

## A New Season & New Ingredients!

The nights are beginning to draw in. And maybe the Summer is nearly over... but don't despair, there might just be an Indian Summer around the corner and if not, we've got some great news for you on the **Cellagon** front to keep your spirits up!

**Rhodiola Rosea** is a NEW ingredient being added to **Cellagon vitale** and the **folic acid** content is being increased to 360mg per portion – achieved by adding **17kgs** more high grade **broccoli** per bottle! To **Cellagon Aurum** is being added **Cistus incanus** (Rock Rose) for the immune system and **Cellagon felice** is having **Cranberry** and **Pomegranate**-Juices added to it for their effect on the immune system also. Read on for a special newsletter focus on these new foods added to **Cellagon** for your vitality this

## Cellagon Aurum New Ingredient:

### Cistus Incanus (Rock Rose)

Cistus Incanus is one of the richest Polyphenol sources available. Polyphenols generally have a broad use for our well-being. The best of these is the strongly anti-oxidative effect of these secondary plant materials. They neutralise free radicals and therefore support the body's-own defense mechanisms. A well functioning immune system is the very best precaution against pathogens (cold and flu viruses and other bacteria and fungi) maintaining health and well being.



**Antibacterial and antifungal activities of Cistus incanus and C. monspeliensis leaf extracts.** *Therapie.* 1999 Nov-Dec;54(6):731-3

The antimicrobial activity of leaf extracts obtained from two species of genus Cistus L. was examined in vitro against five strains of bacteria and five strains of fungi. All extracts showed inhibitory activity against microorganisms.

## Cellagon vitale<sup>®</sup> New Ingredient: Rhodiola Rosea (Golden Root)

A large amount of all aging diseases are believed to occur due to stress being too high or too long term. Fortunately, Mother Nature has an answer - a unique class of nutrients called "adaptogens". Adaptogens have a broad spectrum of healing properties, but their unique value is that they specifically relieve stress. Many studies on adaptogens have been done and most have shown the outstanding stress-protective and immune system enhancing capacities they possess. Adaptogens are natural plant products that increase the body's ability to cope with stress factors, and help maintain the stable internal environment known as homeostasis.

### The three phases of stress progression

**Alarm phase** When some new stress factor strikes the body this causes a sudden release of internal stress-hormones.

**Adaptation phase** If the stress factor continues (eg, in sport it might be heavy athletic training) our body learns to tolerate the stressful stimulus

- "adapt" – and increases its resistance to it.

**Exhaustion phase:** The body fails to fight stress anymore and simply gives up. This is when disease symptoms rapidly appear and get worse.

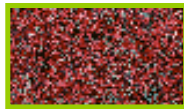
Diseases associated with stress mainly appear in the third "exhaustion phase" when the body cannot fight stress anymore. Adaptogens can help you to stay in the "adaptation phase" and this is what makes them so valuable in your diet.

Golden Root contains a high concentration of these adaptogens and we have now added it to your **Cellagon vitale**



### Cellagon felice<sup>®</sup> New Ingredient: Cranberry Juice

Cranberries contain proanthocyanidins (PACs) that can prevent the adhesion of certain of bacteria, including *E. coli*, associated with urinary tract infections to the urinary tract wall. The anti-adhesion properties of cranberry may also inhibit the bacteria associated with gum disease and stomach ulcers.



Recent scientific research shows that cranberries and cranberry products contain significant amounts of antioxidants and other phytonutrients that may help protect against heart disease, cancer and other diseases.

### Cellagon felice<sup>®</sup> New Ingredient: Pomegranate

Pomegranates contain high levels of flavonoids - a type of antioxidant - which are exceptionally effective at neutralising free radicals. New research has found that pomegranate juice could improve blood flow to the heart by more than a third. The fruit's antioxidant properties prevent bad cholesterol from forming, which keeps the arteries clear. A separate study found that drinking the juice regularly can also dramatically reduce the size of atherosclerotic lesions, which narrow the arteries and cause heart failure. The most recent revelation about the pomegranate's health benefits suggests that extracts of the fruit could prevent the onset of osteoarthritis. Scientists treated samples of human cartilage damaged by osteoarthritis with the extract and found that it inhibited the production of the enzyme responsible for causing the damage.



### Secret Formula to Thicker Hair and Stronger Nails – as Proven by the UN

Hair products have long extolled the virtues of vitamins and minerals included in their shampoos and conditioners. It makes sense that to get such vitamins and minerals in to your system, rather than just on to your hair, will provide greater benefits.

A study carried out by the United Nations\* has found that **Cellagon felice<sup>®</sup>** increased hair thickness by 13 per cent and showed a visible decrease in nail brittleness and marks over a six-month period.

The study showed additional beautifying benefits:

- 25 per cent reduction in skin damage – the juice provides a natural sun protection factor of 2 and reduces degeneration which causes premature ageing
- 55 per cent more immune cells remained in the skin after UV exposure – reducing the risk of cellular degeneration
- increase in skin moisture and elasticity – leading to fewer wrinkles
- a marked reduction in cellulite over a six-month period



This is not the first time that the UN has tested **Cellagon<sup>®</sup>**. The Institute of Preventative Medicine concluded a three-year study on **Cellagon Aurum**, which was proven to be beneficial to the immune system and to improve vitality and wellbeing.

**Cellagon<sup>®</sup>** is produced and concentrated using a patented process that naturally preserves the bioactivity of the nutrients, while keeping packaging to a minimum. It is the only supplement on the market classed as 'functional food'.

\*Heads of study, carried out in 2004 - 2005: Dr. med. J. Degwert / Prof. Dr. med. V. Steinkraus SIT Institut Hamburg GmbH 20354 Hamburg