body. This vitamin is also involved in controlling blood sugar levels. Niacin plays an important role in ridding the body of toxic and harmful chemicals. It also helps the body make various sex and stress-related hormones in the adrenal glands and other parts of the body. Niacin is effective in improving circulation and reducing cholesterol levels in the blood.

Clearly, NOW Foods has optimized the best that Hoodia has to offer in appetite suppression and hunger management while at same time recognizing the fact that the process of weight loss and weight management must include support to the overall metabolic orchestra that takes place each and every day. Optimal health is not simply a matter of maintaining a low body weight. It is a process of insuring that the nutrition we require is delivered at a cellular level without compromise. Tru Hoodia is the best product to assure this optimal support.

*End*

### **Liquid Glucosamine & Chondroitin**

Joint Support, Relief of Inflammation and Increased Comfort in a Liquid Formulation



While there is still much to learn about the full range of damage that can be caused by antioxidants, researchers believe that oxidation is a major cause of many of the diseases associated with aging, including arthritis, and we know that oxidation can harm already

damaged arthritic joints, as well as their surrounding tissue, making swelling and pain increasingly worse.

Pain is arguably the most common reason patients seek treatment. A survey released by the Merck Corporation in April of 2005 revealed that as many as nine out of 10 North Americans suffer some sort of pain on a monthly or more frequent basis. At least one member of almost half of Canada's households (43 percent) suffers from chronic pain due to a specific illness or medical condition. In a survey 48 percent experienced pain related to skeletal problems, which include back pain, as well as problems with the knees, neck, shoulder/arm, ankle/foot, joints, bones, hips and bursitis.

Now Liquid Glucosamine & Chondroitin optimizes the body's ability to gain access to each element present in its formulation. The body's production of glucosamine declines with age or with injury contrary to what one might expect. Taking glucosamine as a

supplement gives the body a boost in having the material it needs to help repair damaged cartilage. It often works best when taken with the fatty acids GLA, DHA, and EPA; **chondroitin sulfate; manganese; and vitamins C and E**. As with most supplements recognizing the co-factors, the synergy of other nutrients that aid in the best use by the body of what it needs is important. Many products lose their potency when exposed to hydrochloric acid in the stomach environment. Glucosamine however, it rather uniquely 'picked up' for delivery to tissue by a process of ionization in the stomach and boasts a 90 to 98 percent absorption rate. Although the intestinal absorption of chondroitin sulfate is much lower than that of glucosamine (10 to 15 percent), studies have shown very good results (reducing pain and increasing range of motion) from long-term treatment with chondroitin sulfate.

**Vitamin C**, an imperative support to the immune system and antioxidant, is another natural shield against pain. When pain becomes too strong for breast cancer patients and their usual medications are not helping giving vitamin C along with other treatments sometimes settles the pain. Vitamin C has also been used to treat gum and muscle pain.

**Glucosamine** is an amino acid especially helpful in treating arthritis pain because it stimulates connective tissue such as cartilage, helping it to repair itself. Glucosamine protects the chondrocytes (or cartilage cells) that are found in large quantities in the joints.

Glucosamine is made in the body from glucose (sugar) and an amino acid called glutamine. Thus its name Glucosamine reflects its origins. It serves as a building block of mucopolysaccharides (MPS) which are important for the development of cartilage, bone, ligaments, nails, hair, and skin. We can find glucosamine in fish, meat, and other foods.

Many studies conducted at research centres in Europe have shown strong evidence that supplemental glucosamine

reduces joint pain, tenderness, and swelling, making joints that had been frozen or locked in with pain and inflammation usable again. People with rotator cuff injury to their shoulders and other injury to joints who experience 'frozen' joints can especially benefit from glucosamine.

Glucosamine does not work as fast as some standard pain medications or treatments such as acupuncture for more immediate relief. However, it does provide relief without the serious side effects associated with drugs. Many informed practitioners in European countries give glucosamine to their osteoarthritis patients as a first response treatment.

A recent study done at King's College in London, and published in March, 2002, in the British Journal of Community Nursing, compared the effectiveness of glucosamine with ibuprofen for relief of joint pain. The study found that glucosamine can be used as an alternative to anti-inflammatory drugs and analgesics or as a useful adjunct to standard analgesic therapy. The study indicated that glucosamine's pain-relieving effects might be due to its cartilage-rebuilding properties, which is a significant bonus you certainly don't get with simple analgesics.

**Chondroitin sulphate**, like glucosamine, provides building materials for cartilage that is so often damaged in arthritis and other wear and tear injury. More than just a building block, chondroitin sulfate slows the free radicals that attack the cartilage in joints. Free radical damage is a key factor in inflammation of joints. It also increases blood flow to joints which allows antioxidants and other nutrients produced by the body to protect and repair damaged body tissue. When arthritis patients were given chondroitin sulphate as supplements by injection, joint pain diminished significantly, and mobility and function returned.

Chondroitin sulfate may be extracted from either shark cartilage or bovine cartilage. Ideally, a combination supplement that provides a minimum of

400-500 mg each of both chondroitin and glucosamine sulphate is required. NOW Liquid Glucosamine exceeds the minimum bringing it safely and firmly into the therapeutic range for optimal support to damaged and inflamed joints.

**MSM, or Methylsulfonylmethane**, provides the body with extra organic sulphur. Many of the components of joints, including collagen and glucosamine, are sulphur-dependent. MSM appears most helpful for people with arthritis. One preliminary double-blind study, conducted by UCLA School of Medicine professor Ronald Lawrence, M.D., Ph.D., followed 16 patients with degenerative arthritis or joint disease. The patients who took MSM daily over a six-week period reported an 80 percent reduction in pain. Only two of those taking the placebo reported decreased pain -- about 20 percent (Journal of Anti-Aging Medicine, July 1998).

A preliminary study on MSM and osteoarthritis conducted at the Oregon Health Sciences Center in 1997 found that this supplement provided pain relief equal to over-the-counter nonsteroidal anti-inflammatory drugs such as Advil.

*End*

### NOW Liquid Multi

What makes NOW Liquid Multi a product of Excellence and unique in the market?



There are so many important constituents to this formulation it's difficult to adequately cover the value of them all. But to name some of the more significant elements...

NOW liquid multi is superior in its

levels of **Vitamin D** at 400 IU, according to what we understand today about Vitamin D in the prevention of many diseases such as prostate cancer, osteoporosis, skin cancer, heart disease and more, sources of Vitamin D are often deficient.

**Vitamin E** at 100 IU is also at a superior level compared to other Liquid Multi Vitamin formulations on the market. Given the important role of Vitamin E as an antioxidant critical to the health and function of the cardiovascular system and in prevention of stroke, prevention of some complications of diabetes, the potential for inhibition of certain cancer formations as well as overall support to the immune system – adequate levels of Vitamin E can be critical. But, the MAIN benefit to the NOW Liquid Multi is that it is not focused on a select few vitamins.

Where the NOW product excels is in the inclusion of minerals – both *elemental* and *colloidal* making this a very much more significant contribution as a complete nutritional supplement. Minerals are far more optimally absorbed most benefit the consumer when taken in a liquid suspension. Several of the minerals contained in NOW Multi are ones that we see common deficiencies in within the North American population and these same minerals are essential to body function. A person can last a very long time with many vitamin deficiencies. Mineral deficiency however, can have an immediate impact on essential body function.

Magnesium for instance, is needed for more than 300 biochemical reactions in the body. It has critical functions that range from help in maintaining normal muscle and nerve function, maintaining normal and steady heart rhythm, support to a healthy immune system, and bone strength. Magnesium also helps regulate blood sugar levels, promotes normal blood pressure. Many factors contribute to magnesium deficiency for a high percentage of the population including the use of oral contraceptives, use of many of today's pharmaceuticals, and

deficiency in diet. Supplementation may be the most successful way to ensure children and adults alike maintain adequate Magnesium levels.

Zinc plays a general role in the immune system and also supports many other critical activities. It helps regulate the activities of T lymphocytes, natural killer cells, interleukin 2 and more. Zinc also regulates the levels of vitamin A by controlling its release from the liver and vitamin A also has a significant impact on the immune system. In addition, Zinc also plays a part in the synthesis and function of several hormones including insulin.

Chromium is now generally recognized to play an important role in glucose and lipid metabolism. Blood sugar levels remain stable when adequate chromium is present. Besides normalizing glucose and insulin levels, supplemental chromium has also been demonstrated to show evidence that it lowers harmful total cholesterol and triglycerides, while raising beneficial HDL cholesterol.

The addition of important antioxidant support is also an outstanding feature of the Liquid Multi. For instance, Grapeseed Extract is even more powerful than standard antioxidants like vitamin E and also more diverse. Grapeseed Extract can help to neutralize the effects of environmental stress as well as intercepting free radicals created by food and more.

Lycopene is also considered a superior antioxidant. It has the ability to scavenge and neutralizes free radicals, preventing oxidative damage that is associated with a number of chronic diseases. It has been suggested that of all of the most common antioxidants including vitamins E and C and beta-carotene, lycopene may be the most active of all in the neutralizing of free radicals. Lycopene has become very well known in its prevention of prostate cancer but certain research suggests the benefits may go well beyond this.

Lutein is a nutrient not manufactured in the body. The only way to obtain it is by

consuming foods rich in this antioxidant or by supplementing with lutein. In the body, lutein is found in the skin's outer (epidermis) and inner (dermis) layers, the eyes, cervix, brain, liver, lung, prostate, blood serum, and breast. Lutein acts in these tissues as an antioxidant and filter of blue light. a highly energetic wavelength of the visible light spectrum. Blue light is believed to induce free radical damage in human organs that are exposed to it, including the eyes and skin.

NOW Multi also supports the body's need for essential fatty acids with the presence of Evening Primrose Oil. Evening Primrose Oil (EPO) is a rich source of the long-chain fatty acid gamma-linolenic acid (GLA). The health benefits of EPO are attributed to GLA. GLA is an unusual constituent of living matter and is found in very few plants. Gamma-linolenic acid (GLA) is an essential fatty acid in the omega-6 family. Essential fatty acids are essential to human health but cannot be made in the body. For this reason, they must be obtained from food or supplements. Essential fatty acids are needed for normal brain function, growth and development, bone health, stimulation of skin and hair growth, regulation of metabolism, and maintenance of reproductive processes. Evening Primrose Oil may also provide important anti-inflammatory functions.

**End**

### **NOW Prostate Support**

NOW Foods Draws on the Most Contemporary Research for Excellence in its Prostate Support Formula



The benign enlargement of the prostate gland affects most men over the age of 60. An enlarged prostate interferes with the flow of urine from the bladder, which can

produce an often frustrating sense of urgency due to mild to severe urinary obstruction.

BPH is the common abbreviation for either benign prostatic hyperplasia (meaning an increase in the number of cells in the prostate) or benign prostatic hypertrophy (meaning an increase in the size of the prostate gland). BPH is not malignant but it can be a danger to health and may be recurrent and progressive. BPH symptoms include increased frequency of urination, a sudden urge to urinate, and difficulty in urinating or a weak flow of urine. It is possible that the excessive tissue growth can completely compress the urethra so that little or no urine can be passed.

Studies have shown that saw palmetto produces improvement in those with prostate enlargement, resulting in the following clinical benefits:

- Reduction of nocturnal urinary urgency
- Increased urinary flow rate
- Decreased residual urine volume in the bladder
- Reduction in uncomfortable urination symptoms
- Laboratory studies show an actual reduction in the size of the prostate gland in animals given saw palmetto extract.

Saw palmetto and an extract from Nettle Root - *Urtica dioica*, are approved drugs in Germany for the treatment of benign prostate enlargement. Nettle root is widely used as a first-line therapy for BPH in Germany, where there are 15 pharmaceutical drugs consisting solely of nettle root. Nettle root has been extensively studied in European clinical trials over the past 20 years. NOW Prostate Support offers this important combination of front line therapeutic herbs in combination with Pygeum Africanum Bark Extract, Vitamin B6, Zinc, Pumpkin Seed Oil and Lycopene.

German researchers suggest that the beneficial effects of plant lignans (such as found in flaxseed oil and *pumpkin seed oil*) on hormone-dependent cancers

may 'remarkable'. The most potent known lignans in this respect are constituents of *nettle root*. Combining *nettle root* with *pygeum* results in a stronger synergistic inhibition.

### Saw Palmetto

While saw palmetto has been shown to inhibit prostate cell proliferation, its most significant effect may be to induce prostate cell apoptosis (programmed cell death). In simple terms one problem with aging is that we accumulate too many nonfunctional cells that will not differentiate properly and do not proceed through the normal cell death process.

These older or senile cells contain many mutated genes that can easily turn these cells malignant. Normal cell death should be induced in aged cells, especially in the prostate gland. These senile prostate cells are barely functional but contribute to BPH and are ripe for mutation into cancer cells. These older, damaged cells also have an impact on surrounding health cells. We see evidence of a chronic inflammation syndrome as the immune system tries to kill the older, defective cells.

### Nettle Root

The extract from the nettle root called *Urtica dioica* has been used extensively in combination with saw palmetto or by itself as a drug to treat BPH. One study showed that after 8 weeks of treatment with 4 capsules of *urtica* extract, patients experienced an 82% improvement in disorders associated with prostate enlargement.

In Europe, the combination of nettle root with saw palmetto is a logical one because nettle root acts through the alternative signaling pathway in the prostate cell, while saw palmetto acts on the primary signaling pathway so that in effect, nettle root addresses the estrogen side of BPH, while saw palmetto addresses the androgen side. Additionally, both herbs have anti-inflammatory actions.

### Pygeum africanum

In a very large study, scientists analyzed 18 randomized, controlled trials using pygeum to treat BPH involving 1562 men. The study duration was 64 days. Compared to men receiving placebo, *Pygeum africanum* provided a moderately large improvement in the combined outcome of urologic symptoms and flow measures. Men using *Pygeum africanum* were more than twice as likely to report an improvement in overall symptoms. *Pygeum* is also sold as a drug in many countries for the specific purpose of relieving urinary symptoms associated with BPH.

### Lycopene

Lycopene, a powerful antioxidant, is another important contribution to prostate support found in NOW Prostate Support. Recent studies have contributed compelling evidence showing the role of lycopene in prostate cancer prevention.

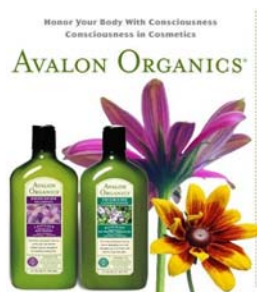
In a study of over 40,000 health professionals, Harvard researchers found that men who ate more than 10 servings tomato-based foods daily had a 35 percent lower risk of developing prostate cancer than those who ate the least amount of these foods. The benefits of lycopene were also more pronounced with advanced stages of prostate cancer. In another study of prostate cancer, researchers looked at blood levels of lycopene and found that the risk of developing prostate cancer, especially aggressive cancer, decreased with increasing blood lycopene levels. In this study, researchers found that high level of lycopene in the blood was associated with low PSA (prostate specific antigen) levels.

Clearly, NOW Prostate Support recognizes the synergistic value in combining these important ingredients. Value that has long been recognized in the European medical community. At the same time, NOW combines the most current research and with the addition of Lycopene offers outstanding antioxidant support bringing maximum benefit to prostate cancer prevention.

*End*

## Avalon Organics® Skin Care Products

*3 Product Lines for Your  
Personal Skin Care Needs*



### **Lavender**

#### **Renewal & Vitality - Advanced Care for Sensitive Skin**

People with sensitive skin are prone to inflammation brought on by environmental stress, UV radiation, free radicals, exposure to irritants present in skin care products and the absence of proper moisturization. Renewal & Vitality delivers extraordinary, synergistic benefits for individuals with reactive complexions and sensitive skin. These advanced formulations relieve and calm the irritation, blotchiness and redness caused by inflammation. They nourish and balance sensitive skin, restoring equilibrium and healthy radiance.



### **Vitamin C Antioxidant Complex**

Vitamin C (Magnesium Ascorbyl Phosphate) is a powerful antioxidant that boosts the skin's immune system and defends against the damaging effects of free radicals that can age skin prematurely. Vitamin C further helps protect skin from the signs of aging by naturally increasing collagen and elastin production, stimulating cellular renewal and increasing healthy circulation. For added antioxidant protection, Avalon Organics Vitamin C Skin Care is fortified with Vitamin E, Lemon Bioflavonoids, Melatonin and Organic White Tea.

### **CoQ10 Cellular Renewing Wrinkle Defense**

#### **Natural Wrinkle Defense**

Coenzyme Q10 is essential for healthy, youthful skin. This naturally occurring nutrient is found in every living cell of your body, and provides the source of cellular energy to rejuvenate and renew cells. As you age, your natural level of CoQ10 diminishes and your skin begins to show the signs of aging, such as fine lines, wrinkles and loss of elasticity. Supplementing your skin with Avalon Organics CoQ10 Skin Care helps

defend against this inevitable aging process.

#### **Antioxidant Protection**

As a powerful antioxidant, CoQ10 also neutralizes damaging free radicals, defending your skin against the signs of premature aging. Because the synergistic action of multiple antioxidants performs more effectively than a single antioxidant, Avalon Organics CoQ10 Skin Care combines multiple antioxidants, including Vitamin E and organic White Tea, for optimal cellular protection.

**End**