



This Month **February 2008**

- Read About Us**
- Australian Natural Health - Flaxseed Oil
 - Nature & Health - Chlorella
 - Options - Clean Green
 - Women's Health & Fitness - Castile Soap
 - Organic Gardener - Castile Soap
 - Slimming & Health - Fish Oil & Flaxseed Oil
 - Australian Healthy Food Guide - Nut Spreads
 - Wellbeing - Fish Oil
 - Herbs & Health - Fish Oil
 - The Journal of Complimentary Medicine - Omega Fibre



Geoff's Letter

Dear Friends,

For at least the past ten years the term 'Functional Foods' has been used by the innovators within our industry to describe novel foods, or those designed with an additive to produce a health benefit. As examples, our OmegaCare Table Spread with high omega-3 content and low saturated fat, and the margarines Logicol and Pro-activ containing stanols are functional foods that promote heart health. They are functional foods because they supply a special health benefit not available in the regular product.

In Australia, the general rule is that claims are not permitted on foods, but I have to say that this once hard and fast rule is slowly changing. At present, the closest to a claim is the Heart Tick program which is applied, for example, to products that are low in saturated fat. Interestingly, I applied to the Heart Tick people some years ago offering our high Omega-3 products as well researched products that lower the risk of cardiovascular disease. The application was refused on the grounds that they contained Omega-3, but I could have the tick on the basis of 'low saturated fat' – imagine my disbelief and annoyance!!

Research in the USA shows that most Americans have some understanding of the term 'functional food' and I believe this would be the case in Australia. When asked what functional food means, consumer responses included:

- "Maybe foods that are more natural in their core"
- "Foods that have more vitamins and nutrients and phytonutrients than other foods."
- "It helps your body work or break down necessary components in your body. It has a function."
- "I don't know"

The research indicated that there has to be some existing knowledge of the ingredients in the consumer's mind, as not understanding where a food's health benefits came from tends to turn customers away. There was also a demarcation between those functional foods that had 'natural' ingredients and those 'created' using some obscure ingredients - the former having more success.

We first advertised flaxseed promoting flaxseed oil being the richest source of Omega-3 fatty acids in 1984-5. It takes a generation (20-25 years) for the last minority of people to remember hearing about an ingredient such as Omega-3. I think we have reached that point now. On the other hand, a huge advertising program on cholesterol reducing stanols, including medical support, as in the case of Logicol, will shorten the time considerably.

Ultimately, individuals want to be able to connect a functional food with the ingredients in it, its nutrients and the health benefits claimed. To make this link an individual will make up their own mind about the ingredients, their intuitive sense about a product based on clues like packaging and their personal experience, recipes or professional advice.

Regards,

Welcome to 2008
The year of the Rat



New products / Product Information



**Pancake Time!
Shrove Tuesday is
Tuesday February 5th**

You can't have pancakes
without Maple Syrup!

MAP 001
Shady Maple Syrup Org 250g
W'Sale \$8.85 RRP \$13.25

MAP 002
Shady Maple Syrup Org B Grade 1.89ltr
W'Sale \$48.10 RRP \$72.15

**Organic Shady Maple
Maple Spread
Creamy and Clear**

Our friends at Shady Maple
have developed two unique
and revolutionary products
designed to delight the taste
buds. Now you have the
finest maple syrup nature
can offer with a consistency
similar to honey.

Mix these new products
with liquid or solid
ingredients to create
new desserts, cakes and
confectionery. Makes
sauces for cooking and
roasting. Combine them
with other flavours like
spices and fruits. Available
in 270g.

ENJOY



MAP 004
Maple Spread Creamy 270g
MAP 005
Maple Spread Clear 270g
both: W'Sale \$7.30 RRP \$10.95

New from Melrose

To complement our Mayonnaise range we have introduced
a handy 250g size jar of Organic Sunflower Mayonnaise.

Our Mayonnaise Range includes:

Melrose Mayonnaise Organic Sunflower 250g
Melrose Mayonnaise Organic 365g
Melrose Dijonnaise Organic 365g



New from The Chia Company

Chiatah is a 100% natural 'super wholefood' of the future,
now available through Melrose. Chiatah is a high quality
Chia seed grown on the pure, fertile plains of the Kimberley
region, Western Australia. One of nature's most nutritious
foods, the Chia seed is one of the richest known sources
of plant-based Omega 3 and 6 and is also high in protein,
fibre, antioxidants, and a range of vitamins and minerals, all
of which are essential for a healthy body and thriving mind.
Available in 150g packs in either black seeds or
white seeds.

Chiatah
Get ahead of the pack with wholefood Chia



Melrose Cod Liver Oil

Melrose Colpres Cod Liver Oil is an excellent source of
natural Vitamin A & D and Omega-3 marine triglycerides.
Cod Liver oil contains 9% EPA and 11% DHA.

Melrose Cod Liver Oil 200ml
Melrose Cod Liver oil 500ml



Melrose Norwegian Omega 18/12 Fish Oil

Melrose Norwegian Omega 18/12 fish oil aids in the temporary
relief of arthritic pain. Omega-3 fatty acids help reduce
inflammation and increase joint mobility associated with arthritis.
It also helps maintain a healthy heart, healthy cholesterol and
triglyceride levels.

Omega 18/12 Fish Oil 250ml
Omega 18/12 Fish Oil 500ml



Melrose Calcium Complex has been discontinued

For more product information, go to www.melrosehealth.com.au