

My Hardy's

We'll get you feeling good!

New Decade,
New you!



Helping you discover
your everyday bliss



NATURALLY KIWI
SINCE 1986



POWERFUL NUTRITION
FROM PLANTS

Perfect Partners for Digestive Health

The digestive system has a huge role to play in the quality of our health, energy and general well-being. Having a digestive system that is out of balance can have a big impact on our daily life.

Our diet, habits and lifestyle all contribute to the health of our internal ecosystem. Those that can have a negative impact include; eating a diet high in processed foods, drinking large amounts of coffee or alcohol, smoking cigarettes, or a stressful lifestyle.

A healthy digestive system means we can digest our food easily to absorb all the good nutrients, providing the nutritional building blocks for our body's daily processes, our energy, immunity and even our ability to heal.

So how can we support our gut to work at its best? Current research into probiotics has shown that specific strains of good bacteria support many areas of our health including our digestive system.

Lifestream have a range of scientifically researched probiotics that provide support for restoring the good bacteria in the gut along with other specific benefits depending on the different strains in each product.

Lifestream Advanced Probiotics 14 Strains:

- ✓ Broad spectrum support for optimum gut health
- ✓ Supports a healthy immune system
- ✓ Maintains skin health

Lifestream Advanced Probiotics Mood+Immune:

- ✓ Supports the brain-gut axis for healthy mood balance
- ✓ Support for stress related digestive discomfort
- ✓ Boosts immunity

While probiotics help to repopulate the good bacteria in the gut, **Lifestream Biogenic® Aloe Vera** is a soothing tonic for the total digestive system. It is the perfect partner with probiotics in helping to support digestive health.

- ✓ Supports smooth and natural digestion from top to bottom
- ✓ Acts as a prebiotic nourishing good bacteria in the gut
- ✓ Helps to maintain regular bowel motions
- ✓ Effective support for bloating and flatulence

Whether it is bringing your gut back into balance or maintaining a healthy digestive system, Aloe Vera works well in partnership with probiotics for naturally powerful gut health and optimal well-being.

Purchase either product...



RECEIVE A FREE ALOE VERA 500ML*
when you purchase either Lifestream Advanced Probiotics Mood + Immune or 14 Strains 60s

*while stocks last

Always read the label and use only as directed. If symptoms persist see your healthcare professional. Lifestream International Ltd., Auckland

TAPS-PP2660

LIFE010

Autumn Bliss



Hi and welcome to our first My Hardy's magazine of the new decade! We'd also like to extend a warm welcome to our newest Hardy's Hub at Anglesea Pharmacy in Hamilton - the original home of Hardy's.

My inspiration for this issue began with stepping into a new decade and thoughts around turning back the clock to look and feel a decade younger. So

often I am asked what my secret to radiant health is, so I decided to share some of my personal insight and experience with regards to taking a holistic approach to optimal health and wellbeing.

My secrets include ways to create your very own Blissful Genes that can help to balance immunity, reduce pain and inflammation, enhance mood and sleep quality while boosting energy. There is no doubt in my mind that nourishing the inner health of our trillions of cells creates outer beauty and allows you to shine your very BEST!

Love and light,

Diana

Diana Burgess - Naturopath

We are indeed much more than what we eat, but what we eat can nevertheless help us be much more than what we are.

- Adelle Davis

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BE IN TO WIN

MY FAVOURITE HARDY'S PRODUCT!

What is your favourite product featured in this issue of our Hardy's magazine?

Let us know the product and why, then cut it out and drop in to your nearest Hardy's store or hub. You could win your **favourite product** plus a **\$100 voucher!**

Name:

Email: Phone:

Favourite product:

Why?

T's & C's apply. Valid until 1st May 2020. Winners announced 5th May 2020 and contacted via email.



Your Genes *need not be your*



It is now more commonly recognised and understood that the diet and lifestyle choices we make everyday provide direct information to our genes.

What that means is that the food and lifestyle choices we make daily can have a direct effect on the way our genes express themselves. As Dr Jeffrey Bland likes to put it; There are food and lifestyle choices that can switch on our 'Bliss Genes'.

When expressed they are the genes that reduce inflammation, protect us by balancing our immune system, and generally help to keep us looking and feeling vibrant. On the other hand, there are foods and lifestyle choices that will do the complete opposite expressing what Dr Bland calls our 'Tragedy Genes'. When expressed, these are the genes that cause us pain, inflammation, disease, and can even have an effect on our sleep, moods, skin health and immune system.

Putting it simply, when we move daily, practice some form of meditation and/or mindfulness, avoid vices like drinking too much alcohol, choose a diet that is predominantly plant based that includes all the colours of the rainbow found naturally in nature, topped up with quality nutritional supplements, our Bliss Genes will light up and turn on, allowing us to look more vibrant and feel the very BEST that we can.

In direct contrast, when we choose a more sedentary lifestyle, smoke, drink excess caffeine and/or alcohol, and consume a diet that is full of processed refined white sugar and flour containing unrecognisable ingredients, our not so favourable Tragedy Genes can be expressed contributing to an increase in inflammation, leaving us feeling fatigued and unwell.

The important point to remember here is that every single meal and lifestyle choice has an affect. For every action there is a reaction!! So what information

will you be sending to your genes the next time you eat? Will it be a plate full of information of Bliss or Tragedy? And yes, you guessed it - your very next snack or meal can have an impact on your health and change the way you look and feel.

As I mentioned before, our diet and lifestyle choices are now becoming more commonly understood as to how they change the way we feel, but what is not so common is understanding how adverse or major life events can affect the way our genes are read and expressed too, particularly in our immune cells. For example, when we go through a major life event such as a bereavement, there is new evidence suggesting inflammatory response genes in our white blood cells can be switched on, and this excess inflammation is not ideal. There is actually a new academic field called social genomics to study this phenomenon. My own personal story



Destiny



THE GOOD NEWS?

explains this a little more simply for you to understand how life events do have an effect on our health.

A few years ago my father was tragically killed in a car accident that was not his fault. He was an amazingly fit and strong 82 year old that had never been on medication for more than a day or two. At the time of his death my mind, body and spirit experienced shock, trauma and grief that is often common in these situations. What is not so common is how long it took for me to bounce back. For months I was experiencing symptoms of overwhelmingly severe fatigue, body aches and pains, low mood and a general feeling of being unwell.

After a year of not knowing what was going on, and many a trip to specialists, an intestinal biopsy and blood testing revealed I was actually Celiac; yet I had never had major problems with eating gluten in my younger years. What I now

know is that the trauma and increase of gluten in my diet around the time of Dad's death, thanks to all the baking that family and friends dropped off with love, spoke to and expressed my 2 dormant Celiac Genes to switch on! So what that means is that I already had 2 Genes present in my DNA for Celiacs Disease but until Dad's death they had not been switched on.

What information will you be sending to your genes the next time you eat?

All of this has led me to my current lifestyle and vitality programme that includes; dancing daily, (in fact I'm now a Nia dance teacher), practicing mindfulness and eating a predominantly plant based diet from all the colours of the rainbow. Everyday I take quality bio-available supplements that I know send favourable information to my Genes, not only nourishing my cells but also enhancing my wellbeing, while reducing inflammation and switching off those Tragedy Genes. I also like to keep vices like drinking coffee and alcohol to very special occasions only. The BEST news is that I am now 52 and feeling more vibrant than I was in my 30's and 40's. Losing Dad so tragically was one of the worst times of my life but I am truly thankful for all that he taught me and how he continues to teach me even now after his death.

MACA



YOUR ROOT TO BLISS & BALANCE

In a remote mountain region of Junin, Peru the Incan people have consumed a sacred root vegetable they call La Maca - the “food of the brain” for over 2000 years. The region of Junin is considered to be one of the happiest places on earth and if you ask a local why, they say it’s because of Maca. Children are given maca to support their brain development, adolescents to help manage and support balanced hormones, women for support for PMS and menopause, men for energy, vitality and healthy sexual function and the elderly for mental clarity, coordination, muscle and bone strength. The communities that consume it daily throughout life boast some of the healthiest and happiest people with longevity into their 90s and even 100s not uncommon.

PERUVIAN MACA – WHAT IS IT?

Maca (*Lepidium meyenii*) is an annual herbaceous plant of the Brassicaceae family, native to the central Peruvian Andes that grows between 3500–4500m above sea level. After harvest traditionally, it is laid under the sun for 3 months during the dry season to dehydrate into a rock-hard dry pellet. The Incan people claim this is when the medicine is made before being extracted by boiling into teas, porridges, broths, soups or stews and consumed daily. Scientific studies have now shown that drying and heating raw maca actually enhances its properties as this is when it forms novel bioactive molecules called macamides. So, when it comes to maca raw is not always best and in fact consuming it raw may pose potential health risks including gut and liver inflammation.



HOW MACA WORKS



There are 19 characterised macamides all unique to maca, with varying degrees of potency. They work as a collective to support your own natural endocannabinoids levels in your brain like Anandamide (often called our bliss molecule). In essence they provide your brain with more bliss and balance through supporting our own natural anadamide. As a result, maca has the ability to support countless processes in the body. Its mode of action is unique, it is not a stimulant, it can be used for long-term sustainable treatment and it is well tolerated by everyone. It seems the Incan people were highly intuitive

about the properties of maca and were able to create and extract molecules in the plant that indeed could maintain harmony and balance within the body.

Be aware however that not all maca is equal and macamide levels can vary greatly depending on how it was produced. Ideally a powder with a minimum 0.6-0.7% (w/w) total macamide concentration or higher is considered a good quality powder. And an activated or gelatinised (heat-treated) form is essential to reduce the risk on your stomach and liver. Be sure to check the pack before buying.

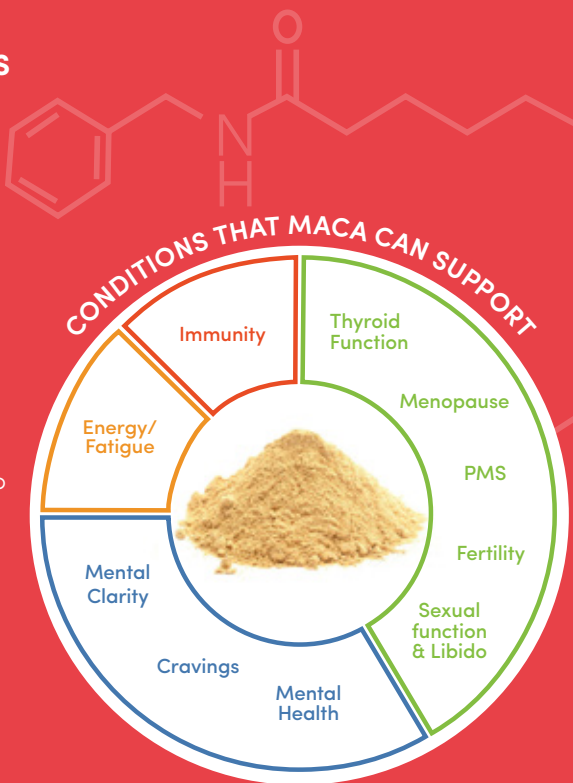


At Hardy's we love that The Maca Experts are a small family business run by Dr Corin Storkey (Wellington) and his partner Sally Huapaya (Peru). Their maca research program in collaboration with the University of Victoria in Wellington works to bring credible scientific evidence to support the ancient Incan traditions and helps create quality, premium, therapeutic products for New Zealand consumers. They spend 3-4 months per year working directly with a farming community in Junin and produce everything from the farm to your table. They also donate \$2 per kg sold to a fund to help the children of their farming community and have a focus on ethical, sustainable and socially responsible production.

DIFFERENT CONDITIONS THAT MACA CAN BE USED TO TREAT:

Research studies have now shown with traditional use that maca can support energy, mood, mental health and hormone balance including during menopause and PMS, fertility, metabolic function, sexual function, libido and mobility. Maca comes in **three colours** and the different colours have also been shown to possess some unique properties. Red maca for example is most effective for increasing bone density, the best at supporting female fertility where Black Maca has been shown to be the most effective for supporting mental clarity and focus and athletic performance.

For anyone looking to use maca it is important to identify the right powder for the condition you are trying to treat.



To learn more about what maca is best for you visit www.themacaexperts.com or talk to an in-store Hardys Expert about your personal health requirements.

References available upon request.

TRADITIONAL IMMUNE GOLD

COD LIVER OIL - *"Gold of the Ocean"*

The Vikings called it 'Gold of the Ocean'. In Europe it was culturally valued to support winter immunity and bone health and growth and popularity continued well into the 1950's.

This traditional use of Cod Liver Oil is now backed research, aligning this support to its natural content of Vitamin A and D. Today, Cod Liver Oil is still used to support both bone and immunity but the list also includes support for; joints, eye health and dry, scaly skin conditions.

Cod Liver oil is exactly what it sounds like; the oil from the fish liver of the Cod. For some, just the thought of a spoonful of oil sends a shivers through the taste buds. Luckily, today taking could be easier with Solgar Cod Liver Oil capsules. No aftertaste - just the health benefits of Cod Liver Oil.



WILD ALASKAN SALMON OIL - *"The Missing Omega"*

Traditional diets of the Inuit people sparked scientific attention on Omega-3 especially EPA and DHA. Since then, high Omega-3 has been linked to support numerous health benefits; joints, eye health, mood balance, immunity, skin and even mental clarity and focus.

But one Omega-3 fatty acid has been overlooked; DPA (Docosapentaenoic acid) found in tuna and salmon. DPA is an intermediary between DHA and EPA and helps enable the body to be ten times more efficient on how it uses Omega-3. DPA acts as reservoir and precursor for EPA and DHA increasing the over-all level of omega3's in the body.

According to researchers our gut flora loves DPA by helping increase intestinal microbiome diversity. Many studies focus on the healthy bacteria in the gastrointestinal tract, and diversity has been recognized as having a key role with digestion, immunity, metabolism and even mood. So supporting the range of species may a key factor in maintaining general wellbeing.

Wild caught Salmon naturally has DPA. Many people don't eat enough salmon, or they dislike it, so an easy way to include more DPA every day is simply adding one or two Solgar Wild Alaskan Full Spectrum Omega capsules into your routine.



CURCUMIN - *"The Golden Spice"*

New to the western world, but steeped in history from Southeast Asia, the 'Golden spice' (Turmeric, curcuma longa) dates back at least 4000 years in Ayurveda herbal practice. Curcumin is the key component of turmeric that gives it the brilliant yellow colour. Curcumin supports respiratory health and thinning mucus, blood sugar balance, joint comfort and digestion

Research has recently highlighted many benefits of this spice, and its benefits may be linked to its antioxidants support for many body processes.

Its popularity has been well founded, but the absorption and bioavailability of native curcumin has been in the past a problem. Circumventing this issue by using a process that mimics the body's natural process of micellation has meant that Solgar's Full Spectrum Curcumin has been able to increase its absorption 6.8 faster and its bioavailability 185 times more than native curcumin. For those serious about Curcumin, one capsule is all you need each day.



Diana's BEST SOLUTIONS

Helping you to
feel your BEST



Pain & Inflammation

When we injure ourselves, experience stress or make not so favourable lifestyle choices, we send information to our genes and cells that create an inflammatory response. When this happens, chemicals from the body's white blood cells are released into the blood or affected tissues to protect ourselves from foreign substances. Unfortunately, some of these chemicals can cause a leak of fluid into our tissues, resulting in swelling. This seemingly protective process stimulates our nerves and in turn causes pain. For acute injury or illness, this protective effect is necessary for healing. However, if this process becomes chronic, it can cause us long term discomfort, pain and inflammation.

Nutrients such as Magnesium, Curcumin/ Turmeric, Hi-Strength Fish Oils and Boswellia have all been well documented in having a strong anti-inflammatory effect on joints, muscles and tissues, which in turn helps to reduce pain and support healing. When experiencing chronic inflammation and pain such as arthritis or back pain, using an appropriate quality supplement and making some simple lifestyle changes, will help keep inflammation down.

POSITIVE LIFESTYLE CHANGES:

Eat more REAL foods and less processed ones. Avoid trans fats, processed meats, caffeine, alcohol and sugary foods. As well as dietary choices - keep well hydrated, get enough quality sleep and move daily, these all have positive effects on our genes!



If you are experiencing chronic pain or any ongoing inflammation, come on in and speak to one of our Hardy's Experts on the most appropriate anti-inflammatory programme for you. Remember, we are all very unique, what treats pain for a friend or family member may not necessarily be the very BEST solution for you.

Moving daily
has a positive
effect on our
genes



Create Blissful Genes

DIANA'S HEALTH & VITALITY SECRETS

Everyone who knows me is aware that my road to good health has been a long and often rocky journey. Along the way, my learnings have led me to develop my own wellness regime, which I adhere to on a daily basis. I can honestly say I feel the best I've ever felt at this stage of my life! People often ask me what my secret to radiant skin, healthy hair and endless energy is - here is my recipe to feeling my very BEST! - *Diana*

Daily Super Smoothie

CLEAN LEAN PLANT BASED PROTEIN (1-2 SCOOPS)
PEA PROTEIN IS GREAT!

My Favourite Functional Flavour:

- CHAI - to support digestive and the immune system
- TURMERIC - a powerful antioxidant
- MACA ROOT - to boost energy and vitality



MACA FOR WOMEN



MEDLEY OF GOODNESS:
BLUEBERRIES, FROZEN BANANA AND/OR SPINACH



A LIPOSOMAL VIT C + FULVIC ACID



SPIRULINA OR 'GOOD GREEN STUFF'



COLLAGEN:
LIQUID OR POWDER



TASTY TIP:
Keep it interesting!
Rotate your smoothie ingredients regularly to keep your taste buds satisfied!

A GOOD FAT:
AVOCADO, HEMP OR COCONUT OIL



TOP 5 TIPS FOR WELLBEING

EAT A COLOURFUL RAINBOW DIET PREDOMINATELY PLANT BASED



ENJOY GREEN & TULSEI TEAS



SNACK ON RAW FOODS LIKE NUTS, SEEDS, FRUIT & VEGGIES



TAKE A HIGH QUALITY MULTI, FISH OIL & PROBIOTIC



SPICE UP YOUR LIFE! ADD COLOURFUL SPICES & FRESH HERBS



Bonus Tips

- ♥ Keep active - Nia dancing, biking and walking keeps me fit.
- ♥ For added vibrancy and hydration add Aloe Vera to water and/or smoothies.
- ♥ Take Turmeric regularly to help reduce inflammation, add Glutathione and an immunity booster to regenerate your super cells.

Autumn Immunity

Spend more time doing the things that bring you bliss by keeping your immunity strong over the cooler months. These products will help support your immune system, so you and your family can fight those germs away without any delay!



NEW!

IMMUNE VRL PRO

Beat the nasty bugs with @ReddRemedies targeted immune product for the body's defences. Containing a blend of botanicals including European elderberry, adaptogens, Chinese licorice and ginger root, this formula supports defensive "Qi" energy. Can be used for short-term or long-term.



Used in ancient times to support respiratory health



Our bodies don't store vitamin C so make sure to take this daily



Promotes calcium absorption which supports healthy bones, teeth & immunity



All about Magnesium

The Good Health Magnesium range has everything from naturally sourced magnesium to highly absorbable quality strength magnesium tablets and mini capsules, suitable for all those that find large capsules difficult to swallow. Good Health magnesium creams are also an ideal option for those having difficulty taking tablets or find they are sensitive to magnesium. Our magnesium cream also contains comfrey and arnica to help settle and support joints and nerves. **Good Health Magnesium Sleep Cream** helps to soothe the senses and take away the stress from the day, containing magnesium, lavender and chamomile to support a quality night sleep. Magnesium Cream is now available in a bigger size, making it easier for the family to use.

Magnesium naturally benefits women's health

Magnesium is most commonly known to support tight muscles, nervous tension and provide calm for a restful night's sleep. Magnesium is well-known to support hundreds of everyday cellular processes in the body. But magnesium also has another side with powerful benefits, as a natural option to help support women's health.

The soothing properties of magnesium

Magnesium has the natural ability to calmly support tight and tense muscles, this can act to provide further support for women's health. Tired and tense muscles are a common part of the monthly menstruation cycle for many women. Magnesium's innate ability to help calm and relax muscle tension helps to support normal monthly cycle function in the female body. Magnesium is also thought to support balanced mood, helping ease our worries and de-stress our minds and bodies. It is also suitable to support teens and adults for hormonal health. Magnesium helps to support our circadian rhythm helping maintain a healthy sleep/wake cycle. Did you know your circadian rhythm is completely individual to you, we each have our own inner clocks helping us know when to sleep, eat and wake up.

The way magnesium helps us

Magnesium is a stand-out supplement to help support our everyday mood and muscle health. It can be relatively common for us to be low in magnesium. Due to our demanding lifestyles and factors such as poor gut health, intense exercise, hormonal health, on-going stress and lack of sleep all impact our magnesium levels. Magnesium is one of the body's most fundamental minerals. Most of our magnesium, up to 50-60 percent lives in the bone with the rest being in the muscle and surrounding tissue. The lesser known benefits of magnesium are equally as important as its well-known everyday muscle supporting ability. Magnesium works to support healthy DNA synthesis and turnover, supports our nerve conduction, neurotransmitter function and acts as support for normal immune function.

How to better achieve your magnesium absorption

Maintaining gut health helps with absorption of the overall uptake of our nutrients. Trying to achieve enough sleep is not always easy in a busy week or during demanding nights for mums and babies. Trying to set a routine where possible can help, as what time we get to sleep also plays a pivotal role in our neurotransmitter health and sets up our natural sleep cycle. What time we get to sleep also impacts on our quality of sleep. To allow us to get into all the vital phases of sleep such as REM sleep, getting to bed before 11pm is ideal to allow a better state of sleep.





The Internal Flame

NEW INSIGHTS INTO SILENT INFLAMMATION, LONGEVITY AND THE SCIENCE OF FUNCTIONAL FOOD

by Dr Roderick Mulgan MB.ChB, MPP, LLB (Hons)

Most doctors are snuffy about supplements. I used to be one of them. In many ways, I still am. I still believe the claims for some supplements are dubious. What I do recognise, however, is that true science needs an open mind. Our first drugs came from plants, and many of our best, like aspirin and morphine, still do. There is no reason to think that the only compounds in the natural world that move our metabolism in positive ways are the ones big Pharma has found and put into pills.

We know certain patterns of eating are healthy and promote long life. Mediterranean people who eat a lot of vegetables and oily fish are one example, as are the Chinese villages where they like their food spicy (with lots

of green tea). There are also oddities, like the Kuna Indians on the San Blas islands, off the coast of Panama, who drink a lot of unprocessed chocolate, straight off the tree, and live longer than their compatriots on the mainland. So the evidence is there. You can eat stuff that makes your organs, particularly your heart and brain, last longer.

There is now a word – ‘nutraceutical’ – to refer to something that is a drug as well as a food. Turmeric is a well-known example, as is omega 3 oil from fish, resveratrol from grapes, and hundreds more. Doctors do not learn about this in medical school and rarely turn their minds to it later. If it isn’t in a pill the medical profession doesn’t want to know. Yet there is no shortage of useful research. If you go to Pubmed,

the world’s largest online repository of medical and scientific journal articles, and put ‘turmeric’ in the search engine, it will return over 6,000 hits.

When I first started probing this area I became so intrigued I wrote a book. I called it *The Internal Flame* because one of the major themes in the interaction between natural molecules and a long and happy life is inflammation. To stay well you don’t want too much of it, and many of the things it is useful to ingest are good at turning it off.

Note I said natural molecules, not food. Anti-inflammatory substances are not limited to things we are used to eating. Boswellia, which is tree sap, and skull cap, the root of a flower that grows in Mongolia, are two good examples.

As always, there is more. Why do plants make molecules that are good for us in the first place? There is no settled explanation, but experts have some clues. Many of the key substances protect plants by absorbing uv light or poisoning insects. They are also toxic to us when we eat them, believe it or not, but help us stay well via a process called hormesis (see page 36). They are also epigenetic activators, which means they switch our genes on and off (see Chapter 7). And what about bioavailability? Many nutraceuticals do not cross our gut walls easily, which is a reason that detractors use to criticise the concept. My answer is in chapter 10. And even if you accept the concept of nutraceuticals – reading this magazine you probably do – how do you sort out what is useful from what is dubious? My thoughts on that topic are chapter 12.

I have also traversed in some detail the evidence that unchecked inflammation is the common problem behind the big diseases of later life. Cancer, heart attacks, strokes and even dementia all start when inflammatory cascades get triggered at the wrong time, and avoiding them as long as possible comes down to knowing which natural food drugs will slow it down.



Dr Roderick Mulgan is a Fellow of the Royal College of General Practitioners. Working in aged-care facilities has led him to an interest in the effect of lifestyle choices on well-being and the evidence that novel foods and quality supplements promote long-term health and wellbeing.



THE INTERNAL FLAME

This is a story of inflammation and health – what goes wrong as we age, and what you can do about it. Available online or in-store at Hardy's.

NORDIC  NATURALS®

This Autumn Choose Health

Classic. Sustainable. Arctic Cod Liver Oil.

15% OFF
Arctic-D CLO
237ml

Every winter Arctic cod come to Norway's Lofoten Islands, creating one of the world's finest fisheries. They are rich in the omega-3 fats that our bodies need for cardiovascular, cognitive, and immune system health, and contain modest amounts of naturally occurring vitamin D. Made exclusively from wild Arctic cod, Nordic Naturals award-winning Arctic-D Cod Liver Oil is an ideal choice for the colder months, combining existing amounts of vitamin D with added vitamin D3 (cholecalciferol) for a generous daily serving to boost immune system health.



NOW \$52.60

Find Nordic Naturals at your local Hardy's health store or hub

Always read the label and use as directed. If symptoms persist see your healthcare professional. NaturalMeds, Napier

Ben's Blog

Curcumin beats medication for rheumatoid arthritis

- Benjamin Brown ND

In a clinical study the dietary supplement curcumin from turmeric has performed better than treatment with a non-steroidal anti-inflammatory drug for rheumatoid arthritis.

Forty-five patients diagnosed with rheumatoid arthritis (RA) were randomized into three groups; Group 1: curcumin (500mg of turmeric extract BCM-95) and diclofenac sodium (50mg), Group 2: diclofenac sodium (50mg), or Group 3: curcumin (500mg).

Reference:

Chandran B, Goel A. A Randomized, Pilot Study to Assess the Efficacy and Safety of Curcumin in Patients with Active Rheumatoid Arthritis. *Phytother Res.* 2012 Mar 9. doi: 10.1002/ptr.4639. [Epub ahead of print]

All of the treatments improved RA symptoms however the curcumin alone had some unique effects. People taking curcumin showed the highest percentage of improvement in symptoms scores that were significantly better than the patients taking diclofenac.

Also, curcumin was well tolerated with 0% dropping out because of side effects while 14% dropped out of the diclofenac group. This promising study suggests an excellent safety and efficacy profile of curcumin in rheumatoid arthritis.



NZ Fulvic nourishes our cells creating Bliss Genes

Recharge your cells through nutrient absorption, to energise your body!

- Lifts Energy
- Supports Nutrient Absorption
- Supports a Healthy Immune System



NZ
FULVIC™

NZ Fulvic Ltd, Kawerau. Always read the label and use as directed. Supplementary to a balanced diet.

Hot Picks!



Feel alive this autumn



HARKER HERBALS IMMUNE BOOST

A powerful everyday support to boost and build strong immunity. Great for those prone to repeat illness, low energy and feeling rundown. Pair with Vitamin C for an extra boost.



FREE!

Autumn Deal: Buy 250ml Immune Boost and get 100ml Vitamin C FREE!



PROGENIA A & B PACK – PROSTATE HEALTH PROGRAM

The ultimate natural herbal program for prostate health. Xcel Prosgenia A&B pack combines effective herbs and nutrients, including Saw Palmetto, Nettle, Lycopene, Selenium and Zinc, to help support prostate health and function, help manage urinary flow and frequency while supporting balanced hormone levels.



HARDY'S SLEEP SPRAY

Hardy's Sleep Spray is a natural homeopathic formula that supports normal sleep patterns and is formulated to enhance sleep quality during times of stress. Great for travel. **Get to sleep, stay asleep, wake refreshed!**

RRP: \$22.90

Buy 1 for \$19.90 or ANY 2 for \$29.90

(deal includes Hardy's Sleep Spray and Hardy's Relaxation Spray)



LIFEGUARD ESSENTIALS

Includes 5 of the best antioxidant compounds the natural world can offer. It has been designed by Dr Roderick Mulgan. Taken daily it delivers a potent mix of stimuli for supporting healthy blissful genes and cells.

Autumn Deal: Buy ONE get ONE half Price!

Harker Herbs Ltd, Waipoua

Natural Health Trading, Auckland

Lifeguard Health Ltd NZ, Wellington



DR.ORGANIC MOROCCAN ARGAN

Organic Moroccan Argan Oil is an incredibly rich source of vitamins, antioxidants, essential fatty acids and phytosterols, vital for healthy looking skin. In combination with our proprietary blend of bioactive, natural and organic ingredients, this natural skin lotion instantly hydrates and nourishes, leaving the skin soft, smooth and naturally revitalised. Suitable for vegetarians.

RRP: \$18.99 | **Autumn Deal: \$13.99**



SAVE 25%

SOLGAR L-THEANINE

Solgar® L-Theanine is an amino acid found in Green tea and back by extensive research for its abilities to help relaxation and focus. L-Theanine is ideal for those who may need support to unwind from busy lives, and add more calm and focus during the day, but still sleep well at night.

RRP: \$55.70 | **Autumn Deal: \$41.90**

BIOMAX® GLUTATHIONE 625MG LIPOSOMAL 30VC

Produced from Setria®, Biomax is a patented bioavailable form of glutathione clinically studied to increase blood and intra cellular glutathione levels that support and boost the immune system. Encapsulated with liposome technology and containing phosphatidylcholine, which is good for the liver. Glutathione is commonly known as the great protector or "master anti-oxidant" found in every cell and essential for optimal health and vitality.



NEW TO HARDY'S

Natural Health Trading, Auckland

NZ FULVIC™ DAILY RECHARGE TONIC

Recharge your body with NZ Fulvic Acid supplement. Perfect for the whole family, taken daily supports gut health, immunity, energy and exercise recovery, naturally! Get yours now and feel the results. GLUTEN FREE, NON GMO. NO SUGAR. VEGAN.



RRP: \$38.00
Autumn Deal: \$29.90

NATURE'S SUNSHINE FEVERFEW

Helps to soothe tension and muscles in the head, supports healthy circulation and blood vessel health, and provides nutrition to the central nervous system. Feverfew supports the body's efforts to balance levels of prostaglandins and serotonin. Imbalanced or high levels of these two natural chemicals may lead to physical reactions associated with discomfort.



ALOE VERA WITH TURMERIC



Lifestream, Auckland

Lifestream Aloe Vera with Turmeric Tonic provides an extra strength digestive tonic to help soothe the entire digestive system while supporting gastro-intestinal health and total body wellbeing.



New TO HARDY'S

Socks that
keep your
feet blissfully
happy



Odour Control Plus

CERTIFIED TO ELIMINATE UP TO 99% OF BACTERIA, VIRUSES AND FUNGI

Do you have to struggle with feet infections, irritations or other unpleasant conditions, such as smelly feet? Did you know that these ailments are caused by germs that live on your skin?

Did you know that copper can kill germs? And zinc can help to speed up the skin's healing process? What if by using socks you could control bad odour and skin issues?

Our socks are designed to make the most of your activities by keeping your feet comfortable and healthy, using a certified formulation of copper and zinc that keeps bad odours, irritation and skin infections away.



FITZ GREAT

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NEW!

Driven by the desire to help and empower people with their healthcare journey

Take care of your health even better with **Liposomal*** technology

- **Liposomal delivery system *(on indicated products)** – to enhance absorption and bioavailability
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- **Products trusted by medical professionals**
- **Clinical Studies** – products are backed by ongoing clinical studies, research and development
- **Assured Quality** – produced under GMP, batch recorded, Certificate of Analysis
- **Specialised Packaging** – cartons from 70% recycled material, food grade ink printed on bottles, Fair Trade cotton inserts, tamper proof bottles
- **Free From** – all artificial additives, GMO, gluten, soy, sugar
- **Coyne Healthcare Pledge** – for every product sold Coyne Healthcare will plant a tree
- **Suitable for vegetarians/vegans** (except for Purest Omega 3)



- Biomax PQQ with CoQ10
- Biomax Activ. Vit B.Co Liposomal
- Felix Saffron
- Advixed Saffron Advanced
- Biomax Vitamin C Liposomal

- Bio-Milk Thistle Complex
- Glutathione Liposomal
- Bio-Berberine Complex
- Bio-Curcumin Advanced
- Purest Omega 3

Introducing Chelsea

We're so proud of Chelsea! She joined our Hardy's family in our Kerikeri store 9 years ago as a Junior Sales Assistant, and quickly showed she had a passion for natural health and helping people find their way to wellness. Chelsea has always been keen to learn from those around her and she decided she wanted to expand her knowledge, so studied to become a Naturopath.

Her product and health knowledge, teamed with her administration skills, made her the natural choice as Manager for our Paihia store when we opened in November 2018. And she has proved herself worthy.

Pure determination paid off and we are delighted to have Chelsea on board, bringing her own knowledge and expertise to the team.

Chelsea shares her time between the Kerikeri and Paihia stores, both of which now benefit from her youthful approach.

So does she relax now that she has finished studying? No, not just yet. She now has a wedding to plan.



Chelsea Tucker ND
Our new Naturopath

Coming Soon!

Our newest Hardy's Health Hub is opening in Waikato – the Home of Hardy's

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