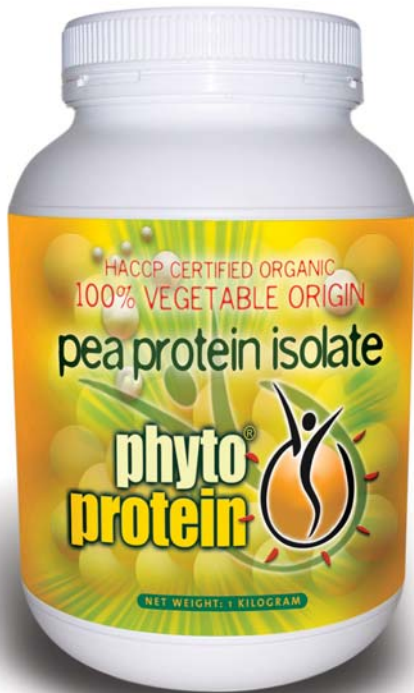




# VITAL TIMES

SURVIVE YOUR LIFESTYLE WITH 'VITAL GREENS'

## 'PHYTO PROTEIN' OFF AND RUNNING!



**W**e are happy to report that our new Pea Protein Isolate 'Phyto Protein' has been very well received and we have had to double our next batch volume to keep up with demand. People are realising how easy it is to reach that daily protein quota now with a versatile product like 'Phyto Protein' that is stable enough to be cooked or baked as well as in the

traditional smoothies and shakes. As one of our direct customers please feel free to contact us any time for a free sample to be posted out to you.

### VITAL GREENS WELCOMES 'GO-JI' TO THE FAMILY!

After over 14 months of searching for a Go-ji (Wolfberry) extract that was effective and free of heavy metal



contamination we are delighted to announce that from November, all batches of 'Vital Greens' will feature Go-Ji in the already extensive group of antioxidants. This is a 5:1 concentrate that effectively delivers 200 mg!

### VITAL GREENS ORAC RATING NOW 4047.8

**ORAC (Oxygen Radical Absorbance Capacity)** assays tell us how active the antioxidant levels are in a compound. Recently 'Vital Greens' was tested by the Centre for Phytochemistry and Pharmacology at Southern Cross University in Lismore, NSW and was found to have an ORAC value of 3393.7. With the current batch of Vital Greens, a very potent 5:1 concentrate of Wolfberry (Go-ji) is added and the ORAC value has risen to 4047.8." To quote the report:

**"Vital Greens was found to have a noteworthy and considerable antioxidant capacity comparing favourably with many fruits and vegetables."**

## IMPORTANT NEWS!

***Please note with the first batches of 'Vital Greens' with Go-ji (Wolfberry) Concentrate added, the taste is not as sweet as previous batches. This is only a 'one off' and all future batches will revert to the previous level of sweetness. Please accept our apologies for this temporary change of taste.***

# IRON

## VITAL GREENS AND IRON LEVELS

One of the most common questions we get here is 'why isn't there Iron in 'Vital Greens'? The main reason is that the formula is a universal formula (that is men, women and children of all ages are taking it). Humans need iron to transport oxygen via red blood cells. Today however it's more common for people to have excessive iron build up in their blood (Hemochromatosis) which can cause problems like fatigue (similar to iron deficiency!), joint pain, headaches, hair loss, jaundice and even diabetes. If you are of Irish descent take extra care with iron intake, as the Irish are genetically predisposed to Hemochromatosis.

Because humans have no process for excreting excess iron (other than menstruation), it is important to pay attention to the amount of iron ingested through foods and supplements. Nutrition programs often include iron-fortified foods and supplements because iron deficiency is relatively frequent and serious. However, although iron deficiency is a significant health issue, iron overload poses a serious problem as well. Many asymptomatic people carry the hemochromatosis gene, which increases the potential to accumulate excess iron in the body. It is a slow and insidious process that generally goes undiagnosed until middle age.

The only means of reducing iron in the blood to normal levels is through blood extraction. People with hemochromatosis would have to give blood only once or twice a year thereafter. These people should avoid taking iron supplements or iron-fortified foods and eliminate iron-rich foods, such as red meat, liver, oysters and clams, and even stop cooking in iron pots. In general, the only people who may require additional dietary iron are vegetarians, vegans, children and pregnant or menstruating women either for blood cell production or replenishing monthly iron loss. Men and postmenopausal women do not need iron supplementation unless they have been diagnosed with iron-deficiency anemia.

Of course, if you are in any of the potential iron deficiency groups it's just as important to monitor your iron levels and use an iron supplement. While spirulina contains a significant level of iron it's bioavailability is not good. There are some very good vegetable iron supplements now available at health food stores and pharmacies.

#### REFERENCES

1. Kang JO. Chronic iron overload and toxicity: clinical chemistry perspective. Clin Lab Sci 2001;14(3):209-19.

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