

NUTRIENTS

NUTRICEUTICALS	BENEFITS
Apple Cider Vinegar	Apple Cider Vinegar is the fermented juice of apples, which are rich in nutrients such as vitamins B1, B2, B3, B5 and B6, biotin, folic acid and vitamin C, as well as trace amounts of minerals such as sodium, phosphorous, potassium, calcium, iron, and magnesium. Apple Cider Vinegar is often used as a slimming aid. The B-vitamins found in Apple Cider Vinegar is known to support the metabolism and conversion of energy in the body, especially where body fat is converted to energy during physical exercise.
Bifidobacterium longum	Probiotics are live micro-organisms that when taken in supplement form, may benefit health by improving the balance of the intestinal microflora. Intestinal microflora are living micro-organisms, naturally found in the human digestive system. Intestinal microflora supports the healthy functioning of the digestive system, helps with the manufacturing of vitamins such as biotin, Vitamin B ₅ and vitamin B ₁₂ in the digestive tract and supports the immune system. Bifidobacterium longum is resistant to gastric acidity, which helps to optimise its survival in the gastro-intestinal tract.
Brewer's Yeast	Brewer's Yeast is a natural source of Vitamin B Complex, as well as minerals and trace elements, including calcium, magnesium, phosphorus and chromium. The B-vitamins are known to support energy metabolism as well as the healthy functioning of the nervous system. Chromium supports the body's regulation of blood glucose levels and is therefore of particular importance to diabetics and people that suffer with hyperglycaemia.
Bromelain	Bromelain is an enzyme, extracted from pineapples, which helps to break down protein molecules. Apart from its application to the digestion process, bromelain may also have cancer protective properties, due to components which interfere with the growth of cancerous tissues. Bromelain may also have anti-inflammatory effects in the digestive system.
Choline	Choline is a component of lecithin, which is generally found in foods such as liver, meat, fish, nuts, beans, peas and eggs. Choline is important for the healthy function of the liver and cholesterol metabolism in the liver. Therefore it may be useful in the maintenance of healthy cholesterol levels in the body, as the liver not only produces cholesterol, but is also responsible for breaking down harmful cholesterol molecules. Choline plays a very important role in the synthesis of cell membranes and in the maintenance of nerve cells.
Cod Liver Oil	Cod liver oil is a rich source of vitamins A and D as well as omega 3 unsaturated fatty acids. Vitamin A is an essential nutrient for the maintenance of good vision. Vitamin A plays an integral role in growth and development of body tissues and is also required for the maintenance of healthy skin, nails and hair. Vitamin D helps the body to utilise calcium which is necessary for the normal development and maintenance of strong bones and teeth, and is used in the prevention and treatment of rickets. Omega 3 fatty acids balance the saturated fatty acids in the diet.
Cranberry Extract	Cranberry extract is a very popular remedy to assist in the treatment of urinary tract infections (UTIs) and may also help in the prevention thereof in women. Cranberry juice contains a variety of antioxidants such as vitamin C, beta carotene, vitamin E, anthocyanidins, ellagitannins, quercetin, kaempferol, catechins, phenolic acids, chlorogenic acid and glutathione. Some of these antioxidants may help prevent bacterial UTIs by preventing infiltration of bacteria into the cells of the urinary tract. Cranberries also contain salicylic acid, known for its anti-inflammatory properties.
Fish Liver Oil	Fish liver oil is the most concentrated available natural source of vitamins A and D. Vitamin A is an essential nutrient for the maintenance of good vision. Vitamin A plays an integral role in growth and development of body tissues and is also required for the maintenance of healthy skin, nails and hair. Vitamin D helps the body to utilise calcium which is necessary for the normal development and maintenance of strong bones and teeth, and is used in the prevention and treatment of rickets. Omega 3 fatty acids balance the saturated fatty acids in the diet.
Glucosamine	Glucosamine is a popular remedy used in the nutritional support of arthritis. Arthritis involves inflammation of the joints,

	<p>which is characterised by swelling of the joints, which causes pain and decreases joint mobility. Glucosamine has mild anti-inflammatory properties, which explains its role in relieving arthritic pain, which is typically caused by inflammation of the joints. Glucosamine may also help with the maintenance of healthy joint tissues, helping in the prevention of joint degeneration.</p>
Green tea extract	<p>Green tea (<i>Camellia sinensis</i>) is a widely used herb in Eastern and Western herbalism. It is rich in polyphenol antioxidants called catechins, responsible for the anti-ageing and cancer protective effects associated with green tea. It may help in the nutritional support of arthritis and rheumatism if taken long-term, due to its mild anti-inflammatory properties. Green tea has mild diuretic and detoxifying effects and has been shown to increase fat metabolism. It has also shown to reduce the risk for heart disease and may help to increase mental and physical performance.</p>
Inositol	<p>Inositol is a component of lecithin, which is typically found in foods such as eggs, soya beans, other pulses, nuts and seeds. Inositol plays a very important role in the maintenance of the nervous system and is believed to support healthy memory and concentration. Inositol is also believed to assist in the nutritional support of mild depression.</p>
Isoflavones	<p>Isoflavones, extracted from soy beans, are also known as phytoestrogens. Phytoestrogens are not hormones, but plant components that mimic the action of oestrogen. Menopausal women, typically at risk of osteoporosis, often use soy isoflavones to help reduce their risk of osteoporosis, as well as to assist in the management of menopausal symptoms such as hot flushes and mood swings. Isoflavones have antioxidant properties which support cardiovascular health. Isoflavones are known to help reduce high blood cholesterol levels.</p>
Kelp	<p>Kelp, also known as seaweed, contains fibre, minerals such as iron, vitamin B12, and is especially rich in iodine. Iodine is an important trace element which forms part of the thyroid hormones, which regulate the body's metabolism. Kelp is a popular supplement to assist in weight loss, due to its effects on metabolic rate. Kelp is also known for its diuretic properties and may be used to assist in the treatment of mild water retention. It is a concentrated source of a variety of antioxidant nutrients, which may help to protect our body cells against free radical damage.</p>
Lactobacillus acidophilus	<p>Probiotics are live micro-organisms, that when taken in supplement form, may benefit health by improving the balance of the intestinal microflora. Intestinal microflora are living micro-organisms, naturally found in the human digestive system. Intestinal microflora supports the healthy functioning of the digestive system, helps with the manufacturing of vitamins such as biotin, vitamin B₅ and vitamin B₁₂ in the digestive tract and supports the immune system. Research has shown beneficial effects after taking Lactobacillus acidophilus to support in the treatment of diarrhoea, constipation and abdominal bloating.</p>
Lactobacillus rhamnosus	<p>Probiotics are live micro-organisms, that when taken in supplement form, may benefit health by improving the balance of the intestinal microflora. Intestinal microflora are living micro-organisms, naturally found in the human digestive system. Intestinal microflora supports the healthy functioning of the digestive system, helps with the manufacturing of vitamins such as biotin, vitamin B₅ and vitamin B₁₂ in the digestive tract and supports the immune system. Lactobacillus rhamnosus resistant to gastric acidity, grows well in the presence of bile and shows good adherence to intestinal cells.</p>
L-Carnitine	<p>L-Carnitine is involved in the metabolism of fat in the body. It assists with the transport nutritional fuel into the mitochondria, the energy centre in each living cell. L-Carnitine plays a supportive role in maintaining the strength of skeletal muscles. L-Carnitine is also important for the support of cardiovascular health.</p>
Lecithin	<p>Lecithin is a source of choline and inositol. Lecithin is known to assist with the metabolism of dietary fats and cholesterol in the digestive system. Lecithin is a popular supplement used to assist in the nutritional management of high cholesterol levels and to support overall cardiovascular health and well-being. Lecithin is also often used to assist in weight reduction, as part of an energy controlled, balanced diet. Lecithin provides building blocks for the development and maintenance of the nervous system and brain cells. It is therefore a popular nutritional supplement to help optimise memory and concentration. Lecithin is also known to assist with the maintenance of healthy hair and skin.</p>

L-Glutamine	L-Glutamine is an amino acid which concentrates in the brain. Glutamine converts to glutamic acid, which is an energy source utilised by the brain cells. L-Glutamine is used to assist in the nutritional management of attention deficit hyperactivity disorder (ADHD) and Alzheimer's disease. It is also an essential metabolite of the immune system and important for the healthy functioning of the digestive system.
L-Methionine	L-Methionine is an essential amino acid, which is known to be important for the maintenance of healthy hair. It is also important for the maintenance of a healthy skin and supports wound healing.
L-Tyrosine	L-Tyrosine is known to support libido, also referred to as sexual desire. L-Tyrosine is also involved in energy metabolism, hence its application in the nutritional management of fatigue. It is a popular supplement for men suffering the effects of low energy and reduced sexual performance.
Manganese Sulphate	Manganese is a trace mineral which serves as a cofactor in many biochemical reactions in the body. It is found in foods such as nuts, seeds, pulses, seeds, whole-grain cereals and dark green leafy green vegetables. Manganese plays an important role in the maintenance of healthy bones and teeth.
Papain	Papain is an enzyme which breaks down protein molecules and is found in papayas. In a culinary context, it is popular as a meat tenderiser and is believed to assist with the metabolism of protein foods.
Policosanol	Policosanol has been shown to benefit blood cholesterol by lowering the harmful LDL-cholesterol and total cholesterol levels, as well as raising the beneficial HDL-cholesterol. The exact cholesterol lowering mechanisms are still being investigated. However, it is believed that policosanol may inhibit cholesterol production in the liver, as well as increasing the removal of the harmful LDL cholesterol. Policosanol is also believed to support healthy blood circulation and to help in the prevention of blood clotting.
Potassium	Potassium, a very important electrolyte in the body, is found in foods such as molasses, tomatoes, celery, bananas, potatoes and dried guavas and apricots. Potassium-chloride is often recommended as a salt replacement for people that suffer with high blood pressure and is believed to help reduce the risk of a stroke.
Rooibos tea extract	Rooibos Tea is a natural source of antioxidants. Antioxidants protect our body cells and tissues against free radical damage. Free radicals are unstable molecules that cause damage to body cells and tissues as found with the ageing process, exposure to sunlight, pollution and cigarette smoke. The type of antioxidants found in Rooibos Tea are called polyphenol antioxidants and are classified as flavonoids and phenolic acids. These include: aspalathin, quercetin, rutin, orientin, isoorientin, vitexin, isovitexon, luteolin, vanillic acid, caffeic acid, ferulic acid and p-courmaric acid.
Royal Jelly	Royal jelly is a milky secretion produced by glands in the heads of nurse honey bees (<i>Apis mellifera</i>). In traditional medicine, it is a popular remedy to increase energy and vitality, as it is believed to have energising and health promoting properties. However, very few clinical or scientific studies have explored the active ingredients in royal jelly, or their mechanisms of action.
Rutin	Rutin is a flavonoid antioxidant, known to support healthy blood circulation, and is therefore often used to assist in the treatment of varicose veins. Antioxidants protect our body cells and tissues against free radical damage and are also referred to as free radical scavengers. Free radicals are unstable molecules that cause damage to body cells and tissues as found with the ageing process, exposure to sunlight, pollution and cigarette smoke. Antioxidants bind to free radicals before they cause harm.
Spirulina	Spirulina is made from blue-green algae, found in the ocean, represented by a mixture of single celled organisms. Blue-green alga has the ability to photosynthesize and therefore supplies the body with chlorophyll. Supplements rich in chlorophyll are used to assist in the treatment of bad breath as chlorophyll is known for its excellent detoxifying properties. Spirulina naturally contains potent antioxidant nutrients, vitamins, minerals and trace elements. Spirulina is a natural source of iron, found to be easily absorbed by humans. Iron is an important component of our red blood cells, that carry oxygen

	through the body, required for energy metabolism. The nutrients found in spirulina are believed to support the functioning of the immune system.
Taurine	Taurine is found in high concentrations in the brain and nervous system. It is believed that low levels of taurine may be associated with learning difficulties associated with attention deficit hyperactivity disorder (ADHD). Taurine is an amino acid that concentrates in the retina of the eyes and is essential for eyesight. May enhances the function of the rods and cones of the retina of the eyes, which makes it essential for optimal eyesight.
ANTIOXIDANTS	
Beta Carotene	Beta carotene is an orange pigment found in orange fruits and vegetables as well as some green vegetables. Beta carotene is also referred to as pro-vitamin A because it is converted to retinol the active form of vitamin A in our body, only as required. Where excessive intake of vitamin A can be toxic, beta carotene is water soluble and non toxic, therefore a safe supplement to ingest in high doses. Beta carotene is essential for healthy eyes and may assist in the prevention and nutritional management of atherosclerosis, stroke, angina and other forms of heart disease.
Co-enzyme Q10	Coenzyme Q10 works along with certain enzymes to support energy metabolism. Coenzyme Q10 is important for cardiovascular health and is an important supplement for people taking cholesterol-lowering statin drugs, known to deplete Coenzyme Q10 in the body. It assists in the treatment of numerous cardiovascular problems, such as hypertension, high cholesterol, heart palpitations and angina. Coenzyme Q10 may assist in the treatment of Parkinson's disease and has been shown to reduce tremor associated with this disease.
Lemon Bioflavonoids	Lemon bioflavonoids such as hesperidin, are antioxidant nutrients that work closely together with vitamin C. Antioxidants protect our body cells and tissues against free radical damage and are also referred to as free radical scavengers. Free radicals are unstable molecules that cause damage to body cells and tissues as found with the ageing process, exposure to sunlight, pollution and cigarette smoke. Antioxidants bind to free radicals before they cause harm.
Lutein	Lutein is a potent antioxidant, which acts as a filter for visible blue light, which can cause photo-damage to the retina of the eyes. Lutein may help in the prevention of age-related macular degeneration (ARMD) and may reduce the risk cataracts by protecting against light-generated free radicals. Lutein, as antioxidant nutrient, may have a role in cancer prevention and may also have a preventive role in cardiovascular disease. Lutein may have a beneficial role in skin exposed to high levels of ultraviolet light.
Zeaxanthin	Zeaxanthin is an antioxidant nutrient found in spinach, broccoli, apricots, mangos and pumpkin. Zeaxanthin may help in the prevention of age-related macular degeneration (ARMD). It also helps to protect the eyes against the development of cataracts. Zeaxanthin concentrates in the lens of the eyes and supports the health of the macula, behind the retina of the eyes. Zeaxanthin, as antioxidant nutrient, may have a role in cancer prevention. It may also have a beneficial role in skin exposed to high levels of ultraviolet light.
ESSENTIAL FATTY ACIDS	
Borage Oil	Borage (Starflower) oil is an important source of the omega 6 essential fatty acid, Gamma-Linolenic Acid (GLA), which cannot be produced by the body. Omega 6 fatty acids are often used by women to assist in the nutritional management of PMS and menopausal symptoms such as breast tenderness, water retention, mood swings, irritability and acne breakouts of the skin. GLA has mild anti-inflammatory properties and may help with the nutritional management of rheumatoid arthritis. GLA may help to lower high blood pressure and may assist in lowering high cholesterol levels. It is also known to support the immune system and may help with skin disorders such as eczema, acne, and dermatitis.
Evening Primrose Oil	Evening Primrose Oil is an important source of the omega 6 essential fatty acid, Gamma-Linolenic Acid (GLA), which cannot be produced by the body. Omega 6 fatty acids are often used by women to assist in the nutritional management of PMS and menopausal symptoms such as breast tenderness, water retention, mood swings, irritability and acne breakouts

	of the skin. GLA has mild anti-inflammatory properties and may help with the nutritional management of rheumatoid arthritis. GLA may help to lower high blood pressure and may assist in lowering high cholesterol levels. It is also known to support the immune system and may help with skin disorders such as eczema, acne, and dermatitis.
Flaxseed Oil	Flaxseed oil is one of nature's richest sources of omega 3 fatty acids. Flaxseed oil also contains omega 6 and omega 9 fatty acids. Omega 3, omega 6 and omega 9 fatty acids all benefit various aspects of health and represent the healthy fats that most people's diets are deficient in. Omega 3 fatty acids have mild anti-inflammatory properties which may help to reduce joint pain and discomfort associated with arthritis and is therefore used to assist in the treatment of psoriasis, which is an inflammatory skin disease. Essential fatty acids may help to alleviate migraine headaches.
Omega 3	Omega 3 fatty acids cannot be produced by the body, hence dietary intake is essential. Omega 3 fatty acids that are important for health and well-being include Alpha-linolenic acid (ALA), Docosahexaenoic Acid (DHA) and Eicosapentaenoic acid (EPA). ALA is found in flaxseed oil, while DHA and EPA are found in marine oils from fatty fish such as salmon and mackerel. Omega 3 fatty acids provide essential building blocks for the nerve and brain cells, which is why they are recommended to the following groups of people: pregnant and breastfeeding mothers, babies, children, children suffering with attention deficit disorder and hyperactivity, students and any person with concentration and memory problems. Omega 3 fatty acids may help to improve overall condition of the skin and is also used in cases of eczema, psoriasis and atopic dermatitis. They are also vital for the maintenance of healthy eyes and good vision. Omega 3 fatty acids may assist in the nutritional management of certain ailments such as high blood pressure, high cholesterol and thrombosis. Omega 3 fatty acids are known to have mild anti-inflammatory properties, hence their application to assist in the treatment of inflammatory disorders such as rheumatoid arthritis.
Omega 6 (GLA)	Omega 6 fatty acids are often used by women to assist in the nutritional management of PMS and menopausal symptoms such as breast tenderness, water retention, mood swings, irritability and acne breakouts of the skin. GLA, from borage or evening primrose oil, has mild anti-inflammatory properties and may help with the nutritional management of rheumatoid arthritis. Omega 6 fatty acids may help to lower high blood pressure. They assist in lowering high cholesterol levels and help to support the immune system. Omega 6 fatty acids may also help with skin disorders such as eczema, acne, and dermatitis, as well as allergies and asthma.
Omega 9 (Oleic Acid)	Oleic Acid (OA) is an omega 9 fatty acid found in foods such as olives, olive oil, avocado, avocado oil, canola oil, sesame oil, peanuts, almonds, pistachio-, cashew- and macadamia nuts. OA from olive oil is known to have anti-inflammatory properties, as well as participating in various metabolic reactions. Olive oil contains certain phenolic components with antioxidant properties, as well as properties supporting healthy blood circulation, such as vasodilating and anti-platelet properties.
Salmon Oil	Salmon oil is an important supplement to balance the saturated fats in our diets as it is a rich source of Omega 3 fatty acids. Omega 3 fatty acids provide essential building blocks for the nerve and brain cells, which is why they are recommended to the following groups of people: pregnant and breastfeeding mothers, babies, children, children suffering with attention deficit disorder and hyperactivity, students and any person with concentration and memory problems. Omega 3 fatty acids may help to improve overall condition of the skin and is also used in cases of eczema, psoriasis and atopic dermatitis. They are also vital for the maintenance of healthy eyes and good vision. Omega 3 fatty acids may assist in the nutritional management of certain ailments such as high blood pressure, high cholesterol and thrombosis. Omega 3 fatty acids are known to have mild anti-inflammatory properties, hence their application to assist in the treatment of inflammatory disorders such as rheumatoid arthritis.