



regain physical strength, vitality, mental & emotional well-being, regain physical strength, vitality, mental & emotional well-being

WHAT ARE YOU DOING TO PREVENT WINTERS ILLS?

Welcome to the first of our email newsletters. Our new email version of our popular newsletter is designed to keep you up to date with the latest in natural medicines available at The Herbal Dispensary along with monthly specials and new services offered by our experienced clinic practitioners.



THE ANTI VIRAL EFFECTS OF ELDERBERRY EXTRACT COMPARE FAVOURABLY WITH TAMIFLU...

With last years Swine flu still circulating and this years flu season in full swing a recently published study has demonstrated the beneficial effects of Elderberry Extract compared to the standard flu treatment – Oseltamivir (Tamiflu). Elderberry extract demonstrated an ability to inhibit human influenza virus H1N1 (swine flu) in vitro.

The flavonoid compounds found in Elderberry were found to block the H1N1 virus from infecting normal cells therefore preventing the virus from replicating. This is an important finding and supports the feedback we have received from many customers as to Elderberry's effectiveness during influenza episodes. It is important to note also that Elderberry's use is not limited to the treatment of Swine flu as additional research has demonstrated its ability to inhibit other virus's including the herpes virus and influenza A and B. It has also been shown to activate the immune system, which supports its use during times of greater exposure to bacterial or viral infections.

The Herbal Dispensary carries several Elderberry products and specifically recommends a tablet of this popular herb due to the key active compounds demonstrating better stability in this form. As noted above it can be taken as a preventative and also as part of a treatment plan. The dose levels required during infectious episodes are key to an effective outcome. Check the dose you may require with any of The Herbal Dispensary staff.

References available from The Herbal Dispensary

THIS MONTH'S SPECIALS

When you purchase Microgenics Glucosamine 1500 90 tablets for \$56.90 Get Microgenics Eco Omega 1000mg fish oil caps (200) absolutely free – save \$20.00. Only available while stocks last so visit us in-store today.



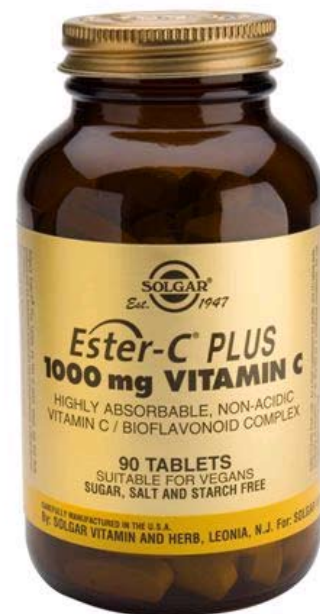
DID YOU KNOW?

High dose vitamin C is often recommended as part of many health treatment programmes and especially at times of bacterial and viral infections. Many practitioners advocate large doses of this important vitamin and as it is water soluble and not stored by our bodies frequent doses are often recommended. Interestingly our bodies are not designed to absorb large oral doses of nutrients as our digestive system reverts from active to passive absorption at these times. Therefore Vitamin C is best given in smaller and more frequent dose levels – i.e. 500mg every two hours for optimal absorption.

THE ULTIMATE IN ESTER C

Solgar Ester-C Plus™ is a premium non-acidic form of Vitamin C with proven superior absorption, effectiveness and tolerance. Research shows Ester-C enters the bloodstream twice as fast, stays there twice as long and reaches the cells four times as efficiently when compared to ordinary vitamin C. Solgar Ester-C Plus™ also contains Bioflavonoids, acerola berry and rosehips for added synergistic effects. This formula provides immune support, antioxidant protection, and adrenal support and provides nutrients important for collagen production vital for skin and cardiovascular health.

Vitamin C is found in our diets but often it's not at the optimal dose. Supplementing with Solgar Ester C can be of benefit to our health especially over the winter season.



Wake up ready with Blackmores



SLEEP SOUND

Helping you to sleep soundly and deeply and wake up ready **Blackmores Sleep Sound Formula™** supports your body's natural ability to sleep soundly. It contains a clinically trialled valerian extract to improve sleep quality plus lemon balm and magnesium.

Valerian is a mild sedative and sleep-promoting agent. Research shows that taking valerian orally reduces the time taken to fall asleep and allows you to wake refreshed, without a feeling of drowsiness.

Lemon balm has traditionally been used for the relief of tenseness, restlessness and irritability, for the relief of nervous sleep disorders and for its carminative and sedative actions.

Magnesium is an essential mineral and is important for the healthy function of the nervous system. Some research has reported that individuals suffering with magnesium deficiency tend to have a reduced time in deep sleep and increased night time wakefulness.

Stressed, can't switch off?



Help calm sleepless nights due to stress with Executive B Sleep Formula.

A combination of herbs to help support sleeping patterns, and may calm an overactive mind. Use with Blackmores Executive B Stress during the day.

B your best®

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To find out more about Blackmores' sleep products visit the Herbal Dispensary and talk with one of our qualified staff.