

NUTRIGOLD Education News

Understanding Food Supplements **Issue 3**



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EDUCATION

Do we really need to take a food supplement or are they all just a waste of time?



One of the most controversial issues that rages in main stream media these days is whether we need to take a daily nutritional food supplement and the question of whether they are a good or bad thing for our family's long term health?

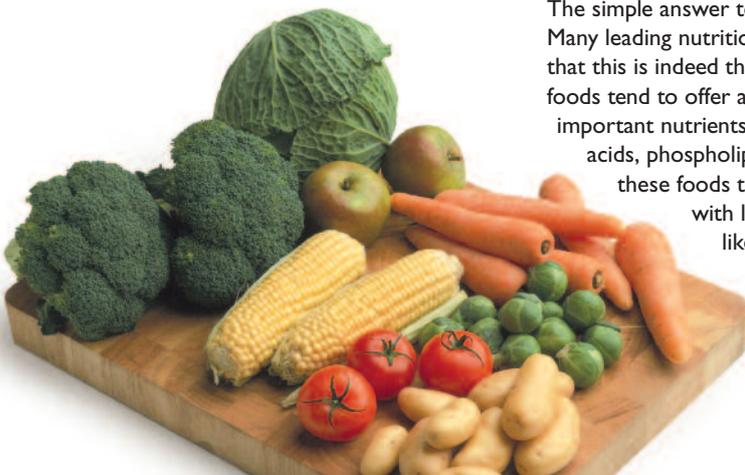
So often people in the know simply tell us that a well balanced diet is all we need, could this really be the case or are they missing something?

As we all know, over the past few decades the way we shop for our food has changed dramatically as our high streets, that have traditionally offered us access to a wide array of food shops, independent grocers, fishmongers and butchers have been replaced by large supermarket chains. Supermarkets are most often situated on the outskirts of towns and offer produce at seemingly greatly reduced prices. In my view, this is a worrying trend for our society as it leads to less personal interaction between local people, and hence a lack of community spirit. The local businesses in the high street would also have maintained a strong connection with the local farmers and other food producers, who would traditionally be selling their freshly prepared, seasonal goods for sale into the local shops. Some would argue that the traditional system is more eco friendly as the food has to travel fewer miles, but could there be other nutritional factors we should consider when buying our food this way?

The modern phenomenon of supermarkets has changed our lives and the way we shop for our food. In fact, most of us spend very little time selecting our foods these days, let alone preparing fresh foods for cooking a recipe at home, as largely much of this is done for us. In the rush for convenience prepared foods have they also reduced some of the nutritional values of our food? The simple answer to this question is "yes". Many leading nutritionists can demonstrate that this is indeed the case. Highly processed foods tend to offer a reduced level of important nutrients like essential fatty acids, phospholipids and minerals and these foods tend to be enriched with less favourable minerals, like sodium (salt) which is a taste we have acquired in our food over the years. >>



When was the last time you couldn't get strawberries from your supermarket, and yet we all know, if they are locally produced they are bound to be very seasonal, they go with Wimbledon and Tennis don't they? Also local, freshly picked, strawberries always taste so different.





However, excess levels of this nutrient are connected to hypertension and are not thought to be a good thing in the long term.

In The Daily Mail (June 24th) it was recently reported that more people are relying on fruit and vegetables to deliver these important key nutrients, rather than relying on food supplements. On the face of it this has got to be a very positive move for us all, as food should deliver some of the most bio-available nutrients from our diet, particularly these would come from fresh fruit and green vegetables, which deliver so much more than just mineral nutrients. They also deliver other important things like enzymes, whilst also having the favourable effect of alkalizing our body. We know that many of us are more than aware that it is best to try and eat organic fruit and vegetables where available, although this can become very expensive for a family. Its true to say that even if you are eating organic foods, this does not necessarily address the fact that many of us still don't understand what a truly balanced diet is, or what a portion of the suggested five-a-day really is, for the record a portion is calculated to be 80g of fruit or vegetables.

Even though most of us know about the Governments suggested Five-A-Day, in the UK only 15% of women and 13% of men are reported to achieve this level. Leaving the vast majority of people in the UK population open to possible nutritional deficiencies that can lead to health problems either now or later in life. In particular it is reported that many

foods grown in the UK tend to deliver a less than optimum level of zinc and selenium, while magnesium intakes are being reduced through both processing and through adverse food choices. Other less well-known trace minerals may also be affected. Zinc and selenium are important trace minerals for supporting our immune system.

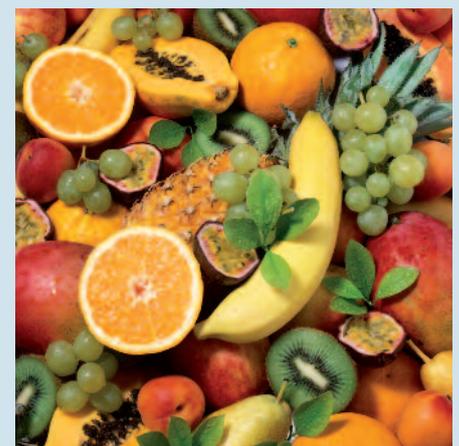
As for understanding our nutrient intakes from fruit and vegetables it is very hard to know exactly what we are getting from this important food group in the way of nutritional minerals, as the Governments own documented nutrient levels for each vegetable are an average taken from across a broad spectrum of the country. Although the Government figures provide a good general guide, the mineral content will be quite variable dependant on how and where they are grown. It is also worth noting that when we boil our vegetables, as we so often do in the UK, many of these important minerals are leached out of the foods and escape our plates, as they are thrown away in the boiled water.

So in reality, unless we are taking great care to eat more than the recommended five a day it's very hard to know what nutrient intakes you are really consuming, for the reasons already mentioned. In the real word many of us just don't have the time or the energy to live the "Good Life". So this is where we feel a good quality food supplement can really play it's part in protecting the whole family's health and wellbeing, not just the very young and the elderly as so often thought, nutrition is really for everyone, its about achieving optimum health. ■

What is a portion?

Fruit	Dried fruit	Vegetable
1 medium banana	3 dried apricots	2 tablespoons of peas
3 tablespoons fruit salad	1 tablespoon of raisins	2 spears of broccoli
2 satsuma's	2 dried figs	1 cereal bowl of lettuce
½ large grapefruit	4 dried apple rings	7 cherry tomatoes
Juice	Pulses & beans	
1 glass of 100% fruit or vegetable juice. But you can only count juice as 1 portion a day, however much you drink.*	3 heaped tablespoons of baked beans, haricot beans, kidney beans, cannelloni beans, butter beans or chick peas. Remember that beans and pulses count, but only as 1 of the 5 portions, no matter how much you eat.	

Source: DH 5 A DAY Portion Information 2003



What do we mean by the Five A Day?

People are advised to try to eat at least five portions of different fruits and vegetables every day, not including potatoes. Variety is important to ensure that a range of different beneficial nutrients and other dietary factors in fruits and vegetables are consumed. ■

* This is because the juice contains very little fibre. Also, the juicing process releases the natural sugars out of the cells that normally contain them, which means that drinking juice in between meals isn't good for your teeth.

So can a good quality Multi Vitamin and Mineral really make a difference?



A genuine premium quality, biologically active food supplement can really make a difference to supporting optimum health.

This view is supported by a vast amount of scientifically referenced research that demonstrates the important role optimum nutrition can play in supporting our health throughout our lives. To get an insight of this research please read the newsletter entitled "Surviving the British Diet", by Dr Plaskett B.A, Ph.D., C.Chem (this can simply be downloaded from our educational site at www.nutrigoldeducation.co.uk).

The information contained within this newsletter makes compelling reading for anyone wanting to understand the pitfalls of the Average British Diet. The great news is that this newsletter is based on scientifically referenced research. Once you have read this I feel you will be left in no doubt that there is a place for a good quality natural food supplement in our lives, possibly supported by some form of Essential Fatty Acid and a good probiotic, although this advice must never be seen to remove the need to also eat a healthy diet that should contain your suggested five a day. ■

If we take a food supplement daily, does this make us one of the much feared health freaks that everyone avoids at parties?

Well of course not, in fact did you know that 23% of adults in the UK have taken some form of nutrient over the past twelve months. That is nearly one in four adults, that's a high level, although many of these are taking some form of Omega-3 product or Glucosamine for joints etc. If we remove these people from the overall figure, we know that as a nation we spend at least £246 million per year on multivitamins and minerals. In reality this is probably much more per year, so you're far from alone! ■

Aren't all Multi vitamins and minerals made from the same raw materials?

To understand what we are taking when it comes to consuming a product that describes itself as a multivitamin/ mineral is a real art? It's not just something you put on your shopping list, like a tin of baked beans.

As I write this article we all know that the UK is in recession, although there are signs that this is starting to improve. The Article in The Daily Mail stated that people are turning to fruit and vegetables for their nutrients, which as we have said is a positive move. However, knowing that only a very small percentage of people achieve the suggested five per day there is a danger that these people either stop buying important food supplements altogether or they try and find a cheaper brand than their current one. I can fully understand this view, although I would have to offer some words of caution here, as not all food supplements that cost less are indeed better value, to truly evaluate a food supplement you need to understand how the different forms of these nutrients will perform once in your body. Ideally these nutrients would come from a natural organic form that will be better absorbed, retained and utilised, than the normal non-organic minerals offered in the market place. For more reading on the subject take a look at Dr Plaskett's newsletter entitled "The Truth About Your Mineral Supplementation". Remember in reality the most expensive food supplement you have ever taken is the one that didn't work.

Food supplements offered on the market place today vary greatly, many of the cheaper products sold in mainstream grocers are made from much cheaper, non-organic minerals. These do not perform in the same way as organic, high absorption mineral forms like citrates. By this we don't mean organically farmed, we mean that the

mineral form would be as it appears in living tissue, which is the form your body will recognise and utilise properly (fulfilling the chemist's definition of "organic"). A classic example of this is calcium carbonate, it's probably the most commonly sold form of calcium in the UK, even our doctors recommend it and yet it's "chalk". Nowhere in nature would we eat chalk. In nature a seed may land on the chalk and the seed would sprout and the plant would now deliver organic calcium (organic as appearing in living tissue). Although the amount of calcium delivered may be reduced in organic forms, its absorbability would be far greater per milligram and it will not suppress our digestive system as the inorganic form might. Come on, if I walked along the white cliffs of Dover and picked up a lump of chalk and said that would be £5.00, you would laugh at me, it's the same thing some companies are putting into your multivitamin and mineral's. Don't fall for it, it's a rocky road...!

Because calcium carbonate is a dense rock it will make for an impressively high product label claim, but its absorbability will be very low, compared to organic calcium forms like citrate. These days they now add Vitamin D to calcium carbonate to try and raise its bio-availability, however, a truly organic form of calcium like citrate will outperform this material many times over;

Note: It's worth mentioning that the calcium citrate mentioned in this article is approximately four times better absorbed than the carbonate, i.e. low label claim, high effectiveness. ■



Did you know?

As a point of interest, did you know that calcium is one of the top selling minerals in the UK to help support bone health.

The average British diet, which is by no means a healthy diet, delivers around 1000mg of calcium, which is considerably more than the recommended daily allowance for calcium for adults (700mg). Yet we keep buying more and more calcium to help support our bone health. One has to ask why? In truth the diet often already has more than enough calcium, it's the other key minerals we need to consider for bone density like magnesium, silica, zinc, Vitamin E, Vitamin C, manganese, boron, copper, chromium, Vitamin K and folic acid.

Another misunderstanding about calcium sources..

Often people will ask me "I don't drink milk – so how will I get my calcium?" Obviously if you stop drinking milk and take no additional vegetables, it's true to say that you are more at risk of not getting enough calcium than many people in Britain.

However you have to ask yourself where did the cow get the calcium from?

Of course the cow gets it from green grass and in-fact a little known fact is that "Green vegetables" will deliver one of the best-utilised forms of calcium you can get.



In this article I have mentioned a nutrient form I would avoid, calcium carbonate, ideally I would suggest avoiding multi vitamins which deliver Minerals via either calcium carbonate or magnesium oxide, as a point of interest, get your family and friends to check theirs.

However to understand this complexed issue fully may I suggest that you read the newsletter from Dr Plaskett entitled "The Truth About Your Mineral Supplementation". It is full of the important information the nutritional industry never seems to want to talk about (this can be downloaded from www.nutrigold.co.uk) and you will see that the form of each nutrient is very important, remember the term natural or organic is often misused in this industry.

We would also suggest that you consider taking a multivitamin/mineral which has been formulated from well absorbed nutrients that have been demonstrated to support the average British diet, not as so often offered, a "multi" designed to support the average American diet. ■



Taking multivitamin and mineral supplementation to a new level.

The British Multi

The British Multi has set a new industry standard for how we can deliver a traditional multi vitamin and mineral supplement that focuses on the nutritional needs of the average British person.

It's my great pleasure to introduce to you our wonderful British Multi (Vitamin & Mineral supplement). A premium quality, vegetarian / vegan, bioactive multivitamin and mineral is made from 100% natural ingredients and is free from artificial colours, sugars and preservatives whilst also having the advantage of being designed to complement the average British Diet. ■

The British Multi – offering Smart nutrition, for informed people

Remember a good quality food supplement is exactly what it says, it's designed to be supplemented to food.



It's imperative that the nutrients available in the products are in a ratio that supports our diets fully and in a form that our body recognises and will utilise, that's where Nutrigold's British Multi stands out from the crowd. It delivers well-absorbed natural ingredients that are demonstrably needed to support the average British Diet. ■



Once again thank you for taking the time to read this information and I look forward to hearing your thoughts, or should you have any questions do please feel free to contact me at andywren@nutrigold.co.uk

For all the latest nutritional research and legislation why not log on to www.nutrigoldeducation.co.uk

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