

## Summer Lovin'

Summer is here and the annual phenomenon of Wimbledon mania fills countless tennis courts with inspired players, the World Cup enthuses thousands of budding Beckham fans and the Tour de France ensures the preferred method of travel is the bicycle. Encouraged, if not by our sporting heroes, then by the glorious weather, to step into the sunshine and get active. But adults and children alike need the right fuel to keep them going, just as the stars do, including many Olympic Athletes who just wouldn't go without **Cellagon<sup>®</sup>**.

Read on for recent articles, studies and the story of identical twins who showed how the rate you age is affected by your diet today. Until next time, enjoy your strawberries, and your **Cellagon<sup>®</sup>**!

## Tasty Tomatoes for the Men

Madeleine Brindley, Western Mail, Jun 5 2006

"The humble tomato is being touted as man's new best friend in the fight against cancer. Experts are urging men to eat more of the fruit in a bid to reduce their lifetime risk. Tomatoes are rich in a substance called lycopene, which is also found in many other red fruits and vegetables. Although experts do not yet fully understand why it has a protective effect, it has been shown that lycopene can protect against prostate cancer when eaten as part of a healthy diet. Dutch scientists found a low dose of the lycopene slowed the growth of human prostate tumours implanted in the mice by over 50% by day 42 of the study, compared with mice who had not had the treatment. **And when the lycopene was combined with vitamin E**, it reduced the growth of tumours by up to 73%."

Great to know Cellagon contains both the phytamin lycopene and vitamin E, as well as many other phytamins too!



## Sports Mania

The Times newspaper expert Jane Clarke, June 03 2006

"This World-Cup period is the perfect time for parents to coax their little football stars to sit up and take note of what makes good footie fuel.

Fresh fruits and vegetables are great for vitamin C and for consistent energy throughout the day. Most children know they need fresh fruits and vegetables but may not know why — they need enough antioxidants to ensure that their immune system stays strong enough to fight off the colds, flu and other viruses that swarm around schools and sports teams. Professional footballers frequently take supplements to counteract the increased strain that regular tough professional exercise places on their immune system but kids can glean enough protection from having five portions of fruit and veg a day."

A child portion of **Cellagon Aurum** provides an entire daily portion from 40 fruits and vegetables in just 5ml.



## Travel with Cellagon

Envida has heard from many customers that over the summer they travel, but with luggage and long journeys, their **Cellagon<sup>®</sup>** can be difficult to transport. This year for the travelers amongst you we have new **Cellagon<sup>®</sup>** travel

bottles each designed to measure out 20ml or 10ml cleanly and precisely. These are just £1, or free with any order of 5 bottles of **Cellagon<sup>®</sup>**. For more, contact us on 020 7993 4661 or visit our website



## The Importance of Omega Oils

Flora News Release, June 5<sup>th</sup> 2006, 'Research reveals nation in need of an Omega-3 boost

"Nutritionist Fiona Hunter explains: "Although the 'five a day' message is getting through to people, with over 80 per cent actively trying to boost their family's intake of fruit and vegetables, only 36 per cent of people are trying to boost their family's intake of foods that contain Omega 3."

### Health benefits of Omega 3

Omega 3, found in foods such as oily fish and dark green leafy vegetables, is important for heart health and brain function.

Over a third of women and nearly half of their partners rarely eat meals that contain oily fish and less than a third (31 per cent) eat the recommended one portion per week. Children the picture is even worse with over a half (58 per cent) of children eating oily fish less than once a month. Over half of adults and over 40 per cent of children are not eating enough dark green leafy vegetables, only eating them less than once a week."

**Cellagon Aurum** and **Cellagon felice**® contain omega oils in their most natural form and optimum proportions.

## Nutrition Notes: The Latest Lessons on Calcium and Vitamin D

By Karen Collins, MS, RD, CDN - results from the Women's Health Initiative (WHI) Monday, June 05, 2006

"In the WHI studies, more than 36,000 women aged 50 to 79 were randomly assigned to take part for about seven years. The data revealed important lessons. Research now shows that 700 to 1,000 IU of vitamin D a day appears necessary to reach the most healthy blood levels of vitamin D. A daily intake of 400 IU is now considered inadequate to prevent fractures. The women who took calcium and vitamin D supplements had 29 percent fewer hip fractures."

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The models we have on our site are real **Cellagon**® drinkers, and we would love to add you and your story!

020 7993 4661

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## How we Affect the Rate We Age



"As a teenager, I met identical twins aged 50. I was shocked to find that they were twins

and not just sisters because they looked so strikingly different in age! The difference? Their lifestyle choice, namely smoking. BUT I later discovered that it is not only smoking that causes premature aging, other factors too such as, UV rays, pollution, stress and even exercise all cause similar effects in the body.

**Why?** They all cause a huge increase in FREE RADICALS. Your body produces these normally, but activities such as smoking increase the levels to dangerous amounts. Over time, as your body's cells renew themselves, mutations can occur - this is the natural aging process. Free radical molecules in your body SPEED UP the rate that mutations occur, and therefore SPEED UP AGING.

At a later time, I learnt about antioxidants. Antioxidants 'mop up' free radicals in your body. These natural nutrients found in fruit and vegetables bring radicals back down to safe levels, protecting your cells from damage. So... you could say, the more we have to deal with pesticides on food, UV rays, pollution we cannot avoid, hectic stressful lifestyles, as well as cultural habits such as smoking or passive smoking, the MORE anti oxidants we need. But just when we need MORE anti oxidants, the supply is going down. **Why?** Because of the global market for fruit and vegetables, most are picked when unripe (the full complex of anti oxidants and their required co-factors do not get a chance to form) and are then shipped in gas storage around the world. All this means the nutritional value decreases even in 'fresh', 'natural' produce. Added to that, the fact that most of us eat many processed foods with dead nutrients means we have a real problem. If these twins are a real life example of what a **higher level of free radicals** do to you over time - increasing the aging process - surely the **more anti oxidants we eat**, the more we are likely to be the **reverse** and look **10 years younger** in the future. Good news for us **Cellagon**® drinkers!