

HERB VALLEY

November 2005

Greetings and Welcome

Welcome to the first edition of our newsletter. Our team has put together a number of informative articles for your general health and well being as well as keeping you informed about products and activities at Herb Valley

Chondroitin and Glucosamine

We receive many inquiries about the value of chondroitin sulphate in the treatment of arthritis.

Chondroitin sulphate is an amino acid polymer made up of gluconic acid and galactosamine that is in the large class of polymers known as glucosaminoglycans or mucopolysaccharides.



Generally the type of chondroitin used in supplements is a large molecule, 200 times the size of glucosamine. Accordingly chondroitin has a much lower absorption rate 10% compared with 90% for glucosamine.

That suggests that the extra cost of chondroitin in supplements may add little value. Glucosamine has significant information and evidence supporting its effectiveness.

Season sneezes

At this time of the year the Herb Valley garden is full of flowering herbs and looks a treat and with all these flowers comes pollen and for some, hay fever. My friend has hay fever and out the back of the garden I can see Horseradish and know it's a great decongestant. I see Garlic and Fenugreek that help the lungs and St John's Wort that has anti viral properties. Putting them together I add some Peppermint oil with its vaporizing effects on the sinuses and Vitamin C as an anti inflammatory. Making this into a tablet I visit my friend (who invites me in for tea) and give her the tablets.



During our cup of tea and whole meal scones my friend was telling me about her cousin who is allergic to anything and everything and spring just sends them over the edge. For me this immediately raised the question of an immune system in chaos. I told my friend it would be beneficial for this person to look at the cause and probiotics was the fundamental place to start. In this case a course for a few months would probably be necessary. Next I suggested Omega 3 Fish Oil and Evening Primrose oil at a ratio of 2:1 to help with the body's inflammatory response. Vitamin E added to this formula would improve the health of all cell membranes

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doing every body a favour ... for less

and support the nutritional oils. Because of the severity of the symptoms 500 mg of Vitamin C up to six times a day may be required. Now combine the above with dietary modification, for example removal of dairy products except yoghurt and replace wheat flour with rice flour. Remove yeast products and alcohol and commence daily vegetable juices like carrot, celery and ginger to provide vital minerals and give the digestive system a spring clean. Just like we do to the garden, remove the weeds, dig over the soil and add some fertilizer then sit back and let nature do the rest.

Jeff Edgecombe ND

Vitamin C — The Forgotten Factor

I find it interesting that with all the talk about glucosamine and omega 3 fish oil for arthritis (and rightly so) that vitamin C is over shadowed. Why so? Vitamin C was perhaps the first scientifically recognized antioxidant. It is a necessary component of all collagen formation and has anti inflammatory properties. This is why it should be fundamentally prescribed and advised to all customers seeking help with their arthritis; however it is almost always overlooked. With the known benefits of glucosamine and fish oil, surely with added vitamin C the benefits would be enhanced. Further to this, suboptimal levels of Vitamin C tend to manifest as we age and what age group is it that generally suffer from arthritis? Thank goodness Herb Valley has such an extensive range of vitamin C products for everyone!

Jeff Edgecombe ND

Exam Nerves, Performance Nerves, Wedding Nerves

Most of us usually remember a time in our life when we were suffering from those pre "something" nerves. Perhaps it was before an exam, before a sporting event or; before we walked down the aisle. Do you recall how you felt, did you have "butterflies" in the tummy, run



to the toilet every few minutes, become short and snappy with your family or friends or like me, just want to be left alone, or did something else occur? If we are honest one or more reactions probably did occur, the one I would like to discuss is running to the toilet which is the most common manifestation of a self imposed nervous reaction.

While I'm fortunate this is not one of my reactions, at least in adult life, I know of 2 friends who almost became dehydrated before a major exam. This left them drained before they started and completely fatigued afterwards. If only they were aware of the benefits of Herb Valley's Colon Calm. This enteric coated capsule of peppermint oil has a calming and settling effect on the large intestine or colon and has benefits in other irritable bowel conditions.

Jeff Edgecombe ND

Dry Flaky Skin, Dry Scalp, Eczema, PMS

When someone asks for advice on these conditions the first product that springs to mind for me is Evening Primrose Oil. This wonderful plant provides an oil rich in a substance that helps all these conditions. It is as fundamental to treatment as wholefoods, hydration, rest and exercise. Evening Primrose Oil provides health promoting essential fatty acids for the skin including the scalp, and anti inflammatory precursors that help reduce pain and inflammation as in the case of PMS and eczema.

The extraction method of nutritional and therapeutic oils like Evening Primrose are vital if the benefits are to



essential nutrients for life...

be realized. If oil is not cold extracted then it may lose its nutritional potential and actually become detrimental to health. Herb Valley Evening Primrose is organically grown. The oil is extracted using a cold pressing method and vitamin E has been added to prevent oxidation. This simply means it keeps the oil stable and prevents it becoming rancid. I commend and recommend Herb Valley Evening Primrose.

Jeff Edgecombe ND

Pregnancy and raising children — It's no kidding!

A friend of mine once told me: "It's no kidding raising a child. It's a life sentence!" I did not understand the full importance of her words until I had a child of my own.

This year, my husband and I welcomed our firstborn into the world. Even before the pregnancy and during the pregnancy, I took Herb Valley Pregnavite religiously. All of my "experienced" friends told me horror stories about child birth. I can tell you, that when you are pregnant, this is the last thing you want to hear.

Due to those stories, I naively believed that pregnancy and child birth is the worst part of having a child. I was so wrong!

Never mind the stress the baby placed on my body during pregnancy, child birth and the added nutritional demand. Once our child was born, our life sentence truly began!

First, it was the sleepless nights with broken sleeps not even amounting to 3 hours a day!



Then, it was the breastfeeding and the stress my body went through trying to heal itself from the birthing process.

Three months down the road, I was back to my full time job and now I am

juggling a job and raising a child.

At times like these, I am relieved that I had stuck to taking Pregnavite. Imagine all the nutrient stores the body must have depleted all through the process of motherhood! Thank God for Pregnavite!



But, wait! There's another thing I have learned. The "process" of motherhood never

really stops until the day I literally "kick the bucket"! Ten, twenty even fifty years down the road, I will still be a full-time mom.

Being the typical nutritionist I am, I took out my calculator and tried to calculate the amount of nutrients I will be losing by just being a mom!

The number was so big, I hit infinity!

It was then I realised, I would probably need Pregnavite for many years to come.

It is no wonder that the Health Professionals in America and Canada recommended all women of child bearing age to consume a folic acid supplement, regardless of whether you are planning pregnancy or otherwise as women at child bearing age are obviously, at risk of getting pregnant, planned or unplanned. It takes at least one month to build the body's stores of folic acid and before you even realise you are pregnant, the baby is already drawing on your body's stores of folic acid to build its brain.

Herb Valley Pregnavite is the perfect women's supplement. Not only is it a multivitamin for women, it also contains the recommended amount of folic acid for women of child bearing age. So, regardless of whether you are pregnant, breastfeeding, planning to get pregnant, not planning to get pregnant or have just had your first period, Pregnavite can help!

Gloria Koh, Nutritionist

healthy living - a balanced lifestyle...

Nothing Fishy Around Here Omega 3 Fish Oil Capsules With Enteric Coating

Ever had that fishy after taste taking fish oil capsules or accidentally bitten into a capsule.....yuk!

Now with an enteric coated capsule that will no longer happen.

Why? An enteric coated capsule digests in the small intestine rather than the stomach, as a result there can be no reflux of fish oil and no more fishy after taste. Herb Valley's enteric coated Omega 3 fish oil allows customers to now receive the nutritional benefits of fish oil without the fishy after taste and there's nothing fishy about that.



Vitamin C plus Natural Sweeteners — Stevia and Xylitol

Natural sweeteners - Stevia and Xylitol - found in Herb Valley's chewable 500 and 1000mg Vitamin C tablets provide a sweet taste that is actually good for us.

Stevia is from the leaf of the Stevia Rebaudiana leaf (a South American herb) and is approximately 30 times as sweet as sucrose.

Stevioside (the active sweet ingredient in Stevia) cannot be metabolised by the body, as a result it does not cause blood sugar irregularities or weight gain.

Xylitol is found in some fruits and vegetables and is easily metabolised by the body and does not increase blood sugar levels. In fact Xylitol not only provides a safe alternative to refined sugar, it may also help prevent tooth decay.



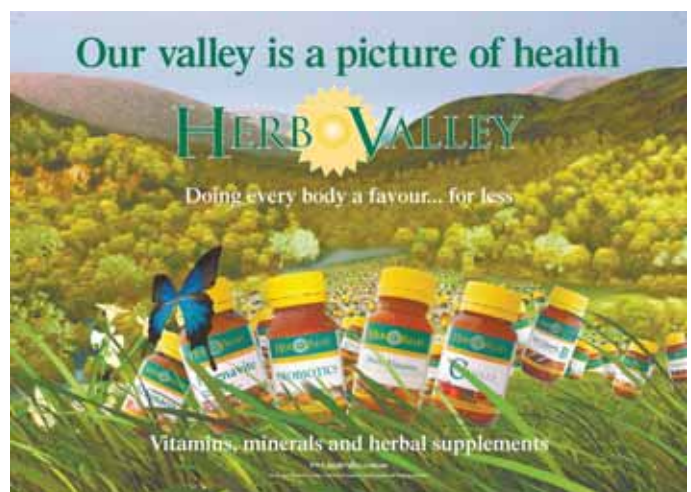
Our Valley — Is a Picture of Health!

Herb Valley is a small company owned and operated in South Australia. One of our challenges has been to effectively market our brand within the constraints of a very limited budget.

Our Marketing Manager, Jaynie Morris, in conjunction with East End Marketing, came up with the concept of an "animated" advertisement which has been regularly airing on Channel 7 in Adelaide.

East End were able to produce this advertisement at a very reasonable cost and within it capture all of the elements of our brand. We are sure you will agree that it stands out.

Look for us on Channel 7 and ask for us by name at your nearest pharmacy or health food store.



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