



HAPPY NEW YEAR and welcome to this issue of the newsletter. As I am constantly asking customers for feedback and photo's I thought it was about time I introduced myself personally. My job is to highlight any relevant health matters, pass on our product news and give you, our valued customers, a chance to say what you think about our products. Highlighted in this issue - Arthritis - experts believe we're headed for an epidemic of joint disease but researchers are looking at ways in which, amongst many other treatments, supplements such as glucosamine and chondroitin sulphate can aid prevention and provide remedy. Also included, an article on Elagen – could it be a natural alternative to the flu jab? Please remember - we love to hear from you, don't be shy, put pen to paper and let us know what you think of our products and how they work for you. – *Kim Roberts, Marketing Consultant.*

DISEASE FOCUS: ARTHRITIS



Arthritis is a disease with many forms, most commonly Rheumatoid and Osteoarthritis, both incurable, difficult to treat and very painful to live with. The first sign is often a back or knee twinge, possibly stiffness at the base of your thumb, even a shooting pain from your hip to your calf.

'Time' magazine has this to say; "If you are within even shouting distance of middle age,

chances are you have Osteoarthritis, a degenerative disorder in which the cartilage – the natural shock absorber that cushions the insides of your joints – begins to break down."

Some comfort can be taken in that this disease develops gradually, on the other hand however, Rheumatoid arthritis in severe cases, can 'hit as hard and fast as a freight train'. The symptoms of both diseases can be very similar but the diseases are themselves very different. (The 'Time magazine' website will have the back issue listing the article.)

Six million Europeans currently suffer from Rheumatoid arthritis and doctors believe around 39 million Europeans are affected by Osteoarthritis. Many sufferers swear by dietary supplements for symptom relief, Omega – 3 fatty acids found in Flax oil and Cod Liver Oil, Glucosamine and Chondroitin Sulphate. At Cardiff Hospital, Biomedicine Professor, Bruce Caterson, is an enthusiastic advocate of Cod Liver Oil. He conducted a clinical trial that showed the Omega-3 fatty acids in oil (50% more in Flax oil than the amount available in fish oil) have an effect in 100% of patients with arthritis. Researchers elsewhere are investigating the similar benefits of Glucosamine and Chondroitin Sulphate, chemicals that occur naturally in cartilage. Eladon Ltd supply Glucosamine Sulphate, Joint Formula and high potency Flaxseed oil – see overleaf for more details.



(Pictured above : cross section of a healthy and a diseased Knee joint)

We have been asked many times if we can package Elagen in larger tubs to save on plastic waste - after research and consideration we have concluded that due to the sensitive hygroscopic nature of Eleuthero it is better to expose only two months supply at a time to the atmosphere to ensure product freshness. We do however have a flat pack service available for those who wish to simply refill their existing tubs – this has the added bonus of fitting through the letterbox!

IT'S NEVER TOO LATE FOR A COMEBACK – Who knows where the next supply of Elagen will take Gordon Booth? (Pictured left)

"Hi there, just received issue number 306 of the Elagen Newsletter featuring the boxer Danny Williams - but you might like to know your Elagen Sport capsules help lesser mortals too. I am a 72 year-old runner who, until the beginning of 2004, hadn't competed in a fell race since 1997. On hearing the Fell Runner's Association were introducing a 0/70's category into their English Championship race series, I decided it was time for a comeback.

To facilitate recovery from a fairly intensive training schedule, (for my age), I used high potency Elagen Sport capsules – and to good effect. I was so far ahead on points after the first three races I clinched the Championship without having to compete in the final race. This was against experienced fell runners who compete on a regular basis, so victory was sweet indeed and a wonderful bonus to my running career. I'm resting at the moment, but who knows what the next supply of Elagen Sport might inspire me to do? Watch this space!"- *Gordon Booth*



A NATURAL ALTERNATIVE TO THE FLU JAB?



With over 1,000 research papers testifying to it's remarkable qualities, Eleutherococcus Senticosus should by now be by the kettle on everyone's kitchen worktop – perhaps even lining the pharmacy shelves at your local GP's surgery. But as yet you, our informed customers, are members of a somewhat elite cadre – those who subscribe to the long-term benefits of taking Eladon's high potency Elagen capsules. However, alternative therapies are gaining momentum as a sensible option for the prevention of a cold or flu – your GP after all cannot offer any prescribed medication to alleviate the symptoms.

Evidence shows Eleutherococcus Senticosus (ES) increases the numbers of active immune fighter cells and in particular the numbers and activity of 'T' helper cells. These cells are vital in the defence against viral infections (such as colds and flu) and increases in their numbers would help to explain how ES can help to ward off viral infections and reduce the severity of such illnesses.

ES is an herb termed as an 'adaptogen' – they don't have any specific pharmaceutical effects but rather act upon the body to restore any imbalances. They allow the body to work more efficiently by regulating the normal physiological processes. Some adaptogens act more noticeably on one system and ES has been largely researched for its abilities to regulate and thereby strengthen the immune system. Eladon's high potency extract is standardised to 2000mg of active ingredient per capsule – the first standardised extract of ES to be introduced to the UK and remains one of the best herbal supplements on the market today. Don't keep this to yourself tell all your friends and family – we'll gladly send free information to any one expressing an interest.