Simon Hancock www.foreversecure.co.uk +44 (0) 23 9282 3011

NATURAL HEALTH FROM THE ALOE AND THE BEEHIVE





## EDITORIAL



Yes, it has been far too long between newsletters. Personal circumstances have got in the way, but I am now back in action.

Good nutrition is essential to both our physical and mental health. Ideally we get most of this from the food we consume, but for many reasons much of the food we can readily buy may be lacking in many essential nutrients. We could dig up our gardens to grow our own crops, and raise animals for food, but ...! Be honest, 'The Good Life' is probably beyond most of us. Our only realistic option is to find good natural food supplements, which is where Forever is an excellent choice.

I remember being told that our brains and nervous systems cannot re-grow once we become adults, but the most recent research is contradicting this idea. This is where good nutrition, including vitamin D, exercise and mental activity come in.

I intend to maintain my mental health and memory for as long as I possibly can. To back that up I am inviting my friends to my 111th birthday party!

Optimistic? Well, maybe, but just look at the number of people today who are living to more than 100 years old, and think what they have had to live through in the past century. See you at my & party!



# E & SUP

oosting vitamin D may offer an alternative to drugs by cutting the risk of heart attacks and stroke, say scientists.

Eight million Britons take pills to combat high blood pressure, which affects one in three adults.

Researchers found that every 10 per cent rise in vitamin D in the system was linked to lower blood pressure and an 8·1 per cent lower chance of suffering from hypertension.

The vitamin is created by the body from sunlight but is also found in small amounts in eggs, meat and oily

High blood pressure is the main risk factor for stroke and plays a major part in heart failure and kidney disease.

A third of those with high blood pressure do not know it, which is why it is called the "silent killer". The new study, published in the Lancet, is the first to find strong evidence that increasing vitamin D levels could be an alternative to hypertension drugs such as betablockers.

Lead researcher Professor Elina Hypponen from the University of South Australia said, "In view of the costs and side effects associated with antihypertensive drugs, the potential to prevent or reduce blood pressure and therefore the risk of hypertension with vitamin D is very attractive."

By: Laura Holland Published in The Daily Express: Thu, June 26, 2014





Available Now!





Sunshine is the best way to make vitamin D

## **Sunshine or Supplements?**

It has long been popular to 'demonise' the sun with active campaigns telling us to avoid sunlight by using sunblocks, hats, staying in the shade, and so on. Whilst allowing our skin to burn is far from sensible, the reality, now being recognised in many countries, including Australia, is that sensible and sustained exposure to the sun is essential to our wellbeing.

Vitamin D has been shown to inhibit the growth of cancerous tissue. Research has also shown that the incidence of many cancers, including skin cancer, rises in people who live at higher latitudes, north and south where exposure to the sun is reduced.

The problem we have here in the UK is that, due to the angle of the sun, even during the Summer, it is difficult for us to achieve sufficient exposure to allow our skin to manufacture all the vitamin D we It is produced by the action of UV light, specifically UVB, on cholesterol in the blood.

Exposure of as much of the skin surface as possible to the sun produces the best vitamin D. Sun-lamps are quite good, with diet and supplements coming in third. Sadly, Forever does not yet produce a specific vitamin D supplement.

Remember, a good sunscreen, such as Forever's, can protect sensitive or unexposed skin from burning whilst the natural reaction, tanning, takes place to indicate the skin is doing its job. Couple this with a good balance of nutrients and you are on the way to a healthy lifestyle.

orever is constantly evolving and modifying its offering to create a range of products that complement the modern lifestyle.

## Why You'll Love It

The two Aloe BB Crèmes, Nude with SPF 20 and Cocoa with SPF 10, were created exclusively for Flawless by Sonya to hydrate, prime, conceal and offer sun protection creating a soft, luminous glow, leaving the skin looking natural and flawless.

Uniquely flexible, Aloe BB Crème Nude works with most skin tones to create the look of perfectly flawless skin. Aloe BB Crème is an all-in-one product that may be used in many variations; find the ways that you love

## How to Get the Look

Here are some of our favourite creations with Aloe BB crème:

- Apply Aloe BB Crème generously to cleansed skin to even out the skin tone and instantly provide smooth and flawless looking skin.
- Aloe BB Crème also acts as a primer or makeup base for your foundation.
- After Aloe BB Crème is applied onto the skin, apply your flawless by Sonya Cream to Powder Foundation or Mineral Makeup over the Aloe BB Crème.

The Foundation Brush from the Sonva Flawless Master Brush Collection is the perfect companion for a flawless application.

