



**“It’s just fantastic – it keeps me going. I have been taking Elagen for the past four years and have not had a day off work since.”**  
*Graham Kennedy, Stirling*

# A root with a view to health

*Eleutherococcus was discovered by Soviet scientists in their search for more abundant sources of tonic plants of the ginseng family. It has proved itself in over 1,000 studies and is used to increase energy, stamina, task performance and*

*the resistance of the body to a wide variety of potentially harmful influences, such as viruses, toxins, hypoxia, temperature shifts and radiation. Its use can be traced back as far as 4,000 years so there is certainly nothing new*

*about using it, but advances in science have allowed us to bring you Eleutherococcus in its optimum format – Elagen High Potency capsules. According to Soviet research almost everyone can benefit from its use and it is widely recognized as being a safe and effective way of strengthening and maintaining the immune system.*



**Elagen capsules contain a standardized extract of the herb Eleutherococcus Senticosus – equivalent to 2,000mg ground root**

## Elagen at work

By **Joannah Metcalfe, Holistic Health Practitioner**

I have been working in Natural Medicine for 16 years and first came across Elagen 17 years ago when suffering from Aplastic Anaemia. I contracted this condition while training as a nurse and subsequently spent two years in hospital, this time as a patient. During this time I was reliant on blood transfusions and I had a variety of strong drug therapy to try to treat the condition. While the transfusions kept me alive, the treatments failed and at the age of 21, running out of options fast, my family and I discovered Natural Medicine. Why is it we so often come to this field as a last resort?

I was extremely lucky and a combination of traditional Chinese acupuncture, healing and nutritional medicine turned my health, and subsequently my life around. Elagen was one of the

supplements I began to take at this time. My blood counts began to creep up; my immune system and energy levels improved; and, six months later, I began my first level of training in the field.

My whole life changed – I had found my true vocation and a way of working that made ultimate sense. Now I was concerned with helping people find the ‘root cause’ of their disease, rather than merely alleviating the symptoms. I began helping people to increase their understanding of their bodies, teaching them to pick up on the warning signals rather than waiting until the body has to scream its message by expressing serious ill health.

Preventative healthcare is the key. As we all work longer hours, my most recent project has been to set up a company called Holistic Living. I realised that to get the message of preventative healthcare strategies out to a wider audience, the ideal would be for companies themselves to introduce policies to look after their staff better. Surely they would also save money in the long run, as staff turnover and absenteeism levels would go down? Last year we proved this to be the case. One of our companies spent £15,000 but saved £30,000 by implementing our ‘Health in the Workplace’ seminars, where we



**Eladon Ltd. specializes in only the highest quality supplements and standardized extracts, sourced from the finest plant origins. We have carefully researched these herbs to bring you the very best quality product, extracted to achieve optimum efficacy**

talk to staff members about healthy eating, relaxation, exercise and supplementation regimes. This is where Elagen comes in! We explain to people that if you are going on a long journey, you service your car and top up its oil in preparation for the extra pressure you will put on the engine. Why do we look after our bodies less well than our cars?

If you are going to put yourself under extra stress, by taking on

an extra workload for instance, or you find pressures increasing at home, you need to prepare your body so that it is able to cope without negative impact.

Elagen is the answer – it is an ‘adaptogen’ so it helps you adapt to the stresses of everyday life; it can boost the body’s immune response and help increase stamina. In fact, everyone we recommend Elagen to is staggered by the effects.



**NEW PRODUCT**  
A year’s supply of multi-vitamins in one tub.  
Only **£24.50**

**For more information about Holistic Living please visit [www.holistic-living.com](http://www.holistic-living.com) or telephone 01284 747105**

**Order Line: 0845 345 1636**

Eladon Ltd, PO Box 111, Bangor, Gwynedd, LL57 1ZB  
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**Check out our new improved website at [www.elagen.com](http://www.elagen.com) and experience the return of our long awaited online shop!**



# Elagen's Supple

**Eladon Ltd specialise in high strength standardised supplements. We have carefully researched these herbs, vitamins and minerals which in the case of herbs are extracted from the plant.**

## OLIVE LEAF EXTRACT

The Olive Tree has been well researched for its healing properties. It is a powerful but completely natural phytochemical. Areas of use include immune function, energy levels, anti-viral, anti-parasitic, anti-bacterial, anti-fungal, hypertension, fibromyalgia, and psoriasis.

Eladon Ltd have extracted and standardised Olive Leaf to produce a powerful 400mg capsule which contains 20% Oleuropein. Oleuropein is a phenolic compound (basically the building blocks of plants). In the Olive Tree, Oleuropein is found to instill protective properties making the tree particularly resistant to bacterial and insect attack.

Claims about Olive Leaf Extract's antiviral properties led us to study the product with members of the Herpes Viruses Association. The trial commissioned last year indicated OLE to be beneficial in helping control outbreaks of the virus, particularly when used in conjunction with the Elagen High Potency Capsules. (Further information available from Eladon Ltd)

A popular and effective dosage is to take one 400mg capsule before a meal. A more therapeutic dose (i.e. for the common cold) is one capsule per day. For more severe infections this can be increased to 3 a day. Product Code: EL080

## FLAXSEED OIL

1000 mg softgel capsules

People have been consuming Flaxseed oil for more than 5000 years – it is recognised as nature's richest source of Omega 3 Fatty acids and is indicated to have immune stimulating properties. It is also recognised for its ability to help lower cholesterol and support the body's cardiovascular system.

Flaxseed Oil also contains two important polyunsaturated fats, linolenic, and alpha linolenic acid. The essential fatty acids found in flax contain double the amount of omega 3 found in fish oil. Product Code: EL053.

## PRODUCT HIGHLIGHT

### Glucosamine Sulphate and Joint Formula (EL045 and EL065)

For joints and connective tissues

Glucosamine is not a 'new' product, dreamed up by marketing men – it actually occurs naturally in our bodies and we also obtain small amounts from our diet. It is an amino sugar, usually formed in humans from glucose and the highest concentrations are found in and around the joints and connective tissues. Glucosamine is the starting point in an enzyme-regulated process, from which other important substances are created.

These substances are the major ingredients that help with joint mobility and aid in the correct functioning of the joint fluids and connective tissues.

Glucosamine is often sold as a combination product with two or three other ingredients. Vitamin C is usually added as it can help maintain cell and tissue integrity, also Chondroitin, which is made up of chains of Glucosamine with attached sugar molecules.

They appear to work synergistically together. Glucosamine is water soluble, free from side effects and has no known contraindications. The amount you should take seems to vary depending on who's opinion you take. Some practitioners recommend a number of capsules based on your body weight, whilst others recommend a certain number of milligrams per day.

The results from persons taking Glucosamine are impressive, many consumers report success and purchase regularly, however, you should consult a practitioner for advice before starting any regime.

Eladon's Glucosamine Sulphate is a 750mg high strength supplement while our Joint Formula is a carefully concentrated combination of glucosamine, chondroitin and MSM.



## L GLUTAMINE

This popular amino acid is widely used by athletes but has important indications for general health and well being. Recently it has become popular for its apparent ability to reduce sugar cravings for people who are trying to lose weight. Amino acids are the essential raw materials needed for growth and reproduction within the human body. Found throughout the body, L Glutamine is considered conditionally essential. However, certain situations such as excessive exercise or physical injury may create a need for more L Glutamine than the body is able to provide.

Used to help muscle tissue and promote brain function, L Glutamine is also the primary energy fuel for the small intestine and, hence, is important for the digestive system. Elagen's L Glutamine is available in 500 mg capsules. Product Code: EL060

## IMMUNO 29

Immuno 29 is a carefully researched winning combination of 29 essential vitamins, minerals and antioxidants. Immuno 29 offers a comprehensive combination of all the essential elements a healthy body needs. It provides the ingredients essential for supporting your immune system, regenerating cells and promoting efficiency in just one daily capsule. Immuno 29 is an excellent partner for Elagen, as a daily maintenance routine and is suitable for the whole family. Product Code: EL007

## GINKGO PLUS – GINKGO COMPLEX

Ginkgo Plus is an original formula by Eladon based on the remarkable biological properties of Ginkgo Biloba. It was designed primarily as a brain food as well as offering circulatory support and other general properties.

Ginkgo Plus is recommended for anyone who is looking for a natural supplement which may help their circulation, not just to the brain (where improved blood supply and oxygen delivery help the brain to restore and maintain memory and mental agility), but also to the hands and feet. Researchers have suggested that people should consider using Ginkgo Biloba before embarking on long haul flights to ward against Deep Vein Thrombosis.

Ginkgo is also used to protect against free radical damage and help maintain and strengthen resistance against common infections.

Other herbs and minerals in the formulation include, Eleutherococcus senticosus, Vitamin E, selenium and CO Q10 with cayenne added for inner warmth and further circulatory aid. Product Code: EL004

**ORDER LINE: 0**

# mentary Range

ised extracts sourced from the finest plant origins.  
and minerals to bring you the very best quality product  
tracted to achieve optimum efficacy.



## **ECHINACEA PURPUREA STANDARDISED PRESSED JUICE EXTRACT**

Infections and viruses such as colds and flu are often rooted in a temporary deficiency of the immune system. This is where so-called immuno therapy herbs such as Echinacea can be of great advantage, as infections find it easy to take hold if the immune system is slightly weakened.

The active components of Echinacea Purpurea are understood to increase phagocytosis, where foreign bodies are engulfed and digested. They act principally on the first line of the immune system's defence response. This is why we say that Echinacea should be taken at the very first sign of illness. When an infective agent enters the body, it is firstly attacked by phagocytes. These attack the agent and present it to the fighter cells or T cells within the immune system, which then react to trigger the next stage of immune response. Where Eladen increases the number of T cells, modulating the immune system, Echinacea increases the activity of these T cells. It is not generally recommended that people supplement with Echinacea over long period of time as this may undermine the body's natural immunity.

Product Code: EL085.

## **SAW PALMETTO**

Saw Palmetto is respected as a herb for problems concerning the prostate gland. Numerous studies have pointed to its ability to help relieve the symptoms related to benign prostatic hyperplasia (BPH), a condition that can affect up to 50,000 men over the age of 50 in the UK each year. However, official evidence from a recent study in America suggests that the extract of the Saw Palmetto berries, known as 'Serenoa Repens', is beneficial in reducing the swelling of prostate tissues. Eladen's high strength Saw Palmetto is available in 400mg capsules - one of the strongest formulations available.

Product Code: EL064.

## **ST. JOHN'S WORT**

Referred to as nature's prozac, this well-known herb has become a popular alternative approach to help mild depression. St. John's Wort is actually the common name for the family of plants called hypericaea and it is the 'hypericin' within St. John's Wort that has become recognised for its anti depressive properties. The herb is also understood to have a calming influence and may help to reduce mental fatigue whilst enhancing endurance performance in athletes. It is indicated to be anti-viral and relieve general nervous tension.

Do not take St. John's Wort if you are taking any prescription medicine without consulting your doctor first. Women who use oral contraceptives should not use St. John's Wort. A separate leaflet detailing possible contraindications is available from Eladen.

Product Code: EL087

## **PROTEC 8**

This is Eladen's protective antioxidant formula. Antioxidants are a group of nutrients found in foods that combat free radicals in the body. Free radicals can occur anywhere in the body and can damage or destroy enzymes and proteins by bonding with them. Pollution, smoking, radiation and sunlight can increase free radical production, but we can help our immune system to keep on top of this by eating a healthy diet, minimising exposure to free radical triggers and by taking a good quality antioxidant supplement. Protec 8 from Eladen Ltd provides a high quality protective multi formula, containing a combination of antioxidants to provide a broad spectrum of protection.

Product Code EL052

## **ZINC**

Zinc is an essential trace mineral which plays a crucial role in cell repair in our bodies. Zinc is derived solely from our diet and is found in a variety of foods, however, people with poor diets may find themselves zinc deficient. Frequent infections, lack of appetite, slow wound healing and poor growth in children can be symptomatic of a lack of zinc. The human adult has a zinc requirement of 15 - 20 mg a day, but pregnant or lactating women may need more.

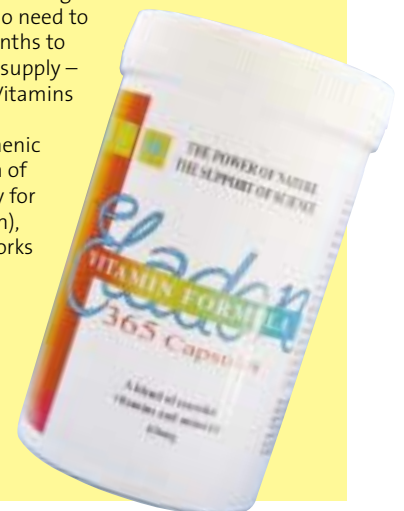
Zinc also has antioxidant properties and is used to aid recovery from a wide range of ailments varying from helping to reduce symptoms of the common cold, to enhancing wound healing. Product Code: EL021

## **NEW PRODUCT!**

### **Multi-Vitamins to see you through the year!**

The way we live and work can have a bearing on the condition of our immune system – pollutants, chemicals and a host of other factors can destroy our body's cells and our immune system is in constant battle with these enemies. As with any machine, put too high a demand on it and it could break, or at the very least, it won't operate at peak efficiency. It is important therefore, to have a healthy lifestyle and a good diet, with an adequate supply of vitamins and minerals. The key nutrients that help support the immune system have been combined together in this handy 'year's supply' tub. No need to dash out once every couple of months to replenish your dwindling vitamin supply – it's all here in one tub, 365 days! Vitamins include A, C and E, the popular antioxidants; vitamin B5 (pantothenic acid) necessary for the production of antibodies; vitamin B12 necessary for cell production; vitamin B3 (Niacin), aids the digestive system; Iron, works on blood cells and helps build resistance; Calcium for strong bones and teeth; vitamin D for Calcium absorption and Selenium, an antioxidant and cancer fighter.

**Only £24.50**  
Product Code EL028



0845 345 1636



# Let Elagen Sport unlock your full potential

*Elagen Sport contains Eleutherococcus Senticosus and Coenzyme Q10.*

*Used to this day by top class athletes, Eleutherococcus was first recommended by the former USSR Ministry of Sport for use by Russian athletes, including Olympic and National*

*squads. Coenzyme Q10 is an essential energy catalyst vital for the normal functioning of all human cells and maintaining the metabolic process.*

*Elagen Sport is recommended by athletes of all disciplines and is used successfully by*

*National, International and Olympic competitors including runners, cyclists, triathletes, boxers and runners.*



## RECOVERY...

Helps prevent the consequences of over-training and improves recovery during and after exercise.

## PROTECTION...

Helps the immune system adapt and respond to the stresses and strains of training, competition and everyday life.

## PERFORMANCE...

Improves levels of health and fitness – it is the ideal preparation for improved personal performance at every level.

## ATHLETE OPINION

Having just completed a grueling endurance build up, Ironman triathlete Mark White is about to embark on a speed phase ready for a tough season of 50 and 74 mile time trials.

“I can’t train hard without taking Elagen - summer or winter, I need it all year round,” says Mark. “Whenever I’ve trained or raced above or at ‘lactate threshold’ I like to double the dose, taking up to 8 capsules immediately after finishing the event and always with food to ensure none of it is flushed out of my system. This way my legs are more responsive the next day and I don’t miss vital training because I have raced the day before.”

# Elagen keeps Alfie clear of the field

Unsurprisingly humans are not the only mammals to suffer the effects of stress and over-exertion or be susceptible to infection. Who better to demonstrate the powerful effects of Elagen than Lord Aphieross himself, winner of the recent Ratoeth Handicap Chase at Fairyhouse, Ireland. More than a company mascot, Alfie is the pride and joy of Eladon’s managing director, Richard Ross. So convinced of the unique qualities of Eleutherococcus, Richard determined that a formula should be devised to suit the needs of his up and coming race horse. At seven years, the handsome gelding has two handicaps under his belt and looks set to sweat his way to many more victories in the future.

“After a successful novice campaign Alfie has now been turned out to grass for a well deserved break,” says Richard. “Although he won two of his seven starts, for me the highlight of his season was his gallant run in the Irish Grand National at Fairyhouse”.

Alfie had previously won over two and a half miles at Gowern



Park, but had disappointed his owner on his run at Navan - subsequently Richard discovered Alfie was suffering from a throat infection which accounted for his poor showing.

“As this was only three weeks before the National we thought he had no chance of running but we upped his Equine Elagen dose and hoped for the best - with an hour to go before declaring him fit to

race or not, the vet gave us the all clear. With only a minimal amount of work he looked a picture on the day and led for quite a while, but unfortunately he could not sustain his effort and was pulled up three fences before the finish. He returned to Fairyhouse two weeks later where he won in what can only be described as ‘dramatic’ style under top jockey Barry Geraghty.”

