

Newsletter

APRIL 2007

(Special Edition)



melrose

First in Flaxseed Oil

This Month

Naturopath News

Flaxseed Oil

Read about us

Australian Natural Health - Essential Greens

Clean Food Organic - Essential Greens

Focus On - Essential Greens

Nature & Health - Vitamin C, Fish Oil

Australian Iron Man - Fish/Cod Liver Oil

Healthy & Heart Wise - Flaxseed Oil

Expo's

Melbourne International Beauty Expo
April 28 - 29,
Melbourne Exhibition & Conference Centre



Geoff's Letter

Dear Friends,

All of us have heard of a female relative, friend or public figure that has suffered with breast cancer. Over one million women worldwide are diagnosed with breast cancer every year, with the highest incidence in the US and Australia. A French study, just published in the *Journal of the National Cancer Institute*, indicated that high intakes of lignans could reduce the risk of breast cancer by almost 30 percent. This study is one of many that have come to a similar conclusion.

Thirty years ago the wife of a good friend contracted breast cancer. Medical treatment was not so advanced in those days and the disease progressed to the point where, in desperation, she and her husband, in trying to find a cure, visited a 'doctor' in the Philippines reputed to have produced miracles. Of course there was no miracle cure and the life of a charming lady and mother, finally extinguished shortly after. In her memory and aware of the tragedy of other women who died with this disease, I have kept my mind open to the possibility that there might be some natural treatment that showed some promise.

At least 10 years ago, I read, for the first time, that plant lignans, principally from flax, were successfully treating breast cancer – at least as successfully as Tamoxifen, the drug of choice at the time. In the past ten years there have been a considerable number of research papers on lignans that pointed in the same direction, all positive. As a result, we formulated Lignan Life – a tablet containing a specific dose of lignans from flax.

In supporting a University and industry program, we were delighted to have a PhD student interested in studying the effects of lignans on estrogen – an excess of estrogen normally results in breast lumps. Trials using Lignan Life began at RMIT University over two years ago and were completed late in 2006. We expect the results to be published in medical journals later this year.

From a commercial viewpoint, being at the cutting edge does not generate immediate returns on our investment - this we understand. It will be some time before lignans and Lignan Life assume a positive role in breast cancer therapy as the preventative treatment of choice. However, practitioners are reading more of the same good news about Lignans and recommending Lignan Life for women at risk, eg., women with sisters or female relatives that have contracted breast cancer. Surely we can be proud of our efforts, if we can, in future, reduce the risk of this terrible disease.

Regards,

Product information & New Products

MELROSE - A SUCCESS STORY

Over the last 7 years, Melrose has doubled in sales and staff. Despite the growing legal obligations, regulations and certifications that we need to have, we are still going from strength to strength. This shows that there is a lot of confidence in our products in the market place, and that the general public are becoming more aware of the quality of the products that they choose to buy.

Geoff is still constantly thinking about new products and new and improved ways to label and package our existing products. There is always something new on the market to compete with, so we need to try to keep one step ahead of the rest!

We are aware of our need to look after our customers and now have more sales reps and even a merchandiser to assist with product information and professional displays. We exhibit at expos, have a wonderful new web site and advertise in magazines to keep everyone up with our expanding range of products.

Jump on the bandwagon and enjoy the ride with Melrose!

Melrose LignanLife®

A wellness product that influences the biomarkers of healthy breast tissue in postmenopausal women. LignanLife® has been researched and developed for the preservation of healthy breast tissue. The principal active ingredient is Secoisolariciresinol Diglucoside (SDG) obtained from flaxseed. The SDG content is 50mg per tablet.

Melrose LignanLife 60 tablets



New look for Omega Fibre, the same wonderful product in new packaging.

Made from Organic Flaxmeal. Rich in soluble and insoluble fibre, Omega 3 and 6 Essential Fatty Acids and Protein. Melrose Omega Fibre is based on lignan-rich flax meal. It is wheat, gluten and psyllium free - ideal for those with food allergies or the most sensitive intestinal tracts.

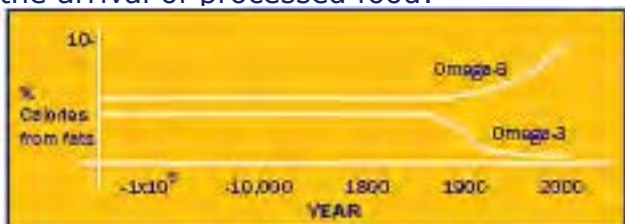
The role of the flax fibre is to support a gentle cleansing of the intestinal tract and may be taken on a daily basis without worry of dependency. Soluble and insoluble fibre and mucilage aids regular bowel movement without abdominal cramping or bloating. Omega Fibre is a valuable source of Omega 3 fatty acids. In addition to Flax Meal, Omega Fibre contains Licorice powder 1%, Slippery Elm powder 1% and Aloe Vera juice 1% as powder.

Melrose Omega Fibre Organic 300g



Flaxseed Oil - A Good Fat!

The good fats are the two essential fats: Omega-3 Alpha Linolenic Acid (ALA) also called super polyunsaturated and Omega-6 Linoleic Acid (LA), more commonly known as polyunsaturated fat. These fats are essential because our bodies cannot exist without them and most importantly of all they must come from food. A serious deficiency of either results in progressively poorer health. For these reasons, healthy fat is every bit as important as protein, minerals and vitamins. Our eating habits have changed since the arrival of processed food:



This graph shows the change in Omega-3 and Omega-6 fat consumption over the past million years. To correct this imbalance we need to consume more Omega-3, (the richest source is Flaxseed Oil with 52-62%) whilst reducing Omega-6. To reduce Omega-6, avoid purchasing products such as Margarine that emphasise Polyunsaturated fats and replace them with monounsaturated products or products emphasising Omega-3.

Why do I need essential fats?

The essential fats act as lubricants, cushions and insulators, guarding against the stresses that we encounter. They provide structural rigidity to cell membranes, and specifically in the case of the Omega-3 Alpha Linolenic Acid (ALA), provide a range of anti-inflammatory eicosanoids. ALA is also known to disperse platelet aggregates in the blood.

Can everyone take Flaxseed Oil?

Everyone can enjoy the benefits of Flaxseed Oil. The adult daily usage is 2 teaspoons (1 dessertspoon or 10ml) For children 6 months to 2 years 1 teaspoon every other day, 2 years to 5 years 1 teaspoon daily, 6 years to 12 years 1 teaspoon daily, 13 years and older 2 teaspoons daily, Pregnant and nursing mothers 1 to 3 teaspoons daily

How is Flaxseed Oil taken, when is the best time and how does it taste?

Flaxseed Oil can be taken at any time of the day. It can be added to breakfast cereal (before adding the milk), make a smoothie, add to salads or taken off the spoon. As Flaxseed Oil is intended to be taken regularly, breakfast is the ideal time. Flaxseed Oil has a nutty buttery taste

that is pleasant.

Is Flaxseed Oil the same as Fish oil?

Flaxseed Oil is a plant oil high in Omega-3 (ALA). Fish eat plants and algae also rich in Omega-3 ALA and then convert the ALA to EPA and DHA in their bodies. Humans can convert ALA to EPA and DHA in their bodies, especially if they reduce their consumption of Omega-6 (polyunsaturated) oils such as safflower and sunflower salad oils and meat.

Can you take too much Flaxseed Oil?

Yes you can take too much of anything. Fat or oil intake should not exceed 30% of total kilojoules (calories) per day. When taking Flaxseed Oil, you should be mindful of reducing other fats so total fat is not increased overall.

Why is Flaxseed Oil packaged in opaque containers and kept in the refrigerator?

Light, especially bluish fluorescent light, is very damaging to Omega-3 oils such as Flax and Fish oils as it initiates photon oxidation. These oils also maintain their freshness longer when kept at a low temperature. If storage over a long period is necessary it is safe to store in the freezer.

Organic

Wherever possible it is important to buy certified organic oils. Melrose oils are certified organic by ACO (Australian Certified Organic). Oils that are titled Omega Chemical Free have been tested for pesticides, fungicides and weedicides by NATA approved laboratories and found to be below the level of detection.

Available

Melrose Organic Flaxseed Oil is available in 200ml and 500ml Glass bottle and a 250ml poly container. Also available in Organic Vegetable Capsules, 100's & 250's.

Melrose Omega Chemical Free Flaxseed Oil is available in 500ml glass Bottle and 250ml Poly container.



Just fibre? Or fibre and more? by Toni Jordan

Researchers and doctors know most of us should eat more fibre, but sometimes it's not that easy. Choosing the right fibre supplement might be the answer.

Paul has a problem—and it's turning this fun-loving 43 year old into a social recluse. 'It's my stomach,' he explains. 'It's ... well ... you know ...' Relax, Paul. We all know the feeling—indigestion, constipation, flatulence and bloating. 'It's only started in the last few years. I know I'm not eating right, but with my new job and the kids ...'

Fabulous Fibre

The human digestive tract simply doesn't work properly unless it has enough plant material, but discomfort isn't the only concern for people like Paul. A lack of dietary fibre has been linked to serious diseases like heart disease, cancer and diabetes. The National Health and Medical Research Council recommends 30 grams of dietary fibre a day for men, and 25 grams a day for women, but most of us manage only 18 to 25 grams a day. While we should all strive to eat better, as Paul has discovered, doubling the amount of cereals, fruit and vegetables isn't that easy.

Fibre Supplements – the pathway made easy

Fibre supplements make it easy for everyone to improve their diet, and their digestive health. Natural, gentle fibre supplements often contain:

- Flax meal—although it's usually the oil that's used, flax meal is a terrific source of both soluble and insoluble fibre. Flax meal is not as rough as psyllium; it's a gentle, non-addictive way to cleanse the entire bowel. As a bonus, it's also a good source of protein and omega 3 essential fatty acids. Flaxseed also contains plant lignans, phytochemicals that show exciting possibilities for protecting breast tissue
- Licorice root—licorice has been used for centuries for its anti-inflammatory and healing effects on damaged tissues, and is ideal for stressed intestinal mucosa
- Slippery elm—the bark of this tree is mucilaginous when mixed with water, so it protects and coats the intestines
- Aloe Vera juice—naturopaths often recommend this popular health food for intestinal wellbeing.

Choosing your fibre supplement

When choosing your fibre supplement, it's important to remember what you don't want. If possible, buy an organic supplement to make sure there are no residual pesticides or herbicides. Fibre has a neutral taste, and most people find it easy to include their fibre supplement in a normal diet by mixing it in juice, water or smoothies, or spooning it over cereals, fruit or yoghurt. Check the label before you buy; you definitely don't need:

- Artificial colours
- Artificial flavours
- Sugar
- Artificial sweeteners
- Wheat or gluten



Tips for better bowel health

'So I just buy a natural fibre supplement from a health food store or pharmacy and mix a dessertspoon of natural fibre into my juice in the morning? And that's it?' Paul asked. Pretty much, but there are some other things you can do to keep healthy inside.

- Drink enough water—we've all heard the advice, but drinking 8-10 glass of water a day is important to prevent constipation
- Exercise—to keep those bowels moving, get those legs moving
- Think brown—brown bread, brown rice and wholemeal pasta all contain more fibre than their white version
- Eat the skin—apples, potatoes, even roast pumpkin; fruit and veggie skins are packed with fibre



Melrose Omega Fibre available in 300g



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