

Press Release

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## **Phyting for your body: the anti-ageing secret top dieticians share with the rich and famous, now launched to the public by Envida**

### **Summary**

There is a revolution underway in anti-ageing and health, started by a functional food supplement called Cellagon. Recommended by some of the world's top dieticians from the UK to Hong Kong and taken by celebrities and Olympic athletes, Cellagon provides us with the missing ingredients to good health, with its effects ranging from boosting the immune system and energy to protecting the skin from UV rays. Cellagon is described as the Dorchester of the nutritional supplement and anti-ageing world. Scientifically proven and used as a daily detox to combat the aging affects of a hectic lifestyle, it has been available so far only through recommendation at top dietician and nutritionist clinics. A well kept anti-aging secret of the rich and famous, it is now about to be launched to the general public by Envida.

### **Main Text**

Started by a product called Cellagon, there is a revolution under way in functional food supplements. The Cellagon concept gets not only the nutrients we know about – vitamins and minerals, omega oils and probiotics - into our bodies altogether, but also the full array of plant chemicals known as “phytamins”. Top dieticians recommend it and celebrities like Gaby Roslin swear by it. Cellagon is the Dorchester of the nutritional supplement world and with good reason.

At the beginning of the 20th century, people utilised whole foods as a source of essential nutrients to remain healthy and well. But then scientists started to claim they could duplicate certain miracle nutrients in their laboratories. Individual nutrients such as vitamins A and C began to be isolated and produced synthetically.

Nowadays multivitamin pills and liquids are nutrients which are out of their natural context, isolated from their natural cofactors – the full complex of plant phytamins found in whole food. If there aren't enough of these phytamins, when ingested, the body may not be able to recognise the vitamins or minerals, or in turn, utilise them. In fact, in recent years, these phytamins themselves are now being described as having beneficial effects; such as lycopene and its protective effect against prostate cancer.

Scientific studies have now established the inferiority of synthetic vitamins as simplified imitations of the more complex structures found in nature, particularly in whole foods. In fact, the effects of vitamins pills at different dosages are still debated and there is a lot of confusion around this issue. The Government and United Nations recommend, with their 5-a-day campaign, that we eat five portions of fruit and vegetables, to keep us healthy and prevent disease. This represents their current knowledge that fruit and vegetables have a proven significant effect on health whereas supplements are advised with cautions such as ‘don't take when pregnant’ and ‘keep out of reach of children’. This also helps to explain why as a nation we are getting sicker with age, more fatigued, over weight and stressed, despite the fact that so many of us are now taking some type of nutritional supplement.

But, with Cellagon leading the way in functional food supplements for health, we can do much better today..!

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## **What are Phytamins?**

We know about vitamins and minerals. These plant components have been extracted, studied and named, scientists know their structure and we know they are good for us. But what of the other plant chemicals of which we don't know anything about? There are about 100,000 of them, known by science as 'phytochemicals', or 'phytamins' and each year more of them are named – lycopene, flavanoids and caratenoids are recent examples. Phytamins are formed in the latest ripening stages of fruit and vegetables, to preserve the fruit while still on the plant.

## **What do they do?**

Phytamins are formed in order to preserve the food while on the plant and it is thought that they have an equally preserving affect in our body.

## **Why are they missing from our diet?**

To transport fruit and vegetables around the world and feed a global market, produce needs to be picked when unripe, before many of these nutritious and preserving compounds get a chance to form. Most 'fresh' produce found on the shop shelf has, in addition, been put into gas storage before needed on the shelves, and could have been picked up to three years previously. Does this all have an impact on the nutritional content? You bet it does! Comparative studies have shown the food on the shelves today contains up to 75% less of the nutritional goodness it contained 40 years ago. And that's when we have the time to eat fresh fruit and vegetables. Mostly nowadays we need convenience above all else.. and processed food is the order of the day. Therefore, we are getting 75% less nutrition anyway, and then we eat fresh produce far less than people did 40 years ago... that's a large difference in the quality of our diets to those of our grandparents. Suddenly the complaints about headaches and constant tiredness seem to have a meaning! Is this important though? Well, considering we need micro nutrients for every process our body undertakes, yes! We need them to break down fat, build up muscle, get rid of cellulite, think, digest, and most importantly keep us free from infection.

## **What can we do?**

As well as the fruit and vegetables on the shelves being less than fresh, the fruit juices you can buy in shops are heat concentrated and/or pasteurised. This means they are heated to high temperatures, which destroys and damages most of the nutritional content, particularly the sensitive phytamins. Juicing organic fruit and vegetables at home is therefore far more effective. The downside to this is the time and huge cost. Cellagon provides liquid portions of fruit and vegetables, with the nutrients still 'bioactive' or 'alive'. A magnet on each bottle keeps the concentrate of **40** fruits, vegetables, herbs and oils fresh and increases the energy of the nutrients, making it even better for the body. The 40 ingredients picked for their positive effects on health range from Acerola Cherries to Wheatgrass, including omega oils from seeds and probiotics from the unusual source of mare's milk. Balanced so that it is alkaline overall – it has all the nutrients generally missing from our diet and delivers it to the body in the most natural form possible, providing a daily detox, helping combat free radicals in the blood - a major cause of aging, and providing a full range of life-giving nutrients to the 80 million cells being made by our body every second. No wonder Cellagon has the interest of the United Nations Institute for Preventative Medicine!

Cellagon costs 89p per day and supplies last 50 days.

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