

# Your Health

**In this issue.....**

Geoff's Letter - What is natural?

Naturopath News - Breakfast Booster

Best Health & Beauty Sellers from last month

Geoff's Q & A - Gritty Vitamin C

**We hope to see you at the Irresistible Gluten Free Food Show, 3rd - 4th October, 2009**

**Melbourne Convention & Exhibition Centre  
2 Clarendon St, Southbank**



**Happy Father's Day**



# Geoff's Letter



Dear Friends,

## What is 'natural'?

Interestingly, there is no official, enforceable definition of 'natural', that is not yet, but a definition is promised within the next year or two when our standards organisation, FSANZ, completes its ten year deliberations on food standards. In the meantime, I think most of us would agree that 'natural' means ingredients that nature has produced with not too much interference by man.

As a guide, the ACCC produced a food descriptors guide in 2006 that listed 'natural' as: 'does not contain any additives, did not have any constituent or fraction removed and was not significantly altered from its original physical, chemical or biological state'. How many so called 'natural' products could pass that test? If you look around your shelves you will question, in your own mind, what is really natural and what is not natural even though it claims to be so. Do lists of chemical names on shampoo bottles with the word (from coconut) make you think it is natural? The starting point may be natural, but reaching the end is quite vigorously chemical. Recently, I read an advertisement for a shampoo that claimed '0% chemical' – unbelievable and absolutely misleading to me and hopefully to you - something that should be put before the ACCC.

Often, the law seems to complicate things instead of making it easier to understand. A recent judgement showed that the judge was willing to consider the socio-demographic status of the person in deciding if a product was 'natural'. All of us in this industry would have a very good idea of the meaning of 'natural', however a less well educated person could believe that a product or advertisement indicating the product was 'natural' could easily be misled, in our opinion.

As an example of 'less well educated persons or people', I recently overheard several people at a charity footy BBQ discussing whether chicken was vegetarian. At the end of the discussion the opinion was that "chicken was vegetarian because it flew". I just about choked on my beer, but people in this socio-demographic group can easily be misled. In the end, laws defining 'natural' are necessary because the use of the word 'natural' is a very effective marketing tool.

Regards,

# Information

## The new Botanicals Shampoo and Conditioner Bases are here

**All Botanicals Shampoo and Conditioner bases are Sulphate and Fragrance Free**



Botanicals S/Free Shampoo Base 9ltr	RRP \$89.75
Botanicals S/Free Shampoo Base 1ltr	RRP \$13.20
Botanicals Conditioner Base 9ltr	RRP \$67.30
Botanicals Conditioner Base 1ltr	RRP \$10.20



**Melrose also have the traditional, classic shampoo and Moisturiser bases in the Everyday Range, We suggest that you use the Botanicals Conditioner base to complement the E/Day Shampoo Base.**

Everyday Shampoo Base 9ltr	RRP \$72.00
Everyday Shampoo Base 1ltr	RRP 10.20
Everyday Moisturiser Base 9ltr	RRP \$89.75
Everyday Moisturiser Base 1ltr	RRP \$11.70

Lucas Papaw Ointment price increase from 1st September. New prices will be:

Lucas Papaw Ointment 75g	RRP \$12.32
Lucas Papaw 200g	RRP \$30.31
Lucas Papaw 25g tubes	RRP \$5.94

# Products



## Geoff's Q & A

**Q:** My Melrose Vitamin C, Calcium Ascorbate doesn't dissolve as easily as it used to.

**A:** Consumers who have been using our Melrose Vitamin C Calcium Ascorbate for the past 20 years have found that it dissolved quickly due to its fine crystal shape. Stir half a teaspoon into half a glass of orange juice, give it a stir and it was dissolved.

Unfortunately, our supplier of more than 20 years had to close recently. We found another supplier that met our quality standards, but for the moment could not obtain the desired crystal size.

It will take a little longer for all the crystals to dissolve, or if you can't wait give the last of the juice in the glass a swirl and you will leave very little in the glass. Another tiny rinse will enable nothing left in the glass.

The new batch of Calcium Ascorbate, just in, has the desired crystal size.

### New product from Nature's Goodness Olive Leaf Toothpaste



Olive leaf extract is a natural antibacterial substance which fights the bacteria that cause tooth decay and bad breath. Olive leaf is a potent source of antioxidants - substances which protect the body from the harmful effects of free radicals and oxidative damage. They are reported to reduce the effects of ageing and promote health.

- No Fluoride
- No SLS
- No Parabens
- No Artificial sweeteners
- Deliciously fresh flavour of Peppermint, Lemon, and Olive leaf



**Olive Leaf Toothpaste 110g RRP \$6.95**

### New products from Four Leaf

- |                                   |             |
|-----------------------------------|-------------|
| Organic Gluten Free Muesli 800g   | RRP \$14.60 |
| Organic Gluten Free Porridge 800g | RRP \$11.90 |
| Organic Steel Cut Oats 300g       | RRP \$3.85  |



Four Leaf now has Brown Rice products available, whole rice, flour & flakes. At this time we will keep some of these products as special order only as there has been a significant price rise. e.g.

- |                          |             |
|--------------------------|-------------|
| BD Medium Brown Rice 1kg | RRP \$16.75 |
| BD Medium Brown Rice 5kg | RRP \$74.35 |

### Last month's BEST HEALTH & BEAUTY SELLERS were.....

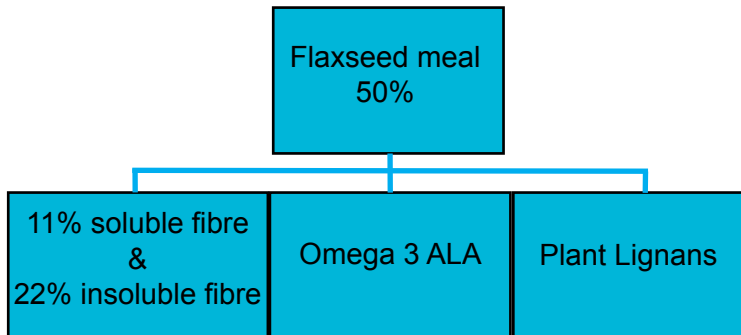
- |                                   |   |
|-----------------------------------|---|
| Lucas Papaw Tubes 25g             | Chandrika Toilet Soap                               |
| Vicco Toothpaste 150g             | Castile Organic Lavender Pump 500ml                 |
| Bee Pollen Shampoo 300ml          | Oil Garden Aromatherapy Lavender Essential Oil 25ml |
| Botanicals Lavender Shampoo 475ml | Melrose Every Day Conditioner Base                  |
| Snappy Jaws Toothpaste Strawberry | Botanicals Shampoo Fragrance Free 475ml             |



# Naturopath News by Jacinta Ammerlaan

## BREAKFAST BOOSTER

Melrose Breakfast Booster contains a combination of whole foods rich in phytonutrients, plant lignans, fibre, vitamins, minerals, antioxidants and essential fatty acids Omega 3, 6 & 9. Breakfast Booster is vital for your body's nutritional needs.



The most prominent ingredients are Flaxseed meal, Soy flour, Barley Grass powder, Brazil and Almond meal and Sunflower meal.

### Flaxseed Meal

Flaxseeds are the richest source of plant lignans (75 to 800 times richer in plant lignans than any other plant source).

Flaxseed meal has 11% soluble fibre and 22% insoluble fibre, which aid bowel movements and the gentle cleansing of the bowel and thereby contribute to colon health. May be taken on a daily basis without the worry of dependency.

Flax meal also contains a significant percentage of Omega- 3 alpha linolenic acid (ALA) which has an anti-inflammatory effect, helps to lower blood pressure and blood cholesterol etc.

### Soy flour

Soy is a recognized source of the isoflavonoids: diadzein and genistein. Our Soy Flour has been pre-cooked prior to inclusion.

### Brazil Nuts

Brazil nuts are the richest natural source of the antioxidant selenium, containing up to 20 parts per million of this element. Selenium is an essential trace element in the body and is an important part of antioxidant enzymes that protect cells against the effects of free radicals that are produced during normal oxygen metabolism.

### Barley Grass

Barley grass is a concentrated source of vegetable greens, for optimal health. It is a rich source of dietary fibre, minerals, vitamins and antioxidants. It also contains Chlorophyll for natural cleansing of the blood and support of the immune system.

### Melrose Breakfast Booster Ingredients:

Organic Flaxseed Meal (50%), Soy Flour (25%), Almond Meal (5%), Brazil Nut Meal (5%), Sunflower Meal (5%), Barley Grass Powder, Soy Fibre, Ginger, Licorice, Calcium Lactate, Vanilla & Magnesium Carbonate

### Melrose Breakfast Booster is:

- Wheat, Gluten & psyllium free
- Cholesterol free
- Vegetarian

### Melrose Breakfast Booster Suggested Serving Size:

Sprinkle approximately a heaped dessertspoon on breakfast cereal. Mix with water or juice. Blend into shakes or use with other foods as desired. Use within 90 days of opening.



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