



**MAY 2008**

**This Month**

**Naturopath News**

Castile Soap

**New Products**

Melrose Calcium Lactate



Hilde Hemmes Herbals  
- Liniment Products

**Expos**

Massage -  
Adelaide Hilton 16-18 May

Good Food -  
Melbourne 30 May-1 June



**Geoff's Letter**

Dear Friends,

“What’s wrong with sliced white bread?”

“Everyone is different”, so they say, but people do form into more discernable

groups depending on income, especially in the choice of where they live. Generally the decision is an economic one but there are many other factors such as a decision to rent in the inner city affluent suburbs or buy your own home in the less expensive outer suburbs. Recently I listened to Leo Blake, an independent supermarket operator with four supermarkets, two under the Leos banner in the affluent suburbs of Kew and Ivanhoe, east of Melbourne, and the other two under the name Maxi Foods in the lower socio-economic outer Melbourne suburbs of Carrum Downs and Ferntree Gully.

Leo made an interesting comment comparing the purchasing patterns of two items in his supermarkets at Kew and Carrum Downs. In the more affluent Kew, Leo remarked that sliced white bread would go mouldy on the shelf, but at Carrum Downs they needed hundreds of loaves every day. Of course the Kew residents bought bread, but it was whole grain. The other comparison on cigarettes showed that at Carrum Downs, cigarettes were a staggering 24% of total store sales compared with 8% at Kew. We already know that cigarettes are the major cause of lung cancer and increase the risk of other diseases so I do not want to dwell on this, but what’s wrong with sliced white bread?

A research team at Sydney University researched the effect of white bread on the likelihood of developing greater disease risk. The research was printed in the February edition of the American Journal of Clinical Nutrition. The study found that most white bread had a high glycemic index. A high glycemic index means that the bread produced a quick insulin response from the release of glucose. A slow insulin response is produced with whole grain breads and fibre. I might also add that most biscuits have a high glycemic index as these also break down quickly.

The researchers studied the diets of nearly two million men and women worldwide and found a surprisingly significant association between high glycemic index foods and cancer and heart disease. The lead author of the report said, “that a constantly high blood glucose level due to a high GI diet may literally ‘wear out’ your pancreas over time, eventually leading to type 2 diabetes in older age. This is because constant spikes in blood glucose that cause the body to release more insulin also increase a related hormone substance called ‘insulin like growth factor’. These hormones increase cell growth and decrease cell death, and have been shown to increase the risk of developing cancer”.

People form habits at an early age, and as we all know, changing one’s habits is not impossible but highly improbable. Whilst it is almost impossible to get people to ‘quit’, bread manufacturers have produced a sliced white bread near equivalent to whole grain bread. It remains to be seen if the people of Carrum Downs have noticed and made the change.

Extra dietary fibre can also be gained by taking one of our specially formulated low GI products such as Omega Fibre or Breakfast Booster.

Regards,




**Happy Mother’s Day**  
**Enjoy breakfast in bed and a wonderful day with your Mother, Children, Family.**

# New products / Information

## Melrose Vitamin C



Melrose Vitamin C crystalline powders are never out of season, you don't peel or squeeze them, and they are always low in price.

Available in:

Vitamin C Calcium Ascorbate

Vitamin C Sodium Ascorbate

Vitamin C Ascorbic Acid

Vitamin C plus Bioflavonoids & Orange

## Melrose Pure Calcium Lactate

A good source of Bioavailable Calcium - GMO Free, Gluten Free

Calcium accounts for two percent of adult human body weight with over 99% of total calcium found in teeth and bones. The remainder is present in blood, extracellular fluid, muscle and other tissues. Bone is a dynamic tissue that is constantly undergoing resorption and bone formation. The skeleton has an obvious structural role and it also serves as a reservoir for calcium.

Chronic calcium deficiency resulting from inadequate intake or poor absorption is one of several important causes of reduced bone mass and osteoporosis.

Calcium Lactate is highly soluble, tasteless, food grade powder with 14% Calcium. Calcium absorption from Calcium Lactate is 32% compared with Calcium Citrate 23%. Each serve is 10g

Pure Calcium Lactate 350g



## New from Hilde Hemmes Herbals

Easy to use and fast acting liniment Products

- Linimentum Flex and Linimentum Sport

Linimentum Flex is a non-greasy rub and is used as a topical liniment. It contains the essential oils of clove and eucalyptus which have been traditionally used in western herbal medicine.

Provides natural relief from:

- rheumatic pain
- arthritic pain
- neuralgia (nerve pain)
- lumbago (lower back pain)
- muscular and joint pain

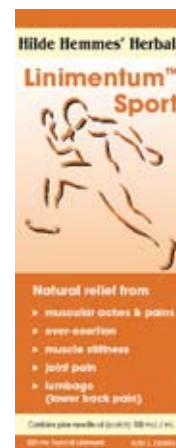
Linimentum Sport is an all natural, non-greasy, pain-relieving rub, specially formulated to reduce muscular aches and pains associated with sport and exercise. It has a rubefacient effect that improves local blood flow to assist recovery and increased mobility, and also has a penetrating action when applied onto the skin. This pleasant smelling product contains cooling and refreshing pine needle oil.

Provides natural relief from:

- muscular aches and pains
- over-exertion
- muscle stiffness
- joint pain
- lumbago (lower back pain)

Linimentum Flex 220ml

Linimentum Sport 220ml



## IMPORTANT ANNOUNCEMENT TO THE HEALTH INDUSTRY!

1.Despite what others may claim, Olive Leaf Australia is the only company in the world making OLE directly from freshly picked *Olea europaea* leaves.

2.Most other liquid OLE's sold in Australia are made from either dried leaves or just reconstituted from imported powders. The words "fresh leaf equivalent" on a label do not necessarily mean "Made from fresh leaves."

3.Olive Leaf Australia completed years of scientific research to select the olive tree varieties which have the broadest spectrum of healing actives.

4.There are around 100 compounds in fresh olive leaves which work in synergy. Liquid OLE's reconstituted from powders can be artificially boosted to show high Oleuropein levels on the label but still be very low in most other healing actives.

LOOK OUT FOR OUR GREAT JELLY FISH COLOURING COMPETITION - COMING SOON!

ASK YOUR MELROSE SALES REP FOR DETAILS OR CALL THE OFFICE



## Discontinued Products

- Juniper Cellufirm
- Flour White Rice BD 5kg
- Adzuki Beans Organic 350g
- Potato Juice
- Sauerkraut Juice
- Super Multi Plus 60 tabs

**melrose**  
health

Office Hours - 8.30am - 5.00pm Monday - Thursday and 8.30am - 3.00pm on Friday

# Naturopath News

by Jacinta Ammerlaan - B.Health Sci.(Naturopathy), Adv.Dip.Health Sci.(Nut.&Herb.Med.)

## Best Sellers for April



Melrose Fish Oil 500ml



Melrose Flaxseed Oil 500ml



Kaoka Chocolate



Castile Soap



Lucas Papaw Ointment



Melrose Omega 3 Jelly Fish



Four Leaf Rolled Oats



Melrose Omega Gold Flax



Melrose Nature's Herbs Range



Chiatah Chia Seeds

## Castile Soap

Castile soap is a name used for soap made entirely from vegetable oils such as Olive, Coconut, Palm, Almond, Hemp, Jojoba and Flaxseed.

According to some authorities Castile Soap originated in Central Spain in the Kingdom of Castile, where it was entirely made from olive oil. Importations of Castile Soap through Antwerp appeared in London port books as early as 1567-68.

Castile soap is undisputedly regarded as one of the mildest soaps in the world and for hundreds of years it was known as the "Queen of Soaps". Castile soap is very gentle and mild and is suitable for all skin types. It has rich moisturising properties which are beneficial for people with eczema, psoriasis, chemically sensitive individuals and babies. Castile soap will not produce a lot of sudsy lather but will effectively and gently clean hair, skin, laundry, dishes etc. It can also be used as an effective stain remover.

Castile soap is made by a chemical process called saponification. Saponification occurs when lye (potassium hydroxide) is mixed with vegetable oils such as Olive Oil. This process produces a mixture of soap and glycerin. Glycerin is also known for its moisturising properties.

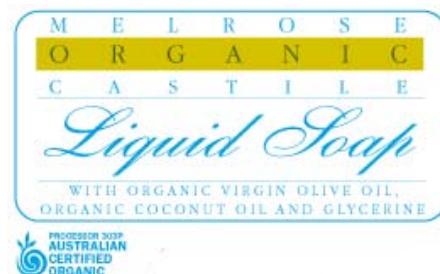
Melrose Castile Soaps Are:

- Australian Certified Organic
- 100% Biodegradable
- Contain no Synthetic Detergents or Foaming Agents
- Contain no Animal Ingredients nor are Tested on Animals
- Contain no Preservatives
- Cost Effective

Melrose Castile Soaps are available in 6 different fragrances – Almond, Lavender, Peppermint, Rosemary, Orange & Original and are available in a 500ml Pump, 500ml Refill and a 300ml Foam Pump.



Organic Original with Pump 500ml  
Organic Rosemary with Pump 500ml  
Organic Peppermint with Pump 500ml  
Organic Almond with Pump 500ml  
Organic Lavender with Pump 500ml  
Organic Orange with Pump 500ml  
Organic Original Refill 500ml  
Organic Rosemary Refill 500ml  
Organic Lavender Refill 500ml  
Organic Peppermint Refill 500ml  
Organic Almond Refill 500ml  
Organic Orange Refill 500ml  
Foam Pump Organic Original 300ml  
Foam Pump Organic Lavender 300ml  
Foam Pump Organic Orange 300ml



For more product information go to: [www.melrosehealth.com.au](http://www.melrosehealth.com.au)