



ORGANIC
SHUFFLE
HASTINGS HEALTH STORE

HASTINGS HEALTH STORE



health bite

Seasonal Newsletter

Spring 2008

4 6 High St Hastings Ph - 59791381

Firstly, thank you for your support with our transition to **selling organic fruit, vegetables and meat**. The response has been incredible we are now going to the organic market three days a week. We have really enjoyed the change and feel now like we are a complete one stop health food shop! The transition has resulted in a few discussions in the store of late around the question of "What does it mean to be a health store customer?" I suppose there is a considerable spectrum of customers. Some of them might drop in for the occasional snack juice or pie, others come on the odd occasion for example when they get an acute health condition such as a cough or cold. Then there is a really interesting majority of health store customers who choose to shop in places like ours for any number of more values based reasons. For example they might include the conviction to avoid shopping in multinational supermarkets or pharmacy's. These people want to know **what am I buying and where is the money going?** Such customers tend to be aware that many vitamin and supplement companies are owned by multinational pharmaceutical companies whose legal responsibilities lie with shareholders and not consumers. Think of the top three or four most promoted vitamin brands and chances are they will be owned by a pharmaceutical company. As a health store we are committed to stocking the very best value and quality brands that you won't find on the pharmacy and supermarket shelves.

These customers also want to know **who is selling these products to me? Do they use them?** I cant imagine buying glucosamine in a supermarket and having the checkout chick ask you if you have a shellfish allergy? As peoples awareness expands about the negative health effects of consuming many of the foods and drugs that have become part of the everyday, they want to cut through the crap and speak to people who actually believe in the products and have expertise. That is why our store has a team of two naturopaths, a training naturopath, and an Aromatherapist who are all available for free consultations.

As owners of an independent, family run health food store our whole focus is on providing service and products with real integrity, value and quality. In an environment where the natural health world is under invasion from the pharmaceutical giants and supermarket chains our commitment to these principles is what sets us apart.

Enjoy the spring issue.
Ben Purdie - Store Manager

Four generations of our family hard at work in the store!

Welcome Our New Naturopath - Kate Wilson

We say a big welcome to Kate who will be working with us on Saturday's. That means we have a Naturopath instore on Tuesday, Thursday, Friday and Saturday!

Members Now Get 15% Off Storewide and 10% for returns

Discount day (which is the first Tuesday of every month) now includes 15% off storewide. Plus we introduce our new returns system to members where you now receive a 10% discount on all supplements when you return the empty bottle with our price tag still attached.

ITCHY SKIN? ECZEMA? PSORIASIS? DERMATITIS?

Michelle Watson In-store Naturopath

Over the winter months many people have come into the shop troubled with eczema, dermatitis and in general itchy skin and scalp conditions, so I thought it might be a good idea to write something about these common problems. Most people find these conditions are worse over the winter months and this is because the skin is covered up, sweats less, is generally less exposed than in the summer, and is often dehydrated.

From a naturopathic point of view the skin is thought of as an eliminatory organ as it is responsible for the excretion of $\frac{1}{4}$ of the body's waste products. Any dysfunction within the skin or over-loaded eliminatory organs, (ie lungs, bowel and kidney) means that generally the skin becomes sluggish and problems start appearing. This can take the form of many types of skin conditions with many types of triggers ie allergy, nutritional deficiency, inflammation, stress etc

The first things to think of when treating skin conditions is **zinc deficiency**, **essential fatty acid deficiency** and the health of the **gut**.

Nine Steps To Better Skin

- 1. Zinc** - Come in for a zinc test because if you are zinc deficient (and it is common) you will have trouble with healing and general immunity
- 2. Good Fats** - Increase essential fatty acids for itchy dry skin with fish oils, evening primrose oil , flaxseed oil or by eating lots of fatty fish.
- 3. Digestion** - Ensure good gut function with the use of probiotics, digestive enzymes and bitters like Swedish bitters.
- 4. Allergies** - Especially in eczema and psoriasis eliminate the most allergenic foods, ie dairy, wheat, peanuts, citrus, eggs, tomatoes and corn
- 5. Inflammation** - Eat fewer foods that promote inflammation ie. red meat, sugar, processed foods.
- 6. Fluids** - Stay well hydrated by drinking LOTS of water and exercise daily to get up a sweat-very cleansing for the skin.
- 7. Chemicals** - Wash skin with products free from harmful chemicals, eg goats milk soap, chemical free shampoos and conditioners all available in the shop
- 8. Herbs** - Apply herbs topically for short term relief ie aloe vera, chickweed, jojoba oil, calendula but for long term relief always think of the bigger picture and try and get to the cause internally.
- 9. Stress** - Last but not least there is a huge correlation between stress and skin reactions as in a growing embryo the skin develops from the same source as the nervous system!!!!

So remember the skin is a reflection of what is going on inside the body and you are always welcome to come and have a chat with our Naturopaths Michelle, Kate or Amy regarding best treatment for your condition.

IN THE NEWS - Co Enzyme Q10 Lowers Blood Pressure

A meta analysis recently examined the effectiveness of CoEnzyme Q10 in treating hypertension. It incorporated 12 clinical trials (362 patients) comprised of three randomized controlled trials, one crossover study and eight open label studies, all of which consistently demonstrated CoQ10 to have a blood pressure lowering effect. There was an absence of adverse side effects with many patients able to stop other medications. The average effective dose for lowering blood pressure was 120mg per day.

SUGAR SUGAR EVERYWHERE!

Sharnell Lawrence - Store Manager

It is said that on average Australians consume approximately 22tsp of sugar a day per person, this equals 40kg of sugar a year per person. When you read this do you just think of the white crystals that you put into your tea or coffee and say “ oh not me I wouldn't have 22tsp of sugar, I only have a cup of tea a day and the occasional sweet treat”. Well think again because sugar has many disguises, raw, brown, white, dextrose, lactose, maltose, maltodextrin, fructose, corn syrup, barley malt, honey, rice syrup and maple syrup. It is added to many grocery items, tomato sauce, chutneys, breads, crackers, salad dressings and that's barley touching the surface. So reading the label and knowing the other disguises for sugar is very important if you wish to decrease your sugar intake.



Excess sugar consumption can create:

- Headaches
- Moodiness, hyperactivity
- Loss of concentration
- Allergies
- Depression
- Increased risk of heart disease, obesity, diabetes and cancer
- Suppresses the immune system
- Eczema
- Ageing skin

So what are we to do? One option is to consume artificial sweeteners which contain aspartame without going into detail here, you only need google Aspartame and the controversy and negative health effects become evident. This is where Xylitol comes into the picture. Xylitol is a safe natural sweetener which is found in fibrous vegetables and fruit, as well as corncobs and various hardwood trees such as birch. Not only is xylitol a safe alternative but it also boasts many positive health effects.

Some benefits of Xylitol:

- *Effective for fighting bacteria, including oral, nasal, or ear infections*
- *Restores proper acid/alkaline balance in the mouth, therefore preventing tooth decay.*
- *Contributes to weight loss*
- *Aids calcium absorption building strong bones and teeth*
- *Restores hormonal imbalance*
- *A natural insulin stabilizer (research shows that maintaining low insulin levels is a key to anti- ageing)*
- *Xylitol has a glycaemic index of 7 where sugar is rated at 100!!*
- *Lowers the risk of Polycystic Ovarian Syndrome (PCOS), fibroids, ovarian cysts, endometriosis, breast cancer, depression, hot flushes, PMS, and weight gain.*
- *Fantastic for diabetics.*
- *Xylitol has 40% less calories and 75% fewer carbohydrates than sugar.*

Over 1500 scientific studies have shown that the more you use xylitol, the more you are able to reduce sugar cravings, reduce insulin levels and alkalize your body. What a great way to treat your sweet tooth while being kind to your body. Xylitol looks exactly like sugar and can be used in the same way in baking and cooking, it is also available in chewing gum.

SPRING RECIPE - Sharnell Lawrence

Xylitol Banana Cake

I can't tell you all about the amazing benefits of xylitol without including a recipe for it can I?

This banana cake is wonderfully moist and keeps really well for a few days (I actually think it gets better!)

I made it with spelt flour but it would work just as well with wheat. For an extra decadent touch spread with Living Earths Raw Chocolate Coconut Butter, oh soo good!!

Ingredients

3 ripe bananas mashed
½ cup butter
¾ cup Xylitol
2 eggs
2 tbs plain yoghurt
2 cups spelt flour (or wheat)
1 1/2 tsp baking powder
½ tsp bicarb soda
¾ cup walnuts

Always use organic ingredients where possible.

Method

Preheat the oven to 180dec and grease and line a 20cmx20cm cake tin. Cream butter and sugar together, add eggs one at a time, beat until combined and the mixture is smooth, add the yoghurt. Stir in flour, baking powder, baking soda, add the mashed bananas and walnuts and be careful to not over mix. Pour mixture into prepared cake tin and bake for 50 - 60 minutes. Let cool in tin for 10 minutes then turn out onto a wire cake rack. Store

NEW PRODUCT - Sweetlife Dental Gum

sweetlife dental™ gum is the delicious healthy choice for teeth and gums. Sweetened with 100% Xylitol.

- ✓ **Sugar free**
- ✓ **Reduces tooth decay and plaque**
- ✓ **Cuts off "acid attack"**
- ✓ **Freshens your breath**
- ✓ **No aspartame (951)**
- ✓ **No artificial sweeteners**

At last, a new sugar free, all naturally sweetened Dental Gum that fights plaque and freshens your breath. Leaving your mouth cool, crisp and clean!

Our Range Includes:

- Organic & Local Vegetables, Fruit & Meat
- Organic Bulk & Packaged Foods & Teas
- Huge Range of Vitamins & Supplements
- Instore Naturopaths
- Instore Aromatherapist
- Natural Beauty Products
- Natural & Organic Baby Products
- Crystals, Books & Gifts
- Specialty Breads
- Organic & Fairtrade Coffee
- Fresh Juices & Organic Pies
- Sports Supplements & Protein Powders