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ISSUE FOUR | SPRING | FREE



SUMMER READY

YOUR TOP DIET AND
SUPPLEMENT TIPS FOR
THIS SUMMER



MAN UP

IT'S TIME TO TAKE CARE
OF YOURSELF



ONE BIG C

AND ANOTHER



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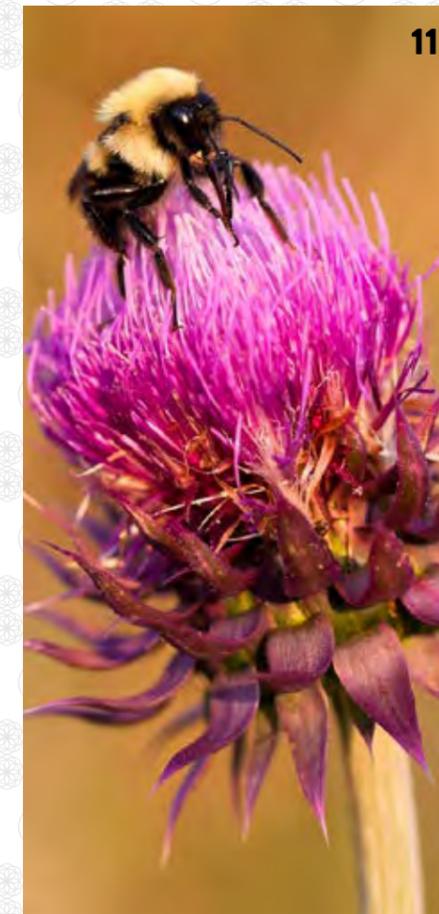
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We're shedding coats for cardigans and inhaling a floral scent from the breeze – it's officially spring! This means that summer is only a few short months away so now is the time to commit to wellbeing and weight loss, and make sure that this summer you're the best you that you've ever been! To help you on this journey, Cliff Harvey has some tips on page 6.

Vitamin C may be something we associate more readily with colds and wintery chills – but current research from University of Otago's Professor Margreet Vissers is uncovering some amazing applications of the vitamin in the treatment of breast cancer. We examine breast cancer and talk to Professor Vissers on page 12.

While the warmer weather is welcome, other signs of springtime aren't so friendly. Did you know that over 1.5 million New Zealanders suffer from hay fever and that number is only going to climb? We look at the current state of hay fever here and across the globe on page 19 and examine a hot new ingredient that could be the difference between those itchy sniffles and breathing easy.

Because we like to make sure that there's something healthful and delicious tucked in these pages, we've scoped out some of our favourite chia seed recipes. See what we've rustled up on page 22!

Once you've finished perusing these pages, if you haven't already seen them, we'd highly recommend you check out our video series featuring nutritionist and naturopath Annaliese Jones. Our YouTube channel is brimming with tips on how to be your best self.

Until next time, stay well (and get your chia seed on!),

Your Hardy's Team



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HEALTHFUL HINTS



ALKALINE FOODS = WARRIORS FOR HEALTH?

The combined consumption of lemons and baking soda provides some serious home-style health insurance. The combo cleanses and revitalises the body, helping correct underlying cellular problems and – research suggests – helps fight serious things like cancer. The therapeutic food agents create an alkaline environment inside the body that has the potential to help fight chronic disease and inflammation, among other things!

Lemons have strong antioxidant and anti-fungal properties that help prevent damaging oxidation of cells. They also support the body to rid itself of chemicals, pesticides and heavy metals.

Mix together one cup of water, the juice of half a freshly squeezed lemon and half a teaspoon of baking soda and drink it on down – it may not taste amazing, but these potential benefits make it well worth holding your nose for!



A SPOONFUL OF TURMERIC COULD BRIGHTEN YOUR DAY

Full of flavour and colour, turmeric is so much more than just a tasty addition to your cooking. The spice has also been shown to provide a natural mood boost, with potential to even help reverse chronic depression.

Many studies and nutritional publications have shown that turmeric can help the body release serotonin, which is the body's natural mood enhancer. A 2013 study published in the journal *Phytotherapy Research* found that curcumin, a substance found in turmeric, may actually be more effective at reducing depression than some common anti-depressant drugs!

Turmeric also has brilliant anti-oxidant and anti-inflammatory benefits, meaning that whatever ails you, a bit of turmeric added to your meals may get you feeling a little more sprightly – as well as leaving a good taste in your mouth.



THE BRILLIANCE OF BROCCOLI

Everyone knows that broccoli is good for you, but recent research has shown that it's even better than we might have ever imagined. Along with its fellow brassica vegetables (like cauliflower, kale and brussels sprouts), broccoli has already been shown to be an excellent veggie of choice when it comes to cancer prevention. But now, University of Illinois scientists have identified specific genes within broccoli that are associated with lowering the risk of asthma, type 2 diabetes and coronary heart disease!

And in another recent study, broccoli – clearly the current on-trend vegetable in scientific circles – showed the potential to protect from fatty liver disease. Also known as non-alcoholic fatty liver disease, or NAFLD, this condition is of particular significance as it can be a precursor to certain liver cancers.

BACK UP ON BACK PAIN

One of the most commonly reported types of pain is an achy lower back. It's estimated that 80% of adults will suffer from some degree of lower back pain in their lifetime. Dealing with the pain can be costly – taking a toll both financially and on general wellbeing and peace of mind. As with any potential problem, it's better to take steps towards prevention than to wait until it happens and then try to fix it.

The best way to reduce the risk of lower back pain is through gentle stretches and strengthening exercises to change the way you use your back and improve neuromuscular connections. Building your abdominal muscle strength will also provide greater support to your lower back, while building muscle flexibility will reduce the likelihood of strains and sprains.

KEEPING FRUIT FRESH AND VEGES VITAL

One of our favourite parts of spring is all the seasonal fruit and veges that suddenly hit the shops. So often though we end up wasting so many of them as they go off, so we've put together a few hints for how to really enjoy your spring produce:

- Try to buy only what you'll use – it might require more frequent shopping, but it'll be worth it to ensure you're eating the freshest veges and not wasting any.
- Sick of sprouting potatoes? Try storing them with apples!
- If you've only used half a piece of fruit, spritz your apple or pear with lemon juice to avoid darkening.
- Store green, leafy veges in plastic bags – blow into the bag to get carbon dioxide in there and tightly seal before refrigerating. You'll be surprised how well it works!
- Focus on eating more veges than fruit – fructose can negatively affect the pancreas when eaten in excess, so be sure to stock the fridge with carrots to snack on instead of too many sweeter treats.

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YOUR TOP DIET AND SUPPLEMENT TIPS FOR THIS SUMMER

By Cliff Harvey

Why do you want to shape up this summer?

If you're like the majority of people that we see, you want to look and feel better this summer. In fact, the overwhelming majority of people nowadays express dissatisfaction with their weight management and day-to-day energy levels. Addressing these concerns and having a healthier, more manageable bodyweight as well as stable, optimal energy levels is part of a bigger picture of a life that is happier, more active and in which we feel more confident and have better clarity of thought. The good news is that both energy and weight management are flip-sides of the same coin. Our activity, nutrition and lifestyle all work together to provide balanced energy and help us properly use stored body-fat for fuel. We can get bogged down though by all the conflicting advice and the thousands of 'tips and tricks' that can help us to get in shape. That's why it's important to go back to basics and focus on just a few things that work for almost everyone, almost all of the time. These are the 'big hitters' of nutrition and supplementation that can help you to achieve optimal energy and weight loss.



TOP 3 DIET TIPS

1. Eat at least 80% unprocessed food
The scientific evidence shows us that diets based around 'real' foods help us to 'autoregulate' our food intake. In other words—when we eat real food, without realising it, we tend not to overeat and don't have to count calories and macros.

2. Eat three servings of vegetables at lunch and at dinner
Probably the one thing that everyone agrees on is that we don't eat enough vegetables. Another interesting observation we have made is that when people eat the recommended amount of veges they feel full and tend not to eat so much. Win-win!

3. Eat 3–4 balanced meals per day (but don't snack!)
Snacking is a terrible idea. We have evolved to either be active and not eating, or resting and having a proper, balanced meal. When we're 'on the go' we are not in a good physical state to digest and metabolise food effectively. We also tend to make poorer food choices when snacking and eat more because we are distracted by other things. Even if we choose 'healthier' snacks it can be easy to overdo it. Think about the last time you took a bag of almonds to work... I have known clients to chow through a whole 500g bag of almonds in a day (all 2500 calories of it!) without even realising it...

TOP 3 SUPPLEMENTS

There's been a lot of discussion about supplements lately. But most debates on the pros vs. cons miss the point completely. Food always comes first, and supplements are not magical... BUT they do help us to get what we may be missing from diet alone, and perhaps most importantly they help make eating well more convenient. This convenience is all too often underappreciated. The single biggest challenge we have when helping people to eat better is compliance, so whatever you can do to help you stay on track, the better.

- 1. Take a multi-nutrient formula**
One in five people don't get enough vitamins A, B1 and B6 from diet alone, one in ten fail to get optimal levels of B12 and iron, and one in four of us don't get enough zinc and nearly half of us don't get enough selenium!¹ Vitamins and minerals are like the spark plugs in a car—they may not seem important, but without them nothing (including losing weight and having optimal energy) can happen! A quality multi-nutrient formula helps to fill in the gaps in your diet. Look for a product that has methylated B9 and B12, broad spectrum vitamin A and E, and the very best raw ingredients possible.
- 2. Use protein as the base of a healthy smoothie meal**
Protein powders aren't magical but they are cost-effective and super-convenient! The base of any healthy meal should be protein. Protein consists of amino acids that we need to eat each and every day, and that help us to rebuild and repair, preserve cognition (energy

and clear-thinking) and help us to feel fuller for longer. Protein smoothies make a great meal option when you're stretched for time, or when the alternative would be to grab a poor-quality snack (and we already know that we shouldn't be snacking!). Use a good quality protein powder and make sure to add veges, healthy fats (like hempseed, coconut or flaxseed oil) and berries or berry powders.

- 3. Use fish oil**
Omega-3 fats like those found in fish oil help us to properly modulate the inflammation that has been suggested as a causative factor in a host of illnesses including autoimmune conditions, diabetes and insulin resistance, heart disease, cancer and neurological (brain) disorders. Fish oil supplementation is likely to be generally cardioprotective²⁻⁴ and has positive effects on blood markers of heart health⁵⁻⁷ and blood pressure.⁸ Benefits from fish oil supplementation are also seen in depression,^{9,10} joint swelling and pain, and rheumatoid arthritis.¹¹ Not all fish oils are created equal though and some recent reports have highlighted that some fish oil products may be rancid and oxidised. So check with your local Hardy's store to find a reputable, high-quality brand.

These products provide the 'base' for your nutrition support. Other supplements (like magnesium, extra zinc, vitamin C and more) have great evidence for specific uses. Always check with a trusted professional to find out which supplements can help you to achieve your goals – visit your local store and talk to a Hardy's expert to find out more!

BIO:
Cliff Harvey ND, PhD(c) is a naturopath, registered clinical nutritionist, best-selling author and researcher. He has been in practice for nearly two decades and is considered one of the pioneers in the real-food and lower-carb areas of nutrition in Australasia. Cliff is a co-founder of Nuzest, the founder of the Holistic Performance Institute and a doctoral candidate at AUT University where he is currently researching metabolic adaptation to diet. He is the author of five books including the Ashton Wylie Book Awards finalist *Time Rich Cash Optional* and his latest release *The Carbohydrate Appropriate Diet*. Find out more about Cliff at: www.cliffharvey.com

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OUR FRIENDS AND FOES IN HUNGER:

Leptin and Ghrelin

Do you feel like you're constantly hungry? You're not alone. We've all heard the stories – people dieting for months to reach their goal weight, only to pile it all back on once they've reached their golden number.

Diet plays a huge part in maintaining a healthy weight, but remaining slim and healthy long-term requires a good hard look at not only what we're eating, but how we're eating it. Hunger starts in the brain, and the rest of the body follows from there so to lose weight and keep it off, you need to start from the top!

Hunger is controlled by hormones, with the two main ones being leptin and ghrelin. Leptin, known as the satiety hormone, is secreted by fat cells and helps tell the brain when you're full. As fat cells shrink, they produce less leptin and your brain doesn't get the message that you're satisfied. The hunger hormone, ghrelin, comes from the stomach, and tells the brain that it's time to refuel.

Research has shown that ghrelin increases after weight loss and doesn't return to baseline for at least a year. This means that even once you've gotten to your ideal

weight through a stabilised diet packed with unprocessed 'real' foods, you may struggle with ghrelin telling you you're hungry – even when you know that you shouldn't be!

“Those hormones have a huge impact on weight regain and weight maintenance, because it's not just what your metabolism is doing, it's also your drive to eat,” says Holly Lofton, assistant professor of medicine and the director of the medical weight management programme at NYU Langone Medical Center.

Studies have shown that these metabolic and hormonal changes persist six years down the track even in people who weren't especially overweight to begin with, according to Michael Rosenbaum of Columbia University Medical Center.

All of these body chemistry changes seem to be setting us up for failure after all that hard work – but there are some tricks to getting your leptin levels up and keeping ghrelin levels down where they should be, so you can hold tight to the body you've built. After all, you've earned it!



GARCINIA CAMBOGIA EXTRACT

Cliff outlined some of his top supplement tips on page 7, but here's another one that we're really excited about. The name may be a mouthful, but it's a mouthful that should help you stop filling your own mouth! This little natural wonder is full of antioxidants, which makes it a wonderful boost for the immune system. There's research showing that it's a seriously good addition to a weight-loss regime – alongside healthy eating and exercise, but that goes without saying. Another handy hunger hormone, serotonin, is reportedly increased with garcinia cambogia intake – helping suppress appetites and get you feeling good.

There are also promising studies that suggest that it may play a role in lowering blood pressure and LDL cholesterol levels – and according to research from Purdue University, it's rich in calcium, phosphorous, iron, thiamine, riboflavin and niacin. Basically, it's a bit of a nutritional powerhouse!

DON'T DIET DRAMATICALLY

Extremely low calorie diets – generally considered those that are 1000 calories or fewer a day – cause your ghrelin and leptin levels to surge wildly out of control. Just make sure that the calories that you are taking in are from wholesome and varied sources, ideally with 3 servings of vegetables at lunch and dinner, and you'll find yourself looking and feeling fabulous before you know it – without the wild hunger pangs!



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MILK THISTLE: NOT SO PRICKLY!

Spring is the perfect time to get detoxing – and no part of your body need be left out.

“Your liver is key to the body’s detoxification processes – so if it’s struggling, the rest of your body won’t be doing so well either.”

There’s a secret weapon to unleash though – the milk thistle!

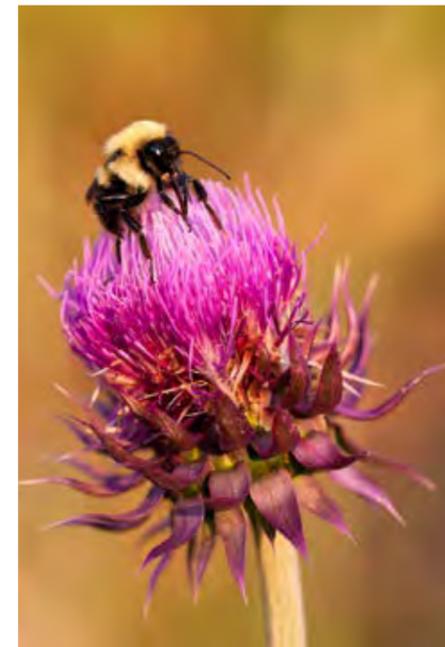
This Mediterranean native is now beloved by people across the world. Its beneficial effects include liver and kidney support as well as optimising gall bladder health. A key component of milk thistle is the flavonoid silymarin, which is believed to be responsible for all of these brilliant benefits. Anti-oxidant, anti-inflammatory, anti-viral – anti all kinds of nasties!

‘THE BLESSED MILK THISTLE’

According to the University of Maryland Medical Centre, research has suggested that milk thistle can pack some serious punches. Patients with alcoholic cirrhosis and alcoholic hepatitis have seen improved liver function – and in one study, half of participating patients with viral hepatitis had the virus drop to undetectable levels after 14 days of milk thistle therapy. That’s some seriously life changing potential, and gives good reason for one common name for the plant being ‘blessed milk thistle’.

LANGUISHING LIVER

But you don’t have to have major chronic liver conditions to make use of this bountiful purple bloom. A liver that’s performing at less than its full potential can create weight issues, itchy eyes, hormone imbalance, blemished skin... the effects can go well beyond the organ itself. Taking steps to get your liver operating in tip-top shape is a sure-fire way to get yourself feeling good – and that’s what we’re all about at Hardy’s, after all.



Contrary to popular belief, liver issues don’t just affect bigger drinkers. You may enjoy only a very occasional glass of pinot gris with dinner, or just stick to water, and still end up with things misbehaving. So while milk thistle is a major help for those who imbibe a little more often than perhaps they should – Jancis Robinson, wine advisor to the Queen swears by it – it’s also an excellent addition to any line-up of supplements to make sure that every inch of your body is operating at its best.

THE BACK STORY

Peer-reviewed journal Natural Product Communications describes milk thistle as “the oldest and best-studied plant in the treatment of liver diseases”, with records of its use going back to the Old Testament - 2000 years of dependable use is about as extensive as recommendations can be! Plus, with very few side effects – and most of them minor – it’s a safe and easy way to make sure you’re living your best liver life.

EXTRA TALENTS

As well as supporting liver function, milk thistle can help your body out in all kinds of different ways. The Mayo Clinic proclaims that there is good scientific evidence for milk thistle aiding the control of blood sugar in type 2 diabetics, as well as improving diabetic nephropathy (kidney disease).

It has also traditionally been used as an emergency antidote for death cap mushroom poisoning, and in more recent times there’s research suggesting it may have similar properties when used in cases of paracetamol toxicity. Both of these are yet more examples of milk thistle helping supercharge your liver in its detoxification processes.

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ONE BIG C – AND ANOTHER

Breast cancer is the most common cancer for women in the world, both in developed and developing countries. It is not restricted to women, men can develop breast cancer too, though it is relatively rare as breast cancer is generally a result of genetic abnormalities where breast cells grow uncontrollably. Breast cancer rates have increased over the years as awareness grows and due to the lifestyle and life span of the general population.

The understanding we have around what causes breast cancer is still only a portion of the wider issue. More emphasis has been placed on early detection programmes, with education around understanding the signs and symptoms and the need for breast examinations. With regular mammograms, there is a 92% survival rate.

Like many health issues, research shows that the risk of breast cancer increases with a lack of physical exercise and being overweight or obese. Professor Margreet Vissers from the University of Otago is currently researching the role of vitamin C in slowing the growth and spread of bowel and breast cancer. So what can you do to reduce your risk of breast cancer?



MAINTAIN A HEALTHY LIFESTYLE

Maintaining a healthy lifestyle – exercising regularly and eating well – can help to reduce the risk of breast cancer. Even if an individual is not visibly overweight, if they consume large quantities of sugars and processed fatty foods they can develop fat around their organs, which has an impact on oestrogen levels and can increase insulin levels – a factor linked to some cancers. A study found that women were 40% more likely to develop breast cancer after menopause if they gained 9-14kg, compared with those who put on less than 4kg over this time, as fat tissue increases oestrogen in the body.

Physical exercise is another key component to maintaining a healthy lifestyle and reducing fat tissue. Many studies have shown that by getting three to four hours of exercise a week (can be anything from yoga and brisk walking to skiing and running) can reduce the risk of breast cancer as it can influence insulin levels and circulating hormones, as well as decrease the exposure of the breast tissue to oestrogen.

REDUCE YOUR ALCOHOL INTAKE

As alcohol interferes with oestrogen levels in the body, it can cause genetic mutations that trigger cancerous cells to develop. Although the odd drink is generally considered fine, research has shown that the risk of breast cancer increases by 7% for those drinking one alcoholic standard drink each day. This increases to 20% for those who have two to three alcoholic drinks per day. Alcohol can reduce blood levels of the vitamin folic acid, which can have an impact on cell division – a key cause of cancer. Maintaining healthy levels of folic acid is important as over-consumption can also have health risks.

EAT FRUIT AND VEGETABLES

Fruit and vegetables are an important part of a healthy diet and contain a variety of nutrients, minerals, vitamins and fibre that are great for maintaining a healthy body – so it's no surprise that they can help decrease the risk of developing breast cancer. Researchers from Harvard, found that women who had higher carotenoid levels in their blood had a 19% reduced risk of developing breast cancer. Carotenoids can be found in fruits, leafy greens, carrots and red peppers.

Many fruits also contain high levels of antioxidants. Specifically berries such as strawberries and black raspberries, where a recent study showed that these berry extracts slowed the growth of cancer cells.

And as you'll discover in our Q&A with Professor Vissers, there is research going on right here in New Zealand which is establishing the important role that vitamin C appears to play in all kinds of aspects of our health – including prevention and treatment of cancer.

All in all, by maintaining a healthy lifestyle – minimising the toxins and increasing physical exercise and natural food sources – you are able to make strides towards reducing your risk of developing breast cancer. While researchers are still investigating other diets and treatments for breast cancer, it's worth taking note of the known ways to help your body stave off any unwanted diseases, particularly breast cancer as it affects one in nine New Zealand women over their lives.



Q & A

WITH PROFESSOR MARGREET VISSERS

Professor Margreet Vissers is currently undertaking research with her team at University of Otago around the role that vitamin C plays in prevention of cancer – specifically breast and bowel cancers. She was kind enough to take the time to share some insight into her findings thus far.

Can you talk us through the basics of your current study?

We are investigating whether vitamin C has a role to play in the prevention and treatment of cancer. Adequate dietary intake of fruit and vegetables is associated with decreased risk of a number of cancers, and some of this activity may be attributed to improved intake of vitamin C.

In addition, high dose vitamin C by intravenous injection is part of an alternative medicine protocol for cancer patients, and is very controversial. Until recently there has not been a plausible mechanism of action that would support an anti-cancer function. However, this has now changed, and we are investigating one of these mechanisms.

We have carried out a number of preliminary studies that support an anti-cancer role for vitamin C, investigating a number of cancer models – endometrial cancer, colorectal cancer, renal cancer, and more recently breast cancer. We have analysed cancer tissue from patients in all these models and have shown that tumours that have higher vitamin C content tend to be smaller and to grow more slowly.

What has been the most interesting part of the research thus far?

Several areas of our research are showing very interesting results, and this is feeding our fascination with the importance of vitamin C in supporting many health functions. We have long known that vitamin C supports the enzymes that make collagen (e.g. in skin), but we now know that these are not the only enzymes that depend on this vitamin. Other activities include energy generation, stress responses, gene regulation, hormone production and the formation of new blood vessels. Many of these activities are required in cancer and it appears that having optimal vitamin C can reduce the capacity for cancer cells to grow. These activities may result in an anti-cancer activity for vitamin C.

What are the main functions of vitamin C that you have previously discovered to have been beneficial to humans? And in what way were they beneficial?

The main function of vitamin C is to support our everyday good health. We now know that vitamin C has many, many roles in the body and that it is important for almost everything – from very basic needs such as hormone synthesis and energy production, through to supporting immune cell function, genetic regulation and wound healing.

We also know that when we are sick, our bodies make use of more vitamin C than usual, and that we need to increase our intake in these circumstances. We are investigating the need for vitamin C during acute illnesses, such as pneumonia and sepsis, and also during cancer treatment. Maintaining optimal vitamin C levels during illness requires increased intake, and has been shown to benefit patients with respect to recovery time and lack of other side-effects for a number of illnesses and treatments.

Are there any effects of having too much vitamin C?

Vitamin C is a water-soluble compound that is easily absorbed and cleared from our bodies. It appears that it is very hard to overdose, because any excess will be removed via the kidneys. Vitamin C levels are tightly controlled in the body and there do not seem to be many negative effects of higher intake, providing you have healthy kidney function. Taking excessively large quantities can lead to bowel discomfort, and this is due to the increased acid intake (vitamin C is ascorbic acid).

Have you had any significant findings from your most recent research?

Our most recent research with cancer has provided compelling evidence for a positive role for vitamin C as an agent that could both slow tumour growth and also support the whole health of cancer patients. We do not yet know enough about which patients will benefit, what the appropriate dosing regimen would be, or whether vitamin C could work alongside chemotherapy and other standard treatments. Our present clinical study is a first step to help address some of these questions.

What else can you tell us about the benefits of vitamin C?

We are only just realising how important vitamin C is for our daily good health, for disease prevention and for resilience against acute illness. Unlike animals that make their own vitamin C and can maintain their body stores, we are completely dependent on our dietary intake, and we know that we cannot store vitamin C because it exists entirely in the water space in our bodies. As such, we need an adequate daily supply for optimal overall health.

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MAN UP – IT'S TIME TO TAKE CARE OF YOURSELF

We all have a giggle at co-workers growing out their moustaches in November – but sometimes we can forget about the real purpose of the Movember campaign and just focus on the funky facial hair. Movember, Blue September... Spring is the season for men's health campaigns, so at Hardy's, we're adding our voice to the conversation too, and bringing in some professional perspective.

Jim Duthie is a urologist involved with the Prostate Cancer Foundation New Zealand. He spoke to us about some of his professional takes on prostate cancer and men's health in general – including some reassurance, and some important information to be aware of.

THE NUMBERS

"Prostate cancer affects about 1 in 8 men, but the aggressiveness of the disease varies greatly. Most prostate cancers can be safely monitored rather than treated aggressively."

"On average, one New Zealander will die from prostate cancer every day."

With these kind of numbers, we do need to have these conversations. The more we talk about it, the more people will understand how important regular check-ups are – and at the same time, the more the stigma around prostate cancer will be lessened.

"The first thing most men think when they start having trouble with their waterworks is 'I've got prostate cancer' – but this usually isn't the case. Of course, you need to get checked out – but most lower urinary tract symptoms are caused by the benign overgrowth of the prostate gland called BPH. This is not cancer, and does not turn into cancer. Don't be paralysed with fear at the idea of a prostate check-up!"

"Most early prostate cancers are asymptomatic, and in fact before PSA testing, the most common way prostate cancer was diagnosed was when men suddenly became paraplegic from cancer that had spread to their spine. Before this their symptoms were often negligible."

Getting tested is vital, so that prostate cancers can be caught early or so you can relieve some of the symptoms of other conditions, such as BPH. If things are getting a bit uncomfortable, several studies have suggested that saw palmetto may be useful for treating symptoms of BPH, such as overly frequent urination and having trouble starting urination. Taken in a supplement, saw palmetto can help support prostate function and healthy urine flow.

THE PROSTATE

The prostate is a small gland that sits below the bladder, in front of the intestines. It produces the fluid in semen that enriches and protects sperm. This gland often grows larger in men over 50, and prostate cancer is more common as men age. This kind of cancer



develops when cells in the prostate reproduce rapidly, which results in a tumour. If it is left untreated, cancer cells can spread to other parts of the body, including bones and lymph nodes, which can cause secondary tumours.

Men who have a brother or father with prostate cancer are twice as likely to develop it themselves. During the early stages it doesn't cause any symptoms, which is why it is so crucial to have regular checks. Often, it is simply during a routine check-up that the cancer is discovered. Unlike other cancers, it grows slowly, and with routine testing a lot of men can be diagnosed with a cancer that will not progress during their life time.

TESTS & TREATMENT

Checks normally involve a blood test, which is called a prostate-specific antigen (PSA) test, and a digital rectal examination (DRE). The PSA test measures the level of PSA in your blood, which is created by the prostate gland. Men who have high levels of PSA could have an infection, rather than cancer, or it could just be an anomaly. However, if you have a higher level of PSA than normal, you are more at risk of developing cancer.

A DRE test could be performed by your doctor, where they will look for any irregularities, roughness, and hardness, which could indicate prostate cancer. While it might not be the most pleasant process, it is a quick examination – and early detection is well worth any fleeting discomfort.

If either of these tests indicate you could be at risk, your doctor will refer you to a specialist. You will receive further testing to confirm whether or not you have prostate cancer, and appropriate treatment will be arranged. Jim says there are some old-fashioned ideas hanging around about treatment of prostate cancer. "But with modern surgery, it is uncommon to have long-term problems with incontinence (leaking urine), and there are several procedures to fix this if it does eventuate.

Erectile function can be affected by cancer treatment, but there are also treatments available for this."

PREVENTION

As with any cancer, there's no single quick fix to prevent prostate cancer – but there are steps that you can take. Jim elaborates:

"Not only do diet and exercise reduce the risk of developing prostate cancer, they reduce the risk of developing the more aggressive forms of the disease."

"A chemical called lycopene, which is present in high concentrations in watermelon and tomatoes, has been associated with a lower risk of prostate cancer – but once again, the big picture is more important than one specific food. A diet rich in green vegetables and fibre while low in fat, along with regular exercise (particularly including some resistance training) will be particularly beneficial. Obesity, alcohol, and smoking all increase risk."

A FINAL WORD FROM JIM

"I think men can be victims of a societal pressure to be an invulnerable hero; completely independent, fearless, in perfect health, never emotional, never weak enough to seek help. This idea is poisonous. No one is independent. We rely on bakers to make our bread for us, engineers to make our power stations, and asphalt layers to make our roads. We are inter-dependent."

"If you have a problem, get help. It doesn't make you less of a man, and avoiding doctors because you're fearful about what they might tell you is not going to make you better. I am encouraged every time a man tells me that he has shared his story of cancer treatment with his workmates, as this is what will break down barriers to treatment. We need to normalise the fact that men are not bulletproof, and they need healthcare too."

Be sure to get tested for prostate cancer

regularly – and if you need any advice around how to minimise symptoms of less-serious but still uncomfortable conditions like BPH, feel free to talk to one of Hardy's friendly and experienced team.

SEASONAL SUPPORT

Because there is such a stigma surrounding prostate cancer, a lot of men don't know how dangerous it is, and they don't get it checked. Blue September is all about getting the word out there that men need to look after themselves – prostate included!

Following on from Blue September is Movember, which is the perfect way to test out that mo' you've always wanted! The Movember Foundation focuses on prostate and testicular cancers as well as mental health.

LEADING HEALTHIER LIVES – IT'S NOT ROCKET SCIENCE

Jim has some basic tips for better general health for all men. "Forget the fads. We have always known that exercise is essential, eating your greens helps keep you well, and junk food makes you sick. Keeping a daily routine is what makes the difference, and if you make it a priority, you will find the time to do it."

GET SOME GOODNESS IN YOU

Keeping on top what you put in your body is an important way to make sure that should the worst happen, you'll be in fighting fit shape to handle any hurdles that your body tries to throw your way. Selenium, zinc, lycopene and vitamin D all have important parts to play in men's health – with testosterone production, fertility and prostate health all positively affected by boosting their presence in your body. Our Hardy's experts can help you find solutions and supplements to fill any nutritional gaps that your diet alone can't handle.



SUPPORTING LOVED ONES

We asked Jim if he had any advice for family members of those with prostate cancer – and he shared a very thoughtful perspective. "Prostate cancer does not receive the attention that it deserves. This is a common disease of older men, and yet is rarely spoken about. It helps for friends and family to appreciate that this disease has a range of effects on sufferers. These men are dealing with the issues of facing their own mortality, as do many cancer sufferers, but as well as that there are issues of sexuality and intimacy, a fear of losing identity, desirability, and vitality, that are unique to a disease affecting the reproductive organs.

"In comparison with breast cancer, where there are high-profile charities and patients receive outstanding holistic support, in New Zealand, men are much more isolated. We don't even fund medications for erectile dysfunction after treatment. Men are not good at talking about their problems at the best of times, and so they need to feel safe and supported before sharing their fears and concerns. We have come a long way in escaping the stereotype of the strong, silent, self-sufficient man, but this idea still lingers."

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Spring is in the air! It's time to throw off your slippers and get ready to put on your dancing shoes. Open the window, sweep off the cobwebs, flush out the pipes - it's detox time!

Chlorella: One of the most exciting nutritional resources available today to help your body naturally fight environmental pollution is a whole-food based supplement called chlorella. Its natural action will bind to heavy metals, chemicals and pesticides found in your digestive tract, stopping them from entering your bloodstream. Chlorella is also known as an internal deodorant, so extended use can result in less "odorous flatulence", or bad breath. The super green chlorophyll in chlorella supports cleansing of your liver.

Fibre: Fiber from plants, fruits and veges are nature's way of sweeping out our bowels so that the nutrients can be more easily absorbed and the toxins removed. Bloating tummies are sometimes a result of your bowels holding onto kilo's of waste matter. So if you want to fit into those fabulous clothes, without holding your stomach muscles in all night, then a plant based fiber like psyllium might be just the thing.

Aloe: Partying the night away can take a toll on our digestive health. Aloe vera is a wonderful soothing digestive and liver tonic. You can use it before the season as part of your detox and getting your digestion in good condition, and after to assist rapid recovery. For those with food intolerance issues it can be a life saver if you end up eating something you really shouldn't have.

Probiotics: Healthy levels of gut bacteria mean optimum digestion, enhanced immunity and radiant healthy skin. Who doesn't want that as you head out for the night! As a side note if your end up with diarrhea after too much drink or a questionable meal then take a probiotic twice a day for at least a week to top up your good bacteria.

Water: Always drink your 6-8 glasses of water a day to flush toxins out of your system. This is especially important when you increase your fiber intake as low levels of water can lead to constipation. A squeeze of lemon, a sprig of mint, a slice of cucumber, or a small piece of fruit in your water bottle can help with the taste if you find water boring to drink. Handy tip for the Party season: Alternate your alcohol drink with a glass of water in a fancy glass. Your head and liver will thank you for it the next day!

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WEAR AND TEAR:

Dealing with osteoarthritis

Aching backs and jarring knees can feel like an inevitability of ageing. But while osteoarthritis is widely spread (almost half of all people over the age of 60 have osteoarthritis), it doesn't mean that you have to sit back and put up with the wear and tear on your joints. Taking a proactive approach - from appropriate physical activity to joint-friendly supplements like UC-II (an undenatured collagen) - means that you can make strides towards preventing osteoarthritis from ruling your life.

WHAT IS OSTEOARTHRITIS?

What do we mean when we talk about 'osteo'arthritis? Arthritis comes in many different forms - in fact, there are more than 140 different types of arthritis, with osteoarthritis being the most frequently diagnosed. According to figures from Arthritis New Zealand, it is believed that there are over 387,000 adults living with osteoarthritis in New Zealand.

The condition is often known as degenerative arthritis, and is usually found in the hands, hips, knees, feet and spine. When osteoarthritis develops, the cartilage in a joint thins, and can eventually break down. Cartilage is a firm, rubbery material that covers the end of each bone, and protects them by acting as a cushion, providing a smooth, gliding surface for joint motion.

When a joint's cartilage deteriorates, it can no longer move smoothly and the bones can change shape, produce bone spurs and, in the later stages, the bones can rub against each other. Cartilage can also break away and float around the joint, causing pain and swelling. Osteoarthritis may complicate simple tasks, whether it's opening a can of food, using a computer mouse, or driving.

WHAT ARE THE SYMPTOMS?

Tell-tale signs of arthritis can include stiffness of a joint (especially after resting, or after

getting out of bed), pain in or near the joints, an unstable, weak feeling in the joint, or creaking and cracking sensations when the joint is moved. Affected joints may become swollen, especially after activity. Symptoms do depend on where the arthritis is, but generally symptoms do not arise quickly, but build over time.

HOW CAN IT BE TREATED?

There is no cure for osteoarthritis, however, it can be managed with a combination of medication, exercise, surgery and complementary therapies - which could include acupuncture, massage and supplements. Scientific research shows that supplements like glucosamine sulphate, fish oil and collagen can help.

Collagen may generally be more associated with beauty treatments than with helping aching joints - but this amino acid has a lot to offer. It is the key component of connective tissue in the body, and as such it helps restore elasticity to joints that have deteriorated with time and overuse. Utilising collagen, such as UC-II, can help repair some of the damage done to your joints, while supporting a more pain-free you. Talk to your local Hardy's expert if you're keen to prevent or help reduce pain from osteoarthritis.

AROUND THE BODY

Different parts of the body are affected in different ways by osteoarthritis.

HIPS

Pain is felt in the groin area or buttocks and sometimes on the inside of the knee or thigh.

KNEES

A grating or scraping sensation occurs when moving the knee.

FINGERS

Bone spurs at the edge of joints can cause fingers to become swollen, tender and red, or the base of the thumb can be sore.

FEET

Pain or tenderness is felt at the base of the big toe, or swelling can occur in the ankles or toes.



JOINT ACTIVE WITH UC-II

Backed by research from a variety of institutions including Harvard Medical School, UC-II is a bio-active form of Type II undenatured collagen that could have a big impact on your joint health. It can be used on its own or in conjunction with other anti-inflammatory products just to make sure you really get the relief you need. With clinical studies indicating a 40% improvement in joint comfort with this all-natural product, what have you got to lose? Talk to a Hardy's expert to find out more about how you can get UC-II working for you!

TIPS FOR PEOPLE WITH OSTEOARTHRITIS

WATCH YOUR WEIGHT

Maintaining a healthy weight reduces the strain joints are put under, and can reduce pain and prevent further damage from occurring.

GET MOVING

While it may sound counter-intuitive, a specially designed exercise programme can strengthen muscles around the affected joints, reducing joint stress and pain. Range of motion exercises, or exercise like yoga and tai chi can improve joint flexibility and reduce stiffness.

TALK TO HEALTH PROFESSIONALS

Talking to your doctor about medications or complementary treatments can be a big help, and making use of physiotherapy or occupational therapists can help by showing you how to move and protect your joints, how to complete tasks more easily, assistive devices, and hot and cold therapies. Surgery could also be an option for you.

WEAR GOOD SHOES

Wearing shoes with thick, soft soles will reduce the impact while moving and act as shock absorbers for your lower body and back.

For more information, check out Arthritis New Zealand's dedicated osteoarthritis website:

www.arthritis.org.nz/oacampaign/



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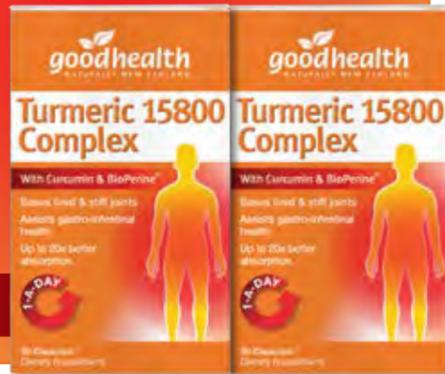
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HAY FEVER

A sign of the times



Achoo! Is that a familiar sound in your house at the start of the spring months? With 1.5 million New Zealanders dealing with hay fever, there's a high chance that someone's going to be sniffing and itching at home. And according to research presented by Allergy New Zealand, that number is only going to rise.

WHAT IS HAY FEVER?

Hay fever is a form of allergic rhinitis that occurs at specific times of the year and is generally sparked by exposure to wind-borne allergens such as pollen. Different people will have different allergens.

While hay fever itself is usually more irritating than anything, it can act as a trigger for asthma in people of all ages. It can also exacerbate asthma and complicate the diagnosis process. Allergy New Zealand also report that people with hay fever suffer from more frequent and more protracted respiratory infections.

WHY IS IT ON THE RISE?

The short answer: climate change. Research from Harvard University scientists in 2014 strongly suggested that the increasing levels of carbon dioxide that come about as a result of climate change are in turn driving an increase in grass pollen production. More pollen means more – and more severe – hay fever amongst the global population.

According to Allergy New Zealand, New Zealand already has one of the highest rates of hay fever in the world. With the projected increase in grass pollen, international predictions suggest that in 10 years, 50% of all people will suffer from hay fever. With Kiwis already having a greater tendency to the condition, the proportion could be even higher here.

THE QUALITIES OF QUERCETIN

Quercetin is a flavonoid – one of the plant pigments that gives many fruits, flowers and vegetables their lush colour. But there's more to quercetin than just good looks. It's a natural substance that also appears to function as an anti-histamine. That means it seems to reduce the release of histamine, the compound that creates the swelling, sniffing and itching that goes along with hay fever. Quercetin, along with other bioflavonoids, can provide a safe remedy to this season's hay fever effects.

There are also ways to mitigate the symptoms through your diet – specifically through fruits and vegetables which contain antioxidants. A study of people living on the Greek island of Crete found that allergies are rare among locals – and it would appear that a good part of this is to do with the so-called 'Mediterranean diet', which consists of many vitamin and antioxidant-rich foods.

ALLEVIATING HAYFEVER

NUTTY BUSINESS

Nuts are a great source of magnesium and vitamin E, which have both been proven to have a positive impact on lung function and asthma. Brazil nuts, cashews and pine nuts all have high levels of magnesium, while hazelnuts are a good source of vitamin E – and for a double whammy, almonds are packed full of both!

FRUITFUL FRUITS

Many different fruit are great sources of both antioxidants and vitamin C. Vitamin C is well known for boosting immunity, while antioxidants prohibit the oxidation of harmful molecules in the body. People who are allergic to birch pollen may find the skin of certain fruits, such as apples and tomatoes, to cause an itching at the back of their throat as an extension of their allergy, but removing the skin can prevent that discomfort. Grapes are especially good for those with hay fever, as they contain a whole lot of antioxidants and resveratrol, which reduces inflammation in the body.

NOTHING FISHY ABOUT IT

Fish and other zinc-rich foods are great for maintaining a healthy immune system. Not only that, zinc can have an impact on the brain and particularly on one's mood. Oily fish (such as salmon, tuna, or even anchovies) are a great source for zinc – and they are especially good for reducing hay fever as they are often also rich in omega 3, which has shown anti-inflammatory properties in studies.

JUST A SPOONFUL OF HONEY...

If you're looking for an easy, delicious, and sustainable way to address hayfever symptoms, try adding a spoonful of locally produced honey to your daily diet. The idea is that grains of pollen in the honey will gradually help your body to develop immunity to them – and you'll be supporting local beehives in the process!

If you want to know more about the positive effects of quercetin, honey, or other hay fever-preventing super ingredients, come in and talk to one of our friendly Hardy's experts!

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THE BUZZ
ON HONEY



From phrases like 'queen bee' to 'the bee's knees', the humble honey bee has become entrenched within our modern world – so much so that local skincare brand Antipodes is taking the power of the bee to heart with its new range of mānuka-based skincare products.

While bees are most commonly known for their ability to turn a flower's nectar into delicious honey, they also play a key role in unlocking the skin's natural beauty. Our yellow and black critters are world famous for producing mānuka honey, which is abundant with health properties for your body, both inside and out.

MARVELLOUS MĀNUKA

The late Professor Peter Molan of Waikato University is revered as the man who discovered the incredible medicinal bioactivity of mānuka honey – including capabilities ranging from wound healing and skin hydration, to anti-inflammatory properties that can reduce redness and help alleviate acne.

If you're wondering where to start with mānuka-based products, Antipodes have recently released a new Manuka Honey Skin-Brightening Eye Cream and Manuka Honey Skin-Brightening Light Day Cream. The bioactivity of mānuka honey is combined with kiwifruit skin and grape seed, alongside an elegant array of other botanicals, and the result is two highly effective products with the unmistakable scent of New Zealand honey.

BATTLE FOR THE BEES

Unfortunately, bees are in trouble across the globe, and Aotearoa is no exception. Mites, along with declining floral resources, habitat loss, pesticides and other pests, have contributed to a pollinator crisis and put both our ecosystem and economy at risk. But there are a few ways you can help save our

buzzing friends (so you can keep slathering more gorgeous Antipodes products over your skin!).

GARDEN FOR BEES

One of the big factors causing a decline of bees, is the fact that there is less variation, and less plants, for bees to forage on. Plants plentiful with nectar and pollen such as lavender, rosemary, calendula and forget-me-not, as well as flowers that are yellow, blue-green, blue and ultraviolet in colour are bee favourites.

GIVE CLOVER A CHANCE TO GROW

Mowing the lawns is not just an annoying chore to carry out, but it also means that clover and dandelions aren't available for bees to forage on. If you can, mow your lawns a little less frequently, so bees can have a good place to feast.

RESCUE BEEHIVES

If you come across a beehive in your backyard, don't exterminate it. Call your local beekeeping branch so someone can collect it and take it to a safe place, to protect future generations from that hive.

RESEARCH YOUR HONEY AND BEE PRODUCTS

It's important that beauty products that use honey and bee venom are produced and sourced in a bee-friendly way – that's why we love the new Antipodes range of skincare products utilising mānuka honey. A fabulous way to take care of your skin, take care of bees, and take advantage of all the benefits of honey!



ALLERGEN SUPPORT

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YOUR CHIA CHALLENGE!

It seems as though the line-up of superfoods is constantly evolving. But one little morsel has been making waves since it burst onto the foodie scene a couple of years ago: the chia seed!

Full of fibre, protein, calcium, antioxidants, omega 3 and more, chia seeds pack quite the nutritional punch. But sometimes it can feel hard to know where to start with new, unusual ingredients. So we've shared our favourite chia seed recipe - and called upon some friends who know their way around a kitchen to share their own chia seed favourites.

SEED-FULL CRACKERS

(gluten, dairy and sugar free)

INGREDIENTS

- ½ cup pumpkin seeds
- ½ cup sunflower seeds
- ¼ cup chia seeds
- ¼ cup poppy seeds
- ¼ cup sesame seeds
- ¼ cup linseed / flaxseed
- ½ tsp salt
- ½ tbsp chopped rosemary
- 1 cup water
- Sea salt, to sprinkle

DIRECTIONS

Pre-heat your oven to 170°C. Put all the seeds, salt and rosemary into a bowl, add the water, then mix until combined. Should you wish to use other herbs or spices, add them at this point. Rest for 15 minutes, allowing the chia and flax seeds to soften and bind everything together. Spread the mixture onto an oven tray (lined with baking paper) - aim for around 4mm thick. Sprinkle sea salt over the mixture, then bake for half an hour. Take out of the oven and cut into even crackers, then cook for a further 20-30 minutes. When crisp and golden, take out and cool on a rack, then store in an airtight container.

Serve by themselves or with your choice of spread, dip, or cheese.

LITTLE BIRD ORGANICS

Little Bird Organics have been impressing foodies with their beautiful brand of 'raw organic goodness'. With three branches of The Unbakery cafes across Auckland, they are continuing to spread their unique take on what wholesome food can be.

With the recent launch of The Unbakery app (\$7.49 on the App Store), featuring over 100 new plant-based recipes by Little Bird Organics founder Megan May, a whole new audience can get access to these delicious treats.

Megan shared one of the recipes from the new app - these little chia pots look gorgeous and are actually a cinch to make!

MATCHA & BLUEBERRY CHIA POTS

Serves: 4

INGREDIENTS

Matcha layer

- 1/4 cup filtered water
- 1/4 tsp matcha powder
- 1/2 tsp sweetener (light raw agave, raw honey, or coconut nectar)
- 1/2 tbsp chia seeds

Almond and matcha layer

- 1/4 cup almond milk
- 1/4 tsp matcha powder
- 1/2 tsp sweetener (light raw agave, raw honey, or coconut nectar)
- 1/2 tbsp chia seeds

Almond and vanilla layer

- 1 cup almond milk
- 1 tsp sweetener (light raw agave, raw honey, or coconut nectar)
- 1/8 tsp vanilla extract
- 2 tbsp chia seeds

To serve

- 1 cup blueberries

METHOD

Matcha layer

Mix all ingredients in a bowl - mix well for a few minutes as the chia starts to absorb the liquid to make sure there are no clumps. Leave for 30 minutes until the chia seeds have fully absorbed all the tea. Refrigerate for 1 hour.

Almond and matcha layer

Just like the matcha layer, mix together all ingredients, and stir occasionally to prevent chia seeds from slumping. Refrigerate for 1 hour.

Almond and vanilla layer

Repeat the same process with the almond vanilla layer ingredients. Allow to cool in the fridge for 1 hour.

To serve, lay out 4 small glass jars and split the matcha layer between them. Next, lay out a layer of the almond matcha mixture, followed by the almond and vanilla layer. Top with fresh blueberries.



EXAM TIME:



Supporting your brain

Exam season is stressful for everyone - whether you're at high school or university, whether you're a student or a parent of a student - it can feel as though so much rides on one window of time. Even though we all feel it, we often wave it off as 'just pre-exam jitters.'

Studies have shown that exam stress can be a serious situation - the anxiety can be a contributor to major psychological issues amongst young people. Academic success is important, certainly, but health and wellbeing should always come first. In this case, wellbeing can be boosted with the help of one of our favourite amino acids, L-theanine.

THE ROOT CAUSE

British psychologist Dave Putwain suggests four key areas of exam stress for GCSE students - so in local terms, students kicking off Level 1 of NCEA. They are: consequences, self-esteem markers, judgement from others (especially parents) and fear instilled from teachers. Pertaining to the fourth point, the amount of pressure that comes from external sources as well as the internal pressures one places on themselves, creates the need for students to be firing on all cylinders with high levels of concentration and a knack for switching between topics.

TACKLING THE PROBLEM

Studies have shown that there is a link between anxiety and brain cognition, whereby stress or anxiety can significantly reduce learning and memory performance and increase blood levels of adrenaline and other stress-response hormones. Even though stress may be difficult to deal with, the reality is that exams are an engrained part of the education process, so it's important to understand ways to easing those nasty feelings and thoughts.

TAKE CARE OF YOURSELF

The most important thing to remember is to stay healthy in both mind and body. Specialist teen counsellor Raychelle Lohmann refers to the three "basics": eat well, get enough sleep, and stay active. It seems simple, but a little attention to these areas can go a long way. Steer clear from refined sugar and alcohol, calm your nerves with a proper 8+ hours of sleep a night, and get your blood pumping with whatever exercise you most enjoy. If you are struggling to sleep, L-theanine can help improve the quality of sleep, without inducing drowsiness.

KEEPING YOUR EYE ON THE PRIZE

When preparing for - or sitting - an exam, it can be very hard to see the world beyond the call for 'pens down', and very easy to get wrapped up in the stress around you. A study in Japan gave participants gum containing 200mg of theanine to chew and discovered that they had significant increases in brainwave activity associated with focus and attention, with the ability to minimise interference from outside distractions, compared with those who chewed gum without theanine. This suggests that by taking theanine prior to an exam you may maintain greater concentration and perform better.

THE FINAL TOUCHES

Stress is something most of us will experience at various points in our lives. What is important is to identify what our triggers are and what we should be doing to help our bodies before the side effects of stress and anxiety set in. Theanine has been proven time and time again to have an impact on brain wave activity and stress reduction. It is definitely worth a try if you are prone to exam stress, so come in and talk to a Hardy's expert about it. Who knows - you may conquer those jitters and exceed your own expectations!

LOVING L-THEANINE

Theanine is derived from tea leaves and is most commonly found in green tea. Research shows that theanine has some properties that can aid in decreasing anxiety and enhancing immune function. Cognition and mood may be improved, as well as speed and accuracy of performing tasks that demand high levels of concentration. Introducing L-theanine before stress is applied can also maintain and improve cognitive function and decrease other impacts of stress. Additionally, it can improve word recognition and rapid visual information processing, which are both key to enhancing brain activity and performance, especially during exams!

<http://www.lifeextension.com/magazine/2016/3/brain-benefits-of-l-theanine/page-01>
www.life-enhancement.com/magazine/article/2191-theanine-enhances-immunity-and-bolsters-memory
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www.life-enhancement.com/magazine/article/2191-theanine-enhances-immunity-and-bolsters-memory
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THE BARE BONES OF OSTEOPOROSIS

Were you one of those kids who always seemed to have a cast on? Or one who, no matter what trouble they got into or height they fell from, would walk away a little bruised but practically unscathed?

In the earlier years of our lives, our skeleton is constantly growing – but during the middle period of our lives, our bodies are continually working to repair themselves, ensuring that worn out bone is replaced by new bone. As we get older, our bodies are unable to repair at the same speed our bone density declines – and the result of this can be the development of osteoporosis.

Osteoporosis literally means 'porous bone'. It is a condition that causes bones to become thin and fragile, decreasing bone strength and making them more prone to fractures. It is often called the 'silent disease' as bone loss occurs without any external symptoms.

1 in 3 women and 1 in 5 men over the age of 50 are likely to suffer a fracture due to the condition. The higher incidence in women is linked to the swift decline in oestrogen levels after menopause, which can cause the progressive loss of bone tissue.

According to Osteoporosis New Zealand, after having an osteoporotic fracture, the chance of having another fracture doubles. It is essential that osteoporosis is diagnosed and treated to prevent further fractures.

FRACTIOUS FRACTURES

In this year's Osteoporosis Prevention Update, University of Auckland Distinguished Professor Ian Reid outlined the key measures to take to prevent osteoporotic fractures, namely:

- **Maintain a healthy body weight and adequate calcium intake through balanced diet**
- **Don't smoke**
- **Limit alcohol intake to no more than 2 drinks per day**
- **Have a bone density measurement at the appropriate age** (sixties for women, seventies for men) and take appropriate medication as directed by your doctor based on the results.

Taking preventative measures is always better than waiting to find a solution to a problem. And with many studies showing a positive correlation between exercise and bone density, staying active is an excellent way to take a step towards reducing bone loss.

Weight bearing exercises that have been performed over a longer duration, tended to have more impact on the bone mass density (BMD) of individuals. In layperson speak, that can be as simple as things like walking, whether it's outside in the fresh air or indoors on a treadmill or an elliptical machine.

A number of studies have also looked into the impact of muscle strengthening exercises (like using elastic exercise bands or free weights) on people with established osteoporosis – and across the board researchers have seen an increase in bone mineral density, helping prevent fall-related fractures.

Developing balance and coordination through an activity like tai chi or gentle yoga can also be an excellent way to take back some quality of life. If you're more stable on your feet, and have better posture, you're at less risk of having a fall – and at less risk of fractures as a result.

Hip fractures are the most serious fractures caused by osteoporosis – half of those who suffer a hip fracture will require long-term care and a quarter will suffer an early death. Importantly, half of people who break their hip have broken another bone – the wrist, spine, or shoulder – before breaking their hip. Osteoporosis New Zealand's Executive Director Christine Gill elaborates: "The first osteoporotic fracture provides an opportunity to seek treatment to prevent further fractures, especially painful and potentially life changing hip fractures. Responding to the first fracture can therefore help to prevent a second."



FUELLING YOUR FUTURE

Calcium is a vital part of the bones in your body. Most of us consume plenty of it – but in some cases, people with osteoporosis may struggle to absorb it properly. In order the body to absorb calcium, it requires vitamin D. The main source of vitamin D is sunlight – so for people who don't tend to get out and about too often due to mobility issues, a vitamin D supplement can be a good addition to your line-up.



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NEWS AND EVENTS

SEPTEMBER

For those in the know, the month of September has a new moniker – September! September – or Cerebral Palsy Fundraising Month – is an opportunity for New Zealanders to improve their own health while fundraising to create a positive impact on the lives of Kiwis living with cerebral palsy. The condition affects movement in different parts of the body, with many different types and degrees of severity. Although there is currently no cure for cerebral palsy, there are many ways to improve the quality of life for those who live with the condition. During September, participants work in a team towards the goal of each reaching 10,000 steps per day for 28 days. Visit september.org.nz to find out more and to help raise funds to support Kiwis with cerebral palsy.



HARDY'S BRANCHES OUT

We are very excited to announce the opening of two new branches – Hardy's Vulcan Lane and Hardy's Bethlehem! You can now find our talented teams in Bethlehem in the Bay of Plenty, and on Vulcan Lane in the heart of Auckland's CBD. Both of our new branches have expert staff who can help you with our range of health solutions and services, from the latest knowledge and advice on products, to tips on natural wellbeing.

WORLD ALZHEIMER'S DAY

21st of September is World Alzheimer's Day. It is a time to remember all those within our communities who are affected by dementia, as well as their families, friends and carers. Although globally there is a greater understanding of the social and economic impact of dementia, the focus is now shifting to improving the quality of life of people with dementia and their families.

TEAM ANNIVERSARIES

Celebrating the successes of our Hardy's family is important to us – so when big anniversaries come along, we get excited! James Styler of Hardy's Northlands marks ten years of helping his Christchurch community feel good. James has built strong relationships with both customers and colleagues, and we so value him being part of the Hardy's team. Julie from Hardy's Palmerston North marks sixteen years as one of our Hardy's experts, helping countless locals along the way to feel good. Thanks to both James and Julie for their passion and enthusiasm in helping New Zealanders fulfil their health, beauty and wellness needs!

BREATHE BETTER SEPTEMBER

September is also the month dedicated to raising awareness of the 1 in 6 Kiwis living with respiratory illness. Respiratory illness is the third leading cause of death, and costs New Zealand \$5.5 billion every year. Asthma and Respiratory Foundation NZ are running a photo petition in the form of Breathe Better September. Visit breathebetterseptember.co.nz to find out more about how you can participate and help support better respiratory health for all New Zealanders.

STORE LOCATIONS

NORTH ISLAND

NORTHLAND

HARDY'S KERIKERI
HARDY'S WHANGAREI

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

AUCKLAND

HARDY'S GLENFIELD

Westfield Glenfield, Glenfield Rd and Downing St, Glenfield, (09) 443 1896

HARDY'S LYNNMALL
HARDY'S MANUKAU

LynnMall, 3058 Great North Road, New Lynn, (09) 827 670
Westfield Manukau City, Great South Rd and Manukau Station Rd, Manukau, (09) 262 1827

HARDY'S NEWMARKET
HARDY'S NORTHWEST

Westfield Newmarket, 277 Broadway, (09) 529 0864
Northwest Shopping Centre, 1-7 Fred Taylor Drive, Massey, (09) 416 9605

HARDY'S PAKURANGA
HARDY'S ST LUKES

Pakuranga Plaza, Aylesbury St, Pakuranga, (09) 576 5843
Westfield St Lukes, 80 St Lukes Rd, St Lukes, (09) 846 4477

HARDY'S SYLVIA PARK

Sylvia Park, 286 Mount Wellington Hwy, Mount Wellington, (09) 573 0310

HARDY'S VULCAN LANE
HARDY'S WHANGAPARAOA

31 Vulcan Lane, Auckland, (09) 379 7847
The Plaza, Whangaparaoa Rd, (09) 424 3882

HAMILTON

HARDY'S CHARTWELL
HARDY'S CENTRE PLACE
HARDY'S THE BASE

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

BAY OF PLENTY

HARDY'S BAYFAIR
HARDY'S BETHLEHEM

Bayfair Shopping Centre, Cnr Maunganui & Girven Roads, (07) 574 3430
Bethlehem Town Centre, 19 Bethlehem Rd, (07) 570 6088

TAUPO

HARDY'S TAUPO

37 Horomatangi Street, (07) 378 9057

TARANAKI

HARDY'S NEW PLYMOUTH

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

PALMERSTON NORTH

HARDY'S FEILDING
HARDY'S PALMERSTON NORTH

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

WELLINGTON

HARDY'S COASTLANDS
HARDY'S LAMBTON SQUARE
HARDY'S QUEENSGATE

Coastlands Shoppingtown, State Highway 1, Paraparaumu, (04) 296 1227
180 Lambton Quay, (04) 472 6969
Westfield Queensgate, Queens Dr and Bunny St, Lower Hutt, (04) 586 2098

SOUTH ISLAND

NELSON

HARDY'S RICHMOND

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

CHRISTCHURCH

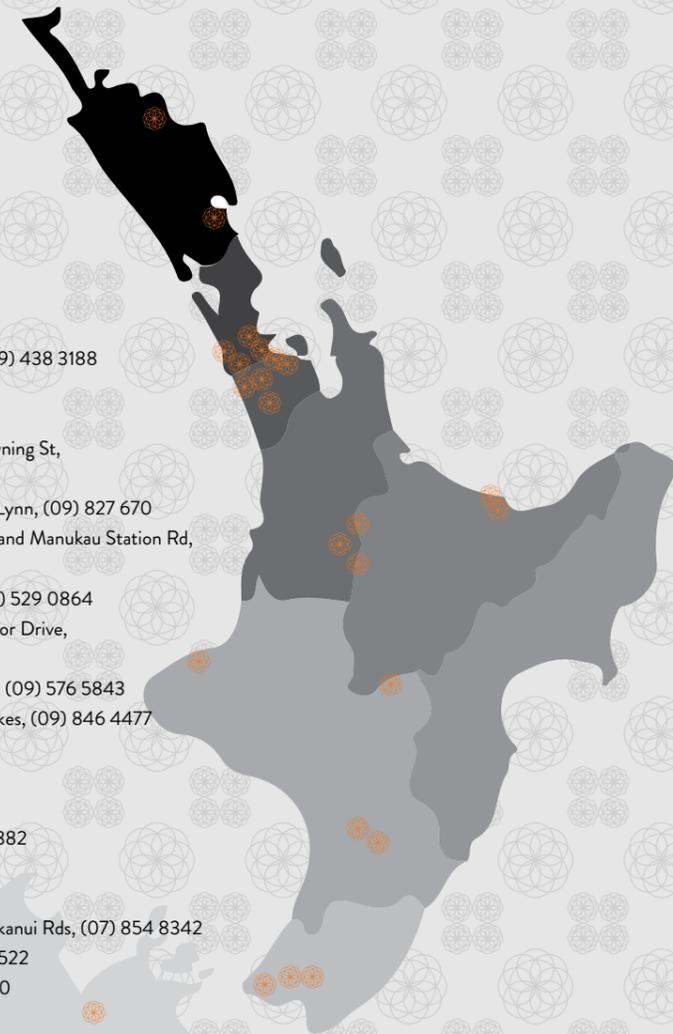
HARDY'S NORTHLANDS

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

QUEENSTOWN

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Five Mile Shopping Centre, 32 Grant Rd, Frankton, Queenstown, (03) 441 4225



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