



# VITAL TIMES

**SURVIVE YOUR LIFESTYLE WITH 'VITAL GREENS'**

## VITAL GREENS GOES METRIC!

- **NEW 10 GRAM SERVE SUGGESTION WILL MAKE LIFE EASIER FOR OUR CUSTOMERS**
- **ESSENTIAL NUTRIENTS BOOSTED TO ALLOW FOR ADEQUATE LEVEL AT 10 GRAMS PER DAY**
- **NOW IT'S AS EASY AS TWO TEASPOONS PER DAY!**
- **NEW FINER, MORE SOLUBLE POWDER TASTES EVEN BETTER!**
- **NEW 600 GRAM SIZE FOR ADDED CONVENIENCE AND ECONOMY**

We've noticed an evolution with 'Vital Greens' as we now export to consumers in eight countries. People are now consuming 'Vital Greens' as a preventative formula in place of a daily multivitamin. This has led us to re-evaluate the formula to make sure it meets peoples' daily needs, as often this will be the only supplement they take. We will be lowering the serve recommendation from 12 grams to 10 grams per day for adults. Even at 10 grams the dose equates to around 9-10 very large tablets or capsules! We will be increasing the B vitamin complex in the formula to keep the optimal daily allowance intact.

We're very excited to announce we will also be adding a new ingredient in April as well. Beta Glucans is another potent antioxidant which also boosts human immunity markedly by boosting white blood cell growth. This new 'Vital Greens' formula (which tastes sensational!) is going through its final stability trials now and will be available in Australia by the end of April.



**NEW!**  
**600gm SIZE**  
**TO BE RELEASED!**

From April 2010 you'll see a new size in 'Vital Greens' with a 600 gram size (2 months supply) representing great economy and value.

## BETA GLUCANS TO BE ADDED TO 'VITAL GREENS'

NEW ADDITION TO 'VITAL GREENS' WILL IMPROVE DAILY IMMUNITY

Beta Glucans is a complex, diverse entity which is extracted from either yeast cell walls or beneficial fungus such as Shitake and Reishi mushrooms (both of these are already in 'Vital Greens'). It consists of naturally-occurring polysaccharides (a large carbohydrate molecule composed of repeating structural units).

To date there have been hundreds of studies and clinical trials conducted with, Beta-glucans with great success documented in the improvement in immune activity in humans. This has been applied without overstimulating immunity which happens as a side effect of similar acting drugs which can lead to unforeseen problems such as



autoimmune flare ups. Beta-glucans seem to make the immune system work better without becoming overactive. In addition to enhancing the activity of the immune system, beta-glucans also reportedly lower elevated levels of LDL

cholesterol, aid in wound healing, help prevent infections, and have potential in the treatment of cancer. It has been researched since 1980 in Japan as an anti-tumor treatment in addition to treatment of radiation exposure, allergic rhinitis, wound healing. Its powerful antioxidant properties are particularly beneficial in slowing down the progress of arthritis. It has been particularly useful for post-operative health in hospitals preventing serious post-operative infections such as Golden Staph.

Please get back to us if you have any further questions on Beta Glucans or would like any references to research papers.

## VITAL GREENS INGREDIENT FEATURE – FOLATE (FOLIC ACID)

# FOLATE FACT FILE: FOLATE IS NOW MANDATORY IN AUSTRALIAN BAKERY PRODUCTS ... WE CLEAR THE AIR ON AN ESSENTIAL, BUT LITTLE UNDERSTOOD VITAMIN

FOLATE, ALSO KNOWN AS FOLIC ACID or Vitamin B9, is a water soluble vitamin and one of the most essential a human being will ever need. It's essential for a stage of life that we tend to take for granted – the very early weeks of foetal development. It continues to assist bodily functions to old age. Folate is also vital for energy production, muscular development and disease prevention.



A 2006 survey conducted by the Victorian government revealed that over 70% of women didn't know what Folate was and why it's vital to our health. Since then state governments in Australia have launched campaigns to educate consumers on the importance of including folate rich foods in our diet. Still how many of can say for sure that we know we're getting enough of this B group vitamin?



Folate is mostly recognized for its role in foetal development. However it also has a key role in the production and maintenance of new cells throughout the body. Folate's key role in red blood cell production means it's paramount for energy production and distributing oxygen round the body. It also prevents heart disease and heart attacks by lowering dangerous levels of toxic amino acid called Homocysteine which is a problem for over 30% of our elderly population.

It ensures the neural tube (the embryonic structure that 'zips up' to form the brain and spinal cord) develops properly. The most common neural tube defect is Spina bifida, which affects around 1 in 600 pregnancies. This occurs when the lower part of the neural tube doesn't 'zip up' properly which leaves the spinal cord ineffectively covered. The diseases this causes include life long serious paralysis of limbs or lack of bladder and/or bowel control. According to the Australia New Zealand Food Authority up to 70% of neural tube defects can be prevented if a woman maintains optimum folate levels one month



before conception and in the first trimester of pregnancy. The neural tube is developed in the first month of pregnancy and many women do not realise they are pregnant at that time. It's therefore good insurance for women of a child bearing age to consume at least 0.5 of a milligram of folate every day even if you're not considering children.

### GETTING ENOUGH?

This should be easy because folate is present in a wide range of foods. The best sources are green leafy vegetables, broccoli, asparagus, brussel sprouts, spinach, chickpeas, dried beans and lentils. If you eat at least five serves of fresh fruits and vegetables and six serves of grains and cereals you're probably getting enough.

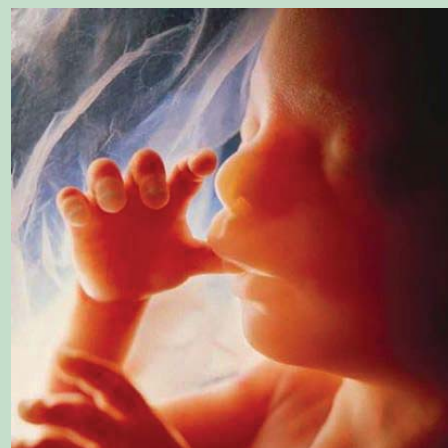
However, due to food technology used in food production now, the chemicals and fertilizers used in the soil, cooking and the time lag between the farm and your plate much of what we think contains high amounts of nutrients may be lacking essential vitamins and minerals. That's why it's a good idea to include a multivitamin with at least 300mcg (or 0.3mg) of Folate, preferably with a vitamin B complex as B vitamins always better taken as a complex.

The recently elected New Zealand government is backing away from its predecessor's decision to fortify bread, opting instead for a more in-depth consultation process. "The proposal aims to give us more time to evaluate the risks and benefits of the standard and to take into account the wishes of New Zealanders," said Minister for Food Safety, Kate Wilkinson.

### GETTING TOO MUCH?

There has been concern recently over women taking a potential cumulative mega dose of folate with the mandatory addition in bread and taking a daily supplement for example. This would be difficult as Folate is a water soluble vitamin which the body can't store – any excess is excreted in the urine. The body actually needs replenishment of Folate every day.

## THE CONTROVERSY



In a bid to reduce neural tube defects (NTDs) in unborn babies, from mid-September 2009, bakers in Australia are required to use flour containing folic acid in their bread products. Fortified products will include bread, foccacia, bagels, English muffins and flat breads, and may include pikelets, crumpets, donuts, pizza bases and crumbed products. People wishing to avoid eating fortified bread will need to buy organic. According to Food Standards Australia New Zealand (FSANZ), approximately 300-350 pregnancies are affected each year. And while the regulator estimates mandatory fortification could reduce NTD births by between 14 and 49 each year, there are 20 million Australians who could be eating fortified bread. While we support strategies that target women of childbearing age, we believe non-target groups, such as young children, need to be protected from any potential adverse effects from consuming high levels of folic acid. Mandatory folate fortification was intended to prevent NTDs in unplanned pregnancies. However, FSANZ estimates most women will not achieve a daily intake of 400 micrograms of folic acid – the recommended amount to reduce the risk of NTDs – through food consumption alone anyway, and says women will still need to take supplements.

## COME AND SEE US AT THESE EXPOS!

**LONDON:** Natural Products Expo Olympia April 11-12, 2010 <http://www.naturalproducts.co.uk>  
**SYDNEY:** Australian Fitness & Health Expo April 30 – May 2, 2010 <http://www.fitnessexpo.com.au>  
**SYDNEY:** Organic Expo August 20-22, 2010 <http://www.organicexpo.com.au>



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