

The Anti-Oxidant game

by Marilyn Sidwell

Is it a scam?

No, but it should be played skillfully. Research shows many benefits to anti oxidant supplementation, but in some instances study results are negative rather than positive.

Definition - an antioxidant is a molecule that inhibits the oxidation of other molecules. Is the concern about oxidation real? Oxygen is essential for life, after all.

At Nutrition Pure and Simple we promote the use of antioxidants as 'Prevent the Death of Your Cells'. Oxidative damage from Free Radical activity results in a number of preventable health problems.

Fact: plants and animals maintain many antioxidants and systems

Fact: oxygen is critical for life

Fact: oxidative reactions can be damaging

Despite advertising claims about 'the best' anti oxidant product, especially the one about 'turning on' the powerful Nrf2 system, for instance, there are many antioxidants. I am sure you have heard about the benefits of Vitamin C, vitamin D or Vitamin E, for instance. We list 32 antioxidant products at NPS.com. Since nothing works in a vacuum, you should know that individual antioxidants work best in concert with all the nutrients - vitamins, minerals and amino acids.

The Nrf2 system is a master regulator of the anti oxidant response, but it also modulates hundreds of genes controlling the immune system, inflammatory response, tissue remodeling, fibrosis and carcinogenesis (and others). We have several products that stimulate this system. Radical Resilience is a special combination of herbs known to promote health and wellness, balance hormones and fight oxidative stress. It also 'turns on' Nrf2. These herbs are: Milk Thistle, Bacopa, Turmeric, Melissa and Maca.

We recommend that you pay attention to your food choices. There are foods, especially fruits and raw vegetables, which are rich in various antioxidants.

As with all health concerns, there is a difference between maintaining health and preventing disease. There is also a huge difference if 'disease' is present. Food available in the market place simply does NOT have enough of the nutritive value necessary to combat health problems. Hence, nutritional supplementation with emphasis on antioxidants.

Antioxidant supplements have been studied for their effect on cancer, heart disease, and mortality - to name just a few. And we are easily persuaded by advertising because we want to stay young, perform at our peak, look beautiful or handsome forever and (most of all) stay healthy. You should know, however, that there is a dark side to the Nrf2 system. In some instances and under certain conditions the over stimulation of this system may be responsible for the onset of cancer. Persons with known cancer should not use nutritional supplements or herbal products without the consent of their oncologist.

So what should we believe?

Here is information written by John W Jones, MD: It is common knowledge that we all need nutritional supplementation; but do you know why that is? Studies have shown that in order to meet the minimum daily requirements, one must consume at least 1100 calories of nutrient dense foods. None of these calories can come from “naked calories” such as sugar. This means that a person on a 1000 calorie diet cannot meet the minimum daily requirements, much less the optimal levels, without supplementation.

To maintain health you must exceed the Minimum Daily Requirements. Your goal is to achieve the optimal levels needed by that marvelous chemical factory that we call the Human Body.

The problem with food.

Often we are advised to 'Eat right'. My question is - What does that mean?

We would like to live in a world where we 'eat right'. The reality is that we can't and don't. Now what?

Probably every doctor, dietician and nutritionist would give you different advice. There are questions that should be considered. Your lifestyle (school, job, family), age (can you taste? can you chew? can you smell?) Does someone cook for you (spouse? home health? Burger King?) Do you have food allergies? Ethnic food preferences? This gets to be a long list. So how do you meet the minimum daily requirements?

Many of us choose a multiple vitamin/mineral supplement. Compare your formula to the one formulated by Dr Jones - Ultra Vites. It contains vitamins, minerals and anti oxidants. Consider not only the 25 different necessary ingredients, but the form they are in. (are they bioavailable?)

In addition, Dr Jones recommends Ultra Omega-Linic. This product provides the fatty acids that are essential to the health of every cell in the body. Essential fatty acids are not a part of our normal daily diets. We don't eat fish 3 times a day like the Eskimos do, nor do most fish oil supplements or diets provide the anti inflammatory gamma linolenic acid (GLA) .

Ultra Vites and Ultra Omega-Linic should be the starting point for any supplementation program. Radical Resilience supports a healthy immune system, supports the adrenals, reduces stress and is a good foundation for Wellness and Anti Aging.



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