



SUPPLEMENTS & U



SUMMER 2012

GREENLIFE SHOP & GREENLIFE DIRECT

THE GREENLIFE

Here in the UK, we enjoy the unique position of producing and being able to buy a huge variety and potency range of vitamins, minerals and herbals. Unfortunately, this position of choice is being eroded every year by new EU Directives that are aimed at harmonizing trade across Europe for a handful of large commercial interests. It's an old story, but now it's coming to roost right in your kitchen cabinets.

'Upper Safe Limits' are the next big area of change to supplement product lines sold in the UK.

The Traditional Herbal Medicines Directive (THMPD) has already had a significant impact on what herbs can be sold in the EU/UK. Many herbs available to you before March 2011—like Goldenseal—are now difficult for shops like us to source—if at all—but have become available online with Amazon or EBay (most being brought in 'under-the-radar' from the USA or Australia). Some say that's more competitive for pricing. But does that inspire confidence in the product? Can you be sure of what you're getting? And can you consult an experienced advisor about how it will match your needs?

Short answer to all of the above: is NO. The awkward answer is to apply more political pressure on our representatives in London and

Brussels to prevent our choices from disappearing.

Regarding Upper Safe Limits—the main public concern here is the very low levels set by the RDA precedent used by the EU Commission. 'Recommended Daily Allowance/Amount' is a value that indicates what is needed to prevent medical deficiency. This is not a health indicator or level, but a near-death indicator. Also, medical deficiency is preceded by signs and symptoms of malnutrition, and is often set at levels that only apply to mature white men, not reflecting population variations in age, race and gender. Additionally, the RDA has not been updated since the 1970's and doesn't account for our now mass produced, processed, low-nutrient diet consumption. All this calls RDA standard into question for use in the real world.

In the Food Supplement Directive consultation (back in 2001-02), the values used for discussion on supplements were derived from agri-business documents on food additives and food fortification in products such as milk (vits A, D), salt (iodised), bread (iron, calcium) and cereals. Firstly, these forms of food additives are chemical and cheap (for economies of scale) and often a million miles away from the organic and effective formulations

—continued on page 3

Inside this issue:

Dale Pinnock, TV Chef Cooks here! at Greenlife	2
Raw Recipe of the Season	2
Supplements & U con't	3
Health Advisor helps 24/7	4

SPECIAL POINTS OF INTEREST:

Sarah Wollaston, MP will be visiting Greenlife to say hello on the morning of Thursday, 16th August.

Come along and tell her how natural health has helped you and your family stay healthy without burdening the NHS!

ITV Chef Dale Pinnock Returns to Cook-Up a Storm!



Dale Pinnock, BSc (Hons) is author of *Medicinal Cookery* (2011) and now the new *Clear Skin Cookbook*.

He's been recently seen demonstrating and educating on ITV's Alan Titchmarsh and Lorraine Kelly Shows.

He's also Technical Consultant to the UK's most ethical supplement brand **Viridian**.

Come enjoy Dale's culinary talents, and taste some of his wonderful anti-aging recipes from his new book on

Thursday, 5th July from 11am to 2:15pm.



You can find out more about Dale on: www.dalepinnock.com/blog/

Raw Key Lime Pie

from *The Clear Skin Cookbook*, by Dale Pinnock, (2012, Right Way Books)



*This is a fantastic way to finish off a hot summer picnic—**incredibly good for you (and your skin), it fools even hardcore junk-foodies.***

Serves 2-4 people, timing: 3.5 hours

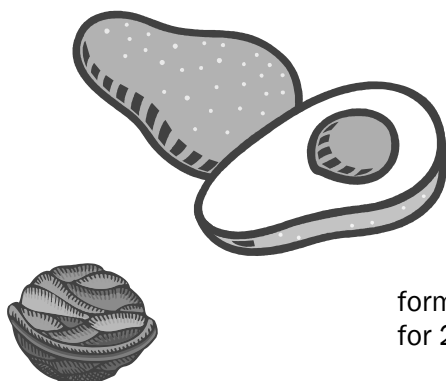
125g (4.5 oz.) uncooked walnuts
4 Tablespoons flax seeds
5 pitted & chopped dates
2 Tablespoons coconut oil
3 large ripe avocados
3 teaspoons honey
2 fresh limes

Base/Pie Crust:

Place the nuts, flaxseeds and dates into a food processor and set aside. Gently melt 1 Tablespoon of the coconut oil in a pan on a very low temp. Pour the melted oil into the food processor, on top of the other ingredients and process on slow spin to form a dough. Place the dough into a pie dish, press down evenly to form a crust and place in the fridge for 2-3 hours, until set.

Filling:

Scoop the flesh out of the avocados into a food processor. Add in the honey, juice of the limes, with the zest from one of the limes. Melt the remaining 1 Tablespoon of coconut oil in a small pan and add the melted oil to the other ingredients in the food processor and blend all into a smooth purée. Remove the pie crust from the fridge and transfer the avocado mixture into it. Return to the fridge to set. Leave for another hour or so and then the pie is ready to serve.



Supplements & U

—continued from page 1
in current food supplement tablets and capsules. These industry benchmarks have nothing to do with food supplements as a product category of its own, with optimal (not minimal) nutritional levels.

So the very foundation of data the EU/FSD is using to determine Upper Safe Limits is unscientific, and statistically erroneous.

Imagine someone trying to get 1000mg of Vitamin C to help them get over flu, or to help them heal from an operation. They would have to consume four times the amount of supplements in future, as a tablet will only be filled with 250mg at a time. Commercial pots will incur a probable four-fold increase in cost as well as it's unlikely that the price of processing will go down.



FOOD SUPPLEMENTS ARE CHANGING...

The obstacles to private choice and empowerment in this simple example can't be overemphasised. Additionally, supplements available in other markets globally (like the USA, NZ and AU) would be under import scrutiny in the EU, preventing retail sale in the UK. (But the internet is too difficult to police!)

Case study: Spanish retail health-food shops are 20 years behind

the UK. Yet in Gibraltar (a UK territory), you can find a haven of health and vitamin shops, selling comparable product lines to Greenlife's and clearly thriving from internal and Spanish-visitors' trade.

The ongoing campaign to keep our health choices valid is wearing, but it hasn't finished yet. Please sign and support the Consumers for Health Choice's e-petitions and write to our local MP, who sits on the government's Health Committee, Dr. Sarah Wollaston.



Summer Yet? Don't hold your breath....



Natural Vitamin D can only be made by our skin (in northern latitudes) from late March to mid September. Just 15 minutes of arm/ head/ face exposure is enough to get your skin cells activated even on an overcast day.

Sunburn can permanently damage the dermis if severe

and repeated enough. Don't expose more usually clothed areas—even for a short 30 minutes—without sunscreen. Our ozone layer may be thinner, depending on where you are, and it's not worth tempting fate over very sore tops of feet, knees and bellies.

Titanium Dioxide is a chemical pigment (white) that blocks the rays via creating a physical barrier.

Homosalate and Ethyl Salicylate are derived from salicylic acid (aspirin) and yes, it does work to block the damaging effects that UVA and UVB rays set up in your skin.

SPFs under 15 are not possible to buy any longer in the EU due to regulation.

We have in store some highly recommended products for keeping 'the burn at bay'.

Melvita PROSUN After-Sun Body Milk, 150ml for £10.00

Energys Sun Love Before & After Sun Cream, 100ml £17.25

Lavera Baby & Children Neutral Sun Spray SPF 20, 75ml for £9.90

Green People Sun Lotion 25SPF 200ml £17.95



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Hours: 10am to 4:30pm M-F

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www.greenlife.co.uk/greenlife-direct/



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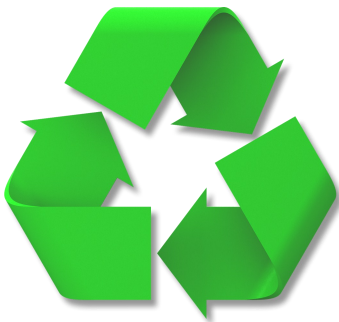
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We specialise in the sale of natural products and remedies for you and your family, including vitamins and minerals, natural health supplements, natural skin care, bath and shower products and organic herbal teas.

You can shop in our Totnes Town store, or online.

Some Supplement brands we stock:

<i>Argentum Living Energy</i>	<i>Nature's Plus</i>
<i>BioCare</i>	<i>Nelsons</i>
<i>Bio-Health</i>	<i>Nutrigold</i>
<i>FSC</i>	<i>Pharmanord</i>
<i>Helios</i>	<i>Pukka</i>
<i>Higher Nature</i>	<i>Quest</i>
<i>Lamberts</i>	<i>Solgar</i>
<i>Natures Aid</i>	<i>Terranova</i>
<i>Nature's Answer</i>	<i>Viridian</i>



PLEASE PASS ME ON TO A
FRIEND...

...don't forget our Online Health Advisor!

www.greenlife.co.uk

has online health advice available 24/7 for most of your nutritional queries.

Just click on the 'Health Advisor' button on our website:



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