

March - May 2016

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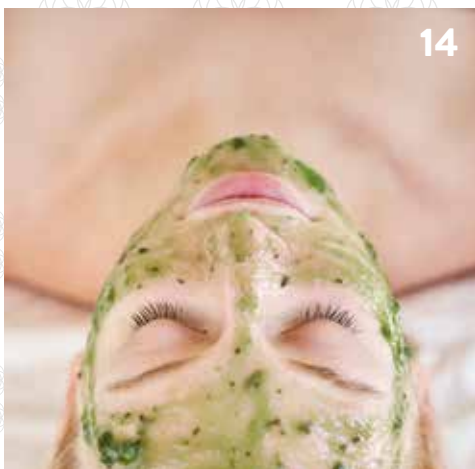
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EDITOR'S NOTE

Well, we're well into 2016 now and hope that you are all enjoying a good, old fashioned Kiwi summer. In this issue we're taking a look at some of the trends for 2016 and new developments in the natural health world, from folate through to the differing forms of vitamin B12. We're encouraged by the move towards banning products with little plastic microbeads and are thrilled to be partnered with New Zealand companies who are offering natural alternatives that are kinder for both our skin and environment.

Similarly, we'll be breaking out the jars and prioritising pickling, as we explore more of the fabulous benefits of fermented foods. Digestive health is a big focus for us currently, as more and more research shows the importance of taking a probiotic, and the far-reaching benefits that balanced gut flora has for our overall health. Check out pages 6, 7 and 11 for more on this and make sure you talk to one of our Hardy's experts in-store about products for you and your family.

As the kids go back to school, we take a look at the things that we, as parents, can do to help them to function at their happiest and healthiest best. We've got something for the blokes too, with a look at the state of testosterone levels in our modern world and some tips for manly good health.

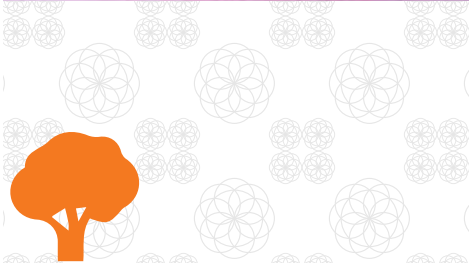
We hope you will find a wealth of wisdom, new information and expert advice within these pages to help you on your journey towards feeling fantastic.

Until next time, stay happy and healthy (and enjoy some sauerkraut!)

Your Hardy's Team

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HEALTHFUL HINTS



COOL AS A CAULIFLOWER

Although plentiful in New Zealand all year round, cauliflower comes into its own at this time of the year. As we taper off the salads, and start with more steaming, roasting and stir-fries, many dinner tables see the humble cauliflower making a comeback.

It's possible to wrongly assume that because cauliflower isn't brightly coloured, like much of our other produce, that it doesn't have as much to offer nutritionally – however that's not the case. Cauliflower is an excellent source of vitamin C, containing 77% of your recommended daily intake in just one serving. It's also rich in vitamin K, folate, niacin, magnesium, pantothenic acid and vitamins B1, B2 and B6, as well as a good source of fibre, potassium and manganese.

Try the cruciferous cauliflower in a range of different ways: lightly steamed, in a soup, boiled lightly and mashed instead of potato, roasted with a dash of olive oil or riced in a food processor as a lower-carb, or paleo, option that you can use instead of rice.

A HELPING HAND FOR HEALTHY FATS

Whether you've had your gallbladder removed, are pregnant, or just know that you don't find digesting fatty foods (and hence, fats) easy, you may be missing out on some of the benefits of this part of your diet or supplemental schedule. Unfortunately, the digestive system doesn't discriminate when it comes to the utilisation of good fats versus the not-so-good ones. However, a digestive enzyme can help.

Digestive enzymes help to break down macromolecules into their smaller building blocks, in order to facilitate their absorption by the body. The reality is that our digestive system doesn't absorb food, it absorbs nutrients, so the things we consume need to be broken down into those compounds. The body's own digestive enzymes are primarily produced in the pancreas and small intestine and chronic stress, ageing, food intolerances, low stomach acid and a range of other conditions mean that often our system can do with a helping hand.

If you are taking a high quality fish oil or flaxseed oil and not noticing all of the benefits you should be, you may not be digesting and utilising them optimally. If you think this might be you, or you're considering adding one of these products to your regime and want to ensure the maximum benefits, talk to a Hardy's expert in store.

EVADING ECZEMA

For those who have experienced eczema, it's a real pain. The inflammatory skin condition, which usually appears in early childhood, is an allergic reaction affecting the immune system and can make skin red, patchy and itchy, which can lead to irritability and sleepless nights – for both Mum and bubs! Although it's not contagious, it can unfortunately be tough to treat, especially in our littlest loved ones. Prevention is, by far, the best medicine and this is where probiotics play a part.

You may be wondering what friendly bacteria, taken internally, has to do with the skin, but did you know that over 70% of your child's immune tissue is found in their digestive system? Probiotics help to balance the bacteria in the digestive system and different strains can be useful for different conditions, especially when it comes to developing immunity.

When it comes to eczema, clinical trials have found that taking *Lactobacillus rhamnosus* (LGG®) during pregnancy and breastfeeding can reduce the incidence of children developing eczema and other atopic conditions like allergic rhinitis and food allergies. If eczema does strike, *Lactobacillus rhamnosus* (LGG®), can also help to reduce the symptoms when taken by mothers who are breastfeeding, or when mixed into formula.



HOW ABOUT THOSE HEADACHES?

Nothing can slow you down, or take the spring out of your step quite like a headache. Those pervasive little buggers seem to strike when we least want them to and seemingly come out of nowhere. However, it's possible to get many different types of headaches, and when you figure out which ones are causing your discomfort, it can be easier to avoid, or at least treat them.

- Tension headaches are the most common type and are thought to be caused by the contraction of neck and scalp muscles, usually as a response to stress. They tend to feel like a constant ache, or pressure around the head, especially at the temples or back of the head and neck. While they don't tend to be quite as debilitating, they're still a pain. To counter them, find effective ways to manage and minimise stress and stretch your neck and shoulders regularly, especially if you sit for long periods of time.
- Cluster headaches typically affect more men than women and tend to recur in cycles. They come out of nowhere, usually with severe pain on one side of the head and are often accompanied by a watery eye or blocked or runny nose on that same side of the face. To mitigate these types of headaches, become familiar with, and avoid your triggers (which often include alcohol use, especially beer, and smoking). Support for healthy blood pressure has also been found to be beneficial.
- Sinus headaches occur when a sinus becomes inflamed due to infection. These are usually combined with a fever and are a common occurrence alongside winter ills and chills. Keep your fluids up and try to drink some warm water and soups, which can open sinuses and reduce inflammation. Green tea or lemon in water can also help as they are rich in vitamin C. Alternatively, look for a natural decongestant.
- Rebound headaches can result, ironically, from overuse of painkillers for headaches. Some theories suggest that too much of that sort of medication shifts the brain into an excited state that triggers more headaches, or it could be a result of withdrawal as the level of the medication drops in the bloodstream. To avoid these, look for natural solutions when you do suffer from headaches.

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BALANCING DIGESTIVE FLORA: IS YOUR GUT A GARDEN OF EDEN?

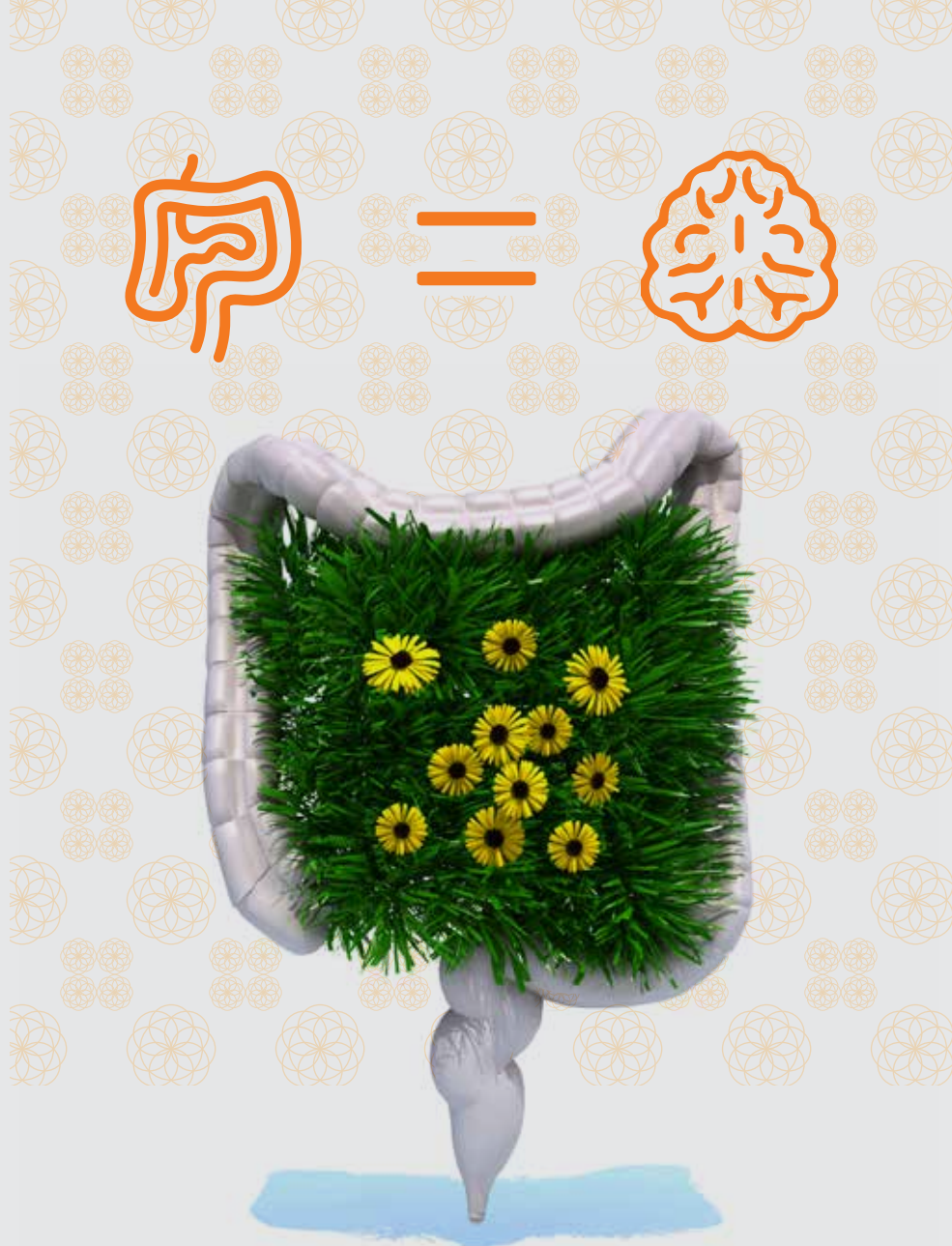
We're typically only aware of our insides, especially our digestive system, when they're somehow behaving badly, or scream at us loudly enough to get our attention. The reality is though, that by the time you are noticing issues in your digestion, a problem already exists and will likely be more challenging to resolve.

So whether you're aware of a problem with your digestion, or wonder whether your gut health is all that it could (or should) be, it's worth sparing it a thought. Imagine if your digestive system was like a garden paradise; a peaceful and serene ecosystem, where everything runs smoothly and works as it should. It all depends on getting things in the right balance and the best place to start is in attaining and maintaining optimal gut flora.

Getting the balance of good and bad bacteria in your digestive system right is one of the most important steps that you can take towards improving your overall health. Not only is gut health vital for all the functions of digestion - breaking down our food and enabling us to absorb and utilise it optimally in the body - it also has a significant impact on other aspects of our health.

For starters, studies have shown a strong link between our gut and the brain. On some level we know this, as we've all experienced a time when we've felt butterflies when thinking about something (or someone) or felt 'sick to our stomach' when considering a certain scenario using our grey matter upstairs. Similarly, we know that stress can cause stomach troubles, so it follows that in the same way that our brain has a direct effect on our stomach, our stomach is also affecting our brain.

Scientists refer to the little brain centre of our gut as the enteric nervous system (ENS), which consists of more than 100 million nerve cells. Although the ENS isn't capable



of thought as we know it, it communicates in its own way, back and forth, with our big brain, potentially triggering big emotional shifts in people experiencing digestive issues. This discovery was revolutionary following decades of belief, among doctors and researchers, that anxiety and depression contributed to, or caused, digestive conditions like irritable bowel syndrome, when in fact it could be the other way around.

The brain isn't the only aspect of our health in which digestion plays a significant role; it's also intimately linked to our immune system. 70 - 80% of our immune system resides in and around our gut, so the health (or otherwise) of our digestive 'garden' is vitally linked to the condition of our immunity.

Seasonal allergies, chronic inflammation or winter ills and chills that linger for weeks can all be signs that your immune system is out of balance. Food allergies are another good clue, as undigested food (especially undigested protein) looks like bacteria to the body, so our immune system creates an antibody to it.

There are, however, steps that you can take to improve your digestive health, with all its flow-ons to your overall health and wellbeing. Chief among them is taking a good probiotic. It is thought that when the gut is playing host to 75% beneficial bacteria, the body - from your digestion, to your immune system and your brain - is able to create balance. Therefore, the more beneficial bacteria, or probiotics, we can feed it with, the better.

Put simply, probiotics are live organisms that are good for our health. While these helpful bacteria are found in some quantity in the body, many aspects of modern life cause our levels to be lower than they should be. Probiotic supplements abound, but not all are created equally and it can be hard to know the difference, or potential benefits, when there are so many different species or strains to consider.

To narrow it down, most probiotics come from one of two groups: lactobacillus, enzymes required to break down lactose (the sugar in milk) and naturally

ferment carbohydrates in the gut, and bifidobacterium, helping to ward off harmful bacteria and producing lactic acid in the gut. The lactic acid produced by both types, and through natural fermentation in the digestive system, provides up to 70% of the energy required by the cells that line the intestinal wall, thereby enhancing the natural protective barrier of the gut. It also facilitates the effective absorption of minerals like magnesium, calcium, iron and zinc.

In the natural health arena, lactobacillus acidophilus (NCFM®) and bifidobacterium lactis (Bi-07) are typically considered the best two species available. Lactobacillus acidophilus is considered, by many, the most important strain of the lactobacillus species because it colonises most densely in the small intestine, helping to protect the intestinal wall, ensure proper nutrient absorption and support overall healthy digestive function. Bifidobacterium lactis, on the other hand, is found predominantly in the large intestine and supports the digestion of sugars, fibres and macronutrients, as well as the lactic acid-related benefits listed above.

Whether you know that you have digestive problems, or just want to tend to your digestive garden, and reap the benefits in your overall health, it's worth considering a probiotic supplement. Talk to a Hardy's expert about the best solution for you; they are well-versed in the different strains and their benefits, and can remove the confusion to help you to feel fantastic.

Getting the balance of good and bad bacteria in your digestive system right is one of the most important steps that you can take towards improving your overall health.

OTHER WAYS TO GET YOUR GUT IN GOOD WORKING ORDER:

- Focus your diet around whole, unrefined foods, as refined sugars and grains tend to feed the "bad" bacteria in your system and upset the balance.
- Limit your fat intake, by looking for lean cuts of meat and keeping fried foods to a minimum. No matter how balanced your system is, fatty foods are hard to digest, slowing things down and taxing a system that would normally run well.
- Eat more fibre to keep things moving at the right pace and to add weight to your stools, to make them easier and quicker to pass. Fibre effectively slows digestion and absorption in some ways too, encouraging glucose to enter your bloodstream more slowly and keeping blood sugars at a more even level.
- Eat naturally fermented foods regularly, like quality yoghurt (read the label carefully, as not all of them are fermented), sauerkraut, kimchi and kombucha, or make your own pickled

vegetables at home. Naturally fermented foods contain a ready supply of "good" bacteria or probiotics. (Turn to page 11 to find out more.)

- Stay hydrated, as plenty of water in your digestive system helps to dissolve fats and soluble fibre and allow them to pass through your system more easily.
- Take your time with meals; focus on what you are eating and chew slowly and thoroughly. So often we wolf something down in front of the television or on the run, which means not only do we eat too much without noticing until afterwards, but we miss out on the first stage of proper digestion, which occurs when we chew well and our saliva and enzymes begin the process of breaking down our food, before it even gets to the stomach.
- Keep moving, as exercise helps to increase the blood flow to all of your organs, helping them to work more efficiently. This goes for your digestion too, as physical activity can stimulate muscles in the digestive tract.



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FINDING THE RIGHT FORM OF FOLATE

When it comes to knowing what important vitamins and minerals you should be getting more of, it's easy to get confused. This is especially the case with folate and folic acid, which are both forms of water-soluble vitamin B. Folate, simply known as vitamin B9, refers to the various tetrahydrofolate compounds that naturally occur in our food. Folic acid, on the other hand, is the synthesised form of folate used in some supplements and, sometimes, added to 'fortified' foods.

WHY DO WE NEED IT?

Vitamin B9 serves a variety of purposes in the body, helping to keep your cells functioning properly and replenishing your red blood cells to prevent anemia. It is critical in the metabolism of several amino acids, including those that serotonin and dopamine are derived from, and studies have shown that it may play a role in supporting low mood, memory and insomnia.

Folate supports the nervous system and is essential for brain development and function. Poor folate levels have been linked to high homocysteine levels, which are associated with cardiovascular conditions and have been implicated in chronic fatigue, osteoporosis and the ageing process. In early pregnancy, a woman's need for the vitamin increases and it's essential in decreasing the risk of congenital anomalies and neural tube defects.

HOW MUCH DO WE NEED?

While many of us already know that folate is vital for women during pregnancy, it's also important for everyone, young and old, to make sure they are receiving adequate amounts of this essential vitamin. The recommended daily intake for folate varies and the amount required for children goes up as they age: 150mcg for children between 1 and 3, 200mcg for children between 4 and 8, and 300mcg between the ages of 9 and 13. From the age of 14 onwards, 400mcg is recommended, however for pregnant and lactating women, this requirement goes up to 600mcg per day.

FORGING A FOLATE HABIT: HOW EASY IS IT TO GET WHAT WE NEED?

For most people who eat a balanced diet, it's possible to get most of the folate you need from the foods you eat. However, because folate is soluble, it doesn't stick around in the



body for long after a portion of it is ingested. This means you need to continually include folate in your diet, to replenish the body's stores. Beans, lentils and chickpeas are all excellent sources of folate, as are green vegetables, especially asparagus, broccoli and spinach. Orange juice and tomato juice are brimming with folate, but look for an option without lots of other added ingredients, preservatives and sugar.

Folate deficiencies can occur, however, in people with nutritional limitations or in those who suffer from issues that prevent their bodies from effectively absorbing and utilising vitamins, such as bowel conditions, digestive disorders, or various types of infections. Additionally, for pregnant women, because their daily recommended requirement is higher, and is so vital before conception and in the first 12 weeks of pregnancy, a prenatal supplement with folate or folic acid is recommended.

Folic acid must be converted into its active form, tetrahydrofolic acid, in a series of biochemical steps, before it is able to be used effectively by the body. Because synthesised versions are harder to break down and utilise in the body, where possible, we recommend looking for a supplement with the more natural form of folate. Not all forms of folic acid are created equally either though. There is one kind that requires no conversion, as it is already 'body-ready'. Methylfolate has been found to be up to seven times more bioavailable than other forms of folic acid, so talk to your Hardy's expert about the folate form that is right for you.



JOINING THE DOTS FOR JOINTS

While you might not often consciously think of your joints and keeping them healthy, they're incredibly important - allowing you to run, walk, jump, play sports and, generally, do most of the things you love to do. It follows then that if your joints aren't kept in healthy working order, they can make doing all of this much more difficult.

Joints are where two or more bones come together. Many have cartilage on the ends of the bones at the point where they join, which allows bones to glide over one another, and protects them from rubbing against each other. Osteoarthritis, the most common type of arthritis, occurs when surface cartilage in the joints breaks down and wears away, allowing the bones to rub together... ouch! It can affect anyone, young or old, and causes pain, swelling and loss of motion in the joint, which can make life less carefree, mobile and enjoyable.

SO HOW CAN YOU SUPPORT GOOD JOINT HEALTH?

To start with, staying active is vital – being active in your younger years can help prevent stiffness in your joints. Building muscle is also important, as your muscles help to stabilise and protect joints. Those who sit all day long have a high risk of joint pain, so try to take regular breaks and move around regularly if you spend your days in front of the computer. If you already suffer from joint pain, exercise is still hugely important. Low-impact exercises like swimming, water aerobics or stationary cycling are recommended, because they are low impact, and are a good way to stay in shape while reducing the risk of injury and pain.

Glucosamine has been scientifically proven to help to support joint health. An amino sugar, glucosamine is a natural chemical compound found in the body. While it is often derived from the outer shells of shellfish, there are no natural food sources of glucosamine, so supplementation is important. Oral supplements can help to promote healthy cartilage tissue and prevent it from deterioration, increase joint mobility, reduce joint inflammation and swelling, and assist with the management of mild osteoarthritis symptoms.

If you're looking for a solution to joint issues that you can already find in your cupboards, turmeric has anti-inflammatory properties that can help to prevent joint inflammation. This yellow-coloured powder is most commonly used in Indian and Indonesian cooking, so adding some more curries to your meal plan is more than just a delicious idea; it's a good idea for your joints too!

Of course, when it comes to taking care of your joints through food, you can't go past that hero of foods – oily fish. The two omega 3 fatty acids found in oily fish, eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA), help to inhibit proteins that may contribute to osteoarthritis, therefore decreasing its progression. Plus, these omega 3 fatty acids can also help to decrease inflammation, and increase blood flow during exercise, leading to less pain for those with bad joints. If you find it hard to get adequate amounts of omega 3 through your diet, try taking a high quality supplement. Ethical Nutrients Hi Strength Fish Oil contains the high dose that research suggests is needed to support joint inflammation, or talk to a Hardy's expert to determine the right option for you.

As we all know, calcium is great for keeping your bones and joints strong, but studies have shown that our dietary intake of calcium is generally below the levels recommended, especially among young women and the elderly of both genders. A lack of calcium, from inadequate intake and absorption, can lead to serious consequences, including osteoporosis and weaker bones, which can make fractures and broken bones more likely. Put simply, the body needs a certain amount of calcium, so if we're not getting enough of it, the body will take it from the most accessible source, direct from our bones.

While many foods supply various calcium salts, human and animal bones are the only natural source of calcium hydroxyapatite, the kind of calcium that is significantly more usable by the body and much easier to absorb.



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Looking out for your joints is not difficult, but it is an important part of ensuring you'll continue to be able to enjoy doing everything you love to do, with minimal difficulty. Talk to a Hardy's expert to keep your joints jolly and moving today.



THE CASE FOR FERMENTED FOODS



We hear lots of buzz about superfoods – many of which deliver a potent nutritional punch in a small package. One of the new kids on the block, however, is fermented food. Less of a single superfood, and more of a category in itself, nevertheless, fermented foods still deserve the label!

Put simply, fermented foods are foods that have been through a process of lactofermentation, which basically means that natural bacteria have fed on the sugar and starch in the food, creating lactic acid. Now, before you get worried about the b-word, remember the theory surrounding probiotics, the friendly, “good” bacteria that help our body and promote good health in the gut. The same theory goes for fermented foods, as the range of probiotics created during the fermentation process leads to improved digestion. Furthermore, the act of naturally fermenting foods preserves their nutrients and breaks the food down into a more digestible form.

Examples of fermented foods that you may have come across include cottage cheese and some yoghurt - beware that not all technically fit the bill though! Non-dairy options include miso, soy sauce, kimchi, kombucha, tempeh and sauerkraut.

Unfortunately, with advances in our modern diets, the amount of probiotics and enzymes in our food has declined sharply. Pasteurisation has replaced raw milk in many cases, pasteurised yoghurt has replaced homemade, and vinegar-based pickles and preserves have far superseded lacto-fermented versions on supermarket shelves.

Some cultures have long known the health benefits of fermented foods; the Germans are famous for their sauerkraut (pickled cabbage), and kimchi (seasoned, pickled vegetables) remains a traditional Korean side dish. As well as introducing more beneficial bacteria into your digestive system, people that eat fermented foods enjoy the balance of gut bacteria and sufficient enzymes to absorb maximum nutrients from the foods they eat.

There are a couple of other very practical benefits to these sorts of foods, which come down to cost-economy. Firstly, fermented food is well-preserved and lasts for months, with no loss of nutrients that would occur with traditional canning, so there's very little wastage involved. This means that preparing a batch yourself

enables you to reap the rewards for some time. Secondly, with fermented foods so easy to make at home, it's possible to eat really healthily on a budget.

Fermenting food is fun and easy, and great for your health. We love this simple method for fermenting vegetables, which are then great as side dishes, garnishes, or in salsa. You can use whatever vegetables you like or have to hand too, which makes this even more convenient. Have fun experimenting with different combinations and see what your family enjoys.



1. Choose your vegetables and chop them into bite sized pieces. Shredding or grating is also good, depending on what sort of vegetables you're using. Carrots, peppers, kale, seaweed and broccoli are all good options for fermentation.
2. Create a brine by juicing stalks of celery. Celery contains natural sodium, which will keep your vegetables in an anaerobic environment to encourage the growth of good bacteria. Other options for a brine include whey and salt or a starter culture, depending on your recipe.
3. Fill a jar with your vegetables and the celery brine and add some aromatics, like garlic or rosemary, for taste if you like. Make sure you fill the jar to the brim to eliminate any trapped air and then completely cover the mixture with a cabbage leaf.
4. Seal the jar and keep it in a warm, slightly moist place for 2 – 4 days. A good option is a portable cooler or casserole dish filled with warm water, with the lid on. The environment that the jars are in should be maintained between 20 – 24°C.
5. After several days, move the jars to the refrigerator, and enjoy them from there.



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DRUGS AND NUTRIENT DEPLETION

We've touched on this once in a previous issue, but think the topic still warrants further exploration, as the statistics on the use of prescription medicines are staggering. While not all of these are necessarily bad and, in some cases at least, they can be extremely vital to our health, it is thought that all pharmaceutical drugs deplete the body of various nutrients.

With this in mind, it's important to know what essential vitamins and minerals you may be lacking, so that you are able to replace or replenish the vital things your body needs. If you are currently taking any of the medications listed below, come and talk to one of our Hardy's experts in store, to see whether you would benefit from supplementation to fill nutritional gaps that may be a result of your medication regime.

IF YOU TAKE DIURETICS FOR HYPERTENSION...

You may have depleted levels of magnesium, potassium, sodium and zinc. The former three are all electrolytes, and while we need them in differing ratios for optimum health, all can affect the vital balance of fluids in the body and are critical for allowing the cells in your body to generate energy.

Low zinc levels can have an additional impact on the body, slowing wound healing and impairing our sense of taste and smell. Zinc also plays a vital role in the immune system, so low zinc levels can compromise your body's defences. Stock up on seafood, quality cuts of meat, spinach, nuts and pumpkin seeds, mushrooms and chickpeas to ensure that you've got the best chance of good zinc levels from the food you eat. Supplements are available too; these can deliver the recommended daily intake in a way that is utilised efficiently in the body.

IF YOU TAKE MEDICATION TO CONTROL CHOLESTEROL...

You may not have sufficient levels of CoQ10. Made in the body and utilised for cell growth and energy, 75% of our body's energy is produced this way. As well as helping to avoid fatigue, CoQ10 also works as a potent antioxidant, protecting your body from damage caused by free radicals and other harmful molecules. CoQ10 is found in organ meats, beef, fatty fish, soy oil and peanuts,

however these are often foods to avoid, or limit, if you are watching cholesterol levels. The other option is supplementation, which enables you to rectify low levels without the associated dietary changes.

IF YOU TAKE CARDIOVASCULAR MEDICATIONS...

There could be a range of important nutrients that are depleted. Cardiovascular medications differ, as do the deficiencies that they can spur. Beta-blockers, for example, can deplete the body's levels of CoQ10 (see above). Other medication options, such as Digoxin and Lanoxin, can lead to calcium and magnesium deficiencies, while those that treat cardiovascular conditions with potassium can cause vitamin B12 levels to be low.

We know that calcium has an important role to play in keeping bones and teeth strong (in fact, the body uses 99% of its intake to this end!) Magnesium plays a role in promoting strong bones too, as well as being responsible for more than 300 biochemical reactions in the body. Unsurprisingly, deficiencies here can lead to osteoarthritis, muscle cramps, tooth decay and sleep disturbances. Supplements for these two vital ingredients are a good option, as most have the two nutrients occurring together, which can help to keep them in proper balance, which should be a 2:1 ratio of magnesium to calcium.

Vitamin B12 plays a vital role in supporting the nervous system, memory and cognitive function, development and regeneration of red blood cells and, ironically, promoting cardiovascular health. Supplementation is a good option, or food sources can be found in shellfish, liver foods, fish, red meat, dairy products and eggs.



IF YOU TAKE ASPIRIN REGULARLY...

A salicylate medication, aspirin is often used to treat pain, fever and inflammation. It's commonly the secret weapon that people employ for issues that Panadol just doesn't quite cut it with. It is also sometimes prescribed to treat chest pain and prevent heart attacks and strokes – all important functions. However, aspirin has been found to deplete the body's natural levels of vitamin C, iron, folic acid and amino acids and proteins. (Turn to page 9 for more on folic acid.)

Vitamin C and iron are some of the more well-known nutrients, in terms of the role they play in the body. As well as supporting a healthy immune system, vitamin C helps the body to make collagen, heal wounds and maintain healthy bones and teeth. Iron, on the other hand, is an essential element for blood production, with 70% of your body's stores found in your healthy red blood cells and your muscles. These two nutrients interact with each other too, as healthy levels of vitamin C in the body help to encourage and promote better iron absorption and utilisation. Include red meat, pork, poultry, seafood, beans and dark green leafy vegetables in your diet for an iron hit, or talk to a Hardy's expert about the right sort of supplement for you, as they are available in a variety of forms. Dark leafy greens will kill two birds with one stone in terms of delivering vitamin C also, plus add kiwifruit, broccoli, berries, tomatoes and citrus fruits to further increase uptake.

Other medications not listed here can also increase the body's depletion of nutrients, for example, oral contraceptive pills and HRT (magnesium, vitamin B6), antidepressants (CoQ10, vitamin B12), antibiotics (gut flora) and anti-inflammatories (folic acid). If you are worried about the effect that your prescription medicines are having on your overall health and wellbeing, or are concerned that you could be lacking vital things that your body needs, pop in store and talk to one of our experts. We're here to help!

CUT THROUGH THE CONFUSION OF VITAMIN B12 AND ALL ITS FORMS

Vitamin B12 is essential for the construction of red blood cells, which carry much needed oxygen around your body and can have a big impact on energy levels and how you feel each day. Vitamin B12 also has positive effects on mood, immune function, and nerve, brain and heart health, so it's pretty important. However, vitamin B12 is one of the most common nutrient deficiencies around.

A vitamin B12 deficiency is most common in vegetarians or vegans, as meat, fish and dairy products are the most common food sources, but older people and many others have trouble absorbing vitamin B12 effectively, a job that takes place in the small intestine.

Common symptoms of B12 deficiency include fatigue; dizziness or fainting; coldness, numbness or tingling; slow reflexes; paleness or yellowing of the skin; sore mouth and tongue and chest pain or shortness of breath.

Supplements abound, in both liquid and tablet form, however what many people don't realise is that not all forms of vitamin B12 are created equal. The type that you choose will be based on your priorities and should consider a holistic view of your health. Ask your Hardy's expert for advice about the right one for you. In the meantime, here's a few more of the facts about the more common forms of the humble, and often under-appreciated, vitamin B12.

CYANOCOBALAMIN is a synthesised and very stable form of B12. It's also the cheapest, most ubiquitously available, and most studied form. It's consistently been shown to be effective against vitamin B12 deficiency, so is a good solution for most people. Studies show that most people can convert cyanocobalamin into what is needed in the body easily, however this process does require some energy and a detoxification process to rid the body of the parts of this compound that it doesn't need.

METHYLCOBALAMIN is a coenzyme form of vitamin B12 that is biologically active, so therefore is absorbed and retained in high amounts in the tissues. Because it's already broken down into one of vitamin B12's coenzymes, it doesn't require additional energy expenditure for conversion and goes straight to work in the bloodstream. It's the form that is active in the central nervous system and is essential for cell growth and replication. This form is also used in your liver, brain and nervous system and is an important nutrient for vision and improved sleep. Typically taken sublingually (dissolved under the tongue), this means the nutrient effectively bypasses the stomach and is absorbed directly into the bloodstream, which is good news for the 10-30% of people over the age of 50 who have low stomach acid secretion, which is linked to poor absorption of vitamin B12 from food.

ADENOSYLCOBALAMIN is another active and highly absorbable form of vitamin B12, which also converts to methylcobalamin in the body. However, because adenosylcobalamin is not stable in pill form (like cyanocobalamin is), it's more difficult to find as a supplement. Some liquid vitamin B12 formulations combine the bioactive coenzyme forms of methylcobalamin and adenosylcobalamin.

Vitamin B12 is essential for our survival and you will often find it as a component of other high-quality, balanced multivitamins. In fact, it is recommended to take a B complex supplement, when taking single B vitamins, to ensure a balanced intake.

Talk to a Hardy's expert in store today if you need to boost your Bs.

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SUSTAINABLE SKINCARE: NATURAL ALTERNATIVES TO NASTY MICROBEADS

New Zealand is looking to follow the United States' lead in banning skincare and cosmetic products that contain plastic microbeads. The little beads, commonly found in a range of body exfoliating and hair products, are typically made from polyethylene or polypropylene, which don't dissolve, so cause extensive damage to the environment.

Small in size, many of the plastic particles aren't able to be processed in our water treatment plants, so end up in our water system. Although small, these beads accumulate to clog our waterways and work their way into the stomachs of fish, not to mention that the plastic itself acts like a little sponge, absorbing other chemicals and toxic elements.

Unanimously passed by the U.S. House of Representatives, a new bill prohibits the use of plastic microbeads in formulations from January 1 2018. And it's looking like New Zealand's government will follow suit.

As well as the damage they do to the environment, experts claim that the miniscule plastic beads are also damaging for our skin, causing small tears that are then vulnerable to bacteria. Associate Professor Greg Goodman of the Australasian College of Dermatologists says that our modern obsession with harsh scrubbing of our skin may, in fact, be doing more harm than good. While exfoliation is an important part of an effective skin care regime, we're not floorboards that need sanding. Rather, the skin on our face is actually incredibly fragile and should be treated with care.

If you're worried about what the removal of microbeads will do for you, and your ability to slough away dead skin cells and purify those pores, never fear! Savvy natural beauty companies have already been exploring exfoliating options that don't rely on plastic compounds.

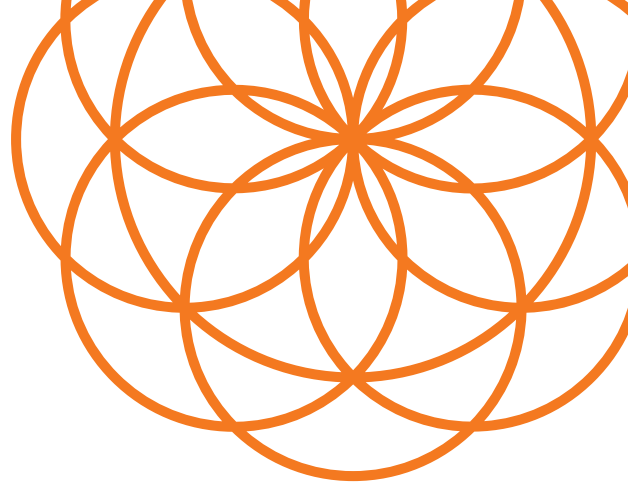


We're thrilled to see some of our favourite local suppliers providing natural options in their products. Our friends at Living Nature have always been committed to providing products that are effective and safe for both our skin and the planet. We love their multi-tasking Skin Revive, a cleanser and exfoliant in one! Using a combination of 100% natural jojoba and candelilla wax microbeads, this 'wonder product' rejuvenates the skin without causing damage or micro tears. Even better, because Living Nature products come from nature, they are kind to nature.

We also love the Antipodes range for their beautiful natural alternatives to nasty microbeads. Their Juliet Skin-Brightening Gel Cleanser uses Vinanza Kiwi® Extract, an antioxidant from the skins of kiwifruit to gently exfoliate the skin. Similarly, in their Reincarnation Pure Facial Exfoliator, you'll find no plastic beads. Instead, this natural product uses a combination of spherical jojoba beads and avocado oil to lift away lifeless skin and ensure your complexion feels reborn. The results, in both cases, are extremely gentle products that are natural and as kind to the environment as they are to your skin.



HARDY'S HELPS HEART HEALTH



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It's important to have a good heart. This isn't just true metaphorically, but literally too, as your heart performs so many important functions. It provides your body with the oxygen and nutrients you need, which are pumped around through your arteries and veins, and carries away waste within the body, so its imperative that you keep it in good health.

Sadly, cardiovascular disease is the number one cause of death in western nations. Over 51% of adults in Australia and New Zealand have high blood cholesterol and/or high blood triglyceride – a type of fat in your blood that's converted from unused calories, and which may contribute to a hardening of the arteries and thickening of the artery walls (atherosclerosis). Atherosclerosis increases the risk of strokes and heart attacks, both of which have been consistently identified as risk factors in the development of cardiovascular disease.

Luckily, there are plenty of products that, combined with a healthy lifestyle and diet, can do wonders for your cardiovascular health. Omega 3 found in fish oil is excellent for supporting a healthy cardiovascular system. Research suggests that the omega-3 fatty acids in fish oil may be supportive for reducing the risk of heart attacks, strokes and arrhythmias (abnormal heartbeats), so, as well as generally assisting with heart health, it can be beneficial for those who are at a higher risk of these conditions. Fish oil also supports a normal low-density lipoprotein (LDL or "bad" cholesterol) to high-density lipoprotein (HDL or "good" cholesterol) ratio, and works to keep triglyceride levels within the normal range, so can be beneficial in reducing the risk of heart disease.

High triglycerides can be a sign of other conditions, including obesity, metabolic syndrome, high blood pressure, and sometimes diabetes that can all increase the risk of heart disease and stroke, so it is important to keep these in check. Talk to a Hardy's expert about the best option for your health.

Also great for cardiovascular health is Coenzyme Q10 (CoQ10), a powerful antioxidant that occurs naturally in all of the body's cells, and is found in especially high concentrations in the heart, and other parts of the body with the largest energy requirements. Scientific studies have shown that supplementation with CoQ10 can help to maintain a healthy cardiovascular system and boost the body's overall wellbeing and vitality.

Ubiquinol is the form of CoQ10 that our bodies actually use to access the ingredient's benefits. Research has shown that, if you're over 25, this reduced form is better for you in a number of ways because, as we get older, converting CoQ10 becomes more of a challenge for your body. As well as age-related changes in your genes, there are also lots of additional factors that can affect the conversion process, including increased metabolic demand, oxidative stress, dietary intake and the effects of illness and disease.

Ageing, along with ongoing stress, illness and the side-effects of medication, can cause levels of CoQ10 to decline, so it's important for people affected by any of these to maintain the levels of this core antioxidant to assist in their continued heart health. If you're over 40 especially, taking ubiquinol instead of CoQ10 will enable more effective absorption and utilisation by the body, as studies have unanimously shown it to be far more bioavailable.

Looking after your heart is incredibly important, but with a few key supplements it can be a lot easier and simpler than you might expect. Your heart's probably in the right place, but if you want to ensure it's at its prime, come in to Hardy's and talk to one of the team; they're happy to answer any questions, and can help to get you on the right track to a healthy heart.

1. http://www.heart.org/HEARTORG/GettingHealthy/NutritionCenter/HealthyDietGoals/Fish-and-Omega-3-Fatty-Acids_UCM_303248_Article.jsp
2. <http://articles.mercola.com/sites/articles/archive/2013/11/03/coq10-vs-ubiquinol.aspx>

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Bowel Biotics Fibre - is a unique formula providing, high fibre, prebiotics and probiotics. It contains 100% natural psyllium husk which contributes to bowel health and regularity.



Body Cleansing Chlorella - Rich in vitamins and minerals Chlorella provides high levels of chlorophyll for cleansing, balancing and nourishing your digestive system.

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MODERN LIFE AND THE DEMISE OF MANLINESS?

The link between our toxic world and declining testosterone levels

We've all probably got some (probably largely socially constructed) idea of what 'testosterone' is all about, but scientifically, it's the main male hormone produced in the testes in men. Levels rise around puberty and are responsible for those fun changes that men go through around that time, including developing hair on the chin and chest, a deeper voice, large strong muscles and a mature functioning reproductive system.

Following puberty, the continuing function of testosterone is to maintain these features through a man's adult life. Unfortunately, testosterone levels in men are decreasing in Western populations. A study in the United States found the level of testosterone in US males had decreased by 17% from 1987 to 2004.

The effects of testosterone decline in men can be far-reaching, from lowered fertility and sexual functioning and reduced cognitive function, to more incidences of anxiety, depression and weight gain. The good news is that this can be avoided by making healthy lifestyle choices. A recent 'Healthy Man' study in Australia found that men who were in very good health did not show an age-related decline in testosterone.

So, is it time to redefine manly behaviour? There are many factors causing men's testosterone levels to drop, but chief among them are obesity, toxins, stress and inadequate sleep. Unfortunately, many of the activities that are considered "manly", such as drinking beer, overworking, staying up late, eating processed, cheap meat and spraying toxic chemicals in the garden instead of weeding, are actually contributing to a decrease in testosterone.

We know that obesity is a major health concern in developed countries, with 1.3 billion people estimated to be obese by 2030, based on recent trends. Scarily, the



most powerful predictor of (and contributor to) low testosterone is excessive weight. Fat cells can irreversibly convert testosterone to oestrogen via an enzyme called aromatase. It follows then that the more fat cells a man has, the more conversion can occur. Excess oestrogen is not only the antithesis to manliness, it also creates a vicious cycle, because low testosterone can actually contribute to weight gain.

Not only weight, stress and poor sleep are also common and underrated lifestyle factors that negatively affect testosterone levels. Stress elevates a hormone called cortisol, which in turn reduces DHEA levels that are necessary for testosterone production. Testosterone is produced during the REM stage of sleep, so good quality sleep is vital to replenishing manliness levels. In fact, a study in young, healthy males found that just one week of sleep disturbance reduced testosterone levels by 10-15%.

Toxins in our environment can also play a role. Thousands of chemicals are used in household products, skincare, food and food packaging, even though the long-term safety of these substances is often untested. Scientific evidence has identified exposure to chemicals as a contributor to many endocrine, neurological and metabolic problems. Most concerning for testosterone levels are endocrine-disrupting chemicals such as PCBs, BPA, phthalates, dioxin, pesticides, heavy metals and fire retardants. These chemicals can not only damage the testosterone producing cells in the testes, they can also bind to hormone receptors to either mimic the action of a hormone or block the receptor, reducing testosterone or increasing oestrogen.

THE NEW MANLINESS GUIDELINES

Now super healthy means super manly. Here are some scientifically validated tips to increase testosterone...

- ⊗ Eat organic, unprocessed foods to avoid unwanted chemicals
- ⊗ Eat quality protein, lots of vegetables and little sugar
- ⊗ Eat healthy fats (especially olive and coconut oils)
- ⊗ Favour glass over plastic
- ⊗ Exercise regularly, especially high intensity interval training and resistance training
- ⊗ Drink green tea instead of coffee
- ⊗ Use natural personal care, gardening and cleaning products to avoid oestrogenic chemicals
- ⊗ Go to bed early and find constructive ways to manage stress
- ⊗ Meditate (Transcendental Meditation has shown to increase testosterone in men)
- ⊗ Drink red wine over beer, as the hops in beer are oestrogenic
- ⊗ Supplement with zinc, selenium, vitamin D, grapeseed extract and antioxidants
- ⊗ Do regular liver detoxification

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MOODY BLUES

With daylight savings ending in early April, the days are getting shorter and darker, and so too, for some of us, are our moods. That might not be a coincidence - there could be a reason for it. Sometimes more colloquially referred to as the 'winter blues', Seasonal Affective Disorder (SAD) is a type of depression that is related to changes in seasons.

For most people, the aptly named SAD starts rearing its (moody and lethargic) head in late autumn and into the start of the winter months. Less often, it can occur in the spring or early summer, however, it is thought to be related to a lack of natural light or sunlight. Experts believe that a lack of light affects us in a couple of ways. Firstly, it upsets our normal circadian rhythms, which control our sleeping and waking patterns (and, hence, impact on the revitalisation and restoration that occur as part of that process while we slumber.) Secondly, it is thought to disrupt serotonin, one of our vital brain chemicals that affects mood.

Obviously, we are all subject to the changing seasons, but not all of us will develop or experience SAD. It tends to be up to four times more common in women, and occurs more frequently in people who have a close relative who is also affected by SAD or depression, suggesting there is some sort of genetic predisposition. It also follows that it is more common in people who live further from the equator, so therefore have very short winter daylight hours, however it doesn't seem to be as prevalent in places where it snows frequently.

In New Zealand, it is thought that minor symptoms affect up to 20% of the population, with 4-6% of people severely affected.



SYMPTOMS OF SAD

The symptoms of SAD mirror many of those in general depression, aside from occurring with a seasonal pattern, at particular times of the year. These could include:

- Feeling sad, grumpy, moody, irritable or anxious
- Low energy and a heavy, "leaden" feeling in the arms or legs
- Tiredness and oversleeping
- Loss of interest in usual activities and withdrawal from friends and family
- Appetite changes, especially a craving for more foods high in carbohydrates

TREATING SAD

Although it can be debilitating, there are things that you can do to prevent or lessen the effects of the seasons. Try some of these, or come in store and talk to a Hardy's expert if you're feeling blue.

- Get outside for 20 - 30 minutes each day. Even if it's not super sunny, the natural light helps to balance moods and melatonin. Try a morning walk or get out for a wander at lunchtime.
- Include sunny holidays in your mid-winter plans, where possible. Escape to an island and enjoy a few days, even just a long weekend, of lapping up the sun's rays.
- Be sure to eat plenty of omega 3 rich foods or take a supplement. Studies have found that Icelandic people have few, if any, incidences of SAD and that when fish consumption reduces, mood disorders increase.
- Consider a supplement with melatonin. This natural substance is released by the brain in response to darkness and can help to improve your quality of sleep and vitality upon waking.
- Try St John's Wort or vitamin B6, both of which help with serotonin production.
- Dose up on vitamin D. Available in supplement form, this is an excellent way to maintain your levels of the "sunshine vitamin" when the sun's not shining.

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HEALTH LAB - BATTLING 3PM-ITIS

with Jess Thomas



Health Lab.



OTHER TIPS FOR MAKING SURE YOU MAINTAIN SOME AFTERNOON OOMPH:

- Avoid a carb-heavy lunch, such as pasta or rice, and opt for protein and vegetables instead. Try a chicken, bean or vegetable soup, or salad with chicken, fish or legumes. Too many refined carbs will spike blood sugars quickly, which may help you feel more energised for a while, but tend to be followed by a rapid dip soon after.
- Go for a short walk after lunch. Even five minutes will help digestion and a change of scene will help to refresh and revitalise you.
- Put sleep first. Nothing will stop an afternoon slump if you are not sleeping properly or not getting the recommended full seven-hour quota per night.
- Drink plenty of water. You've heard it all before, but dehydration adds to that sluggish afternoon feeling, and often cravings for sugary, carb-loaded foods - like the cake left in the staff room from your colleague's morning tea - are actually your body telling you that you need more fluids.
- If you feel your energy levels slip, have a high-protein snack. As a rule, the recommended daily intake for women between 30 and 50 years old is 0.75 grams of protein, per kg of body weight, per day. This increases to 2 grams per kg for women who are highly active too. Nuts and seeds are great, as are boiled eggs, yogurt and fruit and canned fish like tuna or salmon. For a real protein hit, try Health Lab's delicious 3pm almond protein balls. Head instore to get yours!

It's 3pm at the office. Cue the yawn. Many people find themselves in a slump mid-afternoon, struggling to be productive, while they watch the clock count down until home time.

"3pm-itis" is real and, with no energy, we often unconsciously turn to sugar and refined carbs to boost our energy. However, because these provide a boost in blood sugar, but don't offer any real nutrition, they're likely to leave you feeling worse overall.

So what can you do to prevent energy lows? Health Lab recently started supplying their delicious protein balls to our stores. We spoke to founder Jess Thomas about tackling 3pm-itis, abolishing food guilt, and empowering women to reach their full potential.

Jess Thomas started Health Lab in 2014, after noticing that there were few healthy snack options available in her Melbourne office's district. "The cafes close by stocked all sorts of muffins and pastries, but when you're fighting off that sluggish afternoon feeling, you need something a little more substantial," she says.

Recognising a gap in the market, Jess started making protein balls to snack on at work. "At first, I just made them for myself, but then I started to supply them to local cafés, and the business took off!"

With a background in marketing, Jess could relate to what her (mostly female) customers wanted. "Let's be realistic, we all want to feel good about what we're eating. Women want to eat chocolate and drink wine, and not feel bad about it," she says. "At Health Lab, we recognise that health food needn't all be green smoothies and granola. Our philosophy is that health should be relatable, fun and guilt-free."

Health Lab's social media presence is loaded with the hashtag #babeswithballs, and we think this sums up their work nicely. Delicious products that pack a punch, stand out from the crowd and are unashamedly enthusiastic about driving women to be the best versions of themselves.

So how do you beat the 3pm slump? Sydney-based Naturopath Tracy Wolf suggests a two-fold approach. "Stabilising your blood sugar levels, so there are no major highs or lows, will keep energy at a constant," she says. "It's also important to ensure proper functioning of the digestive system, so food can be broken down and converted into energy effectively." With this in mind, we need to look for snacks with a low glycaemic index, so they provide slower release energy, and things that we can digest relatively easily. Wholewheat crackers with a protein punch like peanut butter are a good option, as are baby carrots, walnuts and almonds, or low-fat yoghurt.

GROWING HEALTHY AND HAPPY CHILDREN



Our children are more precious to us than anything else, so it's only natural we want them to be as happy and healthy as possible. Luckily there are lots of things you can do to support your child's health, and help them to be their strongest, most vibrant selves.

PRE PREGNANCY

It's never too early to start thinking about the essentials to give your wee one the best start – even if you don't actually have children yet! That's right, even if you're just thinking about falling pregnant, there are nutrients that you need to be stocking up on.

Folate is an important one to be taking, even before you conceive and until you are at least 12 weeks pregnant, as it can help to prevent neural tube birth defects, which can develop in the first 28 days after conception and affect the brain and spinal cord, causing spina bifida and other conditions. Vitamin D is another great choice, as it helps to regulate the amount of calcium and phosphate in the body, which keeps bones and teeth healthy, lessening the risk of soft bones. Studies have shown that this is best taken throughout your pregnancy, and even after your baby is born, if you're breastfeeding. If you look to get the above nutrients via a multivitamin, which is certainly recommended, look for one without vitamin A, which can be harmful to a baby in large quantities. There are specially designed prenatal supplements, so talk to a Hardy's expert about the right option for you.

EVADING ECZEMA

You may have seen this in Healthful Hints (on page 4-5 of this issue), but there are also supplements that can be used to help reduce the chance of your child developing specific conditions. Eczema occurs in 15-20% of children, and those with eczema are more likely to develop allergies, or be affected by asthma and hayfever. Ask one of our friendly Hardy's experts for more information.



INCREASING IMMUNITY

As your child grows and starts to explore the world (and attend childcare or school, which are breeding grounds for bugs), they'll be exposed to more germs and need to rely on their immune systems to combat potential infections. Studies have shown that supplements like echinacea, vitamin C, zinc, and plenty of fruit and vegetables in their diet, can all help to boost your child's immune system.

Probiotics, those lovely little microorganisms like acidophilus, are the healthy bacteria that live in our intestines and help us build healthy immune systems. Because 70% of our immune system resides in our digestive system, making sure we have enough of the two specific species of probiotics, lactobacillus acidophilus (NCFM®) and bifidobacterium lactis (Bi-07), is important. Many studies have found these vital 'good' bacteria may reduce the incidence of upper respiratory tract infections, and reduce the duration of symptoms of winter ills and chills in children. Avoiding or lessening the effects of these infections, which tend to occur in children with great frequency, will also lessen the burdens associated with them including, not only illness itself, but also absence from school and activities and the disruption this causes for families.





BUILDING BIG BRAINS

With your children at school more, you'll want to ensure they're getting the best education possible and performing and learning at their peak. Omega 3 fatty acids, which are found in fish and seafood - something children may not consume frequently - are important for helping the parts of their brains used for memory, learning and reasoning to work well. Nordic Naturals Children's DHA can help support cognitive function, normal brain function, and assist the development of their brain, eyes and nervous systems. It also has a tasty strawberry flavour, making it ideal for those (likely many) children who may not enjoy the taste of fish oil.



SOUND SLEEPERS

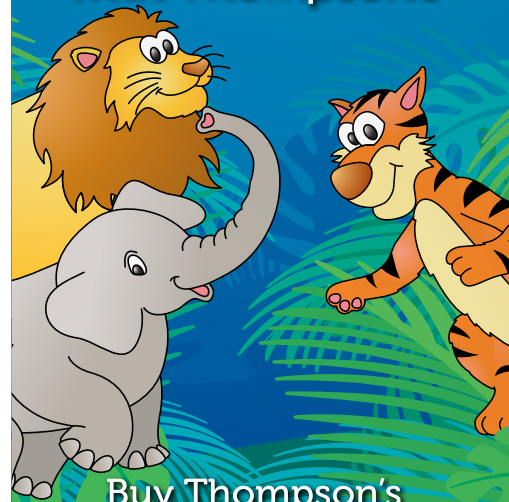
Everything seems better after a good night's sleep and children need an optimum amount of sleep in order to grow to their full potential. While there are many reasons that children don't sleep, from night terrors and separation anxiety, through to digestive issues and illness, children spend almost 40% of their childhood asleep. This time is vital for their mental and physical development, so it pays to make sure that their rest is as restorative as it can be.

There's plenty you can do to make sure your children, whatever their age or stage of development, build the foundation for a healthy life, by supporting their health as much as possible. If you're interested in learning more, have any questions or concerns, or want to know what is best for your child, come in and talk to the team at Hardy's - they'll know just what would benefit your precious little one.

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WHAT IS COLLAGEN?

Collagen is the most abundant protein in the human body. A hard, insoluble and fibrous protein that makes up one-third of the body's protein, collagen is found in the bones, muscles, tendons and skin.

Naturally-produced collagen is vital for replacing and restoring cells, particularly in the skin. In the dermis, the middle layer of the skin, collagen helps to form a fibrous network, upon which new cells can grow. Collagen is the main structural component of the skin, and it's this support structure that gives our skin a firm, young appearance. It's fairly safe to say that most of us wouldn't mind looking a few years younger!

COLLAGEN AND THE AGEING PROCESS

Before the age of 25, when collagen levels remain plentiful, our skin looks young and fresh, with that natural elasticity and "plumpness" so often associated with youth. As the body ages, collagen production slows dramatically, typically reducing by a rate of 1.5% a year, after the age of 25. As collagen production slows, the collagen fibres in the body become brittle and begin to break down. This reduced support can lead to many of the signs of ageing, such as loose, sagging skin, wrinkles, ligament and tendon injuries and stiff joints. As a result, more and more people are turning to collagen supplements, for both medical and cosmetic purposes.

INCREASING YOUR COLLAGEN LEVELS - WITHOUT NEEDLES!

Anti-ageing skincare can reduce the external appearance of wrinkles and sagging skin. We love the Antipodes range, with face oils and serums that can neutralise free radical damage, stimulate collagen cells and help fight the signs of ageing. In fact, their Avocado Pear Nourishing Night Cream has been scientifically shown to stimulate optimal synthesis of type 1 collagen production in skin cells, by up to 92%, reducing wrinkle depth and skin roughness and dryness.

While topical solutions have been proven to counter declining collagen levels, what you put in your body counts too. Certain foods contain active ingredients that assist with collagen production. Vitamin C is one of these, so getting your 5+ a day can help you maintain a youthful glow! Citrus fruits like

oranges, mandarins and grapefruit are high in vitamin C, so it's worth including these in your meals. Protein also helps to build collagen and maintain energy levels, so make sure you eat plenty of protein-rich foods like nuts, eggs, legumes and lean meat.

Collagen supplements can also help and add to the benefits that topical solutions provide. Because they are applied externally, face oils and creams support collagen levels in the skin alone, as opposed to the whole body. But, why would you need to crank up your collagen internally? Well, we all know that beauty starts on the inside, but it goes beyond this too. As well as encouraging healthy, younger looking skin, collagen levels within your body play an important role in assisting with bone, joint and tendon health. As collagen fibres within the body become brittle and begin to break down, ligament and tendon injuries, as well as joint stiffness, become more common.

Oral collagen supplements help to boost collagen levels throughout the body, including in the skin, hair, nails, ligaments, tendons, bones and muscles. In this way, collagen supplements help to support joint health as well as skin elasticity, rejuvenating cells and providing a "filling" effect from the inside out - but without any nasty needles!

We love Neocell Super Collagen + C, which utilises collagen types 1 and 3 (90% of the body's total collagen supply!) This supplement uses a special enzymatic hydrolysis process to break large collagen molecules down into smaller compounds that are more bioavailable and better utilised by the body. Talk to a Hardy's expert about the right kind of collagen supplement for you.



NEWS AND EVENTS



NEW STORE AT FIVE MILE

We're excited to announce our new Hardy's location at Queenstown's stunning Five Mile Shopping Centre. The Centre itself was a long time in construction, so we've certainly been celebrating now that we're open and trading. We hope you are all enjoying the new store and our revitalised in-store aesthetic.

The new store is designed as an inviting respite, inspired by nature and away from the stresses of the retail environment, and is the type of holistic environment that enables you to feel refreshed, learn something and prioritise your wellbeing. Because we are continuing to stock only the best natural

health products, and our experts provide reliable and friendly advice, the Five Mile store is the ideal place to explore your health options and learn to feel amazing.

FRESH NEW LOOK FOR OUR NEWMARKET STORE

Our Westfield 277 Newmarket store has also had a makeover so that it, too, is sporting our fresh new look! Following customer feedback, we've created a comfortable environment with an emphasis on warmth and openness. We look forward to seeing you in store where our friendly experts will be ready to provide advice and access to reliable natural products to address your health concerns.

CHILD CANCER APPEAL MONTH

Each year, 1 in 3 New Zealanders are affected by cancer and, sadly, approximately 150 of those diagnosed are children. Statistics like these highlight the vital and valuable nature of campaigns like Child Cancer Appeal Month, for supporting Kiwi children. From the 1st til the 31st of March, the Child Cancer Foundation will be running their annual Child Cancer Appeal Month where the public can participate in raising funds for children with cancer in a variety of ways, from volunteering as a street collector, to shaving their heads, or donating money.

The Child Cancer Foundation are also running their "Beads of Courage" street appeal on March 18th and 19th, so give generously in order to help this incredible organisation. For more information, visit www.childcancer.org.nz.

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NORTHLAND

KERIKERI
WHANGAREI

69 Kerikeri Rd, (09) 401 7126
The Strand Arcade, 23-25 Vine Street (09) 438 3188

AUCKLAND

WHANGAPARAOA
GLENFIELD
DOWNTOWN
NEWMARKET
LYNNMALL
ST LUKES
SYLVIA PARK
MANUKAU
PAKURANGA
NORTHWEST

The Plaza, Whangaparaoa Rd, (09) 424 3882
Westfield, cnr Glenfield & Downing Sts, (09) 443 1896
Shopping Centre, Customs St West, (09) 377 3756
Westfield, 277 Shopping Centre, Broadway, (09) 529 0864
Great North Road, New Lynn, (09) 827 6700
St Lukes Westfield Mall, 80 St Lukes Rd, Mt Albert, (09) 846 4477
Sylvia Park Mall, 286 Mt Wellington Highway, (09) 573 0310
Westfield Gt South & Wiri Station Rds, Manukau, (09) 262 1827
Pakuranga Plaza, Aylebury St, Pakuranga, (09) 576 5843
NorthWest Shopping Centre, 1-7 Fred Taylor Drive, (09) 416 9605

HAMILTON

THE BASE
CHARTWELL
CENTRE PLACE

The Base, Maahanga Drive, (07) 847 0340
Westfield, Cnr Comries & Hukanui Rds, (07) 854 8342
Centre Place, 501 Victoria St, (07) 839 2522

BAY OF PLENTY

BAYFAIR

Bayfair Shopping Centre, Cnr Maunui & Givren Roads, (07) 574 3430

TAUPO

TAUPO

37 Horomatangi Street, (07) 378 9057

TARANAKI

NEW PLYMOTH

Centre City Shopping Centre, 11 Gill St (06) 759 4342

PALMERSTON NORTH

PALMERSTON NORTH
FEILDING

The Plaza, Church St, (06) 356 7860
102 Ferguson St, (06) 323 8301

WELLINGTON

LAMBTON SQUARE
COASTLANDS
QUEENSGATE

180 Lambton Quay, (04) 472 6969
Coastlands Shopping Town, Paraparaumu, (04) 296 1227
Westfield, Queens Dr, Lower Hutt, (04) 586 2098

SOUTH ISLAND

NELSON

RICHMOND

Richmond Mall, 216 Queen St, (03) 544 5769

CHRISTCHURCH

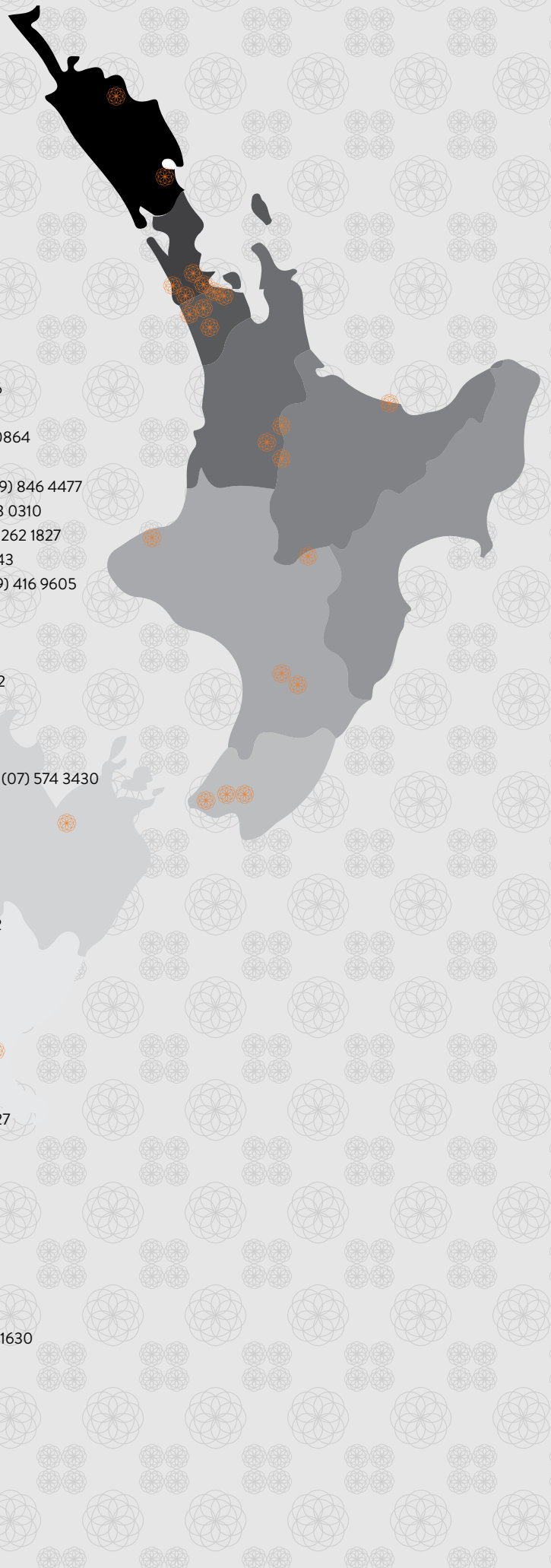
NORTHLANDS

Northlands Mall, Main North Road, Papanui, (03) 354 1630

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Five Mile Shopping Centre, Frankton, (03) 441 4225



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