



Optimum Health for Women & Men



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Optimum Health for Women

General health & well-being

Many demands are put on a woman's body throughout her life; menstruation, pregnancy and menopause all have an impact on health. In addition, the popularity of dieting among women increases the risk of deficiencies of certain vitamins and minerals. Anaemia, a deficiency of Iron, is the most common deficiency among women due to the loss of blood during menstrual cycle. Women with heavier periods (such as pre-menopausal women) are at increased risk of anaemia and should take extra steps to ensure their diet contains sufficient levels of Iron.

Osteoporosis is a very real threat for women and they are more at risk of the disease than men. Most women do not realise that their bones continue to grow (in density) until they are 35 years of age and then the density steadily declines increasing the risk of osteoporotic fractures in old age. As a result all women should ensure they have enough Calcium in their diets to build up the mineral density before the age of 35 and try to slow the rate of loss to help prevent fractures after the menopause.

- 7 out of 10 women do not consume enough Magnesium
- 48% of women do not consume enough Calcium
- 9 out of 10 women do not consume enough Iron

PMS

PMS affects approximately one-third of all pre-menopausal women. One of the main underlying causes of PMS has been shown to be a high oestrogen to progesterone ratio. Supplementation with Vitamin B6 and Magnesium have been shown to help reduce the symptoms of PMS and Soy Isoflavone and Black Cohosh extract supplements have also yielded very favourable results. These ingredients work by helping to tone down the effects of the body's natural oestrogens by binding to oestrogen receptors on various tissues, blocking their over stimulation by the body's more powerful oestrogens. Additionally, Black Cohosh contains triterpene compounds which provide the building blocks from which the body can synthesize progesterone to help balance

the oestrogen to progesterone ratio. Further studies have also indicated that supplementation with Vitamin E can further help to reduce many PMS symptoms.

Vitamin E, Vitamin B6 and Magnesium are all known to affect hormones (specifically prostaglandins), which are responsible for many symptoms of PMS. These nutrients help the body make prostaglandin hormones that reduce PMS symptoms. Calcium also may help reduce PMS symptoms such as bloating and irritability.

Pregnancy

It is extremely important for women to get enough Folic Acid if planning to become pregnant. 400ug Folic Acid daily has been found to significantly reduce the risk of neural tube defects (spina bifida) in the growing fetus. The demands of the growing fetus during pregnancy also increase the requirement for many nutrients including Calcium and Iron. The fetus takes all of the nutrients needed from the Mother and if she isn't consuming sufficient then in the first instance it is the Mothers health which is compromised. In addition, two thirds of a baby's brain growth happens during the last trimester and first few months of pregnancy, therefore ensuring sufficient essential fatty acids (from oily fish and seeds in the diet) during this time is critical.

Optimum Health for Men

General health and well-being

Heart attacks are the most common cause of death in the UK and until the age of 50 they are more common in men than women. This is probably because men are more likely to suffer from high blood pressure than women at this age. Many studies have suggested that getting the optimum level of antioxidant nutrients and vitamins and minerals can improve the immune system function and help prevent heart disease and a variety of cancers.

- 50-60% of men will suffer from Benign Prostatic Hyperplasia (BPH) at some point in their lives
- 4 out of 10 men do not consume enough Magnesium
- 25% of men are likely to suffer from heart disease compared to 17% of women

"Saw Palmetto can effectively treat many problems of the prostate gland"

Prostate Health

The prostate, a walnut-size gland located just below the bladder, is the source of many male urinary problems, including cancer, benign enlargement, and inflammation (prostatitis). Prostate cancer, with an estimated 18,000 new cases a year, is the most common male malignancy. Approximately 50 to 60% of men between age 40 and 59 years of age develop an enlarged prostate gland (benign prostatic hyperplasia). This causes increased frequency of urination, night-time awakening to empty the bladder, reduced urine stream and caliber of urination. In recent years numerous scientific and clinical research has revealed that the standardised extract of Saw Palmetto can effectively treat many problems of the prostate gland.

Hair Loss

Hair loss or alopecia is a common problem experienced by many men and although

certain factors have been definitely identified as contributors to hair loss (such as heredity, hormones and aging), we must keep in mind that a healthy diet and regular exercise may help to prevent or at least slow hair loss by keeping our biological systems healthy. Defining exactly what a healthy diet is when it comes to preventing hair loss, can be a little more complex. Principally, the main vitamins, minerals, and nutrients that one must ingest in some form to maintain healthy hair are Vitamin A, all B vitamins – in particular Vitamin B6 (pyridoxine) and B12 (cobalamin), Folic Acid, Biotin, Vitamin C, Vitamin E, Copper, Iron, Zinc, Iodine, Protein, Silica, Essential Fatty Acids (EFAs) and last but not least one must consume sufficient water.

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Please turn to pages 28-31 to see our full range of Women's Health supplements.

Iron 14mg

9 out of 10 women do not consume enough Iron

Iron is essential for the production of haemoglobin, which transports oxygen to every cell in the body. According to a government survey, women are especially vulnerable to Iron deficiency – which can result in Anaemia. Each of Healthy Direct's Iron tablets provides the full 100% RDA (Recommended Daily Allowance) of 14mg.

011402 Pot of 60 £1.95 1 daily
011404 Pot of 360 £7.95 1 daily



TOP 10 BEST SELLER



Saw Palmetto

Achieve optimum prostate health

Saw Palmetto berries contain an unusual mix of ingredients which are believed to alter the levels of hormones (possibly including a form of testosterone) that cause the prostate swelling involved in Benign Prostatic Hyperplasia. The herb may also possess anti-inflammatory and anti-bacterial properties – suggesting it may be of significant use to sufferers of prostate and urinary tract infections.

021702 Pot of 60 £3.95 1 daily
021704 Pot of 360 £14.95

Please turn to pages 34-35 to see our full range of Men's Health supplements.

