Optimal Health & Vitality through Superfood Nutrition

Narelle Chenery B. App. Sci.
Director of Research and Development
Miessence
What we're covering today

- Snapshot of our “picture of health”
- Role of diet in health and wellbeing
- Why we may not be getting what we need
- Synthesised nutrients vs wholefood nutrients
- 3 nutritional keys for optimal vitality
- Simple changes to improve your diet
3 of the top 4 causes of death are diet-related
We are digging our graves with our mouths

- Diseases linked to diet are responsible for ~75% of deaths each year. (National Institute of Health)

- Childhood health issues - *allergies, asthma, learning disabilities and obesity* - all linked to diet.

- Between 1985 and 1997 obesity levels in the population doubled.
Declining lifestyle factors

No exercise
33% of adults
50% in UK!

Smoking
21% of adults

Prescription Drugs
48% of adults
Cancer is exploding

- Cancer is leading cause of death in children ages 0-15 in US.
- 1,529,560 US adults will be diagnosed with and 569,490 died of cancer in 2010 in the US.
- 41% of children born in US today will be diagnosed with cancer at some time during their lifetime.

(National Cancer Institute)
Cancer statistics for Australia

- Number of new cancer cases more than doubled between 1982-2007.
- The risk of being diagnosed with cancer before age 85 years is 1/2 for males and 1/3 for females.

(Australian Institute of Health and Welfare)
Why we're not getting the nutrients we need?

Toxic Farming Techniques
- Pesticides
- Herbicides
- Chemical fertilisers

Nutritionally Deficient Foods
- Unnatural ripening
- 3-70 times fewer nutrients than in 1946
- Depleted soils result in depleted food

Dietary & Digestive Decline
- More fast food
- More processed food
- Increased stress
- Poor digestion
- Poor assimilation

"You can trace every sickness and ailment to a mineral deficiency."
Linus Pauling, two time Nobel Prize winner.
Nutrition plays a critical role in our health and well being.

Nutritionally Deficient Foods
+
Lifestyle, Dietary and Digestive Decline

= Compromised Immunity ===> Disease

If you're relying on factory farmed, mass-produced, grocery-bought foods to fulfill your nutritional needs....
It's not all bad news!

“98% of the 100 trillion cells that made up our body last year are no longer there.”

Dr. Deepak Chopra, MD,
Grow Younger, Live Longer

“98% of ALL disease is preventable through lifestyle and health design.”

Dr. Bruce Lipton,
The Wisdom of Your Cells

Every 10 days: new digestive tract lining
Every 4 weeks: new skin
Every 6 weeks: new liver and kidneys
Every 3 months: new blood cells
Every 12 months: new skeletal system

If we improve the quality of nutrients we can literally rebuild ourselves within a year.
One important caveat - pills don't count!

Synthetic nutrients have effects in test tubes but rarely in humans.

Every large clinical trial that used synthetic nutrients failed to show benefit for cancer and cardiovascular disease.

Foods high in phytonutrients have proven benefits humans.

Whole tomato powder (but NOT synthetic lycopene, a carotenoid found in tomatoes), inhibited prostate carcinogenesis in rats.

There may be 1000's of unidentified phytonutrients in plant foods.

Multivitamins aren't enough. It's impossible to capture all the phytonutrients found in fruits and vegetables in a pill.

Our body has evolved over hundreds of thousands of years to extract our nutritional needs from food, not synthetic isolated nutrients.
Superfoods!

“Superfoods are the food and medicine of the future”
David Wolfe, Author and Nutritionist

“Superfoods are indeed the food of the future for a healthier world”
Patricia Bragg N.D., Ph.D.

Superfood is a term used to describe food with high phytonutrient content that may confer health benefits as a result.

For example, blueberries are often considered a superfood because they contain significant amounts of antioxidants, anthocyanins, vitamin C, manganese, and dietary fibre.
3 Nutritional Keys for Optimal Health and Vitality

#1 - Phytonutrient antioxidants to prevent free-radical damage
#2 - Alkaline-forming minerals for correct pH balance
#3 - Digestive health for nutrient assimilation and toxin elimination
KEY # 1 – Phytonutrient antioxidants to prevent free-radical damage

Free radicals damage cells and DNA.

Produced by natural body processes.

Introduced via tobacco smoke, toxins, pollutants and sub-optimal eating habits.

Thought to cause cancer, cardiovascular disease, rheumatoid arthritis, chronic fatigue, and age-related diseases.

Antioxidants in fruits and vegetables help to neutralise free radicals.

Less than 20% Australians eat their daily 7 serves fruits and vegetables.
Why do plants contain antioxidants?

Photosynthesis - exposes plants to a massive number of free radicals. Light energy from the sun is converted to stored physical energy.

Plants produce antioxidant pigments to protect themselves from damage.

Antioxidants are responsible for the bright colours of many orange, red, blue, purple fruits, berries and algae.

Ingesting plant-based antioxidants protects from free radicals.

Antioxidants work synergistically (combined effect is greater than the sum of the individual effects).

Far more effective when a spectrum of antioxidants are ingested.
Variety is the key.

A study in 2006 by Thompson, H.J. showed that a botanical diversity of fruits and vegetables plays an important role in the biological effect of antioxidant phytochemicals.

The consumption of smaller quantities of many phytochemicals may result in more health benefits than the consumption of larger quantities of fewer phytochemicals.
What are ORAC units and how many do we need?

**ORAC: Oxygen Radical Absorbance Capacity**
Measurement of the total antioxidant power of a substance.

The more free radicals a substance can absorb, the higher it's ORAC score.

Nutritionists recommend that we consume the 7-10 servings of fruits and vegetables per day to significantly impact antioxidant activity in the body and reduce free radical damage.

Seven servings of fruits or vegetables provides approximately 3500 ORAC units.
## Top antioxidant foods
(ORAC per 100g)

<table>
<thead>
<tr>
<th>Food</th>
<th>ORAC Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pecans</td>
<td>17,940</td>
</tr>
<tr>
<td>Walnuts</td>
<td>13,541</td>
</tr>
<tr>
<td>Hazelnuts</td>
<td>9,645</td>
</tr>
<tr>
<td>Pistachio</td>
<td>7,675</td>
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<tr>
<td>Almonds</td>
<td>4,454</td>
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<tr>
<td>Artichokes</td>
<td>6,552</td>
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<tr>
<td>Cabbage, red</td>
<td>2,496</td>
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<tr>
<td>Lettuce, red</td>
<td>2,426</td>
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<tr>
<td>Asparagus</td>
<td>2,252</td>
</tr>
<tr>
<td>Ginger</td>
<td>14,840</td>
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<tr>
<td>Garlic</td>
<td>5,708</td>
</tr>
<tr>
<td>Coriander</td>
<td>5,141</td>
</tr>
<tr>
<td>Blackberries</td>
<td>5,905</td>
</tr>
<tr>
<td>Raspberries</td>
<td>5,065</td>
</tr>
<tr>
<td>Blueberries</td>
<td>4,669</td>
</tr>
<tr>
<td>Pomegranates</td>
<td>4,479</td>
</tr>
<tr>
<td>Strawberries</td>
<td>4,302</td>
</tr>
<tr>
<td>Raisin, golden</td>
<td>10,450</td>
</tr>
<tr>
<td>Plums</td>
<td>6,100</td>
</tr>
<tr>
<td>Dates, deglet noor</td>
<td>3,895</td>
</tr>
<tr>
<td>Raisins, seedless</td>
<td>3,406</td>
</tr>
<tr>
<td>Figs</td>
<td>3,383</td>
</tr>
<tr>
<td>Dates, medjool</td>
<td>2,387</td>
</tr>
<tr>
<td>Milk Chocolate</td>
<td>7,519</td>
</tr>
<tr>
<td>Dark Chocolate</td>
<td>20,806!</td>
</tr>
</tbody>
</table>
KEY # 2 – Alkaline-forming minerals for correct pH balance

To optimise our health, immunity and energy levels, the ideal balance of food intake is 80% alkaline and 20% acidic.

**Alkaline-forming foods:** mainly vegetables and some fruits.

**Acid-forming foods:** meat, poultry, milk, cheese, bread, pasta, pastries, snack food, soft drinks and packaged foods.
How we become acidic

- Too much protein. (40 – 80g requirement, 200g consumption)
- Too much acid-forming foods.
- Protein metabolism → sulfuric, phosphoric and nitric ACIDS.
- 3 ACIDS → excreted by the kidneys.

So as not to burn the kidneys on the way out, the body donates alkaline minerals (calcium, magnesium, potassium and sodium) to neutralise the acids.

The loss of the buffer of alkaline minerals from the body makes you relatively more acidic.
Acidification and osteoporosis

Medical studies show:

Protein consumption  =  Osteoporosis

Lack of calcium is not the problem!

Osteoporosis is an acidification disease.

Calcium is leached / donated out of the bones by high levels of metabolic acids.
Acidification and calcification

Excess calcium (donated from the bones to try to neutralise acidity) now has to be excreted by the kidneys or in the faeces or it will be deposited elsewhere in the body.

- Lining of the arteries → hardening ... atherosclerosis
- Kidney or gallbladder → stones
- Brain → brain fog .... dementia
- Joints → stiffness... arthritis.

The amount of calcification in the body correlates directly with the onset of 'old age'.
What's the solution?

We are losing critical minerals.

We must:
- Cut down on acid consumption
- Replace alkaline minerals
- Or both!

Healing begins with: RE- MINERALISING!

Remineralising is the key

Best way to replace alkaline minerals? Fresh fruits and vegetables!

Best alkalisers: Green vegetables like broccoli, kale, spinach and parsley.

Inorganic mineral supplements? Ground up rocks! Not easily assimilated into the body cells.

Plants digest rocks, people can't.

The most alkaline-forming foods on the planet are the deep greens!
What are deep-greens?

Pigment-rich dark green vegetables, cereal grasses and single-celled algae.

Form the basis of nutrition for all complex life on earth.

Contain all the essential nutrients upon which all other life depends, directly or indirectly.

Concentrated sources of easily absorbed vitamins, amino acids, chlorophyll, enzymes, phyto-nutrients, and alkaline minerals.
Why we need deep-greens?

- Highly alkalising.
- Neutralise toxic acids in blood and tissues.
- Offer major benefits to your entire body.
- Good for: brain, bones, heart.

AND they help to:
- prevent cancer,
- detoxify and alkalise your cells,
- boost your immune system and
- give you more energy.
KEY # 3 – Maintaining digestive health for nutrient assimilation and toxin elimination

- Our digestive system contains a complex "bacterial ecosystem".

- Some good: stimulate the immune system and inhibit pathogens.

- Some bad: like salmonella and E.coli, and produce toxins.

- A healthy intestinal tract should contain at least 85% 'friendly' bacteria to prevent over-colonisation of disease-causing micro-organisms.
Warning signs of dysbiosis (when the bad guys outnumber the good guys)

- Allergies and food sensitivities
- Difficulty losing weight, sugar/carbohydrate craving
- Frequent fatigue, poor concentration
- Frequent constipation or diarrhoea
- Faulty digestion, acid reflux and other gut disorders
- Sleeping poorly, night sweats
- Painful joint inflammation, stiffness
- Bad breath, gum disease and dental problems
- Frequent colds, flu or infections
- Chronic yeast problems
- Acne, eczema skin and foot fungus
- Extreme menstrual or menopausal symptoms
Causes of dysbiosis (things that kills friendly bacteria)

- Excessive stress (both psychological and physical)
- Exposure to radiation
- Drinking fluoridated / chlorinated water
- Poor diet (low fibre, high fat, processed foods)
- Excessive alcohol consumption
- Carbonated drinks
- Antibiotic use
- Contraceptive pills
- Steroidal & hormonal drugs
Research shows that probiotics:

- Improve digestion;
- Increase nutrient assimilation, including calcium;
- Strengthen the immune system;
- Increase resistance to yeast infections;
- Assist absorption of magnesium, calcium and iron;
- Manufacture B complex vitamins (biotin and vitamin K);
- Relieve symptoms of irritable bowel syndrome (IBS);
- Detoxify toxins and chemicals in gut;
- Maintain correct pH balance in vaginal ecosystem;
- Reduce high blood pressure;
- Reduce cholesterol in the blood;
- Produce cancer or tumour suppressing compounds.
- Improve Autism and ADHD in children.

To attain the health benefits attributed to Lactobacilli fermented foods, live active bacteria need to be consumed on a regular basis.
Fermented foods and probiotics

- Fermented foods contain probiotics (friendly bacteria).

- Many of the long-lived cultures around the world using some form of fermented foods to maintain good health.

- Fermented foods such as yoghurt, fermented cheese, miso, tempeh and sauerkraut (fermented cabbage), provide probiotics to the digestive system, as long as they haven't been pasteurised.

**Interesting Human / Microorganism Facts**

Microorganisms account for about 1 kilo of weight in our colon. Bacteria make up around 60% of the dry mass of faeces. The human body consisting of about 100 trillion cells, carries about **ten times** as many microorganisms in the intestines.
4 key attributes of an effective probiotic

An effective probiotic product should contain Lactobacilli bacteria that can:

1. Maintain its high and active count though processing and storage until consumption.
2. Tolerate the acid conditions of the stomach.
3. Tolerate bile salts.
4. Increase its own numbers in the bowel and decrease the numbers of competing bacteria.
Remember 3 Nutritional Keys for Optimal Health and Vitality

#1 – Phytonutrient antioxidants to prevent free-radical damage
#2 – Alkaline-forming minerals for correct pH balance
#3 – Probiotics for nutrient assimilation and toxin elimination
Now you can

1. **Antioxidise with Berry Radical Antioxidant Superfood**
   Anti-ageing from the inside.

2. **Re-Mineralise with DeepGreen Alkalising Superfood**
   Nourish and alkalise your body with the most potent and nutrient dense deep-green foods on the planet.

3. **Re-Colonise with In-Liven Probiotic Superfood**
   Improve digestion, immunity and elimination.
What's so special about Berry Radical

I teaspoon provides over 4000 ORAC units.

Antioxidant equivalent of over 8 servings of fruits and veggies per serving.

A delicious combination of the worlds most potent, antioxidant berries and raw chocolate (cacao).
Freeze Drying is the Key

Freeze-dried organic fruit and berry powders are highly concentrated with all the nutrients and enzymes in the fresh fruit.

Only water is removed. Fruits are more than 90 percent water.

Up to 10 times more nutrients in a freeze-dried fruit than the fresh fruit.

<table>
<thead>
<tr>
<th>ORAC per 100g (fresh)</th>
<th>ORAC per 100g (freeze-dried)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dark Chocolate</td>
<td>20,806</td>
</tr>
<tr>
<td>Raspberries</td>
<td>5,065</td>
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<td>Blueberries</td>
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</tr>
<tr>
<td>Strawberries</td>
<td>4,302</td>
</tr>
<tr>
<td>Raw Cacao</td>
<td>95,500</td>
</tr>
<tr>
<td>Raspberries</td>
<td>40,000</td>
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<tr>
<td>Blueberries</td>
<td>40,000</td>
</tr>
<tr>
<td>Pomegranates</td>
<td>20,000</td>
</tr>
<tr>
<td>Strawberries</td>
<td>40,000</td>
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<tr>
<td>Goji berries</td>
<td>50,000</td>
</tr>
<tr>
<td>Acai berries</td>
<td>50,000</td>
</tr>
<tr>
<td>Olive juice</td>
<td>183,300</td>
</tr>
<tr>
<td>Coffee fruit</td>
<td>600,000</td>
</tr>
</tbody>
</table>
DeepGreen Alkalising Superfood contains ONLY certified organic blue-green algae, green grass juices and leafy green vegetables.

**Blue-Green Algae** - Certified Organic Spirulina

**Green Grass Juices** - Certified Organic Cold-Temperature Dried Alfalfa, Barley, Kamut, Oat and Wheat Grass Juice Powders

**Leafy Green Vegetables** - Certified Organic, Freeze-Dried Spinach, Kale, Parsley, Collard and Nettle.
Only grass **juice** powders in our formula. Not pulverised grass powders.

Unlike cows or horses, we cannot digest the cellulose in grasses. All the nutrition remains “locked” in fibres.

Only a special juicing and extremely gentle, low-temperature drying process is used to fully release and protect the precious nutrients in the grasses.

Over 30 kilograms of certified organic grass juice is concentrated into one potent kilogram of grass juice powder.
What's special about In-Liven

The unique formulation provides the complete Lactobacillus family of 13 strains combined with 26 certified organic whole foods naturally fermented for 3 weeks prior to bottling.

When consumed, the body is able to instantly assimilate the broad spectrum of nutrients.
Superbreed of bacteria

The Lactobacilli bacteria used in In-Liven are the result of 20 years research.

They subjected to a large number of stressors:
- heat
- cold
- chlorine
- salt
- alcohol
- and preservatives found in food

Resulting in a “superbreed” of very strong Lactobacilli unlike any others found in the world today.
Simple changes can greatly improve your diet.

You don't have to make drastic changes to your diet to be healthier.

A few simple tips for getting more phytonutrients into your diet:

- Make a simple breakfast of apple, pear, shredded coconut, almonds and dates in the blender.

- Make the bulk of your lunch and dinner raw, steamed, or stir-fried vegetables.

- Snack on raw fruits and veggies like berries, an apple, orange, banana, or pear or baby carrots, capsicum strips, broccoli, and celery with simple homemade dips.

- Pick up ready-made salads from the produce shelf for a quick salad anytime.
Get Real!

Stop swallowing synthetic pills that end up in the toilet.

Get on to real, living foods for real, living health and wellbeing.

Broad-spectrum phytonutrients from organic superfoods sourced organically, ethically and sustainably from all around the planet.

The purest, most potent source of nutrient-dense medicinal foods ultra-concentrated into convenient powders to flood your body with phytonutrients.

Potent antioxidants, super-strains of probiotics and alkalising minerals to cleanse, detoxify and nourish every cell in your body for optimal health and vitality.
Your 3 daily Vitality Habits

First thing:
Add 1 heaped teaspoon of DeepGreen to water or fresh juice.

Breakfast:
Sprinkle 1 heaped teaspoon of In-Liven over your breakfast or add to smoothie.

Afternoon Pick-me-up:
Add 1 heaped teaspoon of Berry Radical to milk and hot water, sweeten to taste, if desired.