

Newsletter

July 2007

(Special Edition)



melrose

First in Flaxseed Oil

This Month

News

Vitamin C
Fish Oil
Flax seeds

Read about us

Australian Natural
Health - Vitamin C

Focus On - Vitamin C

Nature & Health -
Flaxseed Oil

Options - Flaxseed Oil

Women's Health &
Fitness - Flaxseed Oil

Organic Gardener -
Flaxseed Oil

Healthy & Heart Wise
- Nut Spreads

Wellbeing - Flaxseed Oil
& Fish Oil

Natural Health &
Beauty - Vitamin C

Window Displays

Melrose Vitamin C



Geoff's Letter

Dear Friends,

Recently we exhibited our products at the Melbourne and Sydney Good Food Expos. Public attendance at each was up near 30,000 which is quite amazing, even more incredible when you learn that entry is \$25, and add parking on to this, and a day out is not cheap. It does show that people are seeking better, healthier foods which augurs well for our industry.

Our Organic Essential Greens was the focal point of our display, sampling to well over 500 people at each expo. The reception was excellent, and for those who had previously tried Barley and Wheat grass they felt the taste was exceptional. Sales of more than 30 at each of the Expos means that these customers will be back for more in a month or two, and for those on a first experience tasting, an earlier follow up is something we hope for.

Our nut spreads were also sampled, and whilst these spreads are well known in Melbourne, many Sydney people had not had the pleasure of tasting them previously, so they created considerable interest, resulting in very good sales.

Exhibiting at Expos costs thousands of dollars, but we view the expense as an effective way of advertising that should result in sales from your store. Please support us as we support you in mutually building our businesses.

Every year I attend the Australian Institute of Food Scientists and Technologists annual meeting – a 3 day event. Whilst I am not a food technologist, there is much to be learned at this event, now in its 40th year. It is worrying to report that 85% of food companies are overseas owned and that food manufacturing in Australia is on a downward slide. With the big two Supermarket chains now heading towards 30% own label, (Walmart has 40%) many well known brands and businesses will disappear. We have all seen the cans of tomatoes from Italy and, would-you-believe, frozen fish from Uganda is in Coles. Australia is surrounded by water, and fish, so one can only wonder at the sense of it all. Where the product is produced is in the fine print, and who looks anyway? I think the 'Made in Australia' campaign has petered out. Has anyone seen any publicity lately?

Maybe the Health Food industry has an opportunity being handed to them as a result of the 'own brand' policy of the chains, and the 'get it from anywhere so long as it's cheap' edict. On the other, hand figures show that strip shopping is resurging and the ever cheerful butchers are doing more business – that's a positive sign for all small shops. It's also a positive sign that people are seeking better quality, for which the strip shops are noted, and turning away from the mass marketers.

Regards,



Vitamin C

Back to basics with Vitamin C by Toni Jordan B.Sc. Dip B.A.

If you're a little confused by all the new products at the health food store or pharmacy, stop worrying right now. Sometimes the classics are still the best, as Toni Jordan explains.

S-adenosylmethionine, Acetyl-L-Carnitine, lutein—it seems that every week there's an exciting new supplement discovered that promises to improve your health and wellbeing. While some of these breakthroughs are real advances, it pays to remember the power of the old favourite vitamins, like vitamin C.

Beautiful skin

We've all heard about the Hollywood stars who inject collagen to make their skin smoother and younger, but there's no need to go to extremes! Vitamin C supplements are an easier way to help your skin, because vitamin C is essential for collagen production. In fact, scurvy, the vitamin C deficiency disease with symptoms like bruising and bleeding gums, happens when a lack of collagen causes tissues to break down. Vitamin C helps wound healing and keeps the skin strong and supple. It's also great news for people with broken capillaries and uneven colouration, because vitamin C strengthens capillary walls to fight facial redness.

Beating aches and pains

Vitamin C's role in connective tissue production doesn't stop at the skin. Vitamin C is also a vital component of the body's musculoskeletal system, and not enough vitamin C contributes to joint pain and muscle soreness. If a lack of vitamin C causes broken capillaries on the face, it's likely a deficiency also leads to minor tears and bleeds in muscles and joints. In postmenopausal women especially, vitamin C helps boost bone mineral density, and in people who exercise strenuously, 1000mg vitamin C three times a day reduces muscular soreness. If you're one of the many Australians who suffer from lower back pain, vitamin C supplementation may help.

Healthy immune system

Taking Vitamin C at the first sign of a cold is good, but making sure you have enough every day is even better. In studies, volunteers who take vitamin C supplements have a boosted immune response, improving their ability to fight off viruses that cause colds and flu. More research needs to be done to discover exactly how this works, but early signs are that vitamin C helps white blood cells, especially neutrophils, and antibodies work better. If a cold or flu does strike, extra vitamin C will help. Naturopaths recommend 1000mg every hour for the first six hours.

Free radical chomping antioxidant

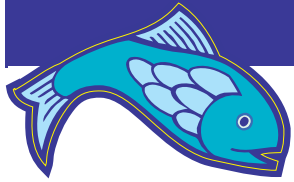
Yes, there are a lot of antioxidants at your health food store or pharmacy, but Vitamin C is the original and one of the best. It's a highly-potent free radical scavenger, and one of the body's first lines of defence in protection from oxidative stress. Oxidative stress can be increased by UV radiation, pollution and ageing, and can lead to diseases like cancer and atherosclerosis. Vitamin C also protects the body's other antioxidants, like vitamins E and A.

Linus Pauling, the dual-Nobel prize winning scientist, became vitamin C's best known advocate in the mid-1960s and his book 'Vitamin C and the common cold' is still considered an important work in orthomolecular medicine. When he first began taking vitamin C powder, Pauling and his wife noticed 'an increased feeling of wellbeing.' Add vitamin C to your supplementation regime, and you might notice the same thing.



Melrose Vitamin C

Calcium Ascorbate 1kg (8 x 125g sachets)
Sodium Ascorbate 1kg (8 x 125g sachets)
Ascorbic Acid 1kg (8 x 125g sachets)
Vitamin C & Bioflavonoids 800g (8 x 100g sachets)



How one hospital started a revolution with fish oil

A combination of new research and open-minded physicians is blurring the lines in medicine, as Toni Jordan, AACNEM B.Sc. Dip A, reports.

Until now, understanding your health care choices has been relatively simple. If you want a prescription for a pharmaceutical drug, you consult a traditionally-trained doctor. Or if you want a more natural treatment, you visit a naturopath. But to some patients, this division is not only artificial; it's harmful. It denies both sick and healthy people the ability to choose the best combination of conventional and alternative treatments.

But some medical professionals are now offering their patients the best available treatment, regardless of its origins. Professor Les Cleland, head of rheumatology at Royal Adelaide Hospital, is a doctor at the foreground of this paradigm shift. Professor Cleland has been treating arthritis sufferers for more than 20 years, but his treatment of choice isn't an anti-inflammatory drug produced by a multinational pharmaceutical company. It's fish oil.

The Royal Adelaide Hospital dispenses over 400 bottles of liquid fish oil each week to arthritis patients. 'We've known for more than 20 years that fish oil supplements can benefit the symptoms of rheumatoid arthritis,' Professor Cleland says. Fish oil's effectiveness lies in its anti-inflammatory action. The omega-3 essential fatty acids found in fish oil are used by the body to manufacture prostaglandins, which are hormone-like chemicals that cause pain and inflammation. All prostaglandins cause inflammation, but those made from the omega-3 fatty acids found in fish oil are weaker than those made using other fatty acids. So fish oil can actually decrease an arthritis sufferer's pain, swelling and stiffness.

A reduction in the crippling symptoms of arthritis isn't the only benefit of taking fish oil. 'Not only do we have better disease control in arthritis patients, we also have a reduction in a number

of cardiovascular risk factors.' Professor Cleland says. Research shows that patients taking fish oil have improved triglyceride and cholesterol profiles, which could lead to a lower risk of cardiovascular disease.

Also, if you're taking fish oil, you're less likely to be taking non-steroidal anti-inflammatory drugs, known as NSAIDs. NSAIDs were originally touted as a cure-all for a wide range of inflammatory diseases, but one, Vioxx, was recalled world-wide in 2004 because of its fatal side effects. 'The Vioxx issue has caused an increased scrutinising of the other NSAIDs—they almost all increase the level of cardiovascular risk,' warns Professor Cleland.

So why isn't everyone with arthritis taking fish oil? 'The number one reason has been the lack of availability of a suitable dosage,' says Professor Cleland. To control the symptoms of arthritis, sufferers need to take 10 or more fish oil capsules a day. At this dosage, fish oil supplementation quickly becomes expensive, and some people find this many capsules difficult to digest. Instead, the Royal Adelaide Hospital uses liquid fish oil supplied by Melrose Health Supplies. 'Most people cope well with the liquid, taken on juice,' adds Professor Cleland.

So is this mixing of conventional and natural medicine a sign of things to come? If the patients at Royal Adelaide Hospital are any guide, in the future more and more health consumers will combine the best of both worlds.

For further details contact Jackie Edgar at the Royal Adelaide Hospital's Preventative Care Centre on 08 8222 5219.

Melrose Omega 18/12 Fish Oil 250ml Poly bottle

Melrose Omega 18/12 Fish Oil 500ml Glass bottle





*An interesting article from the
Complementary Healthcare
Council of Australia Newsletter.*



Flaxseed is positive in cancer trials

US research into alternative medicines suggests flaxseed slows the growth of prostate tumours in cancer patients.

In the flaxseed study, researchers at Duke University Medical Centre in North Carolina and colleagues evaluated the seed's role as a food supplement in 161 men who were scheduled to undergo surgery for prostate cancer.

"The growth rate was decreased in the men who got flaxseed," said Dr Nancy Davidson, an oncologist at Johns Hopkins University in Baltimore who is president-elect of American Society of Clinical Oncology.

Flaxseed is rich in omega-3 fatty acids and lignans, a fibre found on the seed coat.

Half of the men in the study added 30 grams of flaxseed daily to their diets for about 30 days. Half of the flaxseed group also went on a low-fat diet. After the surgery, the researchers looked at the men's tumour cells to see how quickly the cancer had multiplied.

The cancer cells in both the flaxseed groups grew about 30 to 40 per cent slower than the control group.



Flaxseed Organic 500g

