

OmegaMatters

Premium Supplements for Optimum Health

January 2008

Exclusive
3 for 2 offer on Vegepa*
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Welcome to the first ever Igennus newsletter!

Happy New Year and welcome to *OmegaMatters*, the first ever Igennus newsletter! In launching our newsletter we are aiming to provide you with monthly updates on 'hot' health topics, the latest research, key tips from practitioners and exclusive product offers. Plus, each issue we will publish our favourite health-related questions received from our readers.

Given the tendency to indulge over Christmas, our bodies have likely suffered an onslaught of rich and naughty foods and more than our fair share of alcohol. It's therefore a good time to think about our health and the changes we can make to our diet and lifestyle to improve and maintain our well-being. Dieting is often top of the list of resolutions, but weight loss

shouldn't be our only

concern; bowel health and the immune system are important factors to consider if we want to look and feel good, inside and out!

With the winter weather typically grim and wet, it's no wonder many of us are feeling less than tip-top. Wrapping up in thick coats and turning up the heating are about as far as most of us will go in attempting to ward off the coughs and colds that are sure to set in when our immune systems reach their most vulnerable point. What we should be doing, however, is ensuring that we source the right nutrition, to enable our bodies to fight off bacterial and viral infections naturally and, ideally, to avoid those dreaded bouts of flu altogether. In this issue we offer advice on how to boost your immune system and get you through the winter season in good spirits!

Last but not least, we've included a special offer exclusive to *OmegaMatters* readers – look out for these each month. We hope that you will find this issue interesting and informative and we look forward to your feedback.



Research update

Ritalin believed ineffective long term

ADHD is a growing problem in children and teenagers in western countries. The UK's National Institute for Health and Clinical Excellence (NICE) suggests that ADHD affects at least 5% of children nationwide – the majority being male. Doctors, perhaps keen for a "quick fix", often resort to treatment in the form of prescription stimulant medications such as Ritalin®. Based on an amphetamine-like drug called methylphenidate, it works by dampening the limbic system in the brain, which triggers hyperactive behaviour. Also able to enhance the child's ability to focus for longer periods of time, Ritalin helps to improve children's organisational problems, poor self-control and lack of attention.

A recent documentary on BBC's Panorama, however, revealed the results of a major research project carried out by the US-based National Institute of Health, which brings into question the widespread and generally

continued overleaf



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Ritalin believed ineffective long term

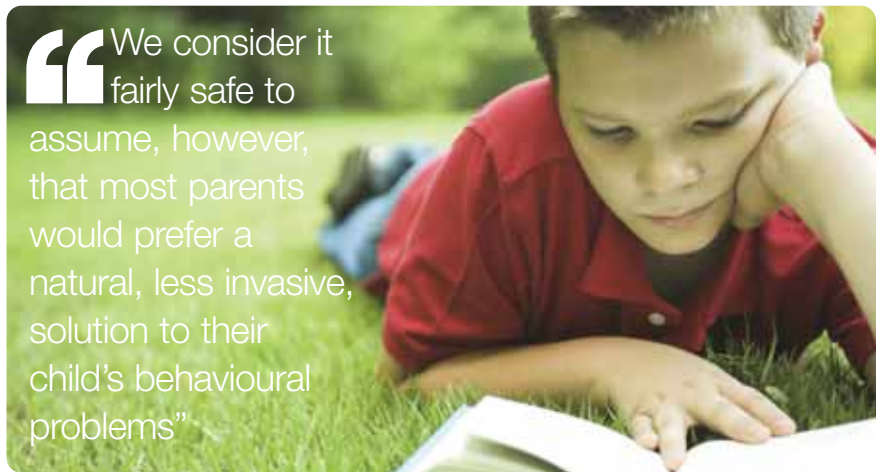
'accepted' usage of Ritalin. The project, called the Multimodal Treatment Study of Children with ADHD, claims that ADHD drugs such as Ritalin and Concerta are no better than non-drug treatments in hyperactive children and confirmed that these stimulant drugs can even exercise a negative effect on their physical development. After studying the effects of taking Ritalin and other similar ADHD drugs compared to non-drug treatments in 600 children over three years, they found that any short-term benefits disappeared, and that taking these drugs long term may result in stunted growth. There is much controversy surrounding the reported side effects of Ritalin, which comes with a long list of potential side effects, but concerns lie principally in the possible adverse consequences upon the sensitive developing brain.

With family relationships often being put under a great deal of stress, it is easy to see why so many children are prescribed Ritalin with little objection from their parents. We consider it fairly safe to assume, however, that most parents would prefer a natural, less invasive, solution to their child's behavioural problems rather than one that involves the use of a stimulant similar in effect to the class A drug, Amphetamine. Reassuringly, a rapidly growing body of evidence suggests that diet may have a

significant effect on the symptoms of ADHD. Both omega-3 and omega-6 fatty acids are integral to maintaining the correct structure of every cell membrane in the body, and are crucial for efficient cell messaging in the brain. Without enough fatty acids, brain cell communication deteriorates; in the case of the dopamine pathway (the neurotransmitter implicated in ADHD, and the basis for which Ritalin has been formulated) this could affect functions such as attention and concentration – both fundamental factors in ADHD. By restoring the levels of fatty acids in the brain, cells are able to communicate properly, and neurotransmitters resume healthy levels. Indeed, results from

controlled trials indicate that supplementation with omega-3 – particularly EPA – can be helpful in the management of ADHD by improving children's concentration and behaviour. A recent review by Ross *et al* (2007) published in *Lipids in Health and Disease* has shown that omega-3 fatty acids are particularly helpful for inattentiveness in hyperactive children.

Vegepa, containing omega-3 and omega-6 long-chain fatty acids, is widely used by an increasing number of doctors and nutrition experts to treat the symptoms of ADHD and other behavioural and emotional problems in both children and adults.



Ask our Expert

Why do I tend to feel low at this time of year? I'm not usually such a negative person, but I've noticed in the past few years that I become irritable and anxious around this time of year. I generally feel quite low and reluctant even to go out, which is unlike my usual self. I don't drink much, and my diet is free of processed foods – what am I doing wrong?

Sarah, Kent

It's unlikely that you're doing anything wrong. It's quite common for people to feel lethargic and generally low in winter. You may have heard of Seasonal Affective Disorder, or 'SAD'. It's often referred to as winter depression, arising between September and April.

The shorter daylight hours and lack of sunlight in winter bring about biochemical changes in the hypothalamus, in the brain, resulting in an imbalance of the neurotransmitter serotonin in some individuals. Playing an important role in the regulation of many body functions, low levels of this hormone have been associated with several disorders including both depression and anxiety.

If you have any questions you'd like to ask our nutrition expert, please write in to Dr Nina. If your letter is published, we'll send you two free tubs of Vegepa. Please send your questions to: Dr Nina, Igennus, St John's Innovation Centre, Cowley Road, Cambridge, CB4 0WS or e-mail info@igennus.com

It may be a case of what's missing from your diet. You don't mention how much or how regularly you eat fish, if at all. Crucial for maintaining both mental and physical health, but fairly scarce in the average western diet, is the long-chain omega-3 fatty acid EPA, which has a direct role in the regulation of the mood-enhancing neurotransmitter serotonin. Some GPs prescribe medications such as serotonin re-uptake inhibitors (SSRIs) to regulate serotonin, but these prescription medicines can have an array of clinical side-effects.

A safe and natural way to boost your mood is to increase your intake of omega-3 through your diet – ideally two portions of oily fish such as anchovies, mackerel, sardines and salmon per week. Sadly it's no longer possible to get your omega-3 quota solely by eating fish, owing to the potential toxicity from PCBs and dioxins.

Topping up your omega-3 intake with a purified supplement such as Vegepa is a sensible means of getting your daily dose of the important nutrient EPA, without the adverse side effects of prescription medication.

Have you turned into a Christmas pudding?

Many of us throw caution to the wind over Christmas, treating ourselves to snacks, mince pies and comforting mulled wine. Now it's time to rid the body of toxins, and get our health back on track. Even the strictest health gurus sometimes find themselves justifying the Christmas binge with excuses such as "It won't do me any harm", and "I'll just make up for it in the New Year". Whilst this may be the case with a moderate degree of overeating and drinking, in truth with the amounts and types of food consumed, we can upset the delicate environment in our bowels and adversely affect our immune systems.

Drinking excessively affects the way in which our bodies absorb different foods and can inhibit the production of the enzymes required for fatty acid metabolism. These important fats are incorporated into cell membranes and are also converted into substances called 'eicosanoids', which support many of the body's systems including the cardiovascular system, blood clotting, fluid balance, the central nervous system, inflammation and immunity, as well as playing a major role in mood and cognitive function. If we drink too much alcohol, however, we can deplete our levels of co-factor nutrients, thereby causing 'blocks' and inhibiting enzyme conversions. This can lead to a myriad of health problems including memory loss, depression, and other symptoms of fatty acid deficiency. It may come as a surprise that it only takes a few weeks of indulging in sugary foods and alcohol to affect our

health detrimentally. Not only can bingeing reduce blood fatty acid levels, but eating the wrong foods can also throw healthy gut bacteria into disarray. High sugar foods alter the delicate pH balance in the stomach and can cause vitamin and mineral malabsorption, rendering us prone to coughs, colds and more serious infections.

There are billions of bacteria and micro-organisms which colonise our guts, known as gut 'flora'. A healthy individual has a precise balance between friendly bacteria (such as lactobacilli and bifido bacteria) and potentially harmful bacteria and parasites such as E. coli and salmonella. The beneficial bacteria are crucial for ensuring efficient digestion and absorption of food, as well as synthesising essential nutrients which are essential for supporting a healthy immune system and maintaining well-being. Indeed, most people would benefit from supplementing their diet with a probiotic supplement to allow 'friendly' bacteria to re-establish dominance in the gut, and prevent harmful yeasts from developing.

High sugar foods feed bad bacteria in our stomachs, and allow harmful bacteria and yeasts such as Candida to establish dominance in the gut. For those who recognise the related symptoms which include bloating,

headaches, constipation and diarrhoea, it is advisable to cut down on sugary foods, alcohol and simple carbohydrates such as white bread and white pasta.

Omega fatty acids are also essential for maintaining a healthy immune system. Converted into substances called 'eicosanoids', fatty acids such as EPA and GLA help to regulate hormones and increase the natural T-cell immune response. By supplementing with long-chain fatty acids, it is possible to overcome the blocks posed by problems with nutrient absorption in the hostile gut, where yeasts such as Candida are dominant. Recent results from a pilot study by members of the National Candida

Society who took Vegepa for three months indicate that fatty acids may help to counteract various symptoms associated with Candida including improvement in irritable bowel syndrome symptoms, thrush occurrence, menstrual problems, depression and muscle ache. For more details of the study, visit our website at www.igennus.com and go to our 'news' section.

If you're in need of a pick-me-up, why not try our smoothie recipe below, containing healthy probiotics and essential co-factor vitamins and minerals to give your immune system a boost.

Flu-fighting smoothie

150 g Greek live yoghurt
100 g mixed berries (strawberries, blueberries, raspberries and blackcurrants)
1 banana
1 tablespoon wheatgerm
1 teaspoon barley grass
half a litre of orange juice



Omega-3 brain boost confirmed

Thanks to nationwide charities like the British Heart Foundation, the benefits of omega-3 fatty acids found in fish oils are already well known in terms of how they help protect the heart. But the results of studies recently published in the November 2007 issue of the American Journal of Clinical Nutrition should leave scientists and other experts in no doubt about the effects that fish-sourced omega-3 fatty acids have on the brain.

Three studies carried out in different parts of the world – New Zealand, Norway and the Netherlands – suggest that the omega-3 fatty acids found in fish (one of which is eicosapentaenoic acid, or EPA) help boost cognitive health in a number of ways.

The New Zealand study, carried out by researchers at the University of Otago, analysed data taken from health questionnaires and blood samples linked to the National Nutrition Survey, which involved more than 2,000 people. They discovered that the ratio of EPA to arachidonic acid (or AA, an omega-6 fatty acid) in the blood was positively linked to mental well-being.

Oxford University scientists, on the other hand, studied more than 2,000 elderly Norwegians, and specifically the relationship between cognitive performance and seafood consumption. In cognitive performance tests, those who ate at least 10g of fish a day performed significantly better than those who ate less. Those who ate the most – up to 75g a day – got the best test results.

Meanwhile, Dutch scientists from Wageningen University used data from a trial that involved 807 men and women in their 60s. The researchers found that those with increased blood

levels of omega-3 fatty acids had not declined in terms of certain speed-related cognitive skills over the three-year trial period as much others who had lower omega-3 blood levels.

In an independent editorial in the same issue, Tufts University expert Irwin Rosenberg commended the trials' findings: "These recent reports are novel in that they address the association of omega-3 fatty acid intake

“ These recent reports are novel in that they address the association of omega-3 fatty acid intake and cognitive function in non-demented individuals and, thus, present a shift in the attention to earlier stages of cognitive decline with the hope of preventing progression to states of dementia and disability before they become irreversible”

and cognitive function in non-demented individuals and, thus, present a shift in the attention to earlier stages of cognitive decline with the hope of preventing progression to states of dementia and disability before they become irreversible,” he said.

How EPA boosts the brain

Neurological experts are indeed beginning to realise how important fatty

acids are for cognitive health. Even the Alzheimer's Society recommends eating a portion of oily fish at least once a week to help prevent the inflammation in the brain associated with dementia.

Igennus' range of clinical-grade omega fatty acid supplements contain ultra-pure EPA (eicosapentaenoic acid) from marine fish oil and GLA (gamma-linolenic acid) from organic virgin evening primrose oil, providing a highly concentrated source of omega-3 & omega-6 long-chain fatty acids and botanical triterpenes.

Vegepa is a unique combination of natural fatty acids, providing cell membranes with the nutrients required for efficient chemical signalling, integral to healthy brain function. Just two

capsules daily provides 560 mg EPA and 200 mg organic EPO, helping to reverse fatty acid deficiencies by nourishing the brain's phospholipids. An increasing number of doctors and nutrition experts are using our premium supplements for a variety of conditions including depression, anxiety, M.E., schizophrenia, ADHD and skin conditions.

Exclusive

Reader Offer 3 for 2 on Vegepa*
Quote **ST015** when placing your order
via our order line Tel: 0845 1300 424

*Offer expires 31st January 2008. Maximum 20 units per customer.

Not valid in conjunction with any other offer.

All change - look out for our
new Vegepa packaging in 2008!

