

Wacky Cactus



NATURAL HEALTH FROM THE ALOE AND THE BEEHIVE

SUMMER should be a wonderful time of year. This summer, with Andy Murray doing well at Wimbledon, we have Swine 'Flu to contend with, and hot sultry weather guaranteed to bring out the worst in hay fever. I started to develop hay fever symptoms a few years ago, but I keep them under control by following the ABC of allergies that *Forever* recommends. Now, I don't consider I have hay fever (unless I forget to take one of them!) The good thing about drinking **Aloe Vera Gel** is that you keep coming across reasons to be drinking it. It now appears Aloe will protect us from Swine 'Flu too. Brilliant! Oh yes, yet another reason to be taking our **Arctic Sea** fish oil capsules. This is the third time this year that we have been given news about this wonderful product. This is something I really cannot do without.

Swine 'Flu – We Must Not Panic!

US health officials estimate that at least one million Americans have been infected with Swine 'Flu since the H1N1 virus emerged nearly three months ago.

The death-rate is actually low, compared with 'normal' 'flu epidemics. The most commonly affected are younger adults and those with a pre-existing serious medical condition.

For most people, the symptoms are relatively mild. However, even someone mildly affected can pass the virus on to someone more vulnerable, so it is in everyone's interests for us to avoid infection.

Forever's Dr. Peter Atherton has spotted how complementary medicine and a nutritional approach might help people suffering from



Swine 'Flu. One of the reasons that it can be lethal is that it causes an over-proliferation of a pro-inflammatory messenger called TNF-Alpha. This attacks the body's immune cells randomly.

Within the **Aloe Vera Gel** we have the polysaccharide called Acemannan which has been proven to affect the body's cytochine system. It acts as an immuno-balancer. Since Swine 'Flu attacks the cytochine system, if we are regularly taking **Aloe Vera Gel** at a reasonable amount (2 to 4 fl ozs, 60 to 120 ml, daily), we should modify this immune reaction and protect ourselves from the virus.

Hay Fever High

Hay fever is affecting many people at this time of the year. Runny and/or blocked up nose, itchy or sticky eyes, sneezing and coughs add misery to what should be an enjoyable summer.

Whilst there are many remedies on the high street shelves, and many adverts on television to persuade you to try different products, many of these have side effects like drowsiness or sickness.

Forever has a range of natural products that many people have found helps relieve their symptoms of allergies, including hay fever, without unpleasant side-effects.



Fish Oils Halt Eye Disease

People with age-related macular degeneration (AMD) should eat oily fish at least twice a week to keep their eye disease at bay, say scientists.

Omega-3 fatty acids found in abundance in fish like mackerel and salmon appear to slow or even halt the progress of both early and late stage disease.

The researchers base their findings on almost 3,000 people taking part in a trial of vitamins and supplements. The findings are published in the British Journal of Ophthalmology.

An estimated 500,000 people in the UK suffer from AMD, which destroys central vision.



Protective

Experts have already suggested omega-3 may cut the risk of getting AMD by a third, and now this latest work suggests these fats also benefit patients who already have the disease.

The UK's Food Standards Agency says people should eat at least two portions of fish a week including one of oily fish. Of course, *Forever's Arctic Sea* is an excellent alternative (or addition) if you can't get the fresh fish to eat.

We call them the ABC of allergies:

- A. **Aloe Vera Gel** – So good because it is a natural antihistamine. Also, Aloe Vera doesn't cause the common side-effect of drowsiness seen with many conventional antihistamine drugs.
- B. **Bee Pollen** – Especially good for hay fever sufferers, Bee Pollen works best when taken about six weeks before the expected onset of symptoms, but taken at any time can reduce the effect, and in some cases stop it completely.
- C. **Absorbent C** – *Forever's* delayed-release Vitamin C formula Absorbent-C is the perfect partner to Bee Pollen and Aloe Vera Gel, because Vitamin C, with its ubiquitous rôle as a prophylactic, is also capable of modifying allergic response.

There are other *Forever* products that people have found to help them cope with allergies. Please ask for more information – contact details are below.



New packs for new environmental standards

As *Forever* continues to seek to comply with ISO14001:2004 environmental standards, the process of phasing out the cardboard boxes on various products has started. The first product to be affected by this change is **Forever Bright Toothgel**. (The toothgel itself is unchanged.)

There are a few immediate changes you will notice with this product:

1. The tube is smaller in height – although the contents are still the same weight.

2. There is a clear plastic seal around the top. You will need to look for the arrows on the seal, and break the seal before flipping the lid.
 3. There is no longer a foil seal inside the lid because of the new plastic seal.
 4. The tube is made of a softer plastic, so that when you squeeze the tube, it doesn't crease but returns to its original shape.
- The new tube will begin to appear in deliveries from July 2009. The price is unchanged.

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