

Antioxidants are vital for maintaining optimal health because they:

- Reduce free radical-induced damage in every cell of our body
- Help protect DNA, thereby supporting healthy functioning and ageing of cells
- Help control inflammation in the body

PROMOTING OPTIMAL HEALTH



- Support healthy detoxification

Important antioxidants include vitamins A, C and E; minerals such as zinc and selenium; and phytonutrients from herbs such as *Polygonum cuspidatum*, Grapeseed, Milk thistle, Tumeric and Green tea.

MAINTAINING WELLNESS

Health is not merely the absence of disease, it is a vibrant state of wellbeing and enjoyment of life. Once you have achieved control of your health you should consider discussing an ongoing Wellness Program with your Practitioner. A Wellness Program will protect you from other diseases, while enhancing health and vitality.

If you want to achieve a new state of wellbeing and maximise the quantity and quality of your life, you should discuss this with your Practitioner. Together you can develop a specialised, individualised Wellness Program just for you. This may involve appropriate dietary changes, an exercise regimen to suit your needs and/or supplements designed to provide you with key protective nutrients and herbs to maximise your health and wellbeing (e.g. multivitamin and minerals, antioxidants). These recommendations will assist you in achieving total wellness.

References available upon request.



For more information ask your Practitioner about attaining Optimal Health.

RECOMMENDATIONS AND TREATMENTS FOR PROMOTING OPTIMAL HEALTH

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MORE FOOD, LESS NUTRITION

Thirty years of research has shown that most chronic diseases in developed nations are nutrition related. Statistics reveal that although Australians and New Zealanders are consuming more food and more kilojoules *per capita*, yet they seem to be receiving less essential nutrition than ever before. This may be attributed to factors such as:

- Increased stress
- Unhealthy diet choices
- Poor lifestyle choices
- Pollution
- Soil depletion of over-worked farm lands

Without adequate vitamins and minerals, essential protein, carbohydrates and fatty acids, your energy is reduced, your vitality diminishes and illness may occur. Adequate nutritional intake has a large effect on your energy and vitality. In fact, without proper nutrients, the body is unable to continue the biochemical and metabolic processes that produce energy and keep us alive and healthy.

WHY WE NEED TO SUPPLEMENT OUR DIETS

Many of us, even those who feel we eat well, do not eat a balanced diet. On average, 40% of the kilojoules we consume come from highly processed convenience or snack foods that are high in fat and sugar. These foods contain few of the vitamins and

minerals we need. In fact, as the body processes certain 'junk' foods, important nutrients can actually be lost and used up faster than they are being replaced. These missing nutrients must be replaced from other sources, such as a vitamin and mineral supplement.

No supplement can be used as a substitute for a good diet, of course, but a good diet is not always enough because environmental and lifestyle factors can sometimes dramatically increase the need for essential nutrients. Factors that can contribute to nutrient depletion include:

- Stress
- Illness
- Dieting
- Illicit drug use
- Prescription drug use
- Strenuous exercise
- Pregnancy or breastfeeding
- Excessive alcohol intake
- Regular caffeine consumption

A recent Harvard University study recommends the daily use of multivitamin and mineral supplements for *all* adults, a practice that is justified by a large body of scientific research.

RECOMMENDATIONS FOR OPTIMAL HEALTH

Ensuring adequate levels of essential nutrients is a fundamental aspect of achieving optimal health. Long-term nutrient depletion can adversely affect health and vitality, as well as possibly contributing to serious degenerative diseases. To optimise your nutrient status and ensure you are as healthy as possible, you should:

- Reduce the amount of bad fat in your diet and eliminate junk food
- Increase your intake of fibre and whole, fresh foods
- Eat nuts, seeds and fish to provide you with good fats
- Exercise regularly

- Reduce common stress factors
- Consume a diet high in antioxidants and/or take a comprehensive antioxidant formula
- Take a high quality, balanced multivitamin and mineral formula

MULTIVITAMIN & MINERAL FORMULAS

Daily supplementation with a high quality multivitamin and mineral formula has been scientifically proven to improve health and reduce the risk of chronic disease. Inadequate vitamin and/or mineral intake can be associated with fatigue, poor immune resistance, difficulty coping with stress and increased incidence of disease. Studies show that modern Western diets are often low in essential vitamins and minerals.

The issue of vitamin and mineral deficiencies is further compounded by the fact that our busy, stressful lifestyle tends to increase requirements for many of these nutrients. Supplementing with vitamins and minerals, therefore, makes sense.

Women, men and children all have very different nutritional needs however, so it is important to select a multivitamin and mineral formula specifically formulated to address your needs. Your Practitioner can help you choose a good multivitamin and mineral supplement that contains the right balance of nutrients for you.



ANTIOXIDANT SUPPLEMENTS

In certain situations you may require an antioxidant formula instead of, or in addition to, a multivitamin and mineral supplement. Antioxidants are vitamins, minerals and phytonutrients that protect us from oxidative stress and free radical damage.